

Editorial

The Outlook for 2003 (and beyond!)

Retrospective 2002: "Exciting, demanding, exasperating and productive". Before we knuckle down to face the challenges of 2003, lets reflect a little on the year that's been. Forty research seminars of various description (staff, HDR, PD, visiting experts), two research retreats for emerging researchers, two new professors have joined, our first ARC Discovery grant, thirty-five (C1) journal articles (including two 'top three's), #1 on publications among the Go8 (again) and the launch of this newsletter. On top of that, a full-blown Department Review - which, for the most part, was quite complimentary of our research achievements/direction.

On a personal note, we said goodbye (for the time being!) to four highly accomplished researchers: **Steve KATES**, **Jodie CONDUIT**, **David BALLANTYNE** and **Gus GEURSON**. Lets celebrate their respective and collective contributions to the Department's research ethos and productivity. And the fact that they were great colleagues! Looking forward, we say hello to four *new* research active staff in 2003: Professor **Harmen OPPERWAL** joins us from Surrey. Harmen's research interest is consumer decision-making behaviour and choice modelling. His work has been published in the *Journal of Marketing Research*, the *Journal of Retailing*, the *Journal of Business Research*, *Environment and Behavior*, *Leisure Sciences*, the *Journal of Economic Psychology*, the *Journal of Retailing and Consumer Services*, *International Review of Retail, Distribution and Consumer Research*, *Marketing Letters* and *Transportation Research* (among others). **Brian IMRIE** joins us as a lecturer at Berwick and is about to submit his Ph.D at Otago (NZ). Brian's primary research interest is services marketing. He has published in the *European Journal of Marketing*, as well as in the proceedings of *AMA*, *AM* and *ANZMAC*. **Samir GUPTA** joins us from UNSW as a lecturer at Caulfield. He has just completed his Ph.D, under the supervision of Arch Woodside, Jack Cadaux and Chris Dubelaar. Samir's primary research interests are B2B, e-Business and strategy. He has had a paper accepted for publication in the *Journal of Business and Industrial Marketing* and has

presented papers at *AMA*, *Macromarketing* and *COTIM*. Last but not least, **Peter THOMPSON** joins us as a lecturer at Peninsula. He is enrolled in a Ph.D at Melbourne (under Richard Speed's supervision). Peter's primary research interest is 'strategic fit', within contexts ranging from brand equity, to consumer behaviour, to sports marketing. He has published in the prestigious *Journal of the Academy of Marketing Science* as well as in the proceedings of the *AMA*, *EMAC* and *ANZMAC*.

In 2003 we will continue to focus on professional development, mentoring, research strengths/cognate groups, ARC and other competitive grants and *QUALITY* journal publications. A "new look" research committee will be announced shortly, with all members having defined roles/responsibilities. Representation from non-metropolitan campuses, gender equity and staff rotation/succession-planning issues will also be factored in .

Lastly, as a Department, we will continue to influence the Faculty's approach toward cross-disciplinary business research. To this effect, we now have a strong presence and good relationship with the *Asian Business & Economics Research Unit*. We will also be forging closer collaborative ties with other *Education* and *Tourism* researchers within the Faculty, and **Chris DUBELAAR** remains very involved in leading the faculty *e-Business* research initiative. At the same time, we must continue to build on and leverage our own unique research strengths. If we can achieve all of this and still have fun in the process, it should be a good year!

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

Recent successes

JOURNAL ARTICLES

▶ **Nathan AUSTIN** has recently published:

1. 'Entrepreneurship Development and Tourism in Rural African Communities', *Journal of African Business*, 4, 1, 87-102 (2003)
2. 'Managing Heritage Attractions: Marketing Challenges at Sensitive Historical Sites', *International Journal of Tourism Research*, 4, 6, 447-457 (2002)

▶ **Mike BEVERLAND** has recently published:

1. 'The partnering role of salespeople in a business-to-business setting,' *Journal of Asia-Pacific Business*, 4(3), 3-26 (invited paper).
2. 'Using country of origin in strategy: the importance of context and strategic action,' *Journal of Brand Management*, 10(2), 147-167 (with A. Lindgreen) and
3. 'Finding and choosing a supervisor', *The Marketing Review*, 3(2), 147-166 (with Lindgreen, Palmer & Vanhamme).

