



Department of Marketing Higher Degrees by Research Student Information Manual



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Introduction

The Department of Marketing is one of the largest centres for marketing education and research in the world with staff of over 50 academics along with over 35 PhD students.

The Department is at the forefront of research in marketing within Australia, and our staff have specialities which cover the entire range of the marketing discipline. Every year staff are responsible for many publications – journal articles, (for example, JMR, JAMS, JA, JAR, JBR and EJM), textbooks and chapters, seminar presentations and working papers. In addition, the Department works with an Advisory Board, drawing on distinguished and successful marketing practitioners from a variety of corporate backgrounds, drawing on leading edge marketing technology and practice, providing linkages to the profession at every level, and energising our research and teaching.

The purpose of this handbook is to provide you with additional information on procedures/policies relevant to your studies which are specific to the Department of Marketing. It is designed to be read in conjunction with the Doctoral Information Handbook produced by the University. A copy can be found on:

<http://www.mrgs.monash.edu.au/>

You are advised to familiarize yourself with this Handbook. Your attention is especially drawn to:

Chapter 2: Ethics approval and Intellectual Property

Chapter 3: Conditions of Candidature

Chapter 5: Code of Practice for the Supervision of Doctoral Candidates.

Chapter 6: Intellectual Property

Key Contacts

Felix Mavondo	HDR Director, Department of Marketing, Clayton Campus, Email: felix.mavondo@buseco.monash.edu.au Ph: 9905 9249 For consultation regarding policy, governance of the program
Samir Gupta	HDR Coordinator, Department of Marketing, Caulfield Campus, Email: samir.gupta@buseco.monash.edu.au Ph: 9903 2492 For consultation regarding prospective student application enquiries, confirmation of candidature
Mike Ewing	Head, Department of Marketing, Caulfield Campus Email: mike.ewing@buseco.monash.edu.au Ph:9903 2563
Harmen Oppewal	Director of Research, Department of Marketing, Caulfield Campus Email: harmen.oppewal@buseco.monash.edu.au Ph: 9903 2360
Dewi Tojib	Research Fellow, Department of Marketing, Caulfield Campus Email: dewi.tojib@buseco.monash.edu.au Ph: 9903 2686 For advise relating to our research seminar series
Carmel Keenan	HDR Administrator, Department of Marketing, Caulfield Campus Email: carmel.keenan@buseco.monash.edu.au Ph: 9903 1573 For advise relating to administrative issues for staff and students
Paul Loughran	Manager, Department of Marketing, Caulfield Campus Email: paul.loughran@buseco.monash.edu.au Ph: 9903 1535 For advise relating to departmental issues
Niki Doriean	Receptionist, Department of Marketing, Caulfield Campus Email: niki.doriean@buseco.monash.edu.au or reception.mkt@buseco.monash.edu.au Ph: 9903 2653
Maree Biggar	Senior Administrator – Research Services, Faculty of Business and Economics
Raylee Pasalis	Senior Administrator – Research Services, Faculty of Business and Economics

Support for HDR students

Department

Induction

During your first weeks within the Department you will be required to complete an Induction which will point out the various activities you will need to complete. You will also be informed of the Monash Research Graduate School (MRGS) Induction/Orientation day. **THESE EVENTS ARE COMPULSORY.**

Facilities and services

If you are a full-time student you will be provided with office space, stationery, your own computer as well as the same access to departmental facilities, such as photocopiers, email and other network facilities, databases, as academic staff. Tea/coffee making facilities are available for all students on Level 5 at the Caulfield Campus. If you are an external student or located at the Clayton campus you are welcome to use the short-term office located on level 5 at the Caulfield Campus. You will need to contact Carmel Keenan, HDR Administration to organise this.

Financial support

The department provides you with a one off allocation of financial support at the commencement of your candidacy. Each PhD/DBA candidate receives a research allocation of \$AU8,000 and \$AU4,000 for a MPhil/MBus (Research) candidate. You will not receive additional financial support during your candidature. It is your responsibility to ensure your priority is to adequately fund your candidature when considering any expenditure. Access to the **full amount** is only available **post-confirmation**. Detailed information is at Appendices A.

