

Editorial

In our December 2007 newsletter we noted that the RQF (Research Quality Framework) was likely to be abolished under the new Rudd Federal Government. On 26 February 2008, Senator Kim Carr announced the ERA (Excellence in Research for Australia). The aim of this new framework is to provide a metrics-based approach for evaluating the quality of research undertaken in the higher education sector while also providing a platform for guiding governmental investment in future research initiatives. On 4 June Senator Carr announced the release of a consultation paper prepared by the Australian Research Council (ARC). The closing date for submissions in response to this paper was 30 June 2008. As outlined in Senator Carr's June 4th press release, the objectives of the proposed ERA framework are to:

“identify excellence across the full spectrum of research activity; compare Australia's research effort against international benchmarks; create incentives to improve the quality of research; identify emerging research areas and opportunities for further development.”

The emphasis upon growing and developing our research culture is clearly evidenced by the broad range of seminars and networks aimed at facilitating personal and collaborative research endeavors.

Within our own Department, there has been a veritable smorgasboard of offerings. Thus far this year we have been privileged to host three overseas academics. Assoc Professor Dirk Smeesters from the Rotterdam School of Management gave a seminar (Experimental Research Designs in Consumer Research: Some Issues and Applications) designed to advance academic knowledge on the types of experimental designs that can be

used in research and which statistical techniques can be used to analyse experimental data. He also gave a presentation titled “The sweet escape: Effects of mortality salience on consumption quantities for high and low self-esteem consumers” which was based on his forthcoming Journal of Consumer Research paper co-authored with Naomi Mandel. Kelly Tian (New Mexico State University) gave a presentation titled “Consumer-citizens and the politics of everyday consumer practice”. Professor Tian's current research focuses on institutional practices which attempt to politicise or depoliticise consumer goods, brands, and practices, in line with proffered consumption ideologies by linking these to notions of citizenship. Professor Cristel Antonia Russell from Auckland University of Technology New Zealand, gave a very interesting seminar titled “Alcohol, Alcohol Everywhere: Alcohol in Television Series and Impact on Audiences”. Her research field is on the blurring lines between entertainment and marketing.

Within the Department, a series of bimonthly seminars have been organised by Dr. Yelena Tsarenko. The first seminar kicked off with two presentations. Riza Mulyanegara presented “Church Marketing: The Examination of Market Orientation and Brand Orientation from Consumer Perspectives and Their Impact on Participation”. In a second presentation, Chris Dubelaar and Malvin Yeo spoke about “Dynamic Online Trust”. These seminars are a new initiative designed to: (i) provide an ideal environment for “dress rehearsals” of upcoming conference presentations; (ii) allow the shaping of ideas that are in embryonic stage to grow into more advanced and fruitful research projects; (iii) open new avenues for collaboration among staff members; and (iv) build a supportive and active environment for developing ongoing research. A

related but separate initiative by the Department and the Consumers and Retail Research Unit is a new forum and seminar series on Experiments in Consumer Research. The first session was held 16 May with presentations by Harmen Oppewal and HDR student Mavi Glinoga, the next session will probably be held late July.

On a related note, it is with great anticipation that we look forward to Jan Brace-Govan's initiative to boost research culture among our high achieving undergraduate students. In the latter half of this year, there will be a series of four seminars designed to expose potential honours students to the arts of critical analysis and to afford them opportunities to network with academic staff and other high achieving students.

