

ASEAN academic partnerships for small business and ICT knowledge transfer

Manila Workshop: June 23, 2017.
De La Salle University, 2401 Taft Avenue, Manila, Philippines
Room: Multipurpose Hall, 20th Floor Andrew Gonzalez Hall

Project Partners



Mahidol University
International College



ASEAN academic partnerships for small business and ICT knowledge transfer is supported by the Australian Government through the Australia-ASEAN Council of the Department of Foreign Affairs and Trade.



Project Background

The project initiates collaboration between universities in Australian and ASEAN countries in the area of small business use of information and communications technology (ICT) — a sector that is intrinsically vital to both areas. People-to-people linkages will be established across four universities, enabling a forum to promote knowledge transfers that will encourage and focus on programs that highlight the value of modern ICT when used by small operators. An important outcome will be to foster ongoing collaboration between participating universities and the incorporation of ICT and small business elements into their academic research, training programs and doctoral supervision in their local region.

The project will increase the capacity of ASEAN academics to better understand the importance of ICT to the small business sector. A group of academics will travel to Australia for a knowledge transfer intensive that informs how to best create training content for small business, build research groups and foster doctoral student interests relating to small business use of ICT. The Australian intensive will include seminars, industry speakers and business visits. The knowledge gained will be subsequently shared with colleagues in respective countries through local workshops using an ICT toolkit (an outcome of the Australian workshop). The ASEAN workshop presentations and materials will be made available online to extend the knowledge reach to academics unable to attend the workshops. An important outcome will be the development of local leadership, promoting ICT and small business knowledge pursued through research, training and doctoral programs. Ongoing collaborations between participating institutions will continue beyond the project's timeframe.

Promotion of the project

The publicity created as a result of this ACC-supported project should promoted an awareness of the intrinsic partnerships between Australia's Victoria University and the other ASEAN universities involved. The publicity generated thus far has included:

Australia-ASEAN Council (announcement):

<http://dfat.gov.au/people-to-people/foundations-councils-institutes/australia-asean-council/grants/grantees/Pages/asean-academic-partnerships-for-small-business-and-ict-knowledge-transfer.aspx>

Victoria University:

<https://www.vu.edu.au/news-events/news/vu-research-team-awarded-australia-asean-council-grant>

Mahidol University International College:

<http://www.muic.mahidol.ac.th/eng/?p=22484>

Universiti Malaysia Terengganu:

<http://ppppm.umt.edu.my/?p=7042>

De La Salle University, Philippines:

<https://dlsucbrd.wordpress.com/2017/02/27/dlsu-faculty-members-to-take-part-in-ict-workshops-funded-by-the-australia-asean-council/>

<https://dlsucbrd.wordpress.com/2017/03/14/dlsu-faculty-join-asean-academics-in-victoria-university-for-sme-ict-workshop/>

One day workshop to be undertaken in ASEAN countries

Workshop 1— Terengganu
Universiti Malaysia Terengganu, Malaysia
Workshop: 20 April, 2017

Workshop 2— Bangkok
Mahidol University International College, Thailand
Workshop: May 26, 2017.

Workshop 3— Manila
De La Salle University, Philippines
Workshop: June 23, 2017.

The **one day** workshop in each respective ASEAN country should centre on disseminating the information gained from the Melbourne workshop to other university staff. The idea here is that staff be informed on the value/importance of how ICT can bolster small business performance. This will hopefully enable colleagues to:

- Including examples in their teaching
- Developing an interest in the sector.
- Becoming aware of potentially research projects with the other universities

This one day workshop is not directed at small business for educational or training purposes. At some stage after the completion of workshops, each ASEAN project partner is expected to deliver **short training** instructions/units to local small businesses. These short training sessions might be no more than one hour or so and delivered in the local language if need be— in order to maximise the small business audience participation. These short training sessions could be run for a small charge if deemed relevant— or even might be free, given all the materials will have been developed. The running of sessions for local small business should be evaluated for success/interest by respective partners.