Travel

All departmental travel is to be approved firstly by your supervisor then by Head of Department. **YOU ARE NOT PERMITTED TO TRAVEL WITHOUT THIS APPROVAL.** Please contact Sharyon Van Dijk for further information. These departmental requirements are in addition to MRGS requirements ie study away form needs to be completed for international travel - <http://www.mrqs.monash.edu.au/>

Teaching

You are encouraged to undertake some sessional teaching provided this does not contravene 'conditions of your candidature' ie if you are a full-time student you cannot undertake more than 15 hours of work on average in any one week. Up to a maximum of six hours only on average of this employment may be undertaken during normal working hours (9am – 5pm Mon to Fri). However, this may be extended to a maximum of eight hours if the employment is limited to one weekday.

For detailed information visit:

<http://www.mrqs.monash.edu.au/research/doctoral/chapter3d.html>

<http://www.buseco.monash.edu.au/mkt/staff/sessional/>

However, it is recommended that you discuss your proposed teaching with your supervisor before committing. Also, you will need to advise Carmel Keenan, HDR Administration of your teaching schedule.

Faculty

Each year, the Faculty of Business and Economics Research Office holds a residential Doctoral Colloquium for current PhD students. This is held off-campus – the location this year is at the Flowerdale Estate Retreat, Flowerdale (about 70 mins north of Melbourne CBD). This provides an opportunity for you to present a research paper on your thesis.

Approximately 24 places are available each year and departments are asked to nominate up to four students. The Faculty meets the bulk of the cost associated with the conference. You should be sufficiently advanced in your candidature to be able to develop a paper for presentation.

University

The Monash Research Graduate School (MRGS) website provides information about a range of services available to you. Some general information is available at: <http://www.mrgs.monash.edu.au/>

As an enrolled postgraduate student you are entitled to use the services of the Monash Postgraduate Association (MPA) and we encourage you to participate in this organization. Details can be found on <http://www.monash.edu.au/students/mpa>

Further information about general student support services, including advice on Student Rights Assistance, is available at: <http://www.adm.monash.edu.au/community-services/>

Student counseling support is available through: <http://www.adm.monash.edu.au/community-services/counselling/index.html>

Email and IT access

Upon receipt of your signed agreement to accept the terms and conditions of access to the Monash IT network we will arrange access for you to a BUSECO staff like account. You will be emailed on the private email address you provide with instructions on how to activate your IT access and email account. Further information can be found at: <http://its.monash.edu.au/staff/itinfo.html>

Your **Monash** student or staff email account should be used for you to communicate with other students or staff. All enrolment correspondence from the University will be sent to your Monash student email account. If you do not intend to access this email regularly, it is recommended that you arrange to forward your student email account to your preferred email address. Go to your Monash portal for information on how to arrange this.

Please note – You will need to be familiar with ***Monash University's Acceptable Use of Information Technology Facilities by Students Policy***. Contravention of policies may have serious consequences. See following link: <http://www.policy.monash.edu/policy-bank/management/its/acceptable-use-student-policy.html>

Complaints Handling

The university has formal grievance or appeal procedures in the areas of exclusion, discipline and sex-based harassment that are separate from the academic and administrative grievance process.

Complaints from students in relation to academic and administrative matters are managed within the framework of the University Academic and Administrative Grievance Policy:

www.adm.monash.edu.au/unisec/academicpolicies/policy/acadgrievance.html

It is expected that you will first try to resolve your grievance with your supervisor for academic issues or Carmel Keenan for administrative issues. Further information can be found on:

<http://www.buseco.monash.edu.au/research/students/grievance.html>

Copyright

Information about copyright at Monash including guidelines for use of text and guidelines for use of audio visual material is on the copyright website: <http://www.copyright.monash.edu.au>

Questions about the use of copyright material should be directed to the Copyright Adviser.

Julie Burbidge

Copyright Office

Phone: (03) 9905 5732

Fax: (03) 9905 8450

Email: University.Copyright@lib.monash.edu.au

All Monash resources must be used in accordance with Monash statutes and policies and students must comply with all relevant statutes, including copyright law.

The internet is not a copyright free zone. Downloading of pirate copies of film, TV and music will be readily detected.

Peer to Peer software is banned at Monash without permission from the Head of Department. For more information see Staff IT Use Policy.

Two further links you will find useful:

- The Department web page: www.buseco.monash.edu.au/mkt/
- Monash University Staff Handbook: www.adm.monash.edu.au/sss/handbook/

We now have a copyright policy students need to comply with and also procedures. They can access this information via the following web sites:

<http://www.policy.monash.edu/policy-bank/management/governance/copyright-compliance-policy.html>

<http://www.policy.monash.edu/policy-bank/management/governance/copyright-compliance-procedures.html>

Students need to understand that breach of the copyright procedures can lead to disciplinary action.

