

## GRIFFITH BUSINESS SCHOOL POSTDOCTORAL/RESEARCH FELLOWSHIP

### GUIDELINES

The Griffith Business School (GBS) is offering one full-time Postdoctoral/Research Fellow position (for three years) to an early career researcher (up to 6 years post PhD) to work on a team based project within the Centre for Tourism, Sport and Service Innovation (TSSI). In order to qualify for the position, the candidate must submit their application in one of the four approved topic areas below and meet the selection criteria included in these guidelines.

#### APPROVED TOPIC AREAS

##### 1. Hospitality topic

###### **Hospitality and Tourism: Impacts of Social Media**

Social media (Facebook, YouTube, Blog sites, Twitter) is emerging as one of the greatest challenges for businesses, especially in the hospitality and tourism sectors. Social media are used by both firms and consumers to communicate about key attributes and experience related to products. For instance, this new, and often powerful, form of communication is being adopted by some of the larger branded hospitality firms in an effort to connect with consumer segments. From a firm perspective, research is required to better understand what works, how it works and what the return on investment (ROI) is. From the consumer side, research is required to better understand how customer generated media impacts firm image. Theoretical foundations or literature may include loyalty, justice, word of mouth, trust, brand image or decision making. A researcher interested in scoping out and implementing a series of projects on the topic of social media is sought to collaborate with a team from TSSI.

##### 2. Franchising Topic

###### **A comparison of brand profiles between franchised and non-franchised organisations**

The proposed research will *compare brand profiles of non-franchised with franchised organisations* to determine how closely brand understanding can be compared to the brand identity prism (Kapferer, 2004). In so doing it will also compare that brand understanding at three similar organisational levels within the franchised and non-franchised organisations in order to determine the degree, if any, of degradation of brand understanding between identified brand touch-points of the organisational structure. This comparison is based on the asserted requirement for high levels of brand understanding at the point closest to brand delivery, which is identified as that of the

customer-contact employee or single-operator franchisee and the customer. To our knowledge no similar research has been conducted anywhere in the world, so it is expected to be *ground breaking* in its impact. It also addresses the plea from, arguably the world's leading franchising researcher, that 'when it comes to consumers, there is a virtual vacuum of empirical research' (Dant 2009).

### **3. Tourism Branding Topic**

#### **Tourism destinations as an aspirational brand: The difference between desire and action**

This research will investigate the branding of destinations as aspirational visit destinations. By definition aspirational behaviour is related to action that you desire to undertake but realistically do not expect to be able to achieve. Many Australian icons, cities, states and country are positioned as aspirational destinations. In the context of international travel Australia has therefore positioned itself as something we would like to do but do not actually expect to do. This aspirational brand position may well contribute to an explanation of the plateauing that has occurred in international visitation. The same principle applies to many iconic destinations within Australia such as the Great Ocean Road, where many domestic travellers see this as aspirational rather than achievable. Informal research with people who have travelled to Melbourne indicates that many people when asked about this Great Ocean Road indicated they did not visit as they thought it was too long, too far and too much of a dream.

This research will therefore investigate the relationships between aspirational brands and purchase behaviours and expectations in the context of destinations. The eventual aim is to reposition Australia tourism.

### **4. Sport and Event Topic**

#### **Social responsibility inherent in sport events to enhance sustainability**

The purpose of this research is to examine the social responsibility inherent in sport events and determine how it can be leveraged by various event stakeholders (i.e., event managers, corporate partners, volunteers, host communities) to enhance event sustainability. The project will examine the social responsibility to determine how it can be leveraged and promoted by various event stakeholders to enhance sustainability. The project will seek to promote an active and healthy lifestyle for Australian residents, bolster the Australian events industry, foster sense of community, well-being, and solidarity among Australian residents, and encourage social responsibility at the corporate and individual levels.

Specifically, this research will provide insight into the role event manager's play in promoting social responsibility, and working towards relating this aspect of the event to its overall meaning to increase participant retention and involvement. Second, the influence of social responsibility and attachment on a wide array of sponsor outcomes,

including brand awareness, brand involvement, purchase, and expenditure will be examined. Next, the influence of social responsibility on points of attachment amongst event volunteers will be determined as a means towards enhanced volunteer recruitment and retention. Finally, examining the role event host communities play in fostering and leveraging social responsibility can allow cities to organise effective supplementary socially responsible activities around the event, while promoting increased involvement in the community and repeat visitation.

### **ELIGIBLE APPLICANTS**

- Non-residents and Australian citizens/residents may apply. International applicants must have written their doctorate in English.
- Recipients must reside in Australia for the full term of the Fellowship.
- Postdoctoral Fellowship applicants: Holders of a PhD awarded not more than 3 years prior to the **closing date of 31 January 2010** (i.e. awarded after 31 January 2007).
- Research Fellowship applicants: Holders of a PhD awarded more than 3 years, but not more than 6 years, prior to the **closing date of 31 January 2010**, are eligible to apply (i.e., awarded between 1 February 2004 and 31 January 2007).
- Because the scheme is designed to recruit postdoctoral and research fellows from a diverse range of research training backgrounds, PhD graduates from institutions other than Griffith University are particularly encouraged to apply.

### **EXEMPTIONS**

- Eligibility exemptions will only be granted in exceptional circumstances, such as a significant break from the applicant's research career since award of their PhD. Eligibility exemption requests (of no more than half a page) must be attached to the application and must explain the length of and reason for the career break. Adequate grounds must be included in the eligibility exemption request or the application will be ruled ineligible.
- No exceptions will be granted for postdoctoral applicants who have not submitted their thesis.

### **LENGTH OF APPOINTMENT**

- Fellows will normally be appointed for a period of 3 years. Funding is guaranteed for 3 years but subject to satisfactory annual performance reviews consistent with the Griffith University Academic Staff Certified Agreement and other relevant University policies in operation during the period of their appointment.
- Fellowships are only available on a full-time basis at Griffith and the fellow must be located in offices within the GBS.
- Fellowships are not renewable beyond the three-year term.

### **SALARY AND SUPPORT**

- Postdoctoral Fellows will be appointed within the salary range (currently \$62,451 to \$64,746; RF1.4 to 1.5).
- Research Fellows will be appointed within the salary range (currently \$70,566 to \$83,799; RF2.1 to 2.6).
- Superannuation benefits are paid in addition to salary.

- For more information regarding salary levels visit [http://www.griffith.edu.au/hrm/pay\\_and\\_conditions/salaries.html](http://www.griffith.edu.au/hrm/pay_and_conditions/salaries.html)
- Travel and removal costs to take up the fellowship will be provided for the recipient and his/her dependents in accordance with Griffith University's policy on Removal Assistance. This includes economy class air passage by the most direct scheduled route and a contribution to removal expenses.
- The salary component of the fellowship scheme including on-costs is funded by the GBS.
- TSSI will be responsible for office space, computer hardware and software, printing, photocopying and financial support for implementation of the research plan/project of up to a maximum of \$5,000 per annum for the duration of the appointment.
- Appointees will have access to the GBS Research and Conference Support (RACS) program.

### APPLICATION PROCESS

- Please direct all enquiries about the scheme to Kristy-Lee Davis, Planning and Management Support Officer, <[k.davis@griffith.edu.au](mailto:k.davis@griffith.edu.au)> or +61 (0)7 555 29233.
- Applications must be submitted in the prescribed format.
- Applications must reach Fran Mitchell <[f.mitchell@griffith.edu.au](mailto:f.mitchell@griffith.edu.au)> by 5pm (Australian Eastern Standard time) on the advertised **closing date of 31 January 2010**. Late applications will not be accepted.
- The original application must be submitted in a PDF format by e-mail to Fran Mitchell <[f.mitchell@griffith.edu.au](mailto:f.mitchell@griffith.edu.au)> with the subject line 'Application for GBS/TSSI Postdoc/Research Fellow'.

### SELECTION CRITERIA

Postdoctoral Fellows will be early career researchers who show potential to become leaders in their field. Research Fellows will be established researchers who have demonstrated potential to become leaders in their field. Applications will be evaluated based on the following criteria:

- The quality and research capabilities of the applicant and their research training background and networks (50%) as demonstrated by track record relative to opportunity, career stage and likelihood of being able to attract external funds during appointment (through an externally funded project and/or fellowship). The ability of the applicant to bring experiences of research training and networks with Universities outside of Griffith University will also be evaluated in the selection process.
- The quality of the applicant's research plan / project (30%):
  - The significance of the plan / project: Does the plan / project address an important problem that will advance the knowledge base of the discipline? Are the aims and concepts innovative?
  - The feasibility of the plan / project: Are the conceptual framework, design, methods and analyses appropriate? Are they adequately developed? Is the timeframe realistic?
- Constructive alignment with the TSSI approved research topic (20%):
  - Has the applicant explained how their proposed research plan / project fits one of the TSSI approved research topic areas?

## CONDITIONS

Fellows will be appointed in accordance with the Fellowship conditions:

- Fellowships are **not** renewable nor can they be extended beyond the initial three year appointment.
- Fellows will be employed in accordance with the Griffith University Academic Staff Certified Agreement and other relevant University policies in operation during the period of their appointment.
- Successful applicants who have submitted their PhD thesis by the closing date must demonstrate that they have been awarded their PhD prior to taking up the fellowship.
- Fellowships are full-time, research positions. Recipients are expected to spend their time engaging in activities that will build their profile as a researcher and scholar. This includes:
  - Postdoctoral Fellows: progressing the primary research project, participating in seminars, research discussions, conferences and related research projects. A small amount of teaching (no more than one course per year) in Years 2 and 3 is desirable;
  - Research Fellows: progressing the primary research project, applying for and managing externally funded research grants, undertaking postgraduate research supervision, participating in seminars, research discussions, conferences and related research projects. A small amount of teaching (no more than one course per year) in Years 2 and 3 may be desirable.
- Annual (calendar year) progress reports must be submitted to the Dean (Research) office by 31 January, each year. A final report will be required upon completion of the fellowship. This must be provided prior to departing or moving to a new appointment in the University. A report template is available on the GBS Research website.
- Recipients may apply for a Griffith University Research Grant or New Researcher Grant where they meet the eligibility criteria of the scheme.
- The scheme aims to attract early career researchers to the University who are competitive at the national and international level. Recipients will be required to apply for an externally funded research fellowship (EFRF), such as those offered by the Australian Research Council, within the first two years of their appointment. Where an EFRF application is successful, the Postdoctoral Fellowship must be relinquished and the EFRF taken up at the earliest date possible.
- Where a Fellow wishes to vary any of the conditions upon which the Fellowship is awarded, a written request must be made to the PVC Business via the Dean (Research) office. The request must be accompanied by a written statement of support from the Fellow's supervisor.

*Professor Graham Cuskelly  
Dean (Research)  
Griffith Business School  
November 2009.*