

## Editorial

Welcome to the *first* (and hopefully not the last) issue of [Research-news.marketing@Monash](mailto:Research-news.marketing@Monash) (unless someone can come up with a better name!). In this editorial we'd like to explain the rationale for the newsletter, comment briefly on the content of this issue, hint at some of the content likely to appear in future issues, and appeal for YOUR ongoing input. At this stage, we anticipate four issues a year (April, July, October and early January to cover the last quarter of the year), but we would appreciate your comments – not only on the proposed frequency of publication, but more importantly, on the content (what would you like more of, what would you like less of, what's missing?). Please direct your input to the Research Committee through **Lynda Cunningham** [Lynda.Cunningham@BusEco.Monash.edu.au](mailto:Lynda.Cunningham@BusEco.Monash.edu.au)

So, why do we need a research newsletter? As everyone has probably picked up by now, the Department is undergoing a fairly profound cultural change. We now have a large and **growing** group of active researchers attempting to make research a valued and successful endeavour. The change has gathered enough momentum among sufficient people that we can safely say: research and research productivity are now *prime foci*. The Research Committee is constantly considering ways to **include as many people as possible in this cultural and behavioural transformation**. Certainly, research seminars, cognate areas and reading groups are three ways of forming links and encouraging research. The newsletter will hopefully play two additional roles: (1) information and (2) celebration. One key way of inspiring research related activity is letting people know who is doing what in the department - which is no small challenge in a department of >50 scholars spread over multiple campuses! In addition to 'celebration' (i.e. announcing staff successes), we will be informing readers about the *types* of journals our colleagues are publishing in. The Newsletter will also provide useful information about conferences, special issues of journals, professional development opportunities, research seminars, grant information and anything else related to scholarly research in marketing.

The Research Committee would like to see as much **positive material** go into every issue. If somebody gets an acceptance from a journal, announce it. When the article hits print, announce it. When somebody gets a grant (departmental, faculty, ARC) announce it. If you're about to go to a conference, or have just returned from one, let us know. We want to trumpet these accomplishments for everyone. Thus, the newsletter will formalize and institutionalize celebrating individual, group, and departmental accomplishments. Remember, 'a success for one is a success for all'. In other words, whenever one of us achieves something, the entire Department

benefits both directly and indirectly. The Newsletter will also become a key cultural artifact in demonstrating to other departments, the Dean and our myriad internal and external stakeholders that, as a Department, we're doing good work – and having fun in the process!

In addition to the subject matter covered in this issue, **Issue 2** will address in more detail some of the generic *barriers* preventing staff from undertaking research (i.e. not enough time, money, support, guidance, etc.) and offer a range of constructive suggestions as to how these barriers can either be overcome, or at least managed better. We also plan to focus more attention on conference participation in future issues, which, due to time constraints, we have not been able to do justice to in this issue.

The Departmental research focus in 2001 was on converting inputs (such as conference papers) into outputs (such as journals articles), and on increasing the level of participation in the research process. To a very large extent, we achieved both of those objectives. Journal publications increased 30% to 39! What's more, well over 90% of the Department produced at least one peer-reviewed paper. This year, we want to work towards removing barriers, upgrading research skills and involving *more* people in the research process at an even higher level than last year. It's not inconceivable for us to at least aim towards 50 journal articles by the end of 2003 (i.e. an average of one per staff member). If we can achieve this in a collegial, harmonious and inclusive environment, then we really will have accomplished something. Of course, journal articles are not the only focus of the research process. Doctoral completions, grants and other types of publications are equally important. However, any/all output is contingent on a supportive and positive research culture. The Research Committee is doing its utmost to ensure that we nurture and strengthen the culture that we already have.