▶ **Mike EWING** has recently published:

1. 'Potential Research Space in MIS: A Framework For Envisioning & Evaluating Research Replication, Extension & Generation' in *Information Systems Research* (with Berthon, Carr and Pitt). *ISR* is a top-tier IS journal. It has a SSCI of 1.45 and an acceptance rate of <10%. *Business Week* regard *ISR* as one of the eighteen most influential journals in the business discipline.
2. 'Defections, Discourse and Devotion: Some Propositions on Customer Desertion, Dialogue and Loyalty', *Journal of General Management*, 28(3), 78-86 (with Hulbert & Pitt).

▶ **Susan FREEMAN** had an article entitled 'The management of conflict in buyer-seller relationships: A case study of an Australian exporter in Asian and US markets' published in *Asian Academy of Management Journal*.

▶ **Ken GRANT** has recently published, 'Consequences of sales management control in field sales organizations: A cross-national perspective' in the *International Business Review*, 11, 5 (with Baldauf and Cravens).

▶ **Steven KATES** has recently published, 'An Ethnographic Account of Gay Men's Subcultural Consumption,' in the *Journal of Consumer Research*. *JCR* is a 'top tier' marketing journal. It has a SSCI of around 1.6 and an acceptance rate of <10%.

▶ **Steve WORTHINGTON** had an article entitled, 'Marketing the Police: From a force to a service' published in the *Journal of Marketing Management*, 18, 9-10, 2002 (with Mowby).

BOOKS

▶ **Peter REED**, (2003) *Strategic Marketing Planning* published by Thomson Learning. This is a third edition of Peter's book, formerly titled 'Marketing Planning & Strategy' published by Harcourt Brace (since acquired by Thomson Learning).

FORTHCOMING ATTRACTIONS

▶ **David BALLANTYNE**

1. is guest editing a special issue of the *Journal of Business and Industrial Marketing*. The issue explores how value is created in a B2B context through interaction, dialogue and knowledge generation. The authors are: Grönroos (Finland); Ballantyne (Australia); Tzokas and Saren (UK); Gummesson (Sweden); and Smithee & Lee (Australia and USA). David's own article is entitled 'The Concept and Practice of Dialogue and its Role in the Development of Relationship Specific Knowledge'.
2. He has also had another article accepted by the *European Journal of Marketing* titled 'Action Research: A Market Oriented Approach' (his second *EJM* acceptance in 2002).

3. He has had an article accepted in the new journal, *Marketing Theory*. It is titled 'Relationship Marketing: Looking Back, Looking Forward', and is co-authored with Martin Christopher and Adrian Payne (UK).

▶ **Mike BEVERLAND** has had articles accepted by:

1. *European Journal of Marketing* (special issue on action research), entitled, 'Uncovering theories in use: Building successful luxury brands', and
2. 'Creating value for channel partners: the Cervena case' in a special issue on value creation in exporting in the *Journal of Business and Industrial Marketing*

▶ **Chris DUBELAAR** has had an article entitled, 'Meta-Analysis of Advertising Conversion-Research Findings: Testing the Self-Generated Validity Hypothesis Regarding Sponsor Identity' accepted for publication by the *Journal of Advertising Research* (with Arch Woodside). *JAR* is a top-ten 'A' journal, with a SSCI of ±0.9 and a circulation of >6,000.

▶ **Mike EWING** has had an article accepted for publication in the *Journal of Marketing Communications* entitled, 'Stakeholder theory and internal marketing communication: a framework for analysing the influence of new media', (with de Bussy & Pitt).

▶ **Mark GABBOTT, Chris DUBELAAR & Yelena TSARENKO:**

1. 'Organisation Response Time to Online Queries', *Journal of Asia Pacific Marketing*, and
2. Performance Measurement in the Australian Online Securities Marketplace, *International Journal of Bank Marketing*, Special Issue

▶ **Mark GABBOTT, Felix MAVONDO & Yelena TSARENKO**, 'The effect of university capabilities and resources on international student satisfaction', *Academic Exchange Quarterly*, Winter 6(4).

▶ **Charlene GOH** (former Honours student) and **Steve KATES** (supervisor) have had a paper entitled, 'Brand morphing: Implications for advertising theory and practice' accepted for publication in the prestigious *Journal of Advertising*. *JA* is a top ten 'A' journal (with a SSCI of ±0.6). The Department will now have a *JA* and a *JAR* in 2003! This sets a new standard for all honours students and their supervisors!