At a broader level it is exciting to note the growing emphasis upon, and involvement in, cross-campus collaboration with respect to our ECRs (early career researchers). Dr Ingrid Nielsen, ECR Net Coordinator, explained that such collaboration has the potential to not only increase joint research but also to facilitate the development of projects with an international focus. In a recent initiative, academics from the Sunway Campus in Malaysia recently took part in the ECR Net Research Workshop which included many excellent speakers including Professor Edwina Cornish, Professor Max King, Professor Jane

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

Godfrey, Professor Rob Brooks and Professor Mike Ewing. To learn more about ECRNet, contact Ingrid at Ingrid.Nielsen@buseco.monash.edu.au

We also take this opportunity to congratulate a number of our academic staff. Special congratulations to our HOD, Mike Ewing, who was recently appointed to the Board of Governors of the Academy of Marketing Science. Congratulations also to Colin Jevons who has been appointed lead editor for a Journal of Business Research special edition on branding. Chris Dubelarr, Felix Mavondo and Steve Ogden-Barnes have recently won various awards in relation to journal articles and conference presentations. Other academics have also been busy in forging links with industry including Maureen Griffiths in relation to the Bayside Tourism Network, Steve Ogden-Barnes who has been elected to the City of Melbourne Retail Advisory Board, and Jeff Rogut who has been appointed to the National Retail Forum Advisory Panel.

A review of the Department of Marketing's recent successes with respect to scholarly research activity shows the depth of the research interests of our academic staff and HDR students. In particular, Professors Mavondo and Ewing have co-authored numerous journal articles with former PhD and Honours students. Last, but not least, its important to plan ahead for our very own ANZMAC conference in 2009. This is a wonderful opportunity to showcase our staff and HDR students.

Recent successes

JOURNAL ARTICLES

- **Jan Brace-Govan**
 1. **Brace-Govan, Jan**, (2008) "Calendar girls and bodybuilders. Is activism a brand strategy?", *European Advances in Consumer Research*, pp 202-207
 2. De Burgh-Woodman, H. and **Brace-Govan, Jan**, (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.
 3. DeBurgh-Woodman, H. and **Brace-Govan, Jan**, (2008) "Jargon as imagining: Barthes' semiotics and excavating subcultural communication", *Qualitative Market Research an International Journal*, 11 (1), pp 89-106.

• **Felix Mavondo** had several articles published which he co-authored with former PhD students:

1. Evans, J., **Mavondo, Felix** and Bridson, K. (2008) "Psychic distance: Antecedents, retail strategy implications and performance outcomes", *Journal of International Marketing*, 16, 2, pp 32-63.
 2. **Nasution, Hanny** and **Mavondo, Felix**, (2008) "Organisational capabilities: Antecedents and implications for customer value", *European Journal of Marketing*, 42,3 /4 , pp 477-501
 3. **Nasution, Hanny** and **Mavondo, Felix**, (2008). "Customer value in the hotel industry: What managers believe they deliver and what customer experience". *International Journal of Hospitality Management*, 27, pp 204-213.
- **Steve Worthington**
1. **Worthington, Steve**, (2008) "The regulation of payment cards in Australia: Recent changes and their implications", *Journal of Payments Strategy and Systems*, 2, 2, pp 205-217.
 2. **Worthington, Steve**, (2008) "Coming up trumps: Credit card partnership expands horizons for Australia's oldest department store", *Monash Business Review*, 4, 1, pp 10-11.
 3. Durkin, M., Jennings, D., Mulholland, G. and **Worthington, Steve**, (2008) "Key influencers and inhibitors on adoption of the Internet for banking", *Journal of Retailing and Consumer Services*, Vol 15, Sept, pp 348-357.

BOOKS/BOOK CHAPTERS

- Felix, D., Broad, S. & **Griffiths, Maureen**. (2008) Great Expectations: An Analysis of the Host-Guest Relationship Within the Bed and Breakfast Accommodation Sector. In V. Jauhari, (ed) *Global Cases on Hospitality Industry* Haworth, New York.
- Walker, Gountas, J. and **Felix Mavondo** (2008). *Strategic Marketing* First Australian Edition (In Print)

FORTHCOMING ATTRACTIONS

- DeBurgh-Woodman, H. and **Brace-Govan, Jan**, (2008) "Sneakers and street culture: A postcolonial analysis of marginalized cultural consumption", *Consumption Markets and Culture*, Special Issue on Interpretive Consumer Research (in press).

