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Editorial

This newsletter reflects on the Department's research endeavours and successes in the second half of 2008. Highlights include many brilliant individual achievements, two ARC DP successes, numerous best paper and distinguished researcher awards and another independent meta-analysis of journal output that has (once again) ranked the Department number one in Australia/NZ (and 9th in the world), in marketing communications/advertising research.

During the annual Monash Marketing Awards for Excellence, seven staff members received research commendations: **Dr Jan Brace-Govan** for winning research grants, sole supervising a PhD student to completion, winning an ANZMAC best paper award with PhD student **Marcus Phipps**, and having articles accepted by the *European Journal of Marketing*, the *International Journal of Market Research* and *Marketing Theory* among others. **Dr Colin Jevons**, who, in the last three years, has had papers accepted by the *Journal of Advertising*, the *Journal of Business Research*, *Marketing Theory* and the *European Journal of Marketing*. **Dr Hanny Nasution**, who has had papers accepted by the *European Journal of Marketing*, the *International Journal of Hospitality Marketing* and numerous international conferences. She also won a competitive Faculty Research Grant. **Dr Dewi Tojib**, who recently had a paper accepted by the *European Journal of Information Systems* (ranked tier 1 in the Faculty of IT and A* in ERA). She too was successful with a Faculty Research Grant. **Dr Jia Liu**, for having a paper accepted by the very prestigious *Journal of Marketing Research*, a 'top three' ranked journal. **Dr Dixon Ho** also received a conditional acceptance from the *Journal of Marketing Research* (two JMRs in two months in one Department!). The final commendation went to **Dr Yongfu He** who had a paper accepted by the *Journal of Retailing*, the oldest journal in the marketing discipline,

and also ranked A* (top 6) by ERA.

Dr Sandra Luxton's Ph.D thesis, "Integrated Marketing Communication: Antecedents and implications for brand performance" passed with flying colours, as did **Dr Sean Sands** (ACRS) whose thesis, "Consumer responses to in-store themed events" was part of an ARC-Linkage Grant.

Professor Harmen Oppewal was named 2008 ANZMAC Distinguished Researcher of the Year. This prestigious award is ANZMAC's premier research accolade, designed to recognise sustained excellence. See: <http://www.buseco.monash.edu.au/news/2008/december/harmenoppewal.html>

The strength of our Honours program was reiterated when Julian Cole, a 2007 graduate, was named one of the rising stars in Australian Advertising, Media and Marketing by *AdNews*. Also worth noting is that the recently accepted *European Journal of Marketing* paper by current PhD student **Marcus Phipps'** was based on his Honours project (supervised by Jan Brace-Govan and Colin Jevons).

At a broader research level, industry engagement came under the spotlight, with a full day off-campus retreat attended by all academic staff in December. The day included excellent contributions from the Department's industry Advisory Board and provided invaluable insights into the benefits of pursuing a more applied research agenda: not only in terms of research output and opportunities, but

also with respect to enriching student learning.

In closing, we draw your attention once again to the forthcoming 2009 ANZMAC conference to be hosted by the Department (<http://www.anzmac2009.org/>). Arrangements are proceeding well. **Felix Mavondo** and **Mike Ewing** will be conference co-chairs; **Harmen Oppewal** and **Yelena Tsarenko** will chair the doctoral colloquium; while **Sandra Luxton** will chair the program. **Dewi Tojib** will edit the proceedings and **Steve Worthington** will be the sponsorship and social activities co-ordinator. Last, but by no means least, **Paul Loughran** will look after business management including finance, legal, IT, promotion and administration. All staff members will have the opportunity to become involved in a range of roles including organising special sessions, track chairing, session chairing, and reviewing conference papers.

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For previous issues of Research News:
www.buseco.monash.edu.au/depts/Mkt/research/News.html

Department of Marketing receives top marks in advertising research

A review of advertising research productivity over the period 1997-2006 ranks the Department of Marketing at Monash **9th in the world** on publications in both the top-3 US advertising journals and across 17 leading journals that publish advertising-related articles. The next best department in Australia is Curtin (61st), followed by UNSW, UQ and Adelaide all tied at 88th position. Nine of the top ten are based in the U.S. See below:

1. University of Georgia
2. Michigan State University
3. University of Florida
4. University of Texas at Austin
5. Northwestern University
6. Penn State University
7. Washington State University
7. University of Minnesota
- 9. Monash University**
10. University of Alabama

The same study ranked **Professor Mike Ewing** second in the world for advertising research productivity.