▶ **Judy ROBERTSON** has had her **FIRST** article accepted for publication (by the *European Journal of Marketing* – no less), entitled, 'The case against action research in marketing: A dialogue between theory and practice'. Judy's co-author is none other than - the ubiquitous and prolific **Steve KATES**. For the record, three of the articles in the *EJM* special issue on action research are from this Department!

SERVICE

▶ **Mike BEVERLAND** reviewed articles for ANZMAC and the *Journal of Business and Industrial Marketing*.

▶ **Mike EWING** recently reviewed articles for the *Journal of Advertising Research*, the *International Journal of Advertising*, the *Journal of Nonprofit & Public Sector Marketing* and *e-Service Journal*.

Conference presentations

▶ Well done to all the ANZMAC presenters (too many to list!). In particular, the Honours students (Cori Hodge, Kane Steel, David Hall, Melina Parker and Abi Varatharajan) and their supervisors.

▶ Many (±17) Monash marketing staff will be presenting papers at the 2003 *Academy of Marketing Science* World Congress in Perth this coming June (11-14). Papers have been received from >400 authors from 33 countries. Registration details and a draft program are available on the Academy's web site (www.ams-web.org).

Conference presentations (cont'd)

Charmine HARTEL (management) and **Jianguo WANG** (Monash Ph.D in economics) will join other plenary speakers from the University of Hong Kong, Boston College, UNSW, IBM and AC Nielsen.

▶ **David BALLANTYNE** presented a paper entitled, 'The Case of Linux: Global Challenger to Microsoft's Hegemony?' at the *EMAC/ANZMAC Conference on Marketing Networks in a Global Economy*, Perth, in December (2002).

▶ **Susan FREEMAN:**

1. 'From industrial friendship to two years in Court: The design of a sensitive case study', (with Vaaland, T);
2. 'A comprehensive model of the process of small firm internationalisation: a network perspective', and,
3. 'Use of formal and informal control mechanisms in IJVs: Australia and Indian JV partnerships' (with doctoral student, **Chelsea FREER**), all at the 18th Annual IMP Conference, 5th - 7th September 2002, the Groupe ESC Dijon-Bourgogne, Dijon, Province of Burgundy, France.
4. 'Control and Performance of International Joint Ventures: a Study of Australian Joint Ventures in India', Culture and Collaboration in Distribution Networks (with doctoral student, **Chelsea FREER**),
5. 'National culture and its influence on dissolution communication strategies in Western versus Asian business relationships' (with Vaaland, T., & Browne, E.), and
6. 'A conceptual framework of the interconnections of key Guanxi constructs: Trust, dependency and reciprocity', Culture and Collaboration in Distribution Networks, (with Vaaland, T. & former Honours student, **Chandler LIM**). 4-6 all at the Inaugural Meeting of the IMP Group in Asia, Curtin University, Western Australia, 11-13 December, 2002.

▶ **Steve WORTHINGTON** presented a paper at the 3rd Annual Conference for the *International Academy of E-Business* in Melbourne in January, entitled 'Payment card fraud in E-Commerce: Where are we now and where are we going?'

Current Journal special issue 'Calls-for-Papers'

▶ *Organizational Research Methods*, special issue: Methodological Issues in Cross-Cultural Research, Guest Editor: Herman Aguinis, University of Colorado at Denver. Additional information on the Feature Topic format can be found in the January 1999 (i.e., vol. 2, issue 1) of *ORM*. In order to be considered for publication in this Feature Topic section, a one page summary should be sent by **March 1, 2003** to Professor Herman Aguinis, Associate Editor (email: Herman.Aguinis@cudenver.edu). *ORM* is published quarterly at Sage Inc. and sponsored by the Research Methods Division of the *Academy of Management* (<http://www.aom.pace.edu/rmd>). *ORM* is devoted to the topic of research methods in organizational studies and a recent study (Zickar & Highhouse, 2001, The Industrial-Organizational Psychologist) ranked *ORM* in the top-10 list of most prestigious journals. For more information on *ORM*, please visit http://www.pubinfo.vcu.edu/carma/orm_main.htm

