

Research-news.marketing @Monash

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1. Editorial

Welcome to the first Research News for 2004. It's a new year, and we have a new team.

We also have many exciting things happening this year, not the least of which is a Research News chocked full of high quality publications, awards, PhD completions, and service work. This Department has achieved great things research wise in the last five years, and all indications point to even more exciting times ahead. Before moving on to administrative matters, I'd like to preview some of the highlights.

[Stella Minahan](#) is having a great run of late. Stella has gained publications (and glowing reviews) in an A-level management journal *Organization*, had her PhD successfully passed (with equally glowing reviews), and to top it all off, has received a Best Paper award at the prestigious *Academy of Management Conference*, to take place in New Orleans in November. Her paper is one of only 5% to be published in the Academy's prestigious proceedings. Stella's other achievements are contained within, and I'm sure she has many more things to come.

Congratulations also to [Harmen Oppewal](#) for his A-level hit in *International Journal of Research in Marketing*, and to [Jane Carroll](#), [Samir Gupta](#) and [Judy Robertson](#) for their first journal publications.

As mentioned earlier, there is a new research committee. This consists of [Michael Beverland](#)

(Chair), [Jan Brace-Govan](#), [Chris Dubelaar](#), [Michael Ewing](#), [Francis Farrelly](#), [Rowan Kennedy](#), [Felix Mavondo](#), [Harmen Oppewal](#), and [Judy Robertson](#). This new team means we have full representation for all the campuses, ranks, and a good mix of established and early career researchers. Please feel free to contact any one of these people for advice, or support.

In March we had the great pleasure of hosting Art Kover from Yale Graduate School of Management. Art gave generously of his time, and motivated many with his passion for research, and for people's work. We can be proud of the quality of work we are doing here, and critically, need to start sending it to very best outlets to have the greatest impact. Art's contribution to the non-Caulfield campuses was invaluable, and this will serve as a model for future visitors to the Department.

Two other important events (among many) are also coming up. In July Professor Arch Woodside (Boston College) current editor of

Journal of Business Research will visit the Department. Arch will host a variety of seminars and an A journal retreat. Steve Kates will arrive in November to undertake further seminars, and be part of a Conference Conversion Research Retreat. The research committee would encourage anyone who wishes to invite an overseas or local academic to contact them.

The new research funding formula kicks in this year, with staff able to pick and choose between the old system, and the new quality focused one. The research committee spent a lot of time on this, and there has been a lot of debate about its merits at the Departmental level. All the information about the funding formula is now on V drive, including journal rankings. It is worth examining the effects of the system in passing, to identify how it rewards quality of outcome, and encourages collaboration between junior and senior staff as a means of gaining a better publications.

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For previous issues of Research News:

<http://www.buseco.monash.edu.au/depts/Mkt/research/News.html>

Editorial

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Consider one example. Michael Morrison (lecturer) gains \$4,000 for his jointly authored article with Michael Beverland (S/L) under the new system, whereas previously he would have gained \$2,000 (Beverland gains \$2,667). This results in an investment of \$6,667 in future research outcomes, rather than \$4,000, and penalizes neither senior nor junior staff for working together to gain the best possible outcome.

Also, keep an eye out for grant announcements (made on the Faculty email). The Dean is investing in a number of research initiatives, including encouraging the development of Centres, funding new staff, and rewarding publication of contract research in academic journals (and vice versa).

And finally, a plea. Could everyone please check their personal web pages, and if necessary update them. There are many pages that are seriously out of date, and far too many that fail to identify any research interests, or provide enough specific information about the research interest to be useful for an external audience. Remember, potential students read these pages when seeking out supervisors, and other colleagues, practitioners and media, may also seek out these pages for further information and potential contacts.

PhD Completion

Doctoral completions for staff remain our most important research related goal, as these enable staff to undertake the full range of research related activities (applications for Nationally Competitive Grants, HDR supervision etc). In January we had two successful completions (and with glowing reviews), both of which will be awarded in April. Congratulations to Michael and Stella.