See: Ford, J.B. and A. Merchant (2008), "A Ten-Year Retrospective of Advertising Research Productivity, 1997-2006", *Journal of Advertising*, 37, 3, pp 69-94,

Finally, demonstrating the existence and relevance of a teaching-research nexus, a team of four undergraduates from the Department won the Australian and New Zealand's Academic Association's (ANZAA) inaugural national student advertising competition.

<http://www.buseco.monash.edu.au/news/2008/december/marketing-students.html>

Recent successes

JOURNAL ARTICLES

- Baumpo, M., **Mike Ewing**, Mather, D.R., **Dave Stewart** and Wallace, M. (2008), 'The Effects of the social structure of digital networks on viral marketing performance', *Information Systems Research*, 19, 3, pp 273-290.
- Cromie, J.G. and **Mike Ewing**. (2008), 'Squatting at the Digital Campfire: Reflections on Researching the Open Source Software Community', *International Journal of Market Research*, 50, 5, pp 631-653.
- DeBurgh-Woodman, H. and **Jan Brace-Govan**. (2008) 'Marketing and the other: A study of women in the sailing marketplace and its implications for marketing discourse', *European Advances in Consumer Research*, pp 189-195.
- DeBurgh-Woodman, H. and **Jan Brace-Govan**. (2008) 'Sneakers and street culture: A postcolonial analysis of marginalized cultural consumption', *Consumption Markets & Culture*, Special Issue on Interpretive Consumer Research.
- DeBurgh-Woodman, H. and **Jan Brace-Govan**. (2008) 'Jargon as imagining: Barthes' semiotics and excavating subcultural communication' *Qualitative Market Research: An International Journal*, 11 (1), pp 89-106.
- **Francis Farrelly**, Quester, P. and Clulow, V., (2008) 'Exploring Market Orientation and Satisfaction in the Sponsorship Relationship', *Australasian Marketing Journal*, Vol. 16, 2, pp 51-66.
- Lin, A., Gregor, S. and **Mike Ewing**. (2008), 'Developing a scale to measure the enjoyment of Web experiences', *Journal of Interactive Marketing*, 22, 4, 40-57.
- **Harmen Oppewal**. (2008) "Research in action: Enquiry and debate" *Australasian Marketing Journal*, Vol. 16, 2, pp 88-93.
- **Stephen Saunders**. (2008) "Measuring and Applying the PAKSERV Service Quality Construct: Evidence from a South African cultural context", *Managing Service Quality an International Journal*, 18(5), pp 442-456.

- **Steve Worthington**. (2008) "Financial services for the inbanked in the US – Why, who and what?", *Journal of Financial Transformation*, 23, pp 101-105.

CONFERENCE PROCEEDINGS

- **Jan Brace-Govan**, (2008) 'The historically vexatious question of physical activity and women: Restriction, malleability and resistance', Association of Consumer Research, Boston, 16-19 June.
- **Jan Brace-Govan** and Sykes, K., (2008) 'The gendered nature of ritual artifact consumption: The wedding dress as case study', Association of Consumer Research, Boston, 16-19 June.
- **Marcus Phipps** (PhD Candidate) and **Jan Brace-Govan** (2008) 'Social marketing's transformation of the consumer marketplace: Changing the philosophy of water consumption' American Marketing Academy Conference, San Diego, 8-11 Aug
- **Sean Sands, Harmen Oppewal** and Michael Beverland (2008), 'The influence of in-store experiential events on shopping value perceptions and shopping behavior', *Advances in Consumer Research*, Vol 35, pp. 298-303.
- **Stephen Saunders** Danie Petzer and **Stephen Saunders**. (2008). 'The Country-Of-Origin Effect: A comparison between the attitudes of South African and Australian university students', Conference Proceedings of the Southern African Institute for Management Scientists Annual Conference, 14-17 Sept 2008, Pretoria.
Danie Petzer, Berndt, A. and **Stephen Saunders**. (2008). 'The technology readiness of urban South Africa banking consumers', Conference Proceedings of the Southern African Institute for Management Scientists Annual Conference, 14-17 Sept 2008, University of the Pretoria, Pretoria.
Danie Petzer, Berndt, A. and **Stephen Saunders**. (2008), 'The Impact of the Technology Readiness Index (TRI) on banking services in emerging economies', Conference Proceedings of the 17th Annual

Frontiers in Service Conference, 2-5 Oct 2008 University of Maryland, Washington DC.