*Cont'd on next page* ►

### Table of Contents

Editorial .....	1
Forthcoming attractions .....	2
Recent successes .....	2
Current Journal special issue 'Calls-for Papers' .....	3
Forthcoming conference information ..	3
Grant information .....	3
Professional development .....	3
Research seminar series .....	3
Cognate area news .....	3
Higher Degree by Research News .....	4
General .....	4
<i>Revise &amp; Re-submit</i>	
<i>What's Hot</i>	
<i>Inaugural professorial lectures</i>	

Of course, this raises the obvious questions, "Exactly what is a 'Committee' and what can it accomplish?" The 'Committee' definition is attributed to a fellow whose pseudonym was Fred Allen (John Florence Sullivan) 1894-1956, an American humorist (which for some may be a contradiction in terms):

"Committee - a group of men who individually can do nothing but as a group decide that nothing can be done"

Suffice it to say, we need your help and support too!

Until July, adios!

Your **Research Committee**

## Forthcoming Attractions

► **Chris DUBELAAR** has had an article entitled, 'Toward a General Theory of Tourism Consumption Systems', accepted for publication in the *Journal of Travel Research* (40, 4). The article is co-authored with Arch Woodside (Boston College, current *JBR* editor) and focuses on the processes that people undertake in determining what they'll do while being tourists in a destination location. *JTR* is the leading tourism/travel publication. It is published by Sage (who publish *JAMS*), and has an acceptance rate of 19%.

► **Francis FARRELLY** has just had a paper entitled, 'The Effects of Market Orientation on Trust and Commitment in the Sport Sponsorship Alliance' accepted for publication in the *European Journal of Marketing*. *EJM* is the lead marketing journal in the MCB stable. It was ranked 30th by North American marketing academics (Hult et. al, 1997), but Australian and European academics hold it, quite understandably, in much higher esteem (see for e.g. Polonsky and Waller, 1993; Polonsky et. al, 1999).

## Recent successes

### PUBLICATIONS

► **Mike BEVERLAND** had an article entitled, 'Contextual Influences and the Adoption and Practice of Relationship Selling in a Business-to-Business Setting: An Exploratory Study,' published in the *Journal of Personal Selling & Sales Management* (21, 3, 207-15). *JPS&SM* is the leading peer reviewed publication in the sales area. It was ranked 12<sup>th</sup> in the Hult. et al. (1997) study of faculty perceptions of marketing journals and has an acceptance rate of around 20% (Cabells, 1998). It is published by CTC Press for Pi Sigma Epsilon, Inc.

► **Chris DUBELAAR** had an article entitled, 'Measuring Retail Productivity: What really matters?' published in the *Journal of Business Research* (55, 5). *JBR* is a 'top ten' (A) publication. It has a SSCI\* of 0.5 and an acceptance rate of 10%. The article is out of his PhD thesis (1996) and was written in collaboration with a former Honours Student at UNSW and a colleague in the U.S.

► **Mike EWING** has recently published:

1. 'e-Comprehension: Evaluating B2B Websites Using Readability Formulae', *Industrial Marketing Management* (31, 2, 125-32). *IMM* has an acceptance rate of 11-20% and a SSCI of 0.41. It is published by North Holland. The article is co-authored with a Curtin Ph.D student and a co-supervisor.
2. 'Intranet effectiveness: A public relations paper and pencil checklist', *Public Relations Review*, (28, 1, 113-23). *PRR* is the leading peer-reviewed public relations journal. It has a SSCI of 0.2 and is published by Elsevier Science/Pergamon. The article is co-authored with a Curtin Masters student and a co-supervisor.

\* Social Sciences Citation Index – see <http://www.isinet.com/isi/products/citation/ssci/index.html>

# Breaking News

## Hold the Presses!!!

1. **Steve KATES** has just had an article accepted for publication in the *Journal of Consumer Research*, 'An Ethnographic Account of Gay Men's Subcultural Consumption,' December 2002, in press. *JCR* is a 'top 3', leading journal in our discipline. It has a SSCI of 1.6 and an acceptance rate of around 5%!