- **Michael Beverland** had his PhD thesis entitled "A Grounded Model of Organizational Development and Change: Evolution in the Australian and New Zealand Wine Industries" passed. Michael conducted his PhD at the University of South Australia and was supervised by Professor Larry Lockshin. His examiners were Professor Geoffrey Keil (U of Queensland) and Professor Etienne Montaigne (Ecole Nationale Supérieure Agronomique, Montpellier, France).

- **Stella Minahan** had her PhD thesis entitled "Crafting Skills and Values: A Study of Institutional Dynamics," passed. Stella conducted her PhD at Monash University (Management), and was supervised by Professor Charmine Hartel (now at Deakin). Her examiners were Professor Sandra Harding, Dean of the Faculty of Business (QUT) and Associate Professor Carlene Boucher (RMIT).

Recent successes & forthcoming attractions

AWARDS

Julie Wolfram Cox and **Stella Minahan** made a submission to the Academy of Management Conference to be held in New Orleans in November this year. There are between 7000 and 8000 delegates, so only the top 5 per cent of papers are selected for publication in the proceedings. Stella's paper-"Lip Sewing and Woomera: A Morphological Analysis" has been selected for inclusion in the 2004 Best Paper Proceedings. This paper has also been nominated for the Carolyn Dexter Award for Best Paper (watch this space).

JOURNAL ARTICLES

- **Harmen Oppewal** and Kitty Koelemeijer (2005), "More choice is better: effects of assortment size and composition on assortment evaluation," *International Journal of Research in Marketing* (forthcoming). IJRM is an A-level journal, with a Social Science Citation Index of 1.19, and was ranked as one of the fastest improving journals by Theokrakis and Hirst (2004) *Marketing Letters*, 13(4), 389-402.

- **Colin Jevons** and **Jane Carroll** have had their joint paper, (2004), "Marketing, truth and political expediency", accepted for publication in the *Journal of Public Affairs*. This is Jane's first journal publication. JPA is a C journal.

Monash's expertise in Action Research-Converting Business Experience into Academic Outcomes.

In the latest issue of *European Journal of Marketing* (Special Issue on Action Research), the Department had two papers (we had four authors who are, or have been staff members in the issue). These papers are worth highlighting because they demonstrate the broad range of possibilities in terms of publications. In Judy Robertson and Steve Kates' paper, Judy converted her business experience into an academic journal article (David Ballantyne did a similar thing in his paper). Michael Beverland took a different tack, interpreting the problems faced by luxury wineries, and converting these into a dialogue about marketing. This should be an encouragement to all staff who have a greater interest in appealing to practitioners rather than theory, and given the latent experience in this Department, it would suggest many future articles in Action Research are possible.

- **Michael Beverland** (2004) "Uncovering 'theories in use': Building luxury wine brands," *European Journal of Marketing*, 38(3/4), 446-466.

- Kates, S.M. and **Robertson, Judy** (2004) “Adapting action research to marketing: a dialogic argument between theory and practice,” *European Journal of Marketing* 38(3/4), 418-432. [This is Judy's first publication.](#) EJM is a B level journal.

OTHER PUBLICATIONS

● Michael Beverland

1. Michael Beverland has also recently published “Wither waute couture: Emergent change and future value creation in luxury fashion markets,” *Business Horizons* 47(2), 63-70. BH is a B+ Journal.
2. Michael Beverland and Lockshin, L.S. (2003), “A longitudinal study of customers’ desired value change in business-to-business markets,” *Industrial Marketing Management*, 31(8), 653-666. IMM is a B+ journal, has a Social Science Citation Index of 0.5 and was ranked at number 10 in the recent study on long-term impact (Baumgartner and Pieters, *Journal of Marketing*, 67(2), 123-139).