Equity and Diversity

Monash University is committed to providing an environment for you that is free from all forms of discrimination and sexual harassment. The Department of Marketing is involved through representation on the Equity and Diversity Committee which initiates and monitors the progress of programs, policies and procedures undertaken by the Faculty in relation to equity and diversity. Some of the issues discussed are:

- work, life and family strategy
- disability services for staff and students
- awareness concerning the anti-discrimination legislation

Any questions can be directed to our representative Max Middleton, HR Coordinator, Department of Marketing on (03) 9903 2782 or email: max.middleton@buseco.monash.edu.au

Equal Opportunity (EO) Online training is also available for all staff on: <http://adm.monash.edu/sss/equity-diversity/equal-opportunity/online-training/index.html>

Occupational Health and Safety

Monash University strives to provide a healthy and safe work environment for staff and students. You are responsible for ensuring that your work environment and practices reflect good OHS and environmental standards in order to protect your own health, safety and environment as well as the health, safety and environment of others. Please review the OHSE website, <http://www.adm.monash.edu.au/ohse/> so that you are aware of OHSE policies, procedures and practices at Monash.

Once you have been issued with a Monash AUTHCATE and password, please complete the online Monash Safety Induction Program at: <http://www.adm.monash.edu.au/ohse/training/safety-induction.html>

The induction will need to be completed using a computer on campus, as the induction cannot be accessed remotely.

Program of Study/Milestones

Participating in Academic Life

Understandably, your main priority during your candidature will be for you to successfully complete your thesis on time. However, academic life should not be regarded as an entirely self-centred experience. The Department encourages you to contribute towards the building of a research community, by participating in faculty/departmental committees, meetings and seminars, attending and offering papers at research conferences, and submitting papers on your work for publication in research journals. Sharing of ideas and progress is an essential and rewarding part of the process of becoming a skilled researcher.

Additional coursework

Depending on your background, you may be required to complete additional coursework, such as units in qualitative/quantitative methods, marketing theory or marketing research practice as prescribed by your supervisors or the HDR Director/Coordinator.

Departmental seminars

It is mandatory that you attend all candidature confirmation seminars, milestone presentations and pre-submission seminars as organized by the Department specifically for HDR students. You are

strongly encouraged to attend seminars organized by the Department especially those involving invited academics. Failure to attend at 80% of the seminars may have adverse implications (see Doctoral Handbook).

Confirmation of candidature

It is University policy that you are initially enrolled on a probationary basis, with your candidature to be confirmed after 12 months for full time PhD and MPhil, 24 months for part time PhD and MPhil.

Confirmation requires submission of written work and an oral presentation before an advisory panel of at least three staff members including the supervisor.

Guidelines and form are available from the Monash Research Graduate School web site at:

<http://www.mrgs.monash.edu.au/research/students/confirmation.html>

You will be advised when the confirmation of candidature is due by your supervisor at the beginning of your candidature. The Monash Research Graduate School will also send you a letter two months before your due date.

It is your responsibility to make contact with your supervisors as soon as you receive notification from the Monash Research Graduate School. The Department of Marketing has some additional guidelines – See Appendix D.

Candidature milestones

Arising from detailed consideration at university level, several milestones are being put in place. The main aim is to ensure your progress is effectively monitored and you continue to receive the support you need to ensure timely completion. The following is an outline of how this will work.

1. After confirmation of candidature, during the course of the second year - somewhere around mid candidature (18-24 months - you are required to do a seminar to update colleagues and staff about your progress and any problems encountered. This generally has to do with data collection and preliminary data analysis.
2. Two months or so before submitting your thesis for examination, you are expected to do a final presentation to the department. This gives senior staff and peers an opportunity to comment on your work, any issues that an examiner might raise etc. This should fail proof the thesis!

Reply paid/questionnaire/survey process

Once you are at the data collection stage you may be required to organize reply paid questionnaire or surveys. This can be done directly with Australia Post – see website:

<http://www.auspost.com.au/>

Once you have completed the Australia Post reply paid form you are required to check for compliance of Monash branding with the Lynda Cunningham, Marketing Administrator, Department of Marketing. Keran Fegan, Finance Officer, Department of Marketing also needs to approve payment.

HDR Research Support Policy

The HDR research support provided by the Department for its candidates is both physical and financial during their candidacy. All candidates, irrespective of whether full or part time, or on or off campus have access to these resources.

