

Research-news.marketing @Monash

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1. Editorial

It's another years end, and the final Research News for 2004. If everyone is feeling exhausted its easy to see why after reading what people have been up to since July. The Department continues to excel in research outputs, including gaining ARC grants, acceptances at conferences and journals, doctoral awards (well done Steve, Vaughan and Mike W) and achieving media exposure. In this research news alone four staff gained ARC grants, including Francis Farrelly, Mike Ewing and Steve Worthington. It has also been a good few months in terms of publications. In particular, two staff gained their first ever publication – David Toleman gained his first journal publication in Business Horizons, and Marion Steel gained her first publication using her own material at Anzmac. Well done to both of you. We have also had successes in journals such as Business Horizons, European Journal of Marketing, Industrial Marketing Management, Journal of Advertising, and Journal of Marketing Research. What's more, the early results from Peter Scholem's research into marketing's accountability and responsibility were requested for use by none other than Philip Kotler to inform discussion at the recent AMA conference in Boston (now that's impact!).

This research news also highlights the quality of our postgraduates. Two publications from the 2003 Honours class are worth mentioning – Zeb Woodhatch with the lead article in journal of Marketing Management, and Michelle Dring's thesis is to be

published as a book through Wiley. Our recent Honours, Masters and Doctoral candidates also performed brilliantly at Anzmac and the Doctoral colloquium. Many people were bowled over by the quality of ideas and research presented by this group.

We also thank two visiting Professors – Adam Lindgreen from Eindhoven University of Technology and Steven Kates from Simon Fraser University for their contributions to the Department. The Research Committee will be slightly restructured for 2005, and Harmen Oppewal will be Chairing the Committee. The Committee could not achieve its goals without buy-in from department staff, and we thank everyone who has contributed in some way to ongoing success of the Department.

Research Committee.

On behalf of the Research Committee a great thank you! to Mike Beverland for all the effort he put into writing the newsletters, including this one, and keeping the Department on its toes to do the best possible research. Efforts that have helped to create a continuing and increasing stream of great outputs as evidenced in this newsletter.

Mike, congratulations with your new position, we were sorry to see you go but we will keep up the good work.

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For previous issues of Research News:

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

Recent successes

ARC GRANTS

- **Michael Beverland, Francis Farrelly** and Pascale Quester ARC-L “A model of fan involvement, participation and loyalty: a mixed method study on fan behaviour and management in Basketball”, linkage partner Basketball Australia. The funding will cover research costs and one APAI PhD scholarship.

- **Mike Ewing** is Chief Investigator on two ARC Discovery Grants which are to be hosted through Curtin University. These are:

DP0559419 “The weighty issue of childhood obesity: An investigation of the role of junk food advertising.”

DP0559543 “sing advertising to negatively reconstruct memories of risky and high-risk drinking amongst Australia’s youth: A new intervention strategy.”

- **Steve Worthington** (LP0455372) Hartel, Bennett, Walkley, Cierpicki, and S Worthington, “An investigation into consumer perspectives on emotional, attitudinal and behavioural loyalty,” (approx \$210,000) ASRC-Linkage with Colmar Brunton Research, Golden Casket Lottery Corp, WorkCover Qld (Administering Institution: Deakin University).

FACULTY GRANTS

- **Mike Ewing** “Rapidly-Growing Centres in Regional Australia: Economic, Managerial and Marketing Considerations”. Monash University Faculty of Business and Economics 2004 New Research Area Grant (Round 2) \$25,000, with Lionel Frost (Economics, Berwick) and Dr Andrea Kirk-Brown (Management, Berwick)

- **Natalie Hedrick** (ACRS) received a Faculty Research Support Grants to research “Shopfloor to Boardroom: retailing as a career in Australia”.

- **The Department** also received a large number of other Faculty Research Support Grants totaling over 250,000. Recipients included **Michael Beverland**, **Jan Brace Govan**, **Francis Farrelly**, **Michael Morrison**, **Harmen Oppewal**, **Vaughan Reimers** and **David Watson** (among others).

