

# Research for Real-world Impact

## School of Economics Finance and Marketing



### Overview

The School of Economics Finance and Marketing (EFM) is host to top researchers and specialist research groups across the fields and sub-fields of Economics, Finance and Marketing. Research focus areas in EFM include behavioural business, consumer culture, international trade and development, sports marketing, social marketing, corporate finance and governance, digital finance, empirical economics, public choice, and applied econometrics.

## Our Research Areas

### Economics

Economics discipline staff at RMIT University focus on high quality, applied research that addresses real world problems facing society both in Australia and in countries overseas.

Four specific areas are a focus of discipline staff leading to the establishment of two research centres and two research groups: blockchain innovation; international development; behavioural economics; and societal economics. Research incorporates applied economic theory, experimental methods and applied econometrics.

The discipline is particularly known for its services to industry and government. Staff have developed a very strong outreach profile, partnering with many top universities, State and Federal government departments, economic research institutes, international organisations and non-government organisations. Staff also work on projects funded by the Australian Research Council.

Given the applied nature of their research, discipline staff are among the university's highest contributors to the media. In addition, the economics discipline hosts a large number of Higher Degree by Research candidates.

Research undertaken by economists at RMIT is also one of the principal contributors to the University's efforts toward the United Nation's Sustainable Development Goals (SDG) and its SDG ranking of 7<sup>th</sup> in the world.

### Marketing

The mission of the Marketing department at RMIT University is to deliver applied, industry-relevant marketing education and research that is of benefit to the communities in which we operate. Our research focus on transformative consumer and brand research, enabled by technology and across digital contexts, that creates social impact and drives market performance

RMIT Marketing engages in applied, inclusive and impactful research in the areas of consumer culture, branding, product design, innovation, sports marketing and sponsorship, tourism, organisational design, ethics, social marketing, health, ageing consumers, and marketing communication.

The Marketing discipline has a strong record of attracting funding, and it takes pride in producing research that is of value to industry and society. We engage regularly with industry and government partners to ensure our research remains commercially and socially relevant. Insights from our research feature in leading trade publications and staff are asked on a regular basis to comment on their research in the media.

### Finance

The aim of our research in the Finance Discipline is to engage in both industry and academic relevant discussion through our quality seminars, advisory boards, finance colloquiums and industry as well as academic conferences, which help us shape the research agenda.

Some of the key areas of expertise that we deliver include: asset pricing; sustainable/green finance; corporate finance; behavioural finance; financial market innovation and wellbeing; and funds management.

In addition, our academic experts undertake research in: banking; market microstructure and information; corporate governance; international finance; behavioural finance; green policies; quantitative finance; financial econometrics; and superannuation funds.

We offer a high-quality PhD program with our academic staff available for supervision in their respective areas.

## Research Centres and Groups



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### Research Centre - The Blockchain Innovation Hub

The Blockchain Innovation Hub consists of an interdisciplinary team of researchers in economics, political-economy, organisational theory, law, sociology, politics and communications. Key areas of focus include crypto-economics, business strategy and adaptation to blockchain technologies, mapping the blockchain economy, and identifying the public policy challenges that will hold back or accelerate this economic revolution.

For enquiries please contact:

**Professor Jason Potts** ([jason.potts@rmit.edu.au](mailto:jason.potts@rmit.edu.au))

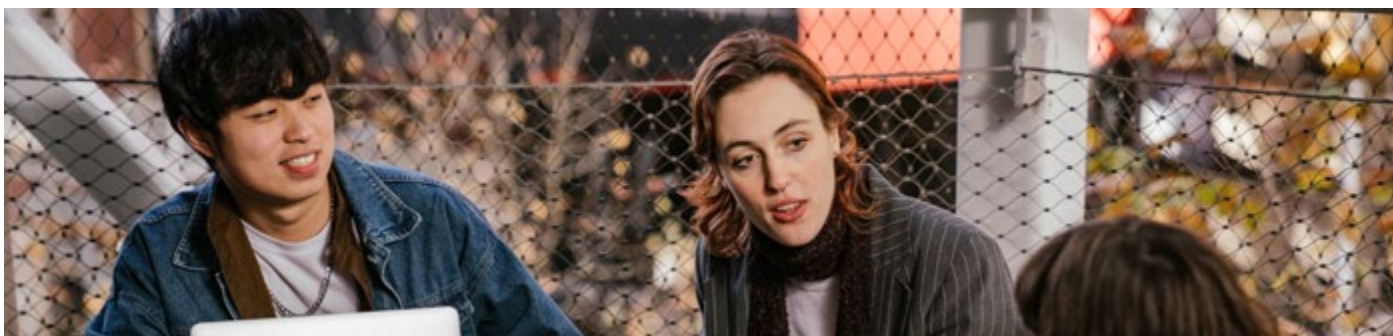
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### Research Centre – The Centre for International Development

The Centre for International Development aims to be a global leader in international development research. CID's researchers lead the co-creation of innovative, evidence-based policies and business initiatives that promote sustainable improvements in the quality of peoples' lives and places the wellbeing of the poor and most vulnerable at the core of their research.

For enquiries please contact:

**Professor Sefa Churchill** ([sefa.awaworyichurchill@rmit.edu.au](mailto:sefa.awaworyichurchill@rmit.edu.au))



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### Research Groups

The School also hosts a number of Research Groups, these include:

- The Consumer Wellbeing Research Group
- The Behavioural Business Lab
- The Societal Economics Research Group
- The Consumer Culture Insights Group
- The Financial Markets and Sustainability Research Group

## Higher Degrees by Research

We offer a range of Higher Degree by Research opportunities. We welcome enquiries to join our multidisciplinary research community and work alongside thought leaders and industry partners to pursue your research ambitions. When applying for any of our Higher Degree by Research courses you may choose to either do so with an advertised proposed project or an independent topic of your own.

## General Enquiries

If you are interested in embarking on a Higher Degree by Research program in our School, or if you are interested in collaborating or partnering with us on research topics listed above, please contact: