Journals


Conference Presentations


Brace-Govan, Jan, Binay, Itl (PhD student), & Oppewal, Harmen. (2012). An exploration into how affordable and sustainable housing features are communicated in the real estate market. Presented at the Australian and New Zealand Marketing Academy, Adelaide, SA, December.


Danaher, Peter, & Dagger, Tracey. (2012). Comparing the relative effectiveness of advertising channels in a multimedia campaign. Presented at the 34th INFORMS Society for Marketing Science Conference, Boston, USA, June.


Smith, Samantha (DBA student). (2012). “Turn the TV, laptop, iPad and iPod off” – the role of parents in restricting a power hungry generation. Presented at the Australian and New Zealand Marketing Academy Conference, Adelaide, SA, December.


Non-Research

Books and Book Chapters

H.B. Klopper authored

Industry Publications

Journals


Finch, C. F., McCrory, P., Ewing, Michael, & Sullivan, S. J. Concussion guidelines need to move from only expert content to also include implementation and dissemination strategies. British Journal of Sports Medicine.


Rajaguru, R. (PhD graduate), & Matanda, Margaret. Effects of inter-organisational compatibility on supply chain capabilities: exploring the mediating role of inter-organisational information systems (ISOIS) integration. Industrial Marketing Management.


Steel, M. (PhD graduate), Dubelaar, C., & Ewing, Michael. Developing customized CRM projects: The role of industry norms, organizational context and customer expectations on CRM implementation. Industrial Marketing Management.


Book Chapters
Grants

Australian Research Council Grant

Harmen Oppewal was lead investigator of a multi-disciplinary team awarded an ARC LIEF Infrastructure grant for the proposal Behavioural Research: Advanced Exploration of the Mind. The investigators on the grant comprise staff from Swinburne, RMIT and Monash universities.

Industry Grants

In 2012 the Department of Marketing Australian Centre of Retail Studies secured industry grants from commercial partners exceeding $800,000. These research grants were attached to specific research projects including Research into consumer behaviour across multiple channels, Consumer sentiment and brand tracking, and Research into retail wages in Australia which formed part of the Australian Retail Association’s submission to Fair Work Australia. Several non-commercial-in-confidence projects have led to papers being submitted to journals and conferences.

Samir Gupta was awarded a grant by VEOLIA Environmental Services with Michael Polonsky for their research project Moving to a supplier of choice in Australian manufacturing networks.

Fiona Newton was a member of a team awarded a four year grant by Ergon Energy Corporation Limited for research titled Development of Cost Curve for Behavioural Initiatives. The team is led by Liam Smith, Monash Sustainability Institute with co-investigators: Schaeberle, A., Argyriou, M., Denis, A., Curtis, J., Ganghadaran, L., Raschky, P., Symmons, M., and Verplanken, B.

Samantha Thomas was awarded funding from the Victorian Department of Justice which led to the report Conceptualisations of Gambling Risks and Benefits into Gambling Risk, March 2012.

Steve Worthington was awarded funding by the Financial Services Institute of Australasia which resulted in the report Customers’ perceptions of fairness in financial services in Australia. This was presented at the Financial Services Research Forum, Melbourne, August 2012.

Faculty of Business and Economics Research Grants

Jan Brace-Govan and Harmen Oppewal were awarded a 2012 Faculty of Business and Economics research grant for Consumer Understanding and Valuation of Sustainable Dwellings.

Yongfu He was awarded a 2012 Faculty of Business & Economics research grant with Dr P. Popkowski Leszczyc for Aggressive and cautious bidding strategies and their effects in online auctions.

Awards/Recognition

Tracey Dagger was awarded a 2012 Faculty of Business and Economics Dean’s Commandation for Excellence in Research by an early career researcher.

Felix Mavondo was awarded the 2012 Vice-Chancellor’s Commandation for Excellence in Postgraduate Supervision and celebrated his 50th HDR student graduate.

Harmen Oppewal was awarded a 2012 Faculty of Business and Economics Dean’s Award for Excellence in Research.

Mauricio Palmeira was awarded the 2012 Faculty of Business and Economics Dean’s Award for Excellence in Research by an early career researcher.