JOURNAL ARTICLES

- **Beverland, M., Farrelly, F.** and Zeb Woodhatch, (2004) “Customer Desired Value Change”, *Journal of Marketing Management*, 20 (9-10), 927-941 (lead article in special issue on Relationship dissolution). JMM is a B journal. This paper is from Zeb’s award winning 2003 Honours thesis.

- **Beverland, M.** (2004), “Brand Value, convictions, flexibility, and New Zealand wine,” *Business Horizons*, 47(5), 53-61. BH is a B+ journal.

- **Beverland, M.** and Lindgreen, A. (2004) “Relationship use and market dynamism: A model of relationship evolution,” *Journal of Marketing Management*, 20(7-8), 825-858. JMM is a B journal.

- **Farrelly, F.**, John Fahy and Pascale Quester (2004) “Competitive Advantage through Sponsorship: A Conceptual Model”, *European Journal of Marketing*, 30 (8), 1013-1030. EJM is a B journal.

- **Jevons, C.** and **Carroll, J.** (2004), “Misusing marketing in misleading voters”, *Journal of Consumer Marketing*, Vol. 21, no. 5, pp. 299-300. JCM is a C journal.

- **Louvieris, P** and **Harmen O.** (2004), Channel Benefits Portfolio Management in the *E-business Era*, *Qualitative Marketing Research: An International Journal*, 7 (4), 257-264. QMR is a C-journal.

- **Rewtrakunphaiboon, W.**, **Harmen O.** (2004), “Holiday Packaging and Tourist Decision-Making,” *Tourism Analysis*, 8 (2-4), 193-196.

AWARDS

Steve Worthington was awarded his PhD by Publications from Staffordshire University in July 2004.

BOOKS/BOOK CHAPTERS

Scholem, P’s data for his recent Anzmac paper “Marketing’s Mid Life Crisis? For what is Marketing Responsible, and to Whom is it Accountable?” was used by none other than Philip Kotler in a special session at the recent American Marketing Association Summer Educators Conference in Boston. Kotler discussed issues of accountability and responsibility when marketing to third world countries (along with Jag Sheth and Michael Czinkota).

MEDIA EXPOSURE

- **Colin Jevons** was interviewed ABC Radio National about the Honours program. Colin stated: “There’s been some very good research done here at Monash just this year, on the difference between politicians’ corporate brand equity, and if you like, their community-based brand equity.” The full interview is available at <http://www.abc.net.au/rn/talks/8.30/mediarpt/stories/s1249974.htm>

- **Peter Thompson** was interviewed by Derryn Hinch on 3AW about the ‘Variability of Sponsorship Attractiveness

amongst Australian Olympic Gold Medalists’ (or why Thorpie gets all the money and Beach Volleyballists just get a sun tan) on September 1.

- The **Departmental Textbook** “*Introduction to Marketing: A Value Exchange Approach*” was reviewed in a recent issue of the Australian Marketing Journal.

CONFERENCE PRESENTATIONS

- **Mike Ewing**

- 1 ‘A Theoretical Framework for Establishing and Managing Mutual Brand Knowledge’, Academy of Marketing Science, XXVII Annual Conference, Vancouver, Canada, May 26-29 (with Pierre Berthon and Julie Napoli).

- 2 ‘The Influence of Product Type, Entry Mode and Time on the Marketing Autonomy of Malaysian Subsidiaries’, 2004 Academy of International Business Southeast Asia Regional Conference, Macau, China, August 5-7, with Ron Edwards and Anne-Marie Gut (Department of Management, Peninsula).

- 3 Mike also co-authored three papers at 2004 ANZMAC Conference (Wellington, NZ), with Monash doctoral students.

These were:

- “Developing and Implementing a CRM Strategy: The Case of EAG Group Financial Services” (with Shumanov)
- “Do Brand Oriented Nonprofit Organizations Perform Better?” (With Napoli)
- “Measuring the Value of a ‘Real’ Smile in Service Providers Expressive Display: Evidence from the Airline Industry” (with Gountas)
- **Mike Ewing** and **David Stewart** ‘e-Audience Estimation: Modeling the Propagation of Seeded Viral Messages’, INFORMS Marketing Science Annual Meeting, Denver, Colorado, October 24-27 (with Dineli Mather)

- **Natalie Hedrick** presented a paper from her Masters Thesis (co-authored with **Harmen Oppewal** and **Michael Beverland**) at the 7th Annual Society for Marketing Advances (SMA) Retailing and Consumer Decision Making Seminar, in St. Pete Beach Florida on “Selling Experiences: the impact on patronage intentions by retail salespeople and store atmospherics.” She also presented a paper at ANZMAC.

- **Harmen Oppewal** presented two papers to the Annual Marketing Science conference (held in June 2004 in Rotterdam):

- 1 "Effects of product quality information on consumer choice for perishables" (with Kitty Koelemeijer)
- 2 "Investigating Customer Channel Choice" (with Panos Louvieris).
 - Steve Worthington presented "Understanding the Chinese Consumer's View of Credit and the Prospects for New Financial Services Entrants in China," Proceedings of Euro-Asian Management Studies Association, Hong Kong, November 2004, pp 340-349.
 - Steve Worthington (2004), "The Opening up of the Market for Financial Services in China: How the credit card can play a key role," Proceedings of the Academy of Marketing, University of Gloucestershire, July 2004, pp 1-9.

ANZMAC

A large Monash contingent attended the ANZMAC conference in Wellington as well as the Doctoral colloquium that preceded it. What was impressive was the large number of post graduate students that attended and presented. Feedback was overwhelmingly positive on all the papers and proposed research projects. The papers and authors follow.

- New Insights for Managing Sport Sponsorship: Applying the Resource Based View of the Firm - [Argus, K., Farrelly, F. & P Quester](#)
- A New Model of Fan Loyalty: Emotionally Bonded Involvement – [Argus, K. Farrelly, F. & P Quester](#)
- The Impact of Retail Salespeople and Store Atmospherics on Patronage Intentions - [Hedrick, N., Beverland, M. & Oppewal, H.](#)
- Brand Repositioning Capabilities: Enablers of Ongoing Brand Management - [Yakimova, R. & Beverland, M.](#)
- An Exploration of Consumer Forgiveness Following Marketer Failure [Chung, E. & Beverland, M.](#)
- Consumer Behaviour and Satisfaction [Wahyuningsih & Dubelaar, C.](#)
- Formation of Trust: Experimental Approach Towards Investigating the Formation of Trusting Beliefs in an Online Environment - [Yeo, M. & Dubelaar, C.](#)
- Do Brand Oriented Nonprofit Organizations Perform Better? – [Ewing, M. & Napoli, J.](#)
- Developing and Implementing a CRM Strategy: The Case of EAG Group Financial Services - [Shumanov, M. & Ewing, M.](#)
- Measuring the Value of a 'Real' Smile in Service Providers' Expressive Display: Evidence from the Airline Industry – [Gountas, S & Ewing, M.](#)
- The Effect of Relationships between Buyers and Their Suppliers on Customer Satisfaction - [Matanda, M.](#)
- Proactive and its Implication to Customer Value - [Nasution, H. & Mavondo, F.](#)
- The Implications for 'Strategic Fit' between Partnership Characteristics and Relationship Management as a Source of Alliance Success - [Zaman, M & Mavondo, F.](#)