• Mike Ewing

1. Baumpo, M., **Ewing, Mike**, Mather, D.R., Stewart, D.B. and Wallace, M. (2008), "The effects of the social structure of digital networks on viral marketing performance", *Information Systems Research*, in press (tier 1)
 2. **Ewing, Mike, Jevons, Colin** and Khalil, E.J., "Brand Death: A Developmental model of senescence", *Journal of Business Research*, forthcoming (tier 2).
 3. Ratnatunga, J. and **Ewing, Mike**, "An Ex-ante approach to brand capability valuation", *Journal of Business Research*, forthcoming (tier 2).
 4. Cromie, J.G. and **Ewing, Mike**. (2008), "The rejection of brand hegemony", *Journal of Business Research*, in press (tier 2).
 5. Berthon, P., **Ewing, Mike** and Napoli, J., (2008), "Brand management in small-to-medium sized enterprises", *Journal of Small Business. Management*, 46, 1, 27-45 (tier 2).
 6. Cromie, J.G. and **Ewing, Mike**, (2008) "Squatting at the digital campfire: Reflections on researching the open source software community", *International Journal of Market Research*, forthcoming (tier 3).
 7. Mackay, T., **Ewing, Mike, Newton, Fiona** and **Windisch, Lydia**, (2008), "The effect of product placement in computer games on brand attitude and recall", *International Journal of Advertising*, forthcoming (tier 3). [Tom Mackay was a 2005 Honours student – but the journal required additional data collection.]
- **Francis Farrelly**, has had a two papers accepted for publication
1. **Farrelly, Francis** & Clulow, V. "The impact of market orientation on economic and non-economic satisfaction in the sponsorship relationship", *Australasian Marketing Journal*.
 2. **Farrelly, Francis** & Beverland, M "What does it mean to be design-led?" *Design Management Review*.
- **Grant Ken, Laney, R., Nasution, Hanny**, and Pickett, B. (2008) "Sales Success through market and entrepreneurial orientation", *Monash Business Review*.
- **Samir Gupta**, (2008) "Knowledge process outsourcing - A small step by the Monash Marketing Department in "Engaging the World" A Case of Lambda Therapeutic Research Ltd", *Monash Business Review*.

HONOURS

In May of 2008 Mike Ewing, Head, Department of Marketing at Monash was recently appointed to the Board of Governors of the Academy of Marketing Science (AMS) for the period 2008-2012. Mike is only the second Australian to be appointed to this position. The first Australian was our very own Associate Professor Ken Grant (1999-2001), so Monash continues to be well represented and well respected in the Academy. As part of the selection process, candidates for the Board of Governors are invited to nominate and then a worldwide election of members is held. Mike and Ken are the only Australians to have co-chaired the only AMS World Marketing Congresses held in Australia. Ken Grant co-chaired the 1995 Melbourne conference and Michael Ewing co-chaired the 2003 Perth conference. See www.ams-web.org

GRANTS

• **Mike Ewing** has received two category 3 research grants: \$70k from Healthway (administered by Curtin Uni) and \$27,500 from BMW (administered by Monash).

SERVICE

• **Mike Ewing** has reviewed articles for: *Journal of Service Research* (3 papers), *Industrial Marketing Management* (2 papers), *International Journal of Advertising* (3 papers), *e-Service Journal* (1 paper), *Service Industries Journal* (1 paper), *Journal of Advertising* (2 papers), *Journal of Retailing* (1 paper) and *Journal of Business Research* (2 papers).

• **Maureen Griffiths**

1. Represented the Faculty of Business and Economics at Berwick Campus as a judge for the Cardinia Business Awards, judging the Tourism and Food and Wine Awards specifically, as well as the general awards. April/May 2008.
2. Appointed to the Bayside Tourism Network by the Bayside Council. This is a consultative body to the tourism industry in the City of Bayside, the appointment is of two years duration.

• **Colin Jevons** is lead Editor of a special issue on branding for *Journal of Business Research* (Tier 2) and has been invited to be on a panel of "leading scholars" presenting on contemporary research in branding at EMAC.