- Sugianto, L, Zhigang, L., and **Dewi Tojib** (2008). 'Unraveling the inhibiting factors of M-Commerce adoption'. Paper accepted at the International Conference on Business and Information (BAI), 7-9 July, Seoul, South Korea. Published in the proceeding.

ANZMAC 2008 presentations (1-3 December, Sydney)

- Beverland, M.B. and **Francis Farrelly** (2008) 'Exploring what it means to be design-led'.
- **Binay, Itir.** (PhD Candidate) and **Jan Brace-Govan.** (2008) 'Experiential consumption in second hand clothes shopping'.
- Chung, E., Beverland, M., **Francis Farrelly** and **Quester, P.** (2008) 'An exploratory model of consumer fanaticism: The process leading to high end loyalty'.
- **Ken Grant, Richard Laney** (sessional), **Hanny Nasution** and **Bill Pickett** (sessional (2008) 'Sales organization effectiveness – Leaders versus Laggards: the role of market orientation and entrepreneurial orientation'.
- Healy, M.J., Beverland, M. and **Harmen Oppewal.** (2008) 'A place to play: Orchestrating a retail experience'.
- **Kathryn Lefroy** (PhD Candidate) and **Yelena Tsarenko.** (2008) 'Management of nonprofit-business alliances: An exploratory study'.
- Liao, Y.H., **Felix Mavondo** and **Kennedy, R.** (2008) 'Organisational justice and salesforce motivation'.
- **Jia Liu** and **Harmen Oppewal.** (2008) 'Income change and information processing style'.
- **Harmen Oppewal, Dewi Tojib** and **Louvieris, P.** (2008) 'Modelling consumer channel choice for information search in a holiday purchase context'.
- **Marcus Phipps** (PhD Candidate) and **Jan Brace-Govan.** (2008) 'Shifting focus from the mainstream to the offbeat: anti-consumption's contribution to sustainable change in water consumption'.
- **Fiona Newton, Salzberger, T. and Mike Ewing.** (2008). 'Differences in item responses: A gendered approach'.
- **Elizabeth Porublev, Chris Dubelaar, Jan Brace-Govan & Minahan, S.** (2008) 'The role of the gift wrap stall at Christmas'.

AWARDS

Australasian Marketing Academy Salutes Distinguished Researcher

The Australian and New Zealand Marketing Academy (ANZMAC) has named **Professor Harmen Oppewal** of Monash University as a '2008 Distinguished Researcher of the Year'. ANZMAC Vice President and Awards Committee Chair, Professor Janet Hoek, noted that this Award was ANZMAC's premier research accolade, designed to recognise sustained excellence in marketing research.

"Professor Oppewal has an outstanding international reputation and it is entirely fitting that ANZMAC celebrate his many contributions, particularly his work modelling decision processes in complex environments."

Best paper awards

Dr. Jan Brace-Govan and her doctoral student **Marcus Phipps**; and **Professor Harmen Oppewal**, won 'Best Paper' awards at the annual ANZMAC conference in December 2008.