2. **Felix MAVONDO** recently had an article accepted for publication in the *Journal of International Business Studies*, entitled 'Psychic Distance and Organisational Performance: An Empirical Examination of International Retailing Operations'. The article is co-authored with a former Ph.D student, Jody Evans (Melbourne Business School). *JIBS* is a top tier ('A') publication. It has a SSCI of 1.0 and an acceptance rate of 10-15%. It was ranked 19<sup>th</sup> by American marketing scholars (Hult et. al, 1997), and 13<sup>th</sup> in the Tahaj & Meyer (1999) *SMJ* survey.

**Remember – you knew these two before they became famous, and you heard about it first in**

[Research-news.marketing@Monash](mailto:Research-news.marketing@Monash)

3. 'Employment Branding in the Knowledge Economy, *International Journal of Advertising* (21, 1, 3-22). The article is co-authored with some former colleagues at Curtin.

4. 'Fundraising Direct: A Communications Planning Guide for Charities', *Journal of Nonprofit & Public Sector Marketing*, (9, 1/2, 185-204 - also being co-released as a book chapter). The article is co-authored with Adrian Sargeant (Henley Management College, UK). *IJA* is published by the World Advertising Research Centre and *JNPSM* by Haworth Press. Both have acceptance rates between 21-30%.

► **Michael MORRISON** had an article entitled, 'Creating a Regional Learning Environment for Accelerating Company Development and Growth' published in *Total Quality Management* (13, 2, 183-94). *TQM* is published by Routledge (the same people who publish the *Journals of Marketing Communication* and *Strategic Marketing*). *TQM* is highly regarded in the quality area, but since it is not a 'marketing journal', we cannot provide more information on the publication itself, except to say that organizational learning is certainly a 'hot topic' in the marketing literature, and it is a research stream in which the Department is developing increasing competence. The article is co-authored with Amrik Sohal and Trevor Pratt.

### IMPACT

► **Felix MAVONDO's** 2000 *JBR* (50, 3) was included in the 'Marketing Literature Review' in the *Journal of Marketing* (65, 4).

► **Mike EWING** had three papers listed in the 'Marketing Literature Review' in the *Journal of Marketing* (66, 1): *JAMS* (29, 2); *JAR* (41, 1) and *Business Horizons* (44, 2).

### EXPOSURE

► **Mike Ewing's** research into the Asian youth market was highlighted in an article entitled, 'Beating a drum for tribal youth', published in *Asia, Inc* magazine (10, 9, Oct 2001). 10

### SERVICE

► **Chris DUBELAAR** and **Mike EWING** recently reviewed articles for the *Journal of Business Research*.

► **Mark GABBOTT** has had a busy first quarter: He served as Track Chair (Services Marketing) and Chair of the Lifetime Award

Contribution Award Committee at the Winter American Marketing Association Educator's Conference (Feb 2002, Texas). He also took part in the Doctoral Colloquium at the same conference. In addition, he has reviewed articles for the *European Journal of Marketing*, the *Journal of Marketing Management* and the *Australasian Marketing Journal*.

▶ **Janine HENDRY** chaired the Fourth Australasian Services Research Workshop (hosted by Monash, co-sanctioned by ANZMAC). She was ably assisted on the organizing committee by **Chris DUBELAAR** and **Colin JEVONS**.

## Current Journal special issue 'Calls-for-Papers'

▶ *Journal of Advertising*, Special Issue: Advertising and Consumer Culture. Submit 5 copies of manuscript to Professor Cele Otnes ([c-otnes@uiuc.edu](mailto:c-otnes@uiuc.edu)) by **May 15**, 2002. Papers must conform to JA format (see: [www.sjmc.umn.edu/joa](http://www.sjmc.umn.edu/joa)).

▶ *Australasian Marketing Journal* special issue on 'Social Marketing'. Submission deadline **June 1**, 2002. See: [www.marketing.unsw.edu.au/AMJ/index.html](http://www.marketing.unsw.edu.au/AMJ/index.html).

