

## Invited Guest Editorial

The professional responsibilities of academics are conventionally grouped into research, teaching and service roles. All three roles are critical and, in some respects, interrelated. However, the ability to execute the research role effectively—i.e., to contribute new knowledge that advances the discipline—is arguably the pivotal characteristic that truly distinguishes terminally qualified, tenure-track academics in our field. Non-terminally qualified adjunct faculty (e.g., executives with extensive practical experience, superior communication skills and a passion for teaching) can and do excel in the classroom. However, university education is a knowledge-product characterized by “credence” properties that student consumers may be unable to assess accurately even after consumption. As such, all else being equal, academics with a reputation for being active researchers and contributing to their discipline’s knowledge base will be significantly more effective than will other faculty in shoring up the confidence of skeptical student consumers who are unsure of the core quality and potential value of their education. Likewise, while performers of service roles that are primarily administrative in nature do not necessarily have to be terminally qualified to excel in those roles, the credentials for conducting doctoral seminars, supervising Ph.D. students and acting as gatekeepers for the discipline (e.g., serving on editorial review boards of scholarly journals, promotion-and-tenure committees, etc.) invariably include a demonstrated ability to perform and publish high-quality, original research. Therefore, in addition to being significant in its own right, the research role is intertwined with—and is a prerequisite for—some of the most important pedagogical and service functions that university academics may be called upon to perform during their careers. It is perhaps not surprising that “publish or perish” is a pervasive phrase in our professional lexicon; and, despite the importance of the teaching and service roles, phrases such as “teach or be terminated” and “serve or be severed” are not. The constant admonition to publish or perish can be stressful, and at times demoralizing, particularly to colleagues new to the profession. Nevertheless, such an admonition is unavoidable—and, in fact, necessary—given that our *defining* role as academics is to *assist in advancing the discipline through research and writing*. In my JAMS essay, I propose a typology of research and writing

contributions and explore its implications for dealing with the publish-or-perish challenge. My musings are an amalgam of personal views formed over the years as an observer, researcher, writer, reviewer and journal editor. I hope you will find them useful. Good luck!

by **Dr. A. Parasuraman**, James W. McLamore  
Professor of Marketing, University of Miami  
[full draft in the *Journal of the Academy of Marketing Science*, 31, 3, 314-318]

## Recent successes

### JOURNAL ARTICLES

- ▶ **Michael BEVERLAND** ‘Contemporary marketing practice: a research agenda and preliminary findings’, *International Journal of Customer Relationship Management*, (6, 1, 51-72, with Lindgreen and Antico)
- ▶ **Peter DAPIRAN** has had an article entitled, ‘Are co-operation and trust being confused with power? An analysis of food retailing in Australia and the UK’, published in the *International Journal of Retail & Distribution Management*, 31, 5, 256 - 267. His co-author is Sandra Hogarth-Scott.
- ▶ **Chris DUBELAAR** ‘Increasing Quality in Measuring Advertising Effectiveness: A Meta-Analysis of Question Framing in Conversion Studies’, *Journal of Advertising Research* (43, 1, 78-85 – with Arch Woodside)
- ▶ **Mike EWING** has recently published:
  1. ‘Norms and power in marketing relationships: Alternative theories and empirical evidence’ (56, 9, lead article – with Berthon, Pitt and Bakkeland).
  2. ‘Australian marketing managers’ perceptions of the Internet: A quasi-longitudinal perspective, in a special issue of the *European Journal of Marketing* on ‘Marketing Management in Australasia’ (37,3/4, with Leong –a former Ph.D student and Pitt – associate supervisor).

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## JOURNAL ARTICLES *Cont'd from previous page*

► **Francis FARRELLY** had an article in the same special issue entitled, 'The effects of market orientation on trust and commitment: The case of the sponsorship business-to-business relationship'"(with Pascale Quester his Ph.D supervisor from Adelaide).

► **Mike REID** recently had a paper published in the *International Journal of Advertising*: 'The performance of IMC: Evidence from the Australian marketplace' (22, 2, 227-248).

► **Felix MAVONDO, Mark GABBOTT** and **Yelana TSARENKO** had a paper entitled, 'Measurement Invariance of Marketing Instruments: An Implication across Countries,' published in the *Journal of Marketing Management*, (19, 5-6, 523-540).