Financial support

The department provides all HDR candidates with a one off allocation of financial support at the commencement of their candidacy. Candidates will not receive additional financial support during their candidature. It is the responsibility of the candidate to ensure their priority is to adequately funded when considering any expenditure.

Eligibility and amount

Each **doctoral (PhD/DBA)** candidate receives a research allocation of \$AU8,000 per candidature. Each **masters (MPhil)** candidate receives \$AU4,000 per candidature.

All candidates receive the designated amount irrespective of whether they are full time or part time, whether on-campus or off-campus. However, access to the full amount is only available post-confirmation. Before confirmation, candidates will receive \$1,000 doctoral and \$500 masters respectively.

ARC funded candidates and staff candidates are not eligible to access this funding.

Allowed expenses

Any research activity or expense incurred as a Monash Marketing HDR candidate as listed below. All expenses must be authorised by the candidate's main supervisor prior to purchase.

Examples:

- Database purchase or transcription services, thesis binding, purchase of thesis or conference proceedings not available through the library;
- Data collection including stationery, printing and postage for mailouts; tapes and equipment for interviews; travel costs;
- Purchase of software is subject to the university's Information Technology Use Policy. All purchases become the property of the university. Licences may restrict the use of software to university owned computers. Purchases are only organised through the department;
- Training costs may be funded;
- Conferences: travel costs, registration, accommodation and daily expenses;
- If there are funds left over after submission, the amount can be used to provide a full time candidate with a stipend as a research assistant to publish from their thesis until they submit their final thesis.

Expenditure not allowed

The research allocation cannot be used to pay for:

- Someone to do the data analysis – this is a skill candidate's are expected to become proficient in as a result of their research studies;
- Someone for language, translation or editing;
- Conference costs where the candidate will publish under a non-Monash byline;
- Membership of associations;
- Subscriptions for journals;
- Purchase of Books.

Unsure if the purchase is allowable? Always check whether an expense will be reimbursed/paid for by the Department beforehand.

Expenditure requirements

All candidates are required to have their main **supervisor's authorisation** before funding will be provided. If a candidate incurs costs without authorisation, the department does not guarantee reimbursement and/or the payment of suppliers. Candidates are not authorised to incur costs on behalf of Monash University.

The Australian Tax Office demands the university strictly adheres to their rules and regulations. Therefore, candidates must ensure they have the appropriate paperwork otherwise the university will be **unable to pay** a supplier **or reimburse costs**.

All candidates are required to document their research data collection costs for approval by their main supervisor and the HDR Co-ordinator before they can commence data collection.

Physical resources

The department provides a range of physical resources independent of the Financial Support provided. On-campus facilities include desk space, desktop PC and appropriate software, printing facilities and office stationery. Candidates who choose to study off-campus will be provided with resources if available when on campus. Whilst on campus, candidates have full access to the internet and university licensed software. All students have access to Monash Library, email and university software training. All efforts are made to ensure candidates have access to software but the department maybe constrained by the relevant university software licenses from allowing access using non-university computers or non-university sites.

Additional support may be purchased from the research allocation provided by the department (see above).

What happens if I do not have enough money to complete my thesis?

The department believes the research allocation provided is more than adequate for the research activity. In providing a lump sum amount, the candidate controls what is paid for from their research allocation. Therefore the candidate has the responsibility to budget for their research expenses.

Once this research allocation has been used up, there is no other department funding. The candidate will be required to self-fund any further costs.

Guidelines for Confirmation of Candidature

With effect from January 2009, we will be reverting to the one stage Confirmation of Candidature procedure. This is to conform to the Monash University Guidelines. The requirement is that the candidate confirming or upgrading from MPhil will:

1. Submit the full confirmation document at least two weeks before the end of their 12th month of HDR candidature. This will be circulated to the panel.
2. Present their work to the department two weeks after submitting the Confirmation document. It is anticipated that **ALL** HDR students and as many staff as possible will attend the confirmation.