A summary of the project road map follows:

Stage 1

Victoria University 5 day workshop on small business and ICT

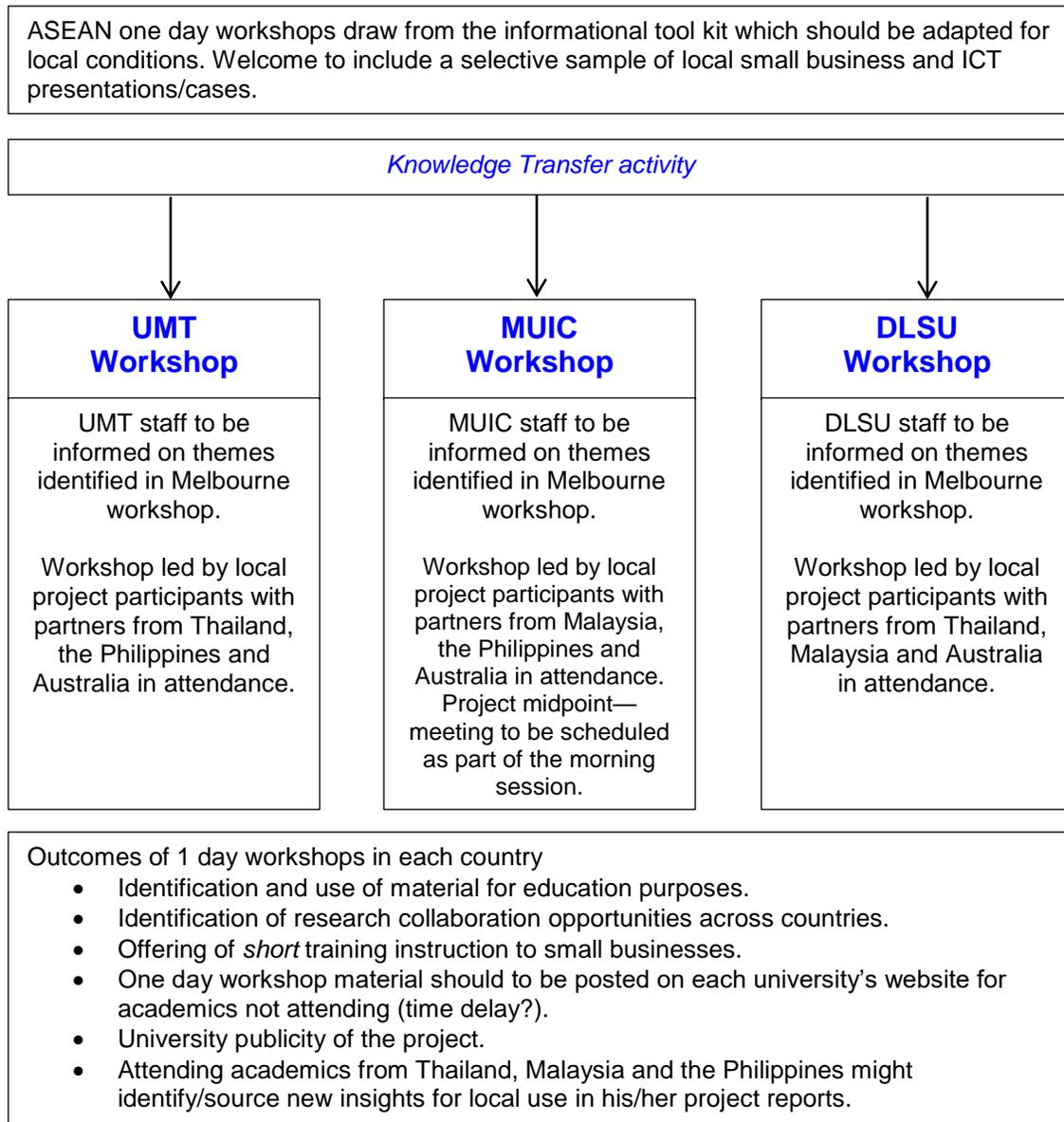
Knowledge Transfer activity



Outcomes

- Information toolkit— small business and ICT
- Start of a research project on some aspect of small business and ICT use in ASEAN countries (questions to be developed with a survey to be undertaken after completion of all workshops). Currently set down for a half day discussion.
- Publicity of the project.

Stage 2



Project outcomes

Publicity

The publicity of the project will acknowledge the ACC. The project is expected to be publicised:

- In each respective country through media releases that will target specific news outlets and social media platforms.
- Through each university's website highlighting the people-to-people linkages between universities and the salient aspects of the program.
- In Victoria University's electronic *Research Matters* publication that has an international reach.
- Through at least one international peer-reviewed journal and/or conference publication.