## FORTHCOMING JOURNAL ATTRACTIONS

2003 has begun on an **all time high** in terms of *quality* journal acceptances:

► **Michael BEVERLAND** has five very good publications in the pipeline (four immediately below and one with Morrison):

1. 'A longitudinal study of customer's desired value change in business to business markets', *Industrial Marketing Management IMM* is ranked in the top ten by Baumgostner & Pieters (2003). It has a SSCI of just under 0.5.
2. 'Wither haute couture? Emergent change and future value creation in luxury fashion markets.', *Business Horizons*. *BH* is in the top five peer-reviewed, para-practitioner publications. It is published out of the Kelley Business School at Indiana University.
3. 'AdultShop.com: establishing legitimacy with the virgin consumer', *Marketing Intelligence and Planning* (with Lindgreen).
4. 'Relationship use and market dynamism: a model of relationship evolution', *Journal of Marketing Management* (with Lindgreen).

► **Mike EWING** and Monash Ph.D student **Julie NAPOLI** (Curtin) have had a dissertation-based article entitled, 'Developing and Validating a Multidimensional Nonprofit Brand Orientation Scale' accepted for publication in the *Journal of Business Research*. *JBR* is an 'A' journal.

► **Francis FARRELLY** has had a paper, 'Understanding the Sponsorship Principal/Agent Relationship: What Drives Renewal?' accepted by the *Journal of Advertising Research* (with his supervisor, Pascale QUESTER, U. Adelaide). *JAR* is an 'A' journal.

► **Harmen OPPEWAL** has had papers accepted in excellent publications:

1. The *Journal of Retailing and Consumer Services*, 'Bundling and retail agglomeration effects on shopping behavior' (with Belinda Holyoake),
2. The *Journal of Travel Research*, 'Predicting the Duration of Theme Park Visitors' Activities: An Ordered Logit Model Using Conjoint Choice Data' (with Astrid Kemperman, Aloys Borgers and Harry Timmermans), and
3. *Advances in Consumer Research*, Vol 30, 'Compromising Between Information Completeness and Task Simplicity: A Comparison of Self-Explicated, Hierarchical Information Integration, and Full-profile Conjoint Methods' (with Martijn Klabbers).

► **Michael MORRISON** and **Michael BEVERLAND**, have a paper forthcoming in *Business Horizons* entitled, 'In search of the right music: the strategic use of in-store music.'

► **Mike WILLIS** has had a great start to the year, with three papers accepted for publication in the *Journal of Marketing for Higher Education*, and a fourth in the *Journal of Teaching in International Business*:

1. 'Looking East - Looking West. Exploring the Views of Hong Kong University students about Traditional Chinese Cultural Values and how these Impact on Studying for a Foreign Degree Program in Hong Kong'
2. 'The Application of the Chinese Sense of "balance" to

Agreements and Alliances Undertaken between Chinese and Foreign Institutions in the Chinese Higher Education Sector: Adding Depth to a Popular Cultural Concept.

3. 'An Evaluation of How Student Expectations are Formed In A Higher Education Context: the Case of Hong Kong (with **Rowan KENNEDY**)
4. 'The Development and Application Of A Multi Dimensional Funding Process For Chinese And Foreign University Strategic Alliances'.

## AWARDS

► **Brian IMRIE** received a 2002 Literati Highly Commended article award for a paper in *Managing Service Quality*, entitled, 'The service quality construct on a global stage', (12, 1, 2002, co-authored with Cadogan & McNaughton).

## SERVICE

► **Michael BEVERLAND** reviewed six papers for the upcoming Wine Marketing Colloquium at University of South Australia.

► **Peter DAPIRAN** reviewed a paper for the *International Journal of Logistics* (he serves on their Editorial Advisory Board).

► **Mike EWING** recently reviewed articles for the *Journal of Advertising Research*, the *Journal of Business Research*, *e-Service Journal* (2), the *International Journal of Advertising* (2) and the *Journal of Nonprofit & Public Sector Marketing* (2).

► **Susan FREEMAN** reviewed a submission to a special issue of *Industrial Marketing Management* on 'Managing Networks'.

► **Janine HENDRY** recently reviewed an article for the *Service Industries Journal*.

► **Mike WILLIS** has recently become an ad hoc reviewer for the *Journal of Marketing for Higher Education* (editor Thomas Hayes).