Steve Worthington’s paper “Banking without the Bank”, International Journal of Bank Marketing, Vol.29(2) was ranked 12th highest downloaded article in 2012 (was 2nd most downloaded in 2011) and remains the 4th highest in terms of immediacy.

Professional Engagement

Gerri Spassova chaired the session on Innovation and Creativity at the Association for Consumer Research North American Conference, Vancouver, Canada, October, 2012.


Harmen Oppewal became a member of the editorial board of the Journal of Retailing and co-chaired a special session on Eyetracking and Decision Research at the Australian & New Zealand Marketing Academy Conference, Adelaide, SA., December.

Peter Danaher was appointed an Area Editor for the Journal of Marketing Research, in addition to already being an Area Editor for the Journal of Marketing and the International Journal of Research in Marketing. He was reappointed to the Editorial Boards of the Journal of Marketing Research and Journal of Service Research.

Colin Jevons gave presentations to DeWALT Industrial Tool Company in Auburn, Alabama, USA (April 2012) on The implications of social media for brands and the Jersey Wildlife Preservation Trust, Jersey, UK (May 2012) on The implications of social media for charity brands.

Department of Marketing Special Interest Groups

The Experimental Design and Behavioural Research Interest Group met for workshop meetings on 10 May, 21 June, 9 August, 30 August and 18 October. Presenters included Brian Cooper, Harmen Oppewal, Mauricio Palmeira, Gerri Spassova, Peter Thompson, Yelena Tsarevko and Jimmy Wong.

The Eyetracking Special Interest Group met for workshop meetings on 21 September, 22 November and 10 December. Presenters included Emily Lancsar, Martin Meissner, Harmen Oppewal, Jacob Orquin and Stephen Smith.
# Higher Degree by Research Student Completions

<table>
<thead>
<tr>
<th>Student</th>
<th>Thesis Title</th>
<th>Supervisor/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glinoga, Maria Vi-Anne</td>
<td>Perceived self-transparency: The performer’s regulator</td>
<td>Felix T Mavondo &amp; Raymond Fisk</td>
</tr>
<tr>
<td>Khajehzadeh, Saman</td>
<td>Personalisation of promotional offers in a mobile coupon service context: The role of regulatory fit</td>
<td>Harmen Oppewal &amp; Dewi Tojib</td>
</tr>
<tr>
<td>Mt Isa, Mohd Azwardi</td>
<td>National car and customers loyalty: The Malaysian perspective</td>
<td>Felix T Mavondo &amp; Stephen Saunders</td>
</tr>
<tr>
<td>Ng, Jia Yun (Florence)</td>
<td>Inferential Judgment: The effects of construal level and product offer type</td>
<td>Harmen Oppewal &amp; Mauricio Palmeira</td>
</tr>
<tr>
<td>Pontes, Nicolas</td>
<td>Asymmetric fit effects on vertical line extensions</td>
<td>Mauricio Palmeira &amp; Colin Jevons</td>
</tr>
<tr>
<td>Porublev, Elizabeth</td>
<td>Unwrapping the relevance of gift wrapping</td>
<td>Jan Brace-Govan, Chris Dubellaar &amp; Stella Minahan</td>
</tr>
<tr>
<td>Raja Abdul, Raja Mazhatul Yasmin Suraya</td>
<td>Consumers’ perceptions of brand personality: Antecedents and outcomes</td>
<td>Colin Jevons &amp; Tracey Dagger</td>
</tr>
<tr>
<td>Vocino, Andrea</td>
<td>Store and brand name effects on consumer purchase decision making</td>
<td>Harmen Oppewal</td>
</tr>
<tr>
<td>Walker, Ian</td>
<td>An examination of factors influencing postgraduate business coursework students’ choice of course and institution: The case of the business student</td>
<td>Yelena Tsarenko</td>
</tr>
</tbody>
</table>