• **Ann Mitsis** has been invited to co-track chair for the "Consumer Behaviour" stream at the forthcoming 2008 Academy of World Business, Marketing and Management Development Conference, hosted by the Brazilian School of Public and Business Administration (Gutulio Varagas Foundation - FGV) Rio de Janeiro, Brazil, 14-17 July 2008.

• **Steve Ogden-Barnes** has been elected to the City of Melbourne Retail Advisory Board, 2008.

• **Harmen Oppewal** reviewed manuscripts for the *Journal of Marketing*, *Journal of Business Research*, *European Journal of Marketing*, *Leisure Studies*,

Journal of Travel Research, *Transport Reviews*, and the Flanders and Canadian Research Councils. He examined two PhD theses. He will be chairing the 2008 ANZMAC "Retailing, Pricing, Distribution Channels, Supply Chain Management, Personal Selling and Sales Management" track.

• **Jeff Rogut** sits on the 2008 National Retail Forum Advisory Panel.

IMPACT

• **Francis Farrelly**

1. Research on sport marketing has translated into a community service relationship with Challenge (Kids with Cancer) and the development of a major initiative between Challenge, FourNTwenty pies and the AFL. This includes the great Aussie Pie Night (supporting kids with cancer) to be held in August which incorporates a round of AFL football dedicated to the event.
2. Recent research on pets and consumption behaviour published in the *Journal of Business Research* has received two formal (and favourable) reviews by leading consumer researchers.

CONFERENCE PRESENTATIONS/ PROCEEDINGS

• **Chung, E., Beverland, M. and Francis Farrelly**, "Exploring consumer fanaticism", *Advances in Consumer Research* 2008 conference proceedings.

• **Chris Dubelaar** and Malvin Y., "Dynamic online trust", presented in the Electronic and Interactive Marketing track, American Marketing Society Conference, May 2008.

• **Mike Ewing**

1. **Ewing, Mike, Napoli, J., and Windisch, Lydia**. "Brand management practices in China: Longitudinal evidence and links to organizational performance", Thought Leaders International Conference on Brand Management, Birmingham Business School, 15-16 April 2008.

2. **Ewing, Mike, Napoli, J., and Windisch, Lydia**. "CEO Brand orientation: Does it impact organizational performance?", Thought Leaders International Conference on Brand Management, Birmingham Business School, 15-16 April 2008.

• **Colin Jevons** and **Mark Gabbott**, "A historical review of the development of definitions of "brand", Thought Leaders International Conference on Brand Management, Birmingham Business School, 15-16 April 2008.

• **Khaira, Ranjeet** (PhD student), "Using segment attractiveness to improve segment selection in the credit card business", 2008 American Marketing Association Winter Educator's Conference, pp 302-308

• **Jia Liu** presented the following papers at EMAC Conference, May, 2008, Brighton, UK:

1. **Gijsbrecchts, E., Smeesters, D. and Liu, Jia**, "Why fast food triggers McDonalds and Burger King: Antecedents of brand typicality and the relationship between category and brand"
2. **Liu, Jia** and **Smeesters, D.**, "Have you seen the news today? -- Mortality salience effects on preferences for foreign and domestic brands". This paper was nominated for best dissertation-based paper at the conference
3. **Smeesters, Dirk, Liu, Jia** and **Gijsbrecchts, E.**, "Me, myself, and my brand: The impact of self-construal on self-brand closeness"

• **Wen Mao** (PhD student.). "Attribute alignability and the inverse polarization effect", Society for Consumer Psychology 2008 Winter Conference, New Orleans, 21-23 February.

• **Ann Mitsis** & **Patrick F.**, presented their paper "Teaching survey evaluations as a Performance Evaluation Tool: How much of a good teaching score is beyond a lecturer's control" at the Quantitative Analysis of Teaching and Learning in Higher Education in Business, Economics and Commerce Disciplines Forum, University of Melbourne. 9 Feb 2008.