## IMPACT

► **Chris DUBELAAR's** (1994) co-authored *JBR*, 'Reconciling Diverse Measures of Performance - A Conceptual Framework and Test of a Methodology', has been cited in the most recent *Journal of Marketing* by Vorhies and Morgan (2003), 'A Configuration Theory Assessment of Marketing Organisation Fit with Business Strategy and Its Relationship with Marketing Performance' (67, 1, 100-115). For the record, this paper has also been cited in *JAMS* (2002), *JBR* (2002) and *Business History* (1999). Talk about having an impact!

► **Mike WILLIS's** ongoing research on educational alliances between Chinese and Foreign universities was recently cited in a conference on higher education held in Dalian, China – by an official of the Chinese Ministry of Education!

## CONFERENCE PRESENTATIONS

► Well done to the **9** staff members who participated in the *Academy of Marketing Science* World Marketing Congress in Perth, WA (11-14 June). Despite SARS and the widespread global reluctance to fly internationally, the Congress was attended by over 220 delegates from 34 countries. The 13 strong Monash team included: **Bednall, Brace Govan, Bridson, Ewing, Farrelly, Gabbott, Grant, Jevons, Mavondo** and **Worthington** (**Anisimova, Carroll** and **Powell** co-authored but were not able to attend).

► **Peter DAPIRAN** presented a paper entitled, 'Assembly and disassembly supply chains: How does the application of lean and agile principles differ?' at the EARCD (European Association of Education and Research in Commercial Distribution) conference in Paris, earlier in July.

► **Maureen GRIFFITHS** presented a paper at a jointly organised Workshop by ATLAS - The Religious Tourism and Pilgrimage Special Interest Group, the Polytechnic Institute of Viana do Castelo and the Tourist Board of Leiria Fatima. Paper entitled "The interaction of religion and tourism: Managing the visitor experience at St Patrick's Cathedral Melbourne".

## Current Journal special issue 'Calls-for-Papers'

Check out <http://www.callsforpapers.com> for a new whiz-bang CFP 'e-resource' with some fancy features (e.g. e-mail alert).

1. *Journal of Marketing Communications*, Special Issue on 'Strategic Brand Communications'. All papers will be subject to the *Journal of Marketing Communication's* double-blind review process. See a recent issue of the Journal for style and submission guidelines. Alternatively, see the JMC website ([www.tandf.co.uk](http://www.tandf.co.uk)). The maximum length of each article (including tables, figures and references) is 5000 words. Deadline for submission of papers is **31 August 2003**. Papers for this Special Issue should be submitted to the Guest Editor: Prof. Dr. Maggie Geuens, Guest Editor, Faculty of Economics and Business Administration, Ghent University, Hoveniersberg 24, 9000 Gent, Belgium, Tel.: +32-9-264-3522, Fax: +32-9-264-4279, Email: [maggie.geuens@rug.ac.be](mailto:maggie.geuens@rug.ac.be)
2. *Journal of Financial Services Marketing* special issue on 'Consumers and Consumption: The Opportunities and Challenges of Meeting Consumers' Aspirations'. Papers should be sent to Dr. Jillian Dawes Farquhar, Academic Guest Editor, either via e-mail to [jfarquhar@brookes.ac.uk](mailto:jfarquhar@brookes.ac.uk) or via post to Business School, Oxford Brookes University, Wheatley, Oxford OX33 1HX, UK. Deadline for submissions is **10<sup>th</sup> November 2003**. Notes for contributors can be found at the publisher's website: [www.henrystewart.com](http://www.henrystewart.com)
3. *European Review of Agricultural Economics*, special issue on Risk Behaviour of Market Participants & Consumers. Guest edited by Olivier Mahul (World Bank & INRA) and Joost M.E. Pennings (UIU-C & Wageningen University). Submission deadline: **November, 15 2003**. Submission guidelines: [www3.oup.co.uk/jnls/list/erae/instauth/](http://www3.oup.co.uk/jnls/list/erae/instauth/)
4. *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](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>
5. *Industrial Marketing Management* special issue on "Rigidity versus Flexibility in Business Marketing". Submission deadline: **January 15, 2004**. Guest editors: [paul.matthyssens@luc.ac.be](mailto:paul.matthyssens@luc.ac.be) with a copy (cc.) to [P.Pauwels@MW.unimaas.nl](mailto:P.Pauwels@MW.unimaas.nl), [koen.vandembempt@ua.ac.be](mailto:koen.vandembempt@ua.ac.be) and [plaplaca@journalimm.com](mailto:plaplaca@journalimm.com). Indicate in your e-mail that you want the submission to be considered for this special issue: "Rigidity versus Flexibility in Business Marketing". Please follow the guidelines to contributors to *Industrial Marketing Management* available at: <http://authors.elsevier.com/JournalDetail.html?PubID=505720&Precis=>
6. *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](mailto:Michael.Polonsky@vu.edu.au)).
7. *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](http://www.cba.ufl.edu/jppm)
8. *Journal of Advertising*, Special Issue on 'International Advertising'. Manuscripts are being solicited for an upcoming issue of the *Journal of Advertising* devoted to international advertising. The goal of this special issue is to extend our theoretical and practical knowledge of international advertising.