Proposal

Department of Marketing requirements are set out in "Writing a Confirmation of Candidature Proposal". A copy can be found on MUSO Blackboard. **Proposal can range anywhere from 30 pages to 100 pages.**

MRGS requirements for student reports can be found at the following website:

<http://www.mrgs.monash.edu.au/research/doctoral/chapter3g.html>

In summary:

- Title of research report/thesis
- Statement of the research problem(s): (i) introduction (ii) research question or hypothesis (iii) subsidiary questions (iv) review of relevant research and theory
- The Procedure: (i) theoretical and conceptual framework (ii) analytical techniques and research design
- Timetable for completing research report/thesis and a detailed statement of progress to date
- Brief bibliography
- List of publications produced during probationary candidature (if applicable)
- The progress report should be a minimum of 1000 word

Presentation

- Two hours in total
- 30 minutes presentation MAXIMUM
- 15 minutes Questions and Answers from audience
- 30 minutes with Review Panel and Supervisor
- 45 minutes Review Panel discussion
- Standard Format: 12.30pm for lunch, 1-3pm for presentation and discussion
- Panel Chair will provide a summary of feedback to supervisor/student

There are additional requirements for **DBA students**. Check website:

<http://www.mrgs.monash.edu.au/research/doctoral/chapter3g.html>

Contacts:

Your supervisor

HDR Director – Felix Mavondo

HDR Coordinator – Samir Gupta

HDR Administrator – Carmel Keenan

Research supervisors and areas of interest

As of January 2009

<p>Dr Jan Brace-Govan Human aspects of consumption and culture, particularly in alternative, and non-commercial contexts and spaces that take interaction and communication between people into account. A range of methods interest me, especially qualitative approaches that investigate meanings.</p>
<p>Dr Erica Brady Marketing theory, market orientation, not for profit marketing.</p>
<p>Dr Sue Bergin-Seers Small business, small tourism enterprises, sustainable enterprise, ethical consumerism.</p>
<p>Professor Mike Ewing Marketing communications/brand management, advertising effects, viral marketing, word-of-mouth, health promotion.</p>
<p>Associate Professor Francis Farrelly Consumer behaviour, brand and brand management, product design, sport marketing - all in context of qualitative methodology.</p>
<p>Dr Sophie Feng B2B-Services marketing, direct marketing, new product development, pricing, customer life time value, not-for-profit marketing.</p>
<p>Dr Samir Gupta Business to business marketing, strategic marketing management, e-business strategies, performance measures and marketing in network organization, macromarketing (issues, climate, water).</p>
<p>Dr Colin Jevons Branding; Internet marketing; communications (publishing, political marketing, teaching, international issues).</p>
<p>Dr Sandra Luxton Integrated marketing communication, advertising.</p>
<p>Dr Margaret Matanda Supply chain management, international business strategy, buyer behaviour, health marketing, retailing, food & agribusiness marketing.</p>
<p>Professor Felix Mavondo Marketing orientation, resources and capabilities, relationship marketing, corporate branding, tourism.</p>
<p>Dr Fiona Newton Health promotion, behaviour change communication, consumer attitudes towards environmental sustainability.</p>

<p>Professor Harmen Oppewal Consumer decision making, choice models; retail marketing; leisure and urban planning; retail location, assortments, branding, store atmosphere; research methods.</p>
<p>Dr Mauricio Palmeira Consumer behavior, judgment and decision making.</p>
<p>Dr Stephen Saunders Services marketing, marketing to poor consumers and multivariate analysis.</p>
<p>Dr David Stewart Viral Marketing.</p>
<p>Dr Dominic Thomas Social Influences in consumer behaviour, Application of choice modelling to policy issues, New product development, Internet marketing, Policy implications of Internet adoption and use.</p>
<p>Dr Dewi Tojib Consumer behaviour, e-commerce, m-commerce, portal technology, impact of technology use, scale development and validation.</p>
<p>Dr Yelena Tsarenko Consumer psychology, services marketing, mobile commerce.</p>