- Aspects of Reputation and Human Factors as determinants of Tourist Destination Attractiveness - [Vengesai, S. & Mavondo, F.](#)
- An Exploratory Study of the Use of Supplementary Teaching and Learning Resources in Marketing Education - [Wagstaff, P., N Grigoriou & Montagu, K.](#)
- A Conceptual Model of Consumer Decision States using Information Acceleration - [Oppewal, H & Morrison, M.](#)
- Rungie, C., Waller, D., et al
- Decision States for Purchasing a DVD Player: A Preliminary Study - [Waller, D., Wang, P., Oppewal, H., Morrison, M., et al](#)
- Decision States and Information Acceleration - [Rungie, C., Morrison, M., Waller, D., Coltman, T., Oppewal, H., et al](#)
- Customer Perceptions of Responsible Retailing in Australia - [Sands, S., & Minahan, S.](#)
- Marketing's Mid Life Crisis? For what is Marketing Responsible, and to Whom is it Accountable? - [Scholem, P.](#)
- Customer Relationship Management Discrepancy and Dissatisfaction - [Steel, M. & Jennings, A.](#)

INDUSTRY/TRADE PUBLICATIONS (not refereed)

- Steve Ogden-Barnes, ACRS
1. was the keynote speaker at September's 2004 Mainstreet Conference held in Melbourne. Steve spoke on global retail trends in relation to changing consumer expectations, lifestyle, shopping centre development and urban retail spaces, and concluded with 7 key lessons for effective retailing. Steve spoke to an audience of 400 government representatives, consultants and urban business managers.
 2. Steve was also an invited speaker for a Carlton United Brewery management development event with 100 delegates held at the Heritage Country Club in September, speaking on trends in food retailing, IT and supermarket developments.
 3. Steve was an invited speaker for the Commonwealth Bank Corporate Banking Division's breakfast seminar series in Melbourne and Perth, speaking on trends in retail IT: RFID, promotion, payment and stock management.
 4. Steve was also a keynote speaker on "Retail Evolution 2004" to the Fourth National and First Trans-Tasman Mainstreet Conference, held in Melbourne in September, and attended by 400+ representatives from local government, chambers of commerce, urban planners and Mainstreet Organisations.

- Steve Worthington presented
1. "Exposure -Surviving and Thriving in a plastic world," at the Australian Marketing Institute, National Conference, Melbourne Oct 2004.
 2. "If you want loyalty - Buy a Dog!" the Keynote Address at the National Retail Forum, Melbourne, July 2004.

OTHER

- Michael Beverland conducted four workshops at Central Queensland University at Rockhampton in October-November on building a research culture, research planning for staff and students, and getting published.
- Harmen Oppewal presented a paper to a research seminar at UTS Sydney on November 11 titled "User versus Nonuser Perspectives on Urban Parks – A Choice Experimental Approach" and presented to the Tourism Victoria Master Class seminar on "Tourism Consumer Choice".
- Harmen Oppewal also convened a symposium as a special session at the International Association for People-Environment Studies in Vienna, July 2004, titled "Valuation of Urban Greenspace: Contrasting Methods and Countries" to report and discuss selected findings from the EU Framework 5 "Greenspace" project on the valuation of urban Greenspace. This project involved partners from six European countries. The symposium comprised 7 papers that all resulted from this project. The aim of the project was to identify the value of urban green space with a view to providing planners with information on the combination of green space that would best contribute to quality of life. A variety of expertise is being applied to this objective, including environmental economics, planning, sociology, ecology and GIS.

Service

- Michael Beverland reviewed for Academy of Marketing Science World Congress, Australasian marketing Journal, Journal of Consumer Behavior, and track chaired at the recent Anzmac conference and doctoral colloquium. Michael also presented a seminar on qualitative research at the Anzmac colloquium.
- Mike Ewing reviewed for Journal of Advertising, International Journal of Advertising, Service Industries Journal, served as Track Chair for Academy of Marketing Science 12th Biennial World Marketing Conference (Germany, July 2005), and served as Associate Editor for International Conference on Information Systems (Washington, USA, December 2004).

Service cont'd...

- [Francis Farrelly](#) will be special guest editor of the Journal of Sport Marketing and Sponsorship in 2005. The special issue is on Developments in Sports Marketing and Sponsorship in Australasia.
- [Harmen Oppewal](#) reviewed papers for Journal of Retail and Consumer Services, Annals of Tourism Research, European Journal of Operations Research, Proceedings of the International Association for People-Environment Studies, ANZMAC, Tourism Analysis, Journal of Transportation and Statistics, Australasian Marketing Journal, and EMAC.
- [Steve Worthington](#) served as an external PhD examiner for Nottingham University in December, reviewed for Anzmac, and the European Journal of Marketing.

