Building Business Communities: Justice, Performance and Change
Creating a Sustainable Scholarly Community colloquia

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Building Business Communities: Justice, Performance and Change.

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The Building Business Communities: Justice, Performance and Change colloquia complies with the academic research conference guidelines as set down Higher Education Research Data Collection (DIISR HERDC) and other organisations. For Australian delegates, the Proceedings are Category E, Conference Publications: E1 * Full Written Paper * Refereed. Building Business Communities: Justice, Performance and Change also complies with the requirements of the Performance-Based Research Fund administered by the Tertiary Education Commission and other organisations. For New Zealand contributors Proceedings are classed as Quality-Assured Conference Papers (Refereed). All papers have been subject to a comprehensive, double-blind peer review process. All such papers which have passed the competitive review process are accepted for presentation at Building Business Communities: Justice, Performance and Change conference. The conference is of a national/international status and the full written papers were refereed by at least one peer reviewer who was external to the conference editorial board."

By submitting their work for presentation at the Conference authors have assigned to USQ and Building Business Communities: Justice, Performance and
THE CONFERENCE PREFACE

by Associate Professor Margee Hume, Professor Ronel Erwee and Dr Barrie Todhunter

The 2011 Building Business Communities: Justice, Performance and Change colloquia at USQ Springfield campus is the initiative of the School of Management and Marketing and the Faculty of Business and law at the Springfield Campus. It is designed to advance the current knowledge in the areas of sustainable communities and focuses on the many associated areas of sustainability. The question of sustainability has been a factor of discussion amongst academics for the past forty years (Stern, 2006, p395; Robins, 1999). Packard (1960) argued the consequences of consumption and business practices if not adequately monitored, in a ‘throw-away’
society would lead to problems not limited to the environment but would affect socially and economically (Robins, 1999). Consumption is no longer hindered by global boundaries; therefore, the onus of developing sustainable practice is no longer the sole responsibility of economies of affluence and specific segments of our economy (Robins, 1999). It has become a responsibility of all industry, government and community sectors including consumers and an issue of international significance. Communities need to take the issue of sustainability seriously (Robins, 1999) with firms and consumers considering the direct correlation between wellbeing; social, economic and environmental factors and responsible consumption patterns (Robins, 1999). Organisations need to respond to the increasing need to facilitate social change in the areas of sustainability in terms of sustainable business practices, sustainable marketing and sustainable consumption.

Achieving sustainable consumption is a response to the scientific and international communities’ concern that the world is living beyond its ecological systems, facing a potential crisis with regard to its environmental and other resources (Tukker, Charter, Vezzoli, Sto & Andresen 2008). Defining sustainable consumption is difficult because of the multiple perspectives that surround the concept (Peattie & Collins 2009; Tukker 2008). It is best viewed as an umbrella term that incorporates sustainability’s environmental, social and economic dimensions and takes on such ideas as reducing environmental impact, enhancing quality of life and wellbeing, minimising waste, taking a life cycle approach
and looking at ecological preservation for future generations (Kemp 2008; UNEP 2002). The goal of sustainable living is to ensure that society is able to be maintained over time and can be applied to all layers of community and business with solutions to sustainable consumption multidimensional and involving several parties; governments (policy makers); producers for and not for profit (business); and consumers (Charter et al 2008; Tukker et al 2008). The notion of consumption in this context extends beyond the initial purchase of products to include their manufacture, use, disposal and social impact; concept wider than a narrow marketing ideology (Peattie & Collins 2009; McDonald & Oates 2006).

This conference expands the research and practitioner focus in the sustainability area capturing the new recognition of this important public issue and facilitating continued and meaningful change at the levels of consumers, business and society. This set of the papers presented in the proceedings represents works of considered scholarship and have been produced through the process of double blind peer refereeing. Conferences, however, are more than their published proceedings. They represent a valuable venue for formal and informal exchange among academics/professional/industry/practitioners and community stakeholders. It is through these interactions that we develop both ideas and collaborations that allow us to advance and evolve the important issues and agendas for building sustainable communities.
We thank the Keynote addresses from Professor Allan Layton, Associate Professor Aileen-Cater Steel and Dr Jon Whitty. We appreciate the interest from international affiliates including:

City University  
SEGi University College – Malaysia  
Han Chian College – Malaysia  
SEGi College – Kuala Lumpur  
SEGi College – Penang  
SEGi College – Sarawak  
SEGi College – Subang Jaya  
Far Eastern Federal University - Russia  
Baikal International School or Irkutsk State University – Russia  
Kangda College of South China Normal University – China  
Zhejiang University City College (ZUCC) – China  
Zhejiang University of Science & Technology (ZUST) – China  
Informatics Education – Hong Kong  
Centurion University of Technology and Management – India  
INTI College Indonesia – Jakarta  
Proserve Education Management Development Institute (Thames Business School) – Pakistan  
EASB institute of Management – Singapore  
The Institute of chartered Accounts – Sri Lanka  
AEA Training Centre – Mauritius  
South Africa Australian Education Centre (SAAEC) – South Africa  
College for Higher Education Studies – CHES – FIJI
UUNZ Institute of Business – New Zealand

And finally, the support and contribution from the Australian centre for Sustainable business and development.