- **Hanny Nasution, Ken Grant** and **Felix Mavondo.** (2008) 'Mediating role of brand equity in the marketing – Sales and business performance relationship'.
- **Ng, J. and Margaret Matanda.** (2008) 'Determinants of E-loyalty and customer patronage in blog retailing: a case study of retailers using blog retailing format in Singapore'.
- **Rajesh Rajaguru** (PhD candidate) and **Margaret Matanda.** (2008) "The mediating role of IOIS integration on the relationship between interorganisational activity integration and supply chain effectiveness"
- **Shanfei Feng, Krishnan, T.V., and Beebe, T.** (2008) 'Modelling the supply and utilization patterns of a B2B service product in a new market'.
- **Waller, D.S., Wang, P.Z., Harmen Oppewal** and **Morrison, M.** (2008) 'A study of the Blu-Ray vs HD-DVD formats'.
- **Gabrielle Walters, Sparks, B., and Herington, C** (2008) 'The relationship between visionary and emotional responses to print advertising'.
- **Manir Zaman** and **Felix Mavondo.** (2008) 'The role of strategic fit'.
- **Zeltser Rosalin** and **Samir Gupta** (2008) 'Partnership alliance for supply chain collaboration'.
- **Dewi Tojib** and **Sugianto, L. F.,** (2008) 'The development and empirical validation of the B2E portal user satisfaction (B2EPUS) Scale', in *End-User Computing: Concepts, Methodologies, Tools and Applications*, eds Steve Clarke, Information Science Reference, Hershey PA USA, pp. 823-839.
- **Dewi Tojib & Sugianto, L. F.,** (2009) 'Developing success measure for staff portal implementation', in *Evolutionary Concepts in End User Productivity and Performance: Applications for Organizational Progress*, eds Steve Clarke, Information Science Reference, Hershey PA USA, pp. 78-94.

GRANTS

- **Francis Farrelly** won a one-year ARC-DP with Mike Beverland (RMIT), for a project entitled: 'Can commerce be authentic? Developing and testing consumer-based measures of brand authenticity' (to the value of \$35,000).
- **Felix Mavondo** and **Mike Reid** (RMIT) won a three-year \$94,000 ARC Discovery Grant for a study entitled, 'A model and segmentation of household obesogenicity in Australia'.
- **Fiona Newton, Lydia Windisch** and **Mike Ewing** received a \$51,836 category 3 research grant from Ansell to study 'Antecedents and barriers to condom usage among young Australian adults. This grant builds on the team's ongoing program of health promotion research.

BOOKS / BOOK CHAPTERS

- **Belch, G E, Belch, MA, Kerr, G, and Irene Powell,** (2009), *Advertising and Promotion: An Integrated Marketing Communication Perspective*, Mc-Graw Hill Australia, North Ryde.

FORTHCOMING PUBLICATIONS

- Caruana, A. and **Mike Ewing**. (2009), 'The influence of corporate reputation, quality and value on online loyalty', *Journal of Business Research*.
- **Samir Gupta**, Polonsky, M., Woodside, A. and Webster, C. (2009), 'The impact of external forces on cartel network dynamics: direct research in the diamond industry' *Industrial Marketing Management*.
- **Samir Gupta**, Woodside, A., Dubelaar, C and Bradmore, D. (2009), 'Diffusion knowledge-bases core competencies for leveraging innovation strategies. Modeling outsourcing to knowledge process organizations (KPOs) in pharmaceutical networks' *Industrial Marketing Management*.
- Peter T. L. Popkowski L., Chun Qiu, and **Yongfu He**. (2009) "Empirical Testing of the Reference-price effect of Buy-now Prices in Internet Auctions", *Journal of Retailing*.
- Ganesan, S, Brown, S.P., Mariadoss, B.J. and **Dixon Ho**. (2009), "Buffering and amplifying effects of relationship commitment in business-to-business relationships, *Journal of Marketing Research*.
- **Jia Liu** and Dirk Smeesters (2009), 'Have you seen the news today? The effect of brand death media contexts on brand preferences', *Journal of Marketing Research*.
- **Stephen Saunders** (2009), "Toward bridging the gap between theory and empirical reality", *South African Journal of Economics*, 76(3).
- **Dewi Tojib**, Sugianto, L. F. and Sendjaya, S. (2009) 'User satisfaction with Business-to-Employee (B2E) Portals: Conceptualization and scale development', *European Journal of Information Systems*.

CONFERENCE PRESENTATIONS

- De Rooij, E., Borgers, A., Kemperman, A. and **Harmen Oppewal**, 'Livable neighborhoods: The contribution of smaller versus larger parks', poster presentation at the 2008 NRPA Leisure Research Symposium, Baltimore, Oct 2008.