▶ *International Marketing Review* Special issue on Export Marketing. Submission deadline: **31st March, 2003**, to one of the following: (1) Dr. George Balabanis, City University, London, Email: g.balabanis@city.ac.uk; (2) Dr. Evangelia S. Katsikea, Email: EEK@aber.ac.uk; or (3) Dr. Marios Theodosiou, Email: marios@ucy.ac.cy

▶ *Industrial Marketing Management* special issue on 'Transactions, Relationships or Both: Impact of Customer Strategies on Firm

performance'. Papers will be reviewed in accordance with Industrial Marketing Management guidelines. Interested authors should send 5 hard copies and one electronic copy of their manuscript no later than **April 1, 2003** to Arun Sharma (email: asharma@exchange.sba.miami.edu)

▶ *Journal of Public Policy & Marketing* special issue on 'Risk management'. Submission deadline: April 1, 2003. See: www.cba.ufl.edu/jppm for more detail.

▶ *International Journal of Internet Marketing and Advertising* special issue on: 'Product related consumer-to-consumer communication via the Internet'. Submission deadline: **1 May, 2003**. Publication schedule: April 2004 (Vol.1, No.3). See: <http://www.icebnet.org/author/> to format submissions.

▶ *Marketing Theory* special issue on 'Developments in Advertising Theory'. Guest editor: Les Carlson, Clemson University (carlsol@clemson.edu). Deadline: **May 30, 2003**. Manuscript style guidelines see www.sagepub.co.uk.

▶ *Journal of Retailing/Marketing Science Institute (MSI) Special JR Issue: Retail Branding and Loyalty*. Submission Deadline: June 1, 2003. See www.babson.edu/jr for submission guidelines.

▶ *Journal of Personal Selling & Sales Management* special issue: "Customer Relationship Management: Strategy, Process, and Technology". Submission deadline: **December 15, 2003**. Co-sponsored by MSI. Guest Editors: Thomas W. Leigh, University of Georgia (<mailto:tleigh@terry.uga.edu>) and John F. (Jeff) Tanner, Baylor University (mailto:jeff_tanner@Baylor). The complete call for papers and submission information is available on JPSSM's web site at: <http://mkt.cba.cmich.edu/jpssm/submsinf/callfor.htm>

▶ *European Journal of Marketing* special issue on 'Stakeholder Thinking In Marketing'. The deadline for papers is **January 30, 2004** with the intention of publishing the special issue in 2005. Details of the journal can be found on its web page: <http://www.emeraldinsight.com/journals/ejm/notes.htm>. Feel free to contact the guest editor regarding the appropriateness of potential topics: Michael Jay Polonsky (Michael.Polonsky@vu.edu.au).

▶ *Journal of Public Policy & Marketing* announces a special issue on 'Dimensions of Marketing's Relationship to Society', guest edited by William L. Wilkie. The call for papers is available on the *JPP&M* website: www.cba.ufl.edu/jppm

Forthcoming conferences

▶ Direct Marketing Educators' Conference, Orlando, Oct 03. The preeminent academic conference on interactive and direct marketing topics. Academic research in direct/interactive marketing and E-commerce is the major focus of this one-day conference. It brings together the leading academics and practitioners from the field of interactive/direct marketing. This conference is a must for academics interested in pursuing research agendas in the areas of internet, e-commerce, database, interactive, and/or direct marketing. It provides opportunities for networking with academics and the leading practitioners in the field of interactive and direct marketing. Deadline for papers **April 15, 2003**. For Details go to: <http://www.the-dma.org/dmef/callforabstracts.shtml>

▶ The Georgia Institute of Technology and Rollins College, 'Emerging Markets and Business Education: Pedagogical Models and Curricular Innovations in Response to New Opportunities and Challenges. Papers will be refereed and presented at a Symposium sponsored by Georgia Tech and Rollins College. Selected papers will be published in a special issue of the *Journal of Teaching International Business* and as a book of readings, published by International Business Press (IBP). For further information, please visit web page at <http://www.haworthpressinc.com/store/product.asp?sku=J066>, Submission deadline: **April 28, 2003**.

Forthcoming conferences (cont'd)

▶ **SIXTH ANNUAL FORDHAM PRICING CONFERENCE**, November 7th and 8th, 2003. Conference will focus on papers related to various aspects of pricing, from both academic and managerial perspectives. Papers can be considered for publication in the *Journal of Product and Brand Management*, and the conference will also host the Fordham Doctoral Dissertation Competition in Pricing. Deadline for submissions is **May 1, 2003**. Please consult www.fordham.edu/cba/pricecenter for additional details on the 2003 conference, the Ph.D. competition, as well as prior years' conferences.