▶ *Journal of Consumer Marketing*, Special issue on *Healthcare Marketing*. Submission deadline **June 1**. See: [www.emeraldinsight.com/journals/jcm/cfp.htm](http://www.emeraldinsight.com/journals/jcm/cfp.htm)

▶ *International Marketing Review*, Special Issue on *International New Product Development*. Submission deadline **September 30**. See: [www.emeraldinsight.com/journals/imr/call2.htm](http://www.emeraldinsight.com/journals/imr/call2.htm)

▶ *International Marketing Review* special issue on 'International Marketing in Asia Pacific region'. Submission deadline **September 30**. [www.emeraldinsight.com/journals/imr/call.htm](http://www.emeraldinsight.com/journals/imr/call.htm)

▶ *Journal of Travel and Tourism Marketing*, Special Issue on *Yield/Revenue Management*. Submission deadline: **November 15**. Contact guest editors for more info: [Patrick.legoherel@univ-angers.fr](mailto:Patrick.legoherel@univ-angers.fr) or [zvischw@yahoo.com](mailto:zvischw@yahoo.com)

▶ *Journal of Food Products Marketing*, Second Biannual Australasian Special Issue. Contact: [james.wiley@vuw.ac.nz](mailto:james.wiley@vuw.ac.nz)  
Submission Deadline: **December**, 2002. Manuscript guidelines, see: <http://bubl.ac.uk/journals/bus/jfpm/>

## Forthcoming conference information

▶ 10th International Colloquium in Relationship Marketing, Kaiserlautern, Germany, Sep 29 – Oct 2, 2002. Deadline for ABSTRACT submission: **May 15**. Submission Deadline: **July 15**. See: [www.uni-kl.de/ICRM](http://www.uni-kl.de/ICRM)

▶ IADIS International Conference www/Internet 2002, November 13-15, 2002, Lisbon, Portugal. Submission Deadline: **May 15**. See: [www.iadis.org/icwi2002](http://www.iadis.org/icwi2002)

▶ The Global Business Conference, Istanbul (August 7 – 13, 2002). Submission Deadline: **June 1**. See: [www.nova.edu/~senguder/istanbul.html](http://www.nova.edu/~senguder/istanbul.html)

▶ CIRM 2002 Conference "Retailing for Communities: Issues of Inclusion and Exclusion", Manchester Metropolitan University, 13 Sep 2002. Abstract deadline: **May 31**. [www.business.mmu.ac.uk/events/confs/cirm2002/index.htm](http://www.business.mmu.ac.uk/events/confs/cirm2002/index.htm)

▶ MARKETING NETWORKS IN A GLOBAL ECONOMY. Kuala Lumpur, 16-17 Dec, 2002. **Symposium Chairs:** EMAC - Graham Hooley, Aston Business School, ANZMAC - Rod Brodie, Auckland University, **Mark Gabbott, Monash University**. Submission Deadline: **30 June 2002**. See: <http://www.anzmac.org>

▶ ANZMAC Conference 2002, Melbourne, Victoria, Australia, Dec 2-4, Submission deadline is **June 30**. See [www.deakin.edu.au/anzmac](http://www.deakin.edu.au/anzmac)

▶ AMS World Congress, 2003. Perth, Western Australia, June 11-14, 2003. Submission deadline is **September 13**, 2002. See: [www.ams-web.org](http://www.ams-web.org)

## Grant information

▶ **Departmental grants**. At this stage, please contact the **Research Committee** (Felix Mavondo). The application form will shortly appear on the web site. The Research Committee has resolved to provide a much quicker response (14-28 days) in future.

▶ To all Prospective **Linkage Grant** applicants: Linkage projects applications closing date with the RGEB is still TBA but is most likely to be around APRIL 24th, 2002. Guidelines for applicants are up on the ARC website and application forms scheduled to be up sometime in March. In the meantime, Professor Max King would like to hold some Linkage workshops for you to present your projects for discussion and feedback to assist with your preparation. They anticipate discussing approx. 2 (perhaps 3) projects per workshop. Please nominate a preferred workshop date for your presentation.