Ongoing relationships

The project's outcomes will contribute to further establishing Australia as a quality research and education provider to the ASEAN area by engaging with academics in that region to foster and promote opportunities, so as to develop academic research and training programs that focus on the digital needs of small firms.

The project will allow a collaborative bi-lateral partnership to be established between Victoria University and the other ASEAN universities that will extend beyond the proposed timeframe of the project.

Project items

The short term value and success of the project will be determined through the results of the online survey of workshop participants to ascertain their views of the program. The reflection assessment by ASEAN academics attending the Melbourne workshop will be used to gain important feedback on the Melbourne activities.

It is expected that there will be ongoing collaboration between participating universities. It would also be expected that aspects of ICT and small business be reflected in local university academic research, training programs and doctoral supervision.

A specific cross-regional research project, examining the drivers and inhibitors of ICT adoption in small businesses, will be conducted to 'kick start' the collaboration. This will be initiated during the workshops.

The ICT and small business toolkit— This can be used to inform the one day workshops that are to be held in ASEAN countries and/or the short training session that might be developed for local small businesses. Each participating university will develop ICT training material for small businesses that will draw from all the workshops conducted, including the ICT toolkit.

Post project

The major outcomes of the project will occur after the workshops have been completed. A review of the program (to occur one year after the final workshop) will determine:

- The extent of ongoing collaborations between the participating universities. This will include a count of the number of joint research projects and any shared training material.
- The number of published or submitted research outputs to academic journals.
- The number of stories in media outlets in ASEAN countries related to the project's outcomes.
- The number of short courses delivered to small businesses as a result of the local workshops. These can be offered on a low cost and ongoing basis to small business as there will be no need to recover training development costs.

Project Personnel Biographies

Victoria University (VU), Australia



Carmine Sellitto is a Senior Lecturer in the College of Business at Victoria University. He also is a research associate with the university's Centre for Applied Informatics, Institute of Sport, Exercise and Active Living and the Institute for Logistics & Supply Chain Management. Dr Sellitto has investigated innovation and technology adoption across a variety of small business domains including tourism providers and Australian-based wineries. He gained his PhD from RMIT University where he was awarded the prize for PhD innovation. Dr Sellitto has also published widely with articles appearing in high quality journals, conference proceedings and industry reports. Carmine has also authored two collaborative books in the area of small business and technology use.



Rafael Paguio is a Senior Lecturer at Victoria University where he teaches management accounting and financial analysis. Rafael has a Doctor of Business Administration qualification from Victoria University and a Master of Business Management degree from the Asian Institute of Management. He previously lectured at the Royal Melbourne Institute of Technology (RMIT) University and the Singapore Institute of Management in entrepreneurship and business planning. Rafael has published journal articles on the adoption of technology by small business—including on home-based businesses and tradespeople. His research has been funded by grant awards from the Australian government and foundations like the Telematics Trust. Rafael also had a role in research management at the Small Business Research Unit at Victoria University where he coordinated projects on innovation and technology advisory services. Prior to joining academia, Rafael worked for 20 years in industry, including senior management roles for multinational businesses.



Stephen Burgess is an Associate Professor in the College of Business at Victoria University, Australia. He has research and teaching interests that include the use of ICTs in small businesses (particularly in the tourism field), the websites of community based organisations, the use of user-generated content in tourism and B2C electronic commerce. He has received a number of competitive research grants in these areas. He has completed several studies related to website features in small businesses and how well websites function over time, including his PhD from Monash University, Australia. He has authored/ edited four books and special editions of journals in topics related to the use of ICTs in small business and been track chair at the international conferences in related areas.

Universiti Malaysia Terengganu (UMT), Malaysia



Dr Noor Fadhiha Mokhtar joined the Universiti Malaysia Terengganu in 2012. She is currently a senior lecturer of business information technology. In addition to her academic position, she also serves as a Coordinator for Master of Business Administration (MBA) at Universiti Malaysia Terengganu (Putrajaya Campus). Noor Fadhiha teaches courses in the undergraduate and post-graduate management programs in the School of Maritime Business and Management. Noor Fadhiha's research and teaching activities focus broadly on the use of ICT for small and medium enterprises (SMEs). Her current research examines the social media adoption by SMEs in Malaysia. She also actively involves in knowledge transfer with local communities particularly in business consultations with micro and small businesses. Noor Fadhiha earned an undergraduate degree and an MBA at Universiti Teknologi MARA, Malaysia. She later earned her doctorate degree at Victoria University Australia, specializing the Internet marketing and entrepreneurship.