▶ **Retailing 2003: Strategic Planning in Uncertain Times**, The Seventh Triennial AMS/ACRA Retailing Conference, November 6-9, 2003, Columbus, Ohio, Sponsored by the *Academy of Marketing Science* and the American Collegiate Retailing Association. The

deadline for paper submissions is also **May 1, 2003**.

▶ The Asian Business and Economic Research Unit's China Research Program in the Faculty of Business and Economics, Monash University will stage a conference titled "Institutional Challenges for the Global China" on November 13-14 2003 at Monash University's Caulfield campus in Melbourne, Australia. The conference will feature keynote addresses from leading scholars from the UK, USA and China and will have contributed paper sessions in Accounting, Business Law, Econometrics, Economics, Finance, Management and Marketing. Submission deadline: **August 15, 2003**. All papers will be refereed on a double-blind basis and accepted papers will be published in conference proceedings. For further information on the conference please either visit the conference web site <http://www.monash.edu.au/casestudies/conference> or contact Russell.Smyth@BusEco.monash.edu.au

Grant information/successes

▶ **FACULTY RESEARCH GRANTS SCHEME ROUND 2/2003**. The guidelines and application form for the Faculty Research Grant Scheme are now available at: http://www.buseco.monash.edu.au/research/frg_funding.php Applications should be submitted to the Manager, Faculty Research Office, Faculty of Business and Economics, Clayton Campus, by closing date **31 March 2003**. Please note, the new category "Teaching Relief (funding up to \$25,000)" has been added to this scheme.

▶ **Steve WORTHINGTON** received a Faculty Research Grant for "The Chinese Payment Card Market: Characteristics, competition policy, technology transfer and entry strategies for Australian financial institutions"

▶ **Yelena TSARENKO, Felix MAVONDO & Mark GABBOTT** received a Faculty Research Grant for "Privacy Metrics: Implications for Customers, Businesses and Policy Makers"

Research Seminar series

The frenetic pace of the first three quarters of 2002, with forty research seminars, was not maintained in the final quarter, for sanity's sake! The two presentations we did have were both of high quality and suitably Christmas-themed: **Mike BEVERLAND** on luxury marketing and **Steve KATES** and **Trish ROBINSON** on children and their brands. Maintaining the timing theme, and giving Colin yet another chance for weak jokes, the first seminar of 2003 on strategic alliances was held on Valentine's Day (a doctoral presentation by **Chelsea FREER**).

March is destined to be a huge month, with a variety of activities around the 5th *Australasian Services Research Workshop*. This workshop has grown to the extent that we are now attracting globally significant researchers as participants and speakers. Professors Parasuraman (Miami, USA), Finn (Alberta, Canada), and Lewis (**UMIST, UK**) will all be giving staff/student seminars as well as keynote addresses at the workshop and commercial presentations to industry. Other highlights in 2003 include inaugural professorial seminars by Professors **WORTHINGTON** and **OPPEWAL**. Full details of all these seminars are available from the seminar web page, linked from the department home page or directly at <http://www.buseco.monash.edu.au/depts/Mkt/info/seminars2003.htm>

Professional Development

▶ Professor Adam Finn of the University of Alberta is a renowned expert on measurement issues in business research. He's agreed to put on a two-day workshop for researchers (staff/students) just after the Australasian Services Research Workshop. Professor Finn is one of the pre-eminent scholars in measurement theory, being the lead author of the award-winning Finn and Kayande '97 *Journal of Marketing Research* and numerous other journal articles in measurement theory and practice. He specialises in quantitative analysis, specifically in multi-method, multi-trait approaches to multivariate analysis like Structural Equation Modelling. The workshop will be on Monday 17th and Tuesday 18th March. Contact Lynda Cunningham to register.

▶ Professor A. 'Parsu' Parasuraman of the University of Miami, who is also attending the Australasian Services Research Workshop, will be running a short (1 hour) seminar for Monash marketing staff on how to get your work published by leading journals. Dr. Parasuraman is the immediate past editor of the *Journal of the Academy of Marketing Science*, and serves on the editorial board of the *Journal of Marketing*. 12 March, 12-1pm. Contact Maree Biggar for more information.