- **Cori Hodge, Harmen Oppewal** and Civilai Terawatanong, 'The Role of brand strength in evaluating conversion proposals: A study in conversion franchising', poster presentation at the 2008 ANZAM conference, Auckland, Dec 2008.
- **Michael Morrison**, gave a Keynote address at the Australian Marketing Institute National Conference, Oct 2008, Melbourne. Michael Shared the stage with Wharton marketing professor David Reibstein, the LBS's Tim Ambler and various leading domestic and international practitioners. Word on the street is that his address was incredibly well received and that he did himself and the Department proud.
- **Steve Ogden-Barnes**
 1. Presented 'Global & national retail trends' at the Australian Liquor Stores Association Annual Conference, Qld, 24 July 2008.
 2. Presented "Global retail perspective" at the AS Watson Senior Business Leaders Conference, Hong Kong, 25 Sept. 2008.
 3. "Global & national retail trend" at the Foodco Annual Conference, Qld, 14 Oct. 2008.
- **Jeff Rogut**, presented 'Global retailer sustainability initiative' at the POPAI Sustainability Conference, Sydney, Oct 2008.
- **Mustabshira Rushdi** and Kim J.H., 'Long run relationship between real stock return and inflation in Australia' Paper presented to the 37th Australian Conference of Economists, 30 Sept- 4 Oct 2008, Gold Coast, Qld.

- Steve Worthington was a Keynote Speaker at the 16th Annual Conference on Pacific Basin Finance, Economics, Accounting and Management, 2-4 July 2008, Brisbane.

PROFESSIONAL SERVICE

- **Mike Ewing** and **Harmen Oppewal** have been appointed to the editorial review board of the *Journal of Business Research*.
- **Mike Ewing** reviewed for the *Journal of Service Research* (3), *Journal of Business Research*, *Industrial Marketing Management* (2), *Journal of Advertising*, *International Journal of Advertising* (3) and others. He also reviewed three grant applications for the Icelandic Research Fund and examined three HDR dissertations.
- **Steve Ogden-Barnes**, was a member of the Melbourne City Council Retail Advisory Board in 2008.
- **Jeff Rogut** served on the Australian Retailers Association, 'Retailer of the Year' judging panel and the Retail Forum Advisory panel in 2008.
- **Stephen Saunders** reviewed papers for Academy of Marketing 2008 (two papers); *International Journal of Advertising* (two papers); *Journal of Economics and Finance* (two papers); *South African Journal of Economics* (two papers).
- **Steve Worthington** reviewed for the *International Journal of Retail and Distribution Management*; *Journal of Financial Services Marketing*; *Journal of Marketing Theory*; *Journal of Retailing and Consumer Services*; *International Journal of Bank Marketing* and the Academy of Marketing Conference (UK).

INDUSTRY ENGAGEMENT

Monash South Africa engage industry through global research

About 65 industry and media guests attended a highly successful local launch of the global Corporate Communication International (CCI) benchmark study at Monash South Africa recently. Corporate Communication International, a research centre at Baruch College, CUNY, started their research program in 2000 to set a benchmark for the practice and trends in Corporate Communication among Fortune 1000 companies in the US. This work has subsequently been replicated in China (2006/2008) and the European Union (2008/2009). In 2007/2008 this study was conducted in South Africa by Prof de Wet (University of Fort Hare), **Dr Ilse Niemann-Struweg** and **Corne Meintjes** (MSA). The South African CCI report has already generated national TV coverage with more radio and print exposure to follow. Talk about research-led industry engagement! Well done to Ilse, Corne and team for combining academic rigour with commercial relevance!

EXPOSURE

Danie Petzer and **Stephen Saunders** were invited to present their case study, SAB-Miller, at the Strategic Marketing Evening at the Johannesburg Securities Exchange.

Media Exposure

- **Alana Jones** provided articles to various media outlets and commentary during Oct/Nov including: The Weekly Times, "Two Dominate, three's a crowd," which talked about the dominance of the two major supermarkets in Australia; Sydney's Child Magazine on "The Gift Guide," which talked about age appropriate gifts for kids, encompassing trend information about the 'tween' consumer segment; ABC NSW radio on consumer spending patterns coming into Christmas, with results from the ACC study highlighted.
- **Sean Sands** provided commentary to numerous media outlets including: Courier Mail on store range and implication for consumer of reduced range; ABC Qld on supermarket product ranges and previous research into choice; BBC, News.com.au and to Victoria Police, Police Central Analysis Unit on retail theft; ABC, on impact of inflation on food prices and retailing in general, and on impact of mandatory labeling regulation on manufacturers, consumers, and private label.