WORK IN PROGRESS

- [Michael Beverland](#), [Michael Ewing](#), and [Margaret Matanda](#) "The Role of Driving-Market and Market Driven Activity in New Product Development Practices in China: A Multiple Case Study" Industrial Marketing Management, revise and resubmit.
- [Michelle Dring's](#) Honours thesis "The pretty women syndrome: gender and the shopping experience," is to be published as a book through Wiley in 2005. Michelle was supervised by Michael Beverland and Stella Minahan who have the task of writing the book through January.

Grant information

1. ARC deadlines for 2005 Discovery and Linkage applications will be available on the website at the Faculty Research and Ethics Grants Office.
2. Remember that all H1 Honours graduates can apply for a \$1,000 publication grant to assist with preparing a paper from their thesis. Information from Chris Dubelaar.
3. Two APAI PhD scholarships are being offered by Harmen Oppewal and Michael Beverland as part of their recent ARC-L win on experiential retail. Details can be gained from Harmen.

Professional development

Associate Professor Steve Kates presented a two-day workshop on qualitative research in November.

Forthcoming attractions

- [Michael Beverland](#) (2004) "An exploration of the luxury wine trade," International Journal of Wine Marketing. IJWM is a C journal.
- [Mike Ewing](#) (with Thomas Salzberger, Vienna and Rudolf Sinkovics,) "An Alternate Approach to Assessing Cross-Cultural Measurement Equivalence in Advertising Research", Journal of Advertising. JA is an A journal.
- [Francis Farrelly](#) and Pascale Quester "Investigating Large Scale Sponsorship Relationships as Co-Marketing Alliances", Business Horizons. BH is a B+ journal.
- [Francis Farrelly](#) and Pascale Quester "Examining important relationship quality constructs of the focal sponsorship exchange," Industrial Marketing Management. IMM is a B+ journal, and this paper is now available through the IMM website as an article in press.
- [Samir Gupta](#), Jack Cadeaux and Arch Woodside "Mapping Network Champion Behavior in B2B Electronic Venturing," Industrial Marketing Management. IMM is a B+ journal.
- [Colin Jevons](#) (2005), "Names, Brands, Branding? Beyond the Signs, Symbols, Products and Services", accepted for publication in Journal of Product and Brand Management, Vol. 14, no. 2, Winter. JPBM is a C journal.
- [Rotfeld, H.](#), [Jevons, Colin](#), and [Powell, Irene](#) (2004), "Australian Media Vehicles' Standards for Acceptable Advertising", forthcoming in Journal of Advertising, Vol. 33, no. 4 (Winter), pp. 65-73. JA is an A journal.
- [Jevons, Colin](#) and [Jane Carroll](#) (2004), "Marketing, truth and political expediency", accepted for publication in Journal of Public Affairs, Vol. 4, no. 4.
- [Jevons, Colin](#) (2004), "Customer Satisfaction Measurement Practice in Australia", accepted for publication in Journal of Asia Pacific Marketing, Vol. 3, no. 2. JAPM is a C journal.
- [Steve Ogden-Barnes](#) authored an article for a Commercial Book focusing on the renewal of Melbourne's Dockland - "Urban Wonderland", due for publication in February 2005.
- [Arentze, Theo](#), [Harmen Oppewal](#) and [Harry Timmermans](#) (2005), "A Multipurpose Trip Model to Assess Retail Agglomeration Effects," Journal of Marketing Research, 42 (Feb) JMR is an A+ journal.
- [Angele Dobebe](#), [David Toleman](#) and [Michael Beverland](#) (2005), "Controlled Infection! Spreading the brand message through viral marketing," Business Horizons, March-April. BH is a B+ journal, and this is David's first journal article.

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