HDR supervision in Marketing

Current PhD/DBA students, topics and supervisors

As of January 2009

Student	Thesis Title	Supervisors
Argus, Kevin	What are the antecedents of enduring involvement in sport and what role does marketing communications play (if any)?	Francis Farrelly
Binay, Itir	Spirituality and green consumption.	Jan Brace-Govan, Harmen Oppewal
Chao, Chih-Wei (Fred)	Speeding consumer acceptance of new product: The success factors of accelerating customer decision transition from old to new product platforms.	Felix Mavondo, Mike Reid*
Coghlan, Ian	Market motivations for the purchase of livestock: A quantitative study of the beef cattle industry.	Felix Mavondo
Glinoga, Mavi	Service design transparency.	Felix Mavondo, Dixon Ho, Ray Fisk*
Hedrick, Natalie	Selling the experience: the relationship between store atmosphere, retail selling and purchase intentions.	Harmen Oppewal, Michael Beverland*
Hill, Melissa (DBA)	Agency remuneration and accountability in Australia: Views from both sides.	Mike Ewing
Ismail, Md Daud	Export market information acquisition: An empirical investigation of eastern small and medium enterprises.	Felix Mavondo, Yunus Ali*
Jiang, Wei	Developing Dynamic Capabilities through Partnership - the Role of Resources and Capabilities.	Felix Mavondo, Margaret Matanda
Khajehzadeh, Saman	Marketing and electronic commerce: The role of trust in E-commerce.	Harmen Oppewal, Dewi Tojib
Lefroy, Kathryn	Just the Two of Us: Management of nonprofit-business alliances.	Yelena Tsarenko, Val Clulow*
Lekkumporn, Anny (DBA)	Positioning and perception of Thai restaurants in relation to Asian restaurant industry in Melbourne.	Yelena Tsarenko, Rob Brooks*
Leung, Larry	Dimensions of Customer Value as Predictors of Behaviour-Based Customer Relation Management (CRM) Performance Associated with Levels of Income and Education in Australia.	Margaret Matanda, Felix Mavondo
Leon, Levin (DBA)	How a corporation's culture, values, ethics, and leadership styles impact upon decision making.	Felix Mavondo, Mark Dibben*
Liao, Yung-Hsien (Jimmy)	A cross cultural/comparative study on marketing strategies (communication) employed by Direct Selling Industry in Taiwan & Australia and evaluate	Felix Mavondo, Rowan Kennedy

	the feedbacks from its targeted customers (distributors or agents).	
Mahardika, Harryadin	The relative effectiveness of single versus multiple celebrity endorsers toward single versus multiple target audiences.	Mike Ewing, Dominic Thomas
Mao, Wen	The Role of Visual versus Verbal Processing in Consumers' Judgement Formation.	Harmen Oppewal, Chris Dubelaar*
Md Isa, Mohd Azwardi	Purchasing behaviour of Malaysian consumer towards car made via joint venture (JV): Consumer ethnocentrism (CE) and country of origin (COO) effect.	Felix Mavondo, Stephen Saunders
Ng, Jia Yun (Florence)	The determinants of viral communication and customer patronage in blog retailing.	Margaret Matanda
Nyadzayo, Munyaradzi	The impact of acquisition and retention policies on service quality and profitability of motor dealerships.	Margaret Matanda
Phipps, Marcus	Consumption through an ideological lens: An exploration of anti-consumption.	Jan Brace-Govan
Pontes, Nicolas	How congruency between brand image and identity affects brand equity?	Colin Jevons
Porublev, Elizabeth	The consumption of gift wrapping.	Jan Brace-Govan, Chris Dubelaar*, Stella Minihan*
Pramono, Ari	Geocomputation modelling for retail marketing.	Harmen Oppewal, Dr Xuan Zhu*
Raja Abdul, Yasmin	Communication between Malaysian businesses and consumers on brand building.	Colin Jevons, Harmen Oppewal
Rajaguru, Rajesh	Supply chain management of Australian health food products.	Margaret Matanda
Salemi, Amir	Modelling of web based emerged technologies.	Yelena Tsarenko
Singaraju, Stephen	Financial Brands on the Internet.	Samir Gupta, Mark Gabbott*
Smith, Samantha (DBA)	Communication channels to target and market to Generation Y.	Steve Worthington
Strydom, Gregory (DBA)	Connecting productivity, margin retention and customer satisfaction.	Mike Ewing, Dave Stewart
Tan, Yew Chong (DBA)	The role of resources, capabilities and relationships on performance of palm oil processors.	Felix Mavondo, Steve Worthington
Ting, Sherman	Longitudinal investigation into capital resource variations on technology consumption.	Chris Dubelaar*, Linda Dawson, Jan Brace-Govan
Turk, Tahir	Developing a behaviour change communication marketing model for HIV/AIDS.	Mike Ewing, Fiona Newton
Van Zanten, Rob	Social influences in category choice behaviour in the alcoholic beverages domain.	Felix Mavondo, Mike Reid*
Vocino, Andrea	Store and Brand Name Effects on Consumer Purchase Decision Making.	Harmen Oppewal

Wang, Di	Investigating the role of superstitions in product failure attributions and repurchase intentions	Harmen Oppewal, Dominic Thomas
Zaman, Manir	Value creation through strategic alliances: A study of the Australian hospitality industry.	Felix Mavondo, Bill Schroder*
Zubcevic, Nives	Attractiveness and the diversification in society: impact on communication effectiveness.	Felix Mavondo, Sandra Luxton

**Supervisory staff from outside the department*