

Academic Promotion Discipline Statement

Discipline Area: Agriculture, Veterinary and Food Sciences

Discipline: Agriculture, Land and Farm Management

Sub Discipline: Farm Management, Rural Management and Agribusiness

Discipline Overview

Agribusiness focuses on system-wide business and managerial functions applied by businesses that produce, supply, process, distribute and/or support the products of agriculture. The Agribusiness discipline draws on a number of specialisations and/or subdisciplines as they apply to businesses engaged in agriculture, including but not limited to: agricultural economics, finance and accounting, marketing, human resource management, rural sociology, agricultural science and agricultural production.

Agribusiness is now a relatively mature discipline at Charles Sturt, tracing its origins back to courses in Farm Management (Orange and Wagga Agricultural College) and Business Management (CSU Bathurst).

Members of this discipline are drawn from academia and industry. Most academics in this discipline would commence their career with an undergraduate degree in either business or agriculture, then undertake post graduate research or professional qualifications, supported by some period of career experience outside academia.

Agribusiness academics would normally have a PhD from an associated sub-discipline, or a professional post graduate qualification such as a Master of Business Administration. Professional experience at a Senior Executive level in Agribusiness is equally regarded by industry and prospective students.

Gender Profile

Profession/Industry Source: ABARES 2019	32% female / 68% male (ABARES 2019)
Higher Education Sector	Data not currently available
Charles Sturt University	33% female / 67% male

Discipline Context and Expectations

This section provides a promotion committee with a broad understanding of the discipline environment, including expectations of performance and contribution peculiar to the discipline.

INDUSTRY ACCREDITATION	The Agribusiness discipline itself is not subject to any accreditation requirements although some associated subdisciplines or specialisations are e.g. Accounting, Financial Planning, Land and Property Valuation etc.
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DISCIPLINE PEDAGOGIES	<p>Subject delivery comprises multiple teaching modes including synchronous and asynchronous on-line, 'residential' block teaching and conventional face-to-face on-campus lectures, tutorials and practicals.</p> <p>Off campus tours of agribusinesses and industry organisations supports the applied nature of the discipline.</p> <p>Agribusiness courses generally commence with [100 level] subjects to build content knowledge of underpinning disciplines (e.g. Human Resource Management, Plant and Animal production, Accounting, Economics and Marketing) progressing to (300 level) subjects based on experiential learning through authentic industry or business based applied projects, including Workplace Learning.</p>
STUDENT PROFILE	<p>Agricultural Business Management subjects are taught across several Charles Sturt undergraduate courses within the Faculty of Science (e.g. Agricultural Science, Horticulture, Wine Science and Wine Business) and support specialisations in others such as Bachelor of Teaching.</p> <p>100 and 200 level subjects taught across multiple courses tend to comprise around 150 students internally and similar if not greater numbers on-line. 300 level subjects which are specific to the Bachelor of Agricultural Business Management have internal and on-line cohorts of around 35 each.</p> <p>Students are predominantly from rural backgrounds with up to 80% from family farms. Part-time online cohort numbers equal or exceed those studying full time internally, with online cohorts predominantly mature age and already employed in Agriculture or employed in professions outside agriculture seeking to redeploy to Agriculture.</p> <p>Almost no undergraduates pursue higher degree research (HDR) studies.</p>
STUDENT FEEDBACK/PERFORMANCE	<p>There are no unique discipline attributes in relation to student feedback.</p>
RESEARCH APPROACH	<p>The Agricultural Business Management team are generally expected to realise industry and stakeholder impact through providing disciplinary expertise to large-multi-disciplinary projects or consultancies, rather than basic/fundamental research in single-discipline projects.</p> <p>Academics may undertake basic research associated with their background subdiscipline, but more commonly support multi-disciplinary applied research projects or undertake or consultancy projects within their disciplinary and/or industry specialisation.</p> <p>Implementation/use of an academic's research or consultancy in solving an agricultural production, agribusiness management or industry problem is highly regarded in the discipline and is an excellent tool to measure the applied nature/impact factor of the research.</p> <p>More senior academics may also lead large rural development projects or consultancies comprising multi-disciplinary teams across agricultural science and business specialisations.</p>
PUBLICATION	<p>Agribusiness is considered as much a profession as an academic/research discipline, supported by a very wide variety of national and international scholarly and professional journals covering many specialities and a wide range of rankings. Commissioned reports for international rural development agencies and Australian Rural Development Corporations are also held in high regard as are private or public sector consultancies.</p>