## Professional development

▶ Monash Research Graduate School exPERT Stats Workshops.. Session 2-7 will now be held in Education Building, rm 245/250, Building 6, Clayton Campus. For more info/registration go to: [www.monash.edu.au/phdschol/seminars/stats.html](http://www.monash.edu.au/phdschol/seminars/stats.html)

▶ **EIASM EDEN doctoral** workshops (also suitable as PD for those already in possession of a terminal qualification). See: [www.eiasm.org/index1.html](http://www.eiasm.org/index1.html)

Some examples of forthcoming events include: **October 7-11**, 2002: Doctoral Seminar (DS) on OB & HRM, Brussels, Belgium. **October 4-18**, DS on Strategic Management Barcelona, Spain. **August 26-September 4**, 12th European Doctoral School in Technology Management, Cremona, Italy. Some examples of doctoral programs offered during the past two years: Research Methods in Marketing, Consumer (buyer) Behavior, Measurement Models in Marketing, Optimisation and Control Models Managerial Issues in Marketing, Business to Business (industrial) Marketing. Suggest interested parties bookmark web site and check regularly for new programs.

▶ **Bayesian Applications and Methods in Marketing**.

Bayesian methods are becoming increasingly popular in the academic and practitioner communities because of the recent development of techniques like Markov chain Monte Carlo simulation. They allow the use of models of consumer behaviour that were previously too difficult to estimate. The next (i.e. 4<sup>th</sup>) Conference/Workshop on Bayesian Applications will be **November 13-16, 2002** at Ohio State. For more info, see: <http://fisher.osu.edu/marketing/>, or contact Professor Greg Allenby, [allenby.1@osu.edu](mailto:allenby.1@osu.edu)

## Research Seminar series

For details visit: [www.buseco.monash.edu.au/Depts/Mkt/Info/seminars.html](http://www.buseco.monash.edu.au/Depts/Mkt/Info/seminars.html) Jointly managed by **Felix Mavondo** (x59249) and **Colin Jevons** (x32304).

## Cognate area news

Several cognate areas are using WebCT as a means of communication. If you have suddenly noticed a new page appearing on your "MyWebCT" page, and it happens to say something like "Chris Dubelaar's Training Page" (with the last name spelt wrong), then this is the page we mean. It has been designed for the Retail (et al), Performance (et al) and Customer Relations (et al) groups to use as a clearing house. If people wish to be added to the access list, please email Jodie Conduit at [Jodie.Conduit@BusEco.monash.edu.au](mailto:Jodie.Conduit@BusEco.monash.edu.au)

## HDR news

The MRGS has developed a program for fast-tracking staff into supervisory positions. Two workshops are being held, one on **14 June**, the other on **11 July**, to acquaint staff with the process and to fulfill some of the supervision training requirements. All staff wanting to gain supervision credentials are urged to attend one of the workshops and to work through the remainder of the supervision training module with their mentor. The training workshop will help explain the process in more detail. Information about the supervision module is available at [www.monash.edu.au/phdschol/forms/index.html](http://www.monash.edu.au/phdschol/forms/index.html)

## General

### 'Revise & Re-submits'

A number of our colleagues have recently received 'revise and re-submits' from *good* journals, but for various reasons, have not re-submitted. Many journal editors seem to be of the opinion that they would rather put author(s) 'out of their misery' as early as possible in the review process, so as not to waste their own, the reviewers' and the authors' time. As such, there has been a marked increase in outright rejections and in desk rejections and a corresponding decline in 'second round rejections'. The editors' thinking seems to be that they would prefer to be 'cruel to be kind'. What this means is that if you are given an opportunity to revise and re-submit, and you do a **good job** of it, there is a very good chance of either an acceptance, or a third round of review – which would almost definitely lead to acceptance.

