

# BUSINESS

The Faculty of Business and Law conducts impactful research that spans a range of traditional and emerging challenges in business and society.

Working across a range of areas including accounting, marketing, law, information systems, economics and networking analysis and entrepreneurship, the primary focus of our research is on innovation and its management in all types of organisations.

## RESEARCH CENTRES

The **Centre for Transformative Innovation (CTI)** is Australia's foremost research centre for studies on how ideas enhance productivity. We undertake high-quality, independent and impartial applied research, and contribute to the development of public policy in Australia. We analyse the performance of business and industries. We test why businesses do or do not choose to innovate. What are the repercussions of innovating? By emphasising clarity, robustness and veracity, we aim to identify stylised facts about society and the economy.

The **Centre for Social Impact Swinburne** works closely with industry, government and civic organisations to research social impact and address complex social problems. Through a multidisciplinary approach that draws insights from management, marketing, public policy, sociology, anthropology, information systems, and demography, CSI Swinburne aims to integrate high calibre research with learning and active engagement to contribute to positive social change. By producing high quality outputs that are dynamic, accessible and useful, CSI Swinburne endeavours to have real, transformative impact.

## RESEARCH GROUPS

**Customer Experience and Insights (CXI) Research Group** exists to advance the art and science of experience by combining diverse academic expertise with deep industry engagement.

CXI is dedicated to advancing knowledge and practice in business-to-business-to-customer relationships through the study of customer experience.

### **Social and Environmental Sustainability in**

**Organisations Research Group (SESIO)** combines the strengths of accounting and management scholarship by examining organisational processes, structures and practices to promote social and environmental sustainability and business ethics.

The **Sport Innovation Research Group** creates and facilitates high quality, industry-shaping research collaboration for the benefit of both researchers and partner organisations. We have two primary focus areas which include sport consumer equity and innovation and social and policy innovation in sport.

## RESEARCH HIGHLIGHTS

### **Australian Digital Inclusion Index**

- The Swinburne Institute for Social Research, the Centre for Social Impact and Telstra joined forces to develop a new national measure of digital inclusion - the Australian Digital Inclusion Index. First published in 2016, the project has now spawned four annual reports which inform and promote public policy, commercial and program responses to enhance digital inclusion in Australia.

### **Collaborative digital networks within Australian sporting culture**

- A team of analysts from Swinburne's Centre for Transformative Innovation, led by Professor Dean Lusher have used insights from face-to-face socialising from nine Australian football clubs to inform innovation and interpersonal relationships in multinational organisations such as Boeing.

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