	<p>Web of Science, Google Scholar and ResearchGate readership and citations, h-factor of individuals, SCImago Journal Rank (SJR), ISI impact factors of journals, acceptance rate in conferences and invitations to industry forums are tools that can be used to demonstrate the quality of research output and as basic indicators of research impact.</p> <p>The inter-disciplinary nature of research for some sub-disciplines of Agribusiness, such as agricultural or farm management economics in particular means that the research is often published in discipline areas outside of the subdiscipline and as a co-author.</p> <p>The usual approach to publishing is to aim for high-ranking journals most closely aligned to the primary area of research of a project. It is expected that publications are of high quality, rigorous and novel. Publishing in Q2 or Q3 journals is most common, Q1 highly regarded for subdisciplines of Agribusiness. Article size varies greatly depending on the nature of the research and the disciplinary context.</p> <p>Academics in this discipline on a 60:30 teaching/research fraction are expected to produce or contribute to a minimum of one quality journal publication a year, produce a major commissioned report for a rural or industry development agency, or undertake a major private or public sector consultancy.</p> <p>Peer-reviewed conference abstracts and papers together with presentations would normally precede journal publications.</p> <p>In this discipline, the main contributor is listed as the first author followed by other authors in order of their contribution as agreed. However, authors may also be listed alphabetically with each author given equal credit, or the individual author's contribution may be stated in the publication.</p> <p>Journal papers, books, book chapters, and abstracts of conference papers are also means of publications in this discipline.</p>
CONFERENCES	<p>The main national scientific conferences for Agribusiness academics are related to Agricultural Science, such as the Australian Grassland Society and the Australian Association of Animal Sciences. Similarly for international conference participation with only one professional conference specific to Agribusiness, the International Food and Agribusiness Management Association (IFAMA).</p>
GRANTS	<p>Australian Research Council discovery and linkage grants while available, are highly competitive and are more likely to go to larger universities with a long-standing history of expertise in subdisciplines underpinning Agribusiness. Given the participation in multi-disciplinary research most typical of Agribusiness academics, it is more usual to attract industry grants, particularly for level D and E academics and most often as part of multi-disciplinary projects.</p> <p>Agribusiness academics on a 60:30 teaching/research fraction would commonly secure between \$100k (level A/B/C) to \$300k (level D/E) per year in research or consultancy income, either individually or pro-rata for their contribution to multi-disciplinary projects.</p>
HDR SUPERVISION	<p>There is limited availability of HDR students in this discipline, students are very industry focused. Therefore, academics in the discipline are more likely to co-supervise HDR students from other disciplines.</p>
RECOGNITION	<p>There are no industry awards or fellowships unique to the Agribusiness discipline. However, Agribusiness academics may achieve recognition for</p>



	contributions to community, international development or professional societies associated with subdisciplines such as the Australian Agricultural and Resource Economics Society, the Grassland Society of NSW or the Australian Association of Animal Sciences.
EXTERNAL ENGAGEMENT	<p>Industry engagement is highly desirable in this discipline, and academics are encouraged to be involved in research projects which directly or indirectly promote the good of rural and regional communities in Australia and abroad. Academics who are more applied in their approach are expected to engage more broadly with industry and community through either research or consultancy.</p> <p>Agribusiness academics are expected to make contributions to their profession and professional community nationally and internationally. This may include participation in events organised by associated professional societies, delivery of academic keynote speeches in conferences, peer review of publications or as a conference organiser.</p> <p>Agribusiness academics professional engagement such as Membership of private, public or community not-for profit Boards is highly regarded.</p> <p>More recently, contributions to local or international entrepreneur 'accelerator' programs as facilitator, business coach or mentor is considered desirable and impactful.</p>
PROFESSIONAL REGISTRATION	No professional registration is required. However, Agribusiness academics may be members of industry or professional societies associated with subdisciplines such as the Australian Agricultural and Resource Economics Society, the Grassland Society of NSW or the Australian Association of Animal Sciences.

Prepared by	Academic Promotion Team	
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