If you get a 'revise and re-submit' please discuss it with one of the more established researchers within the department before you decline to respond! The 'mechanics' of the revision process will be discussed in some detail in *Session 2* of the research seminar on, 'Developing and Implementing a Personal Research Strategy' to be presented by Mike Ewing on May 3. In due course, other staff members will also be presenting research seminars to illustrate how they have successfully negotiated the review process for various 'A' journals (watch this space!).

### What's hot?

While any *good* publication is an investment in your career, like any investment, some choices yield better returns than others.

Herewith listings of the top ten *rising* ([www.stern.nyu.edu/~wstarbuc/rise.html](http://www.stern.nyu.edu/~wstarbuc/rise.html)) and top ten *falling* ([www.stern.nyu.edu/~wstarbuc/fall.html](http://www.stern.nyu.edu/~wstarbuc/fall.html)) journals by Social Sciences Citation Index, as well as an explanation of what the numbers actually mean ([www.stern.nyu.edu/~wstarbuc/whatmean.html](http://www.stern.nyu.edu/~wstarbuc/whatmean.html)).

Three journals worth considering now (for a potentially 'better-than-market' return in the medium term) are:

1. the *Journal of Service Research* ([www.sagepub.com](http://www.sagepub.com)),

2. the *Journal of International Marketing* ([www.marketingpower.com](http://www.marketingpower.com)) and
3. *International Marketing Review* ([www.emeraldinsight.com/journals/imr](http://www.emeraldinsight.com/journals/imr)).

*JSR* is a fairly new publication. It has the backing of a top quality publisher (Sage: the same people who publish *JAMS*, *JME*, *JTR* etc), an outstanding founding editor (Roland Rust) and a very 'enlightened' editorial policy. *JIM* has been around for a while, but was recently acquired by the *American Marketing Association* (who publish *JM*, *JMR*, *JPP&M*, etc). Before you submit to either, read their editorial policies carefully. For example, *JIM* places a higher than 'normal' emphasis on managerial relevance. *IMR* has been quietly rising through the MCB ranks to the point that some scholars feel that it now rivals *EJM*. In part, *IMR's* accent has been brought about by a series of fairly high profile special issues with contributions from leading North American scholars (e.g. Jag Sheth, Don Lehmann, etc). With all three, the sooner you submit/get accepted, the better!

### Inaugural Professorial Lectures

**Mike EWING**, the first of the recently appointed Chairs to join the department, will be delivering *two* inaugural professorial lectures early in the second semester. The first lecture, which is targeted at a broad, inter-disciplinary academic audience, will focus on Conceptualizing, Structuring and Evaluating **Replication and Extension Research** in the social sciences generally and in business/information systems research specifically. It is scheduled for Friday 26 July, 16h00-17h00 (followed by drinks/snacks). Venue TBA. The lecture's contribution lies in the provision of a much-needed framework to guide and position replicative research efforts. This is especially timely for marketing scholars in that two recent developments have focused increased attention on replications/extensions. In April 2000 a special issue of the *Journal of Business Research* was devoted entirely to replication research (see Easley and Madden, 2000) and in June, 2001 the *Journal of Consumer Research* announced a permanent special section (called "Re-inquiries"), which will focus entirely on replication/extension studies (see Mick, 2001).

Mike's second inaugural lecture, targeted primarily at the business community, will take place in early September at a location in the city (TBA). The topic will be something along the lines of 'Bridging the Gap between Business Academe and Practice: Shedding *New Light* on an Old 'Problem'. Drawing analogies from medicine and other 'hard sciences' it will explore opportunities for closer cooperation between industry and business schools and will be based, in part, on empirical research (meta-analysis) in the advertising domain.



[Research-news.marketing@Monash](mailto:Research-news.marketing@Monash)

is a publication of

DEPARTMENT OF MARKETING

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