• **Michael Morrison** presented three papers at the Chartered Institute of Marketing (CIM) Sri Lanka, Annual Conference, Colombo, 7-8 May, 2008

1. "The power of emotional branding: The importance of place, space and experience",
2. "The power of emotional branding: Connecting, engaging and exciting consumers"
3. "The power of experiential marketing: Creating strategic brand "fit"."

- **Riza Mulyanegara** (PhD student), "Church marketing: An investigation of the role of market orientation in church participation" Academy of Marketing Science Conference, Vancouver, Canada, 28-31 May 2008.

- **Steve Ogden-Barnes**

1. Presented "Environmentally responsible retailing" at the Asia Retail Congress, Jan 2008.
2. Presented "Global Retail Trends: Implications for Pharmacy", Healthcare in Pharmacy Conference, May 2008.

- **Harmen Oppewal** presented the following papers at EMAC Conference, May, 2008, Brighton, UK:

1. **Oppewal, Harmen**, Clarke, I. and Kirkup, M., "Consumer satisfaction with store variety at the local level: An experimental analysis".
2. **Sands, Sean** (PhD student), **Oppewal, Harmen** and Beverland, M., "A stated choice experiment to study the effect of in-store retail events on store choice".
3. Terawatanavong, Civilai, **Michelakos, Timmy** (Honours student), **Oppewal, Harmen** and **Farrelly, Francis**, "Promoting satisfaction and goal attainment: The mediating role of customer compliance".
4. **Vocino, Andre** (PhD student) and **Oppewal, Harmen**, "Structural equation modelling of complex sample survey: An application to brand signalling data".
5. Co-authored a paper presented at the Annual INFORMS Marketing Science Conference in Vancouver: Bednall, D., **Oppewal, Harmen**, and **Ringer, Alison** (PhD student), "The multidimensionality of fit from a cause-related marketing perspective", 12-14 June 2008.

- **Marcus Phipps** (PhD student) and **Jan Brace-Govan** (2008) "Two movements of Melbourne water consumers" paper presented at the Community Development and Ecology: Engaging Ecological Sustainability Through Community Development Conference, 26-28 March, Melbourne.

- **Elizabeth Porbulev, Jan Brace-Govan, Chris Dubelaar** and Minihan, S. "A perspective on gift creation", Consumer Culture Theory Conference, 19-22 June 2008, Boston, US.

- **Rajesh Rajaguru** (PhD student) and **Margaret Matanda**, "Exploring the antecedents of Inter-Organisational Information Systems (IOIS) integration and its effect on supply chain: A resource based view", EMAC Conference, May, 2008, Brighton, UK.

- **Sophie Shanfei Feng**, Krishnan, T.V. and Thomas, S.A., "Customer targeting:

AWARDS

- **Chris Dubelaar**, won best paper award at the American Marketing Society Conference for "Dynamic Online Trust" co-authored with Malvin Yeo (former PhD student, now working in Singapore)
- **Felix Mavondo** and Resinger, Y., had their paper titled "Cultural Differences in Travel Risk Perception" selected as the winner for the Martin Oppermann JTTM Best Article of the Year 2006 Award. This paper was published in the *Journal of Travel and Tourism Marketing*, 20, 1.
- **Steve Ogden-Barnes** was guest speaker at 2008 Asia Retail Congress and received the Retail Leadership Award for Retail Excellence.
- **Yelena Tsarenko's** paper "A proposed multi-dimensional approach to evaluating service recovery" published in *Journal of Services Marketing* has been chosen as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2008. The award winning papers were chosen following consultation amongst the journal's Editorial Team, many of whom are eminent.

Controlling for endogeneity in marketing mix decisions", INFORMS Marketing Science Conference, Vancouver, Canada, June 2008.