- **Mike Ewing** has published de Bussy, N.M., Ewing, M.T. and Pitt, L.F. (2003), ‘Stakeholder theory and internal market orientation: A framework for analysing the influence of new media’, *Journal of Marketing Communications*, 9(3), 147-161. JMC is a B journal.

- **Chris Dubelaar, Colin Jevons** and Parker, L. have published (2003), “Personal information privacy and shopping behaviour on the internet”, *Journal of Asia Pacific Marketing*, 2(1), 65-74. JAPM is a C journal.

● Stella Minahan

1. Stella Minahan and Julie Wolfgram Cox’s article “Organization, decoration,” was published in *Organization*, 11(6). *Organization* is the leading management journal on critical theory, has a Social Science Citation Index of 0.72 and is considered by many to be a top 10 level journal.

2. Stella also published (with Julie Wolfgram Cox) a paper “Unraveling Woomera: lips sewing, morphology & dystopia’,” in the *Journal of Organization Change Management*, 3(17) (2004). JOCH is a highly regarded journal, and has a Social Science Citation Index of 0.157

- **Michael Morrison** and **Michael Beverland** (2003), “In search of the fight in-store music,” *Business Horizons*, November-December, 77-82. BH is a B+ journal.

● Harmen Oppewal

1. Oppewal, Harmen, Martijn Klabbers (2003), “Compromising between information completeness and task simplicity: A comparison of self-explicated, hierarchical information integration, and full-profile conjoint methods”, *Advances in Consumer Research*, Volume 30, pp 298-304. ACR is ranked as a B+, and is ranked number 6 in the recent study on long-term impact (Baumgartner and Pieters, *Journal of Marketing*, 67(2), 123-139).
2. Oppewal, Harmen, Belinda Holyoake (2004), “Bundling and retail agglomeration effects on shopping behavior”, *Journal of Retailing and Consumer Services*, 11, 61-74. JRCS is a B journal.
3. Oppewal, H (2003), “Mapping out the landscape of marketing journals. A comment”, *Journal of Marketing Management*, 19, 905-908. JMM is a B journal.

- **Samir Gupta** and Woodside, A. and Cadeaux, J. (2004) “Diffusion process models and strategic performance theory for new B2B electronic ventures”, *Journal of Business and Industrial Marketing*, 19(1) pp 23-38. JBIM is a C journal. [This is Samir's first journal publication.](#)

BOOK CHAPTERS

- **Colin Jevons, Mark Gabbott** and de Chernatony, L. (2003), “Brand Relationship Interaction Matrix” in Das, N. (ed), *New Age Branding*, Vol. 1, ICFAI Press, Hyderabad, India.
- Rewtrakunphaiboon, Walaiporn and **Harmen Oppewal** (2004), “Effects of holiday packaging on tourist decision-making: Some preliminary results,” in G. I. Crouch, R. R. Perdue, H. Timmermans and M. Uysal (eds), *Consumer Psychology of Tourism, Hospitality and Leisure*, Volume 3, CAB International, Wallingford, Oxfordshire, UK, pp 181-189.

CONFERENCE PRESENTATIONS & REFEREED PROCEEDINGS

- **Michael Beverland** and Larry Lockshin’s paper (2004) A four-stage evolutionary model of customers’ desired value change in business markets” in Cron, W.L. and Low, G.S. *Marketing Theory and Applications* Vol 15 AMA Winter Marketing Educators’ Conference Proceedings, Scottsdale, Arizona, p. 134-5. The AMA proceedings are ranked as a B level publication.
- **Michael Beverland** and **Michael Morrison** (2003), “Experience-Brand Fit,” Society for Marketing Advances Retail Strategy Workshop, November 5, New Orleans.
- **Colin Jevons**, (2004), “Branding universities”, Proceedings of the Sixth Australasian Services Marketing Workshop, University of Otago, Dunedin, New Zealand, February.