TRADE PUBLICATIONS

- **Andrew Cavanagh** had two articles 'Sector keeps ahead of downturn' and 'Retailers absorb weaker dollar' in Ragtrader, as did
- **Jeff Rogut** 'Retail Resilience', and
- **Sean Sands** 'Store range'.
- **Steve Worthington** published
 1. 'Interchange fees in Australia', *European Card Review*, Vol 15, No.3 pp 6-8.
 2. 'Store credit control' in *Retail Marketing Survival Guide*, Nov 2008, pp 126-127.
 3. 'Today's views on yesterday's news' In *Marketing Magazine*., Nov 2008.
- **Marketing Magazine, Research & Deploy** highlighted research in their monthly feature, including:
 1. **Jan Brace-Govan** 'Social activism as a brand strategy', Aug issue.

2. **Maureen Griffiths** 'Visitor experience at religious sites', Sept issue.

3. **Elizabeth Porublev** 'Gift Wrapping', Nov issue.

INDUSTRY PRESENTATIONS

- **Carla Ferraro** presented findings of her 'Sustainability in Automotive Retailing' study to the ICDPA in July and Mazda Excellence Group in November; Sustainability in Retailing, Melbourne, Nov 11, Nov 18 & Nov 25.
- **Julian Cole**, one of our 2007 Honours graduates, was named by Ad News (the industry trade mag) as one of the Rising Stars in Australian Advertising, Media and Marketing. In fact he is the youngest in the Top 40 under 40 year olds!

Higher Degrees by Research

COMPLETIONS

- Congratulations to the following staff who completed and graduated with a PhD: **Sandra Luxton**, **Sean Sands**, **Dominic Thomas** and **Yongfu He**.
- Congratulations also to **Yan Huang**, 'Ethnic versus mainstream retail outlets: Investigating their attractiveness to ethnic consumers' (supervisor: **Professor Harmen Oppewal**).

COMMENCEMENTS

- Sherman Wen Hao Ting (Supervisors: **Chris Dubelaar** and Dr Linda Dawson).
- Saman Khajehzadeh (Supervisors: **Harmen Oppewal** and **Dewi Tojib**).
- Munyaradzi Wellington Nyadzayo (Supervisor: **Margaret Matanda**).
- Harryadin Maharadika (Supervisors: **Mike Ewing** and **Dominic Thomas**).

Visiting Academics

- **Associate Professor David Bell**, Wharton School of Business, University of Pennsylvania (USA), presented a research seminar 'Unplanned category purchase incidence: Who does it, how often, and why'
- **Professor Russell Belk**, Schulich School of Business, York University (USA) gave a two part presentation in

September. Part one: " Yours, mine, and ours: Owning, extended self, and sharing". In the second part of the presentation he spoke about his research experience and provided some tips for encouraging us to do not only good research but GREAT research.

- **Dr Elizabeth Parsons**, Keele University (UK) gave a research presentation to our masters students and department staff on 'Charity Retail or Care? Managerialism in the charity retail sector'
- **Murat Usta**, University of Alberta, presented 'Self-regulatory strength and consumers' relinquishment of decision control: When less effortful decisions are more resource depleting'.
- **John Zhu**, University of Iowa, presented on the effects of brand strategy and customer characteristics on brand revenue premium.

Research Seminars

- **Francis Farrelly**, 'Building Brand Legitimacy'. This is the outcome of a global study involving 48 depth interviews with major brands (Nike, Chateau Margaux, Morgan, the NBA, Visa, Quicksilver, Louis Vuitton, Rip Curl, Manchester United etc) known for their success in facilitating the co-creation of brand meaning.
- **Francis Farrelly** presented some of his ongoing work on 'Building Brand Legitimacy'.
- Two seminars were presented to a special interest group on Experimental Designs and Procedures in Consumer Research, in particular in the area of consumer behaviour and retail and services studies:
 1. **Harmen Oppewal** presented the introductory session; **Dominic Thomas** presented 'Death to dichotomizing'; **Harmen Oppewal** presented 'Advantages and disadvantages of within and between subjects designs'.
 2. **Harmen Oppewal** gave a short introduction on some key concepts and practical issues in the design of experiments. This was followed by **Jia Liu** who presented and illustrated issues and examples from her own experimental research on mortality salience and brand typicality.