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# Presentations by Visiting Academics in 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Presenter</th>
<th>Title of Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 8</td>
<td>Prof John Dawson, Universities of Edinburgh and Stirling</td>
<td>Accessing healthy food: A Sentinel mapping study of healthy food retailing in Scotland</td>
</tr>
<tr>
<td>Feb 9</td>
<td>Prof Leslie de Chermatory, Università della Svizzera Italiana, Lugano</td>
<td>PhD Brand Management Clinic</td>
</tr>
<tr>
<td>Feb 23</td>
<td>Dr Elisabeth Brüggen, Maastricht University</td>
<td>Establishing the Accuracy of Online Panels Research</td>
</tr>
<tr>
<td>Mar 15</td>
<td>Prof Wagner Kamakura, Duke University</td>
<td>Quantitative Trendspotting</td>
</tr>
<tr>
<td>Mar 22</td>
<td>Prof Marc Fischer, University of Cologne</td>
<td>Investigating the Performance of Budget Allocation Rules: A Monte Carlo Study</td>
</tr>
<tr>
<td>Mar 23</td>
<td>Prof Donnel Briley, University of Sydney</td>
<td>Cultivating Optimism Across Cultures: Evoking Initiator Versus Responder Mindsets</td>
</tr>
<tr>
<td>Mar 30</td>
<td>Dr Elliot Maltz, Willamette University</td>
<td>Maximizing the Shared Value of Corporate Social Initiatives: A 3 C's Approach</td>
</tr>
<tr>
<td>May 31</td>
<td>Dr Jill Lei, The University of Melbourne</td>
<td>To Choose or To Reject: The Effect of Decision Frame on Food Customization Decisions</td>
</tr>
<tr>
<td>July 12</td>
<td>Dr Franck Celhay, Le Groupe Sup de Co Montpellier Business School</td>
<td>Finding a balance between tradition and innovation: A semiotic and marketing investigation of Bordeaux wine labels’ typicality</td>
</tr>
<tr>
<td>July 16 &amp; 17</td>
<td>Professor Russell Belk, York University</td>
<td>Introduction to Videography for documentary and consumer culture theory workshop</td>
</tr>
<tr>
<td>July 19</td>
<td>Dr Anna McAlister, Michigan State University</td>
<td>Collectible Toys as Marketing Tools: Understanding Preschool Children's Preference for Foods Paired with Premiums</td>
</tr>
<tr>
<td>Sept 6</td>
<td>Professor Michael Polonsky, Deakin University</td>
<td>The Impact of Survey Length, Interactivity and Participant Involvement on Intentions and Satisfaction across Multiple Panels</td>
</tr>
<tr>
<td>Nov 14</td>
<td>Professor Ajay Kohli, Georgia Tech</td>
<td>Theory Construction</td>
</tr>
<tr>
<td>Nov 15</td>
<td>Professor Ajay Kohli, Georgia Tech</td>
<td>How to Craft your Paper</td>
</tr>
<tr>
<td>Nov 22</td>
<td>Dr Martin Meissner, Bielefeld University</td>
<td>Eyes wide open: How pupil dilations, fixation durations, saccadic distances and eye blinks help understand how respondent’s process and value in choice-based conjoint.</td>
</tr>
<tr>
<td>Nov 29</td>
<td>Dr Susan Rose, Henley Business School, University of Reading</td>
<td>The Online Shopper: Modelling Online Customer Experience Across Consumer Types in the US and Europe</td>
</tr>
<tr>
<td>Dec 10</td>
<td>Dr Jacob Orquin, Aarhus University</td>
<td>1. What you see is what you buy: How saliency and surface size of packaging elements influence attention and choice. 2. How stimuli presentation format affects visual attention and choice outcomes in choice experiments.</td>
</tr>
</tbody>
</table>
In the Media

Peter Danaher received media coverage for his research with Laszlo Sajtos on Loyalty Programs, including TV interviews in New Zealand and quotes in every major NZ metropolitan daily newspaper.

Samantha Smith (DBA student) received media coverage on her research topic “A power hungry generation – An investigation into Generation Ys electricity usage, their reasons behind it and a review of behaviour change theories” including The Australian, The Herald Sun and Daily Telegraph newspapers and online.

Yelena Tsarenko received online media coverage of her research Soothing customers online, in person.
- www.bizcommunity.com/Article/196/33/87393.html
- www.businessnewsdaily.com/3393-social-media-vent.html
- www.sciencenewsdaily.org/telecom-news/

Steve Worthington’s research was referenced in newspaper articles including:

More Information

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For information on courses, applications, how to enrol and course fees visit www.monash.edu