

2012 FACULTY OF BUSINESS AND LAW RESEARCH RETREAT 20th June 2012
Springfield campus (with video conference)

*REGIONAL DEVELOPMENT:
CONNECTEDNESS, BUSINESS AND
LEARNING:
CREATING SUSTAINABLE
COMMUNITIES*

Conference Sponsors

University of Southern Queensland.

FACULTY OF BUSINESS AND LAW

Australian Centre for Business Sustainability and Development

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Contact person: Margee Hume margee.Hume@usq.edu.au;

Dianne Hall D,Hall@usq.edu.au

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The Conference Preface

by Associate Professor Margee Hume

The 2012 *Regional Development: connectedness, business and learning* 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 developing regional and sustainable communities and focuses on the associated areas of connectedness, business and learning.

Regional Development: connectedness, business and learning colloquia

Regional Development: connectedness, business and learning conference complies with the academic research conference guidelines as set down by Department of Education, Science and Training, Australia (DEST), and other organisations. For Australian delegates, the Proceedings are Category E, Conference Publications: E1 * Full Written Paper * Refereed.

Regional Development: connectedness, business and learning 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.

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THE CONFERENCE PREFACE

by Associate Professor Margee Hume

Regional Development: connectedness, business and learning 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 *connectedness, business and learning in communities* connecting communities has become one of the latest topical areas of research in particular for regional

areas. The rollout of the national broadband network, the increase in the role of social media and digital devices in work and learning and the ability of socially, emotionally and geographically isolated communities to become connected have positioned this area of research as a vital area of investigation . The colloquia brings together researchers in the area of information technology, management , regional development, education and marketing and engages them in discourse related to community and regional development, digital futures, education in regional environments and sustainability.

Community engagement and connectedness is a term that refers to interaction of people with their community and the connectedness of the community as a whole. Community engagement provides the opportunity for social connectedness, which enables people to achieve shared goals in business and societal values. Social connectedness is linked not only to the health of individuals but to the health of communities. It incorporates employment security service provision, job satisfaction and esteem, well-being, economic strength, social stability and sustainability. Community engagement and connectedness mean different things to different people and the term is advancing to include how we connect and the impact of connectiveness and the digital world. Clearly there is a need to enhance connectedness in local communities; it doesn't occur naturally. The aim of this colloquia is to address the many aspects of how to improve, enable and benefit from improved connectedness, learning and build community resiliency and business practice for future development and performance.

This conference expands the research and practitioner focus in the area of connectedness business and learning capturing the new recognition of the changes and public issues for community consumers and business. The 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 Dr Mustafa Ally. We appreciate the interest from international affiliates and research higher degree students 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

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 regions and communities and the drivers of connectedness, business development and learning. 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.