Dr Kalsitinoor Set joined the University Malaysia Terengganu in 2014. She is currently a lecturer in Tourism Management Program and reporting at the School of Maritime Business and Management, Universiti Malaysia Terengganu, Malaysia. Kalsitinoor Set teaches courses in the undergraduate tourism management programs. She is currently holding a post of Industrial Training Coordinator for the Tourism Management Program. Kalsitinoor Set's main research interest is in the areas of tourism small and medium enterprises (TSMEs) and currently focuses on entrepreneurial behaviour in the tourism industry. She also involves in knowledge transfer with communities particularly in business consultations with SMEs. Kalsitinoor Set has an undergraduate degree and an MBA at Universiti Teknologi MARA. Later, she earned a PhD degree from The University of Newcastle, Australia specialising in the TSMEs' business management and entrepreneurial behaviour.

De La Salle University (DLSU), Philippines



Paz Esperanza Poblador is a full-time Assistant Professor 2 from the Marketing Management Department. Apart from being enrolled in the DBA program, she is currently service learning/community engagement head. She holds a Masters in Entrepreneurship degree from the Asian Institute of Management. Her fields of interest are in graphic design, digital marketing, hospitality marketing, sustainable entrepreneurship, sustainable transport, heritage conservation, poverty alleviation, and the revival of traditional arts and crafts. Her paper, Principal-Agent Compensation Practices in a Stakeholder-Oriented Smokey Mountain Cooperative, was published in the DLSU Business & Economics Review in January 2016. Her article: Defining a Filipino Heritage Brand in the Digital Age was published in the RVR-COB CBRD Business Notes and Briefings, Vol 3 / January 2015. She is currently working on another paper: Passenger

Perception of Pedicabs as Sustainable Transport In and Around De La Salle University, Taft Avenue-Manila, which she will present in the 1stThammasat Annual Academics & Post Graduate Conference in Asia-Pacific Studies, in Phuket, Thailand on 8-9 December 2016.



Dr. Raymund Habaradas teaches Management of Organizations, Human Behavior in Organizations, Management Research, Management Action Research, and Ethics and Corporate Social Responsibility at the Management and Organization Department of De La Salle University (DLSU). He received both his Master of Business Administration (MBA) and Doctor of Business Administration (DBA) degrees from the same university. His research outputs are in the areas of corporate social initiatives, national innovation systems, city innovations, innovation of firms, upgrading in global value chains, and SME development. Habaradas is the current Director of the DLSU Center for Business Research and Development (CBRD). He previously served as Director of the DLSU Center for Professional Development in Business and Economics (CPDBE), as

Deputy Executive Director of the DLSU-Angelo King Institute for Economics and Business Studies, and as Director of the Institutional Communication Office of DLSU. He was also one of the recipients of the Asian Public Intellectuals (API) Fellowship Program of the Nippon Foundation in 2007.

Mahidol University International College (MUIC), Thailand



Dr Chanchai Phonthanukitithaworn is a Lecturer in the Business Administration Division at the Mahidol University International College, Thailand. He received his Doctor of Business Administration in management information system in 2013— his thesis documenting the influencing factors associated with mobile payments adoption in a collectivist society. Dr Phonthanukitithaworn has previous held positions in the information technology and marketing fields. He has published widely in journals, book chapters, and conference proceedings. His research interests include innovation adoption, consumer behavior, mobile commerce, and mobile payment technologies.



Dr Yingyot Chiaravutthi received his Ph.D. in Economics from the University of South Carolina in 2002. He is currently a full-time lecturer at Mahidol University International College (MUIC). From 2008 to 2011, he was the Chair of the Business Administration Division, MUIC; before serving as an Associate Dean for Academic Affairs until 2014. He has taught at the bachelor, master, and doctoral degree levels at MUIC and other universities in Thailand. His consulting services focus on the corporate governance analysis and recommendations for listed firms in the Stock Exchange of Thailand. His research publications are in the areas of consumers' willingness to pay, pricing strategy, fair pricing, brand valuation, and behavioral game.

Contact details for project personnel

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