Service

Department staff have been engaged in a number of service activities over the last few months. What's impressive is the quality of journals and conferences staff are being asked to review for. Our staff are currently reviewing for a number of high level journals A+ (Academy of Management Review, Management Science), A (Journal of Advertising), B+ (Journal of Personal Selling and Sales Management), and B (International Journal of Advertising, Journal of Retailing and Consumer Services, Marketing Theory). This recognises the very real impact we are having on our peers, and is the first step to gaining editorial board membership at leading publications.

- **Michael Beverland** has reviewed for *Management Science*, *Marketing Theory*, *Journal of Personal Selling and Sales Management*, *Annals of Tourism Research*, and is reviewing a Pacific Rim edition of David Aaker's *Strategic Marketing Management* for Wiley.
- **Peter Dapiran** reviewed manuscripts for the *Journal of Retailing and Consumer Services* and *Supply Chain Forum: an International Journal*. Peter has also been appointed to the Editorial Advisory Board of *Supply Chain Forum: An International Journal*, published by the Higher Institute of Industrial Logistics (ISLI), Bordeaux Business School (BBS), France. BBS is the leading European centre for postgraduate programs and research in logistics and supply chain management.
- **Mike Ewing** reviewed two papers for the *International Journal of Advertising* and one for the *Journal of Advertising*.
- **Colin Jevons** reviewed for the *Journal of Advertising*.
- **Stella Minahan** has reviewed for *Academy of Management Review* and *International Review of Retail, Distribution and Consumer Research*.
- **Harmen Oppewal** has reviewed for: *European Journal of Operations Research*, EMAC (European Marketing Academy Conference), IAPS (International Association for People-Environment Studies) and has been involved with the launch of MACADEMIA, an international network of researchers in experimental economics, judgment, decision-making and choice behaviour. The network is being created using seed funding from the Australian Research Council (ARC). For details see: www.macademia.org. To quote the funding application:

"It brings together a multi-disciplinary research group to work on frontier science in managerial and/or consumer decision making and choice behaviour. We will focus on developing normative and descriptive theory, operationalising and testing theory with laboratory and field experiments to develop better model approximations and ways to help managers and consumers make better decisions. Individual/group decisions/choices underlie many aggregate societal phenomena like election outcomes, consumer demand, technology adoption, etc. Better understanding of such processes will lead to better models, better forecasts and better decision outcomes for Australia, and smarter use of information and data."

Grant information

Mike Ewing has been successful with a Faculty Research Support Grant (\$6,700) with Ron Edwards and Phyllis Tharenou, for a project entitled, "Captivating Country: Australia as an Employment Brand".

NEW FACULTY GRANT SCHEME

Please note the following new Faculty grant scheme to support conversion of contract research into refereed journal publications. The maximum amount is \$5000. Details: see <http://www.buseco.monash.edu.au/research/conversion.php>

Benefits: 15 grants are available in 2004; each grant is valued at \$5,000; grants may be used towards any research-related costs incurred by the recipient and must be expended within 12 months of award.

Eligibility: applicants must be able to provide documentary evidence of the contract research having been undertaken and completed; plus the research having been published (or accepted for publication) in a refereed journal (i.e. DEST category C1) no earlier than 1 January 2003. The research funding received by the staff member from the contract research must have been paid into a Monash University research account.

Selection: the Research Committee will allocate awards on a "first come, first served" basis until all funding has been expended. A limit of one grant per staff member will apply in the first instance. This may be reviewed at a later date.

Research grants to convert contract research to a refereed journal publication: <http://www.buseco.monash.edu.au/research/conversion.php>. Can those who consider applying for this grant inform the Department members on the Faculty Research Committee (Mike Ewing and Harmen Oppewal) so they can support the application. Also, as with all grant applications from our Department, we recommend making use of our internal review procedures before submitting any grant applications.

Please remember

- The Department Research Committee offers research grants of up to \$5,000 for Department of Marketing staff. Information is on V-drive under 'research', please contact Rowan Kennedy for further information.
- Applicants for Faculty Research Grants and Monash Small Grants must have their application reviewed by at least one member of the Research Committee.

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