Authors may submit empirical studies or conceptual work. Papers that are theoretically grounded and also contain significant managerial implications are especially appropriate. The use of under-utilized research techniques in international advertising research, such as experiments and multi-method approaches are encouraged, as are comparative studies. The primary criterion for assessing fit with the special issue is whether the paper provides new insight into international advertising theory and/or practice. Manuscripts are due by **January 15, 2004**. Authors wishing to submit a manuscript should send five (5) copies of their manuscript to the special issue editor: Charles R. Taylor, Ph.D., Department of Marketing, College of Commerce and Finance, Villanova University Phone: (610) 519-4386, Villanova, PA 19085-1678 Fax: (610) 519-5364

## New Journal

**INTERNATIONAL JOURNAL OF MARKETING EDUCATION (IJME)**. The mission of IJME is to enhance Marketing Education worldwide through the publication of high quality refereed case studies, lecture and review articles. The journal aims to be a recognized medium for educators of marketing to publish and access teaching materials. The goal is to attract contributions from individuals within the profession who excel in the creation and teaching of marketing lectures and who have developed exceptional teaching material and new approaches in the field. Editors: Jehoshua Eliashberg (University of Pennsylvania: Wharton), Laurent Maruani (HEC) and Marian Moore (University of Virginia: Darden). Please send submissions including 3 paper copies and one electronic copy of each article to: International Journal of Marketing Education, Journals Editorial Office (UK), Senate Hall Academic Publishing, PO Box 10689, Birmingham, B3 1WL, UK, Tel +44 121 233 3837, Fax +44 121 233 3837, Email: [info@senatehall.com](mailto:info@senatehall.com)

## Forthcoming conferences

1. 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](mailto:Russell.Smyth@BusEco.monash.edu.au)
2. *Association for Consumer Research (ACR) Asia-Pacific Conference*, Seoul, Korea, May 13-15, 2004. Submission deadline for competitive papers: **November 1, 2003**. Submission deadline for extended abstracts: March 1, 2004. See [www.acr-news.org](http://www.acr-news.org) for the full CFP.

## Media Exposure

► **Kerrie BRIDSON** (ACRS), **Lawrie DOOLEY**, **Peter REED**, **Steve WORTHINGTON** and **Amanda YOUNG** (ACRS) all received excellent exposure in the business press recently. Since this has traditionally been an area we have not excelled, having five of our people make the news on separate occasions is a big step forward. ► **Mike BEVERLAND** had a letter to editor published in *BRW*, entitled "Southcorp's vital error" in March 20-26, pp. 14. In it, Beverland berates Southcorp's new CEO on brand strategy!

## Grant information

- ▶ **Michael BEVERLAND** received a \$10,000 *Faculty Research Grant* to examine the role of salespeople in creating in-store experiences.
- ▶ **Harmen OPPEWAL** has secured a *Faculty Research Grant* for \$10,350 for a study entitled, 'Consumer response to retail agglomeration advantages'.
- ▶ **Phyllis THARENOU** and **Max KING** gave an excellent Faculty/Small grant workshop at Caulfield on July 16. Additional workshops are planned for Clayton and Berwick.

**PLEASE REMEMBER**, The Department Research Committee offers research grants of up to \$5,000 for Dept of Marketing staff. Information is on v-drive under 'research', please contact Mike Beverland for further information.