The many contributions to the conference have focused on the overarching theme of building sustainable communities. Many of the authors are working with international and national collaborators in major projects that form the basis of the discussions and research papers presented. We thank the national collaborators for their support and acknowledge the enriched contributions evidenced by the colloquia to support and contribute to the advancing national and international work in the area of sustainable communities. We thank the contributions and interest from the higher research degree students who reside in many diverse international settings.
Table of papers

Paper 1: Justice Must Be Seen To Be Done’: Organisational Justice And Islamic Headscarf And Burqa Laws In France ..12
Nicky Jones.................................................................12

Paper 2: The Verity Of Formative Mcqs Assessment In Core Criminal Law Courses Within A Law Program.............20
Eola Barnett and Noeleen McNamara .........................20

Paper 3: Carbon Mitigation by Environmentally Certified Tourism Operators .........................................................31
Heather Zeppel & Narelle Beaumont..............................31

Paper 4: Using Online Assessments: A Journey Towards Good Practice.................................................................40
Cec Pedersen, Robert White and Don Smith ......................40

Paper 5: Compensation Equity In Unfair Dismissal ..........50
Kim Southey .....................................................................50

Paper 6: Finding Employees On The Internet: A New Frontier For Small Business ....................................................55
Kim Southey and Bernadette Lynch...............................55

Paper 7: Establishing a Conceptual Model For The Sustainable Wine District ..........................................................63
Frances Cassidy Margee Hume and Doren Chadee...........63

Paper 8: Sustainable Education in the Western Corridor: The Research Roadmap Ahead ........................................73
Denis Rose, Mustafa Ally, Frances Cassidy, Michael Gardiner and Margee Hume .................................................. 73

Paper 9: Fostering Improved Learning About Sustainability 83
Michael Mills and Andrea Quinn ........................................... 83

Paper 10: (Mimds) – Giving The Mobile Phone The Finger 94
Mustafa Ally and Michael Gardiner .................................... 94

Paper 11: Government Policy Change As a Response to Major Disaster Events .................................................. 100
Teruyo Omura and John Forster ........................................ 100

Paper 12: Carbon Mitigation Responses by Local Councils in Adelaide ................................................................. 107
Heather Zeppel and Christina James-Overheu ..................... 107

Paper 13: Leisure and Youth .................................................. 117
Margee Hume .................................................................... 117

Paper 14: Business Performance & Organisational Sustainability – Lessons from the first 2 years of ACSBD 139
John Cole ......................................................................... 139

Paper 15: The verity of summative MCQs assessment in first year law courses within a law program .................. 140
Eola Barnett and Noeleen McNamara ............................... 140

Paper 16: Conceptualising A Framework For Sport Sustainability Analysis In Regional Local Governments 150
Melissa Morgan Johnson and Jane Summers ..................... 150

Paper 17: Insights from complexity for organisations ....... 161
Jon Whitty ................................................................. 161

Paper 18: Rebuilding a Resilient Community after the Floods
...................................................................................... 162

Marie Kavanagh............................................................... 162

Paper 19 Learning Behaviour, Market Orientation and Firm Performance ........................................................................ 163

Peter A. Murray and Karen W Miller ................................. 163
# Table of Authors

Nicky Jones...............................................................................................12
Eola Barnett and Noeleen McNamara ...............................................20
Heather Zeppel & Narelle Beaumont...............................................31
Cec Pedersen, Robert White and Don Smith .........................40
Kim Southey ..............................................................................................50
Kim Southey and Bernadette Lynch .............................................55
Frances Cassidy Margee Hume and Doren Chadee ..........63
Michael Mills and Andrea Quinn.................................................83
Michael K. Mills and Andrea J. Quinn .....................................83
Mustafa Ally and Michael Gardiner .......................................94
Teruyo Omura and John Forster ..............................................100
Heather Zeppel and Christina James-Overheu .....................107
Margee Hume ......................................................................................117
John Cole ...............................................................................................139
Eola Barnett and Noeleen McNamara ................................140
Melissa Morgan Johnson and Jane Summers .......................150
Jon Whitty ..............................................................................................161
Marie Kavanagh ...............................................................................162
Peter A. Murray* and Karen W Miller ........................................163