## Commercial research quantum

- ▶ **Mike BEVERLAND**, **Michael MORRISON**, **Stella MINEHAN** and **Natalie HENDRIK** have secured more than \$90,000 from Paintright to investigate Consumer trend analysis and Experiential marketing in Paint retailing.
- ▶ **Mike BEVERLAND** 'The building blocks of experiential branding: consumer trend analysis.' a 75 page contract research report to Paintright, and with **Stella MINAHAN** and **Michael MORRISON**, 'In-store design and brand positioning: results from the USA', a 122 page contract research report, also to Paintright.
- ▶ **Peter SCHOLEM** and **Felix MAVONDO** received a \$3,000 grant from Victoria Police to investigate organizational improvement, change management and embeddedness and internal communication. This grant will attract research quantum funding from the University. A section of this research has been submitted to ANZMAC 2003 and more papers will be submitted to leading journals shortly.
- ▶ **Marion STEEL** and **Peter DAPIRAN**, 'The used vehicle wholesale channel', ICDPA/Monash, Melbourne, 2003. Research report and presentation delivered to the International Car Distribution Program Australia (ICDPA) sponsors:

## Research seminar series

The first quarter of the year finished with a veritable research festival culminating in the 5<sup>th</sup> Services Research Workshop in March (hosted by Monash). The momentum was maintained during the second quarter, with a series of presentations that encompassed every aspect of our Department's activities. The first seminar of the quarter was early in April from **Madhav Chavan**, formerly of University of Mumbai, India, and now CEO of Pratham, an educational charity in India that does some quite remarkable and inspiring work. A truly memorable seminar, and one that had people still talking about publication opportunities arising from it for months afterwards. Well done to **Tim LYONS**, who has been a stalwart of our sessional teaching force for many years, for organising this visit.

**Malvin Yeo**, one of our former Honours stars, presented on his PhD proposal, as did **Wayuningsih**, **Kay Laochumanvanit** and **Hanny Nasution**. **Liz Hemphill** gave a presentation on the findings of her doctoral research, after just over two years' candidature – a remarkable achievement. **Steve WORTHINGTON** gave his inaugural professorial seminar on the topic of relationship marketing and credit cards, an area in which he is an authority. The Marketing Education Cognate Group gave a very stimulating seminar on marketing careers at a session that should have been attended much better, given the content and its timing immediately before a department meeting, but those who were there engaged in a robust and useful discussion. **Sharon Beatty** of the University of Alabama presented on "Service failure in on line retailing: a recovery opportunity", courtesy of La Trobe University, where she was visiting. We finished off the quarter with a session organised by **Mike REID** on the relationship between unit objectives and student assessment, presented by **Valerie Clifford**, who is head of HEDU. It was good to get together in a seminar format to discuss advances in teaching issues. So this quarter's offerings really had it all. A couple of inspirational visitors from overseas – one excellent in the conventional academic sense, one doing socially inspirational work. Some superb doctoral presentations, one from a recent home-grown Honours graduate, three from people who were attracted to Monash by its reputation, and one final doctoral presentation of excellent quality well ahead of schedule. An inaugural seminar from one of our new professors. Two sessions directly related to teaching issues. With something for everyone, you really are missing out if you're not attending at least some of the seminars. Watch out for my email announcements or bookmark the web page: <http://www.buseco.monash.edu.au/depts/mkt/research/seminars.php> for updates, or contact [colin.jevons@buseco.monash.edu.au](mailto:colin.jevons@buseco.monash.edu.au)

## Industry/trade publications (not refereed)

- ▶ **Michael BEVERLAND**, 'An exploratory investigation into consumer behavior in the New Zealand wine market', Australian and New Zealand Wine Industry Journal, Vol 18 No 1 pp. 90-98.
- ▶ **Kerrie BRIDSON** and **Abirami VARATHARAJAN** had an article published in the Australian Institute of Pharmacy Management's (AIPM) trade magazine, *Bottom Line* titled, 'A Change in Prescription for Australian Retail Pharmacies'. which highlighted the managerial implications of Abi's 2002 Honors Research Thesis.
- ▶ **Kerrie BRIDSON** and **Natalie HEDRICK** have an article forthcoming (July) in Oxford Institute of Retail Management (OXIRM) quarterly publication *Retail Digest* based on Natalie's Masters Thesis. This is a discussion paper highlighting how Australian retailers have adopted Experiential retailing practices titled "A focus on Australian retailers adoption of Experiential retailing practices".
- ▶ **Steve WORTHINGTON**, 'China Anticipates vast cards growth', *Cards International*, Issue 294/295, 31/3/03, pp33-37 (with Ray Marcelo)



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