- **Yelena Tsarenko**

1. **Tsarenko, Yelena** and **Mavondo, Felix**, "Psychological, product-related and situational influences in purchasing intimate apparel", 2008 American Marketing Association Winter Educator's Conference, pp 154-160
2. **Tsarenko, Yelena**, "What about us? I mean, hey, we're growing, we're here: Women living with HIV/AIDS", 2008 American Marketing Association Winter Educator's Conference, pp 302-308

TRADE PUBLICATIONS

- **Francis Farrelly** has had two articles published in recent issues of Marketing magazine, both on sport sponsorship.

- **Steve Ogden-Barnes**

1. The lure of luxury", "The force of fashion" and "Coke uncorks water brand" in BRW.
2. "Retail Boom despite downturn" The Bulletin.
3. "Has anxiety become the driving force behind consumer behaviour?" and "The trolley rut" in Marketing Magazine.
4. "Advertising spend implies discount addiction", "Global retailers rethink serial discounting" and "The Eastern Front", Ragtrader.

- **Steve Worthington** published articles in the following publications:

1. "Banking at the checkout: are financial services a core competence for retailers?", The European Retail Digest, 56, pp 51-59.
2. "Lessons from the UK: Retailers as financial service providers", The Chartered Marketer, Jan 2008, 7, pp 44-45.
3. "Interchange: An Australian perspective. The regulations of payment cards in Australia: Recent changes and their implications, Card

Payment Solutions, 42, pp 12-17.

4. "Banking at the mall", EF Magazine, Jan/Feb, 211, pp 16-18.

OTHER

As a result of their presentation at a Forum at Melbourne University, **Ann Mitsis** and Patrick Foley were invited to present their paper "Teaching Survey Evaluations as a performance evaluation tool: How much of a good teaching score is beyond a lecturer's control" at a recent Research Seminar Series at RMIT, 2 May 2008. They presented to a full capacity audience.

COMMERCIAL/ SECONDARY RESEARCH

Commercial and secondary research reports

- **Carla Ferraro** and other members of ACRS research staff completed the following research projects:

1. "Showroom layout and merchandising Kaizen", Toyota Australia May 2008.
2. with **Catherine Nicolas**, "The influence of online research on consumer in-store behaviour" for Google Australia.
3. with **Louise Helfer**, "Segmenting and profiling shoppers", MoCo Media:, May 2008.
4. with **Louise Helfer** and **Catherine Nicolas** "Attracting and retaining a cross generational workforce", ICDPA, Jan 2008.
5. with **Alana Jones** "Glenferrie Road Malvern customer survey", GRMBA, March 2008.
6. with **Alana Jones, Louise Helfer** and **Catherine Nicolas**, "Australian retail snapshot", March 2008.

INDUSTRY PRESENTATIONS

- **Andrew Cavanagh**, "Inventory Management", Billy Hyde Music, Feb 2008.

- **Carla Ferraro** presented:
 1. Customer Survey Research Findings, Glenferrie Road Malvern Business Association (GRMBA), March 2008.
 2. "Attracting and retaining a cross-generational workforce", Myer, April 2008.
 3. "Showroom layout and merchandising Kaizen" Research Findings, Toyota, May 2008.
- **Alana Jones**, "Customer Survey" Research Findings, Glenferrie Road Malvern Business Association (GRMBA), March 2008.
- **Michael Morrison** presented to the following industry groups:
 1. "The power of emotional branding: Connecting, engaging and exciting consumers", Simplot, March 2008, Melbourne.
 2. "My Place, my place, my experience", Global Retail Insights, for Australian Centre for Retail Studies, March 2008, Melbourne, Sydney and Brisbane.
 3. "The power of emotional branding: Connecting, engaging and exciting consumers", presented to:
 - Griffith Business Community, March 2008, Griffith NSW.
 - Brisbane Fruit and Vegetable Market, March 2008, Brisbane.
 - Economist Executive Breakfast, 2 April 2008, Melbourne.
 - ICPE, 24 April 2008, Sarajevo, Bosnia.
 4. "The power of live music", APRA Song Summit, April 2008, Sydney.
 5. "The power of fragrance: Connecting, engaging and exciting consumers", Economist National Conference, May 2008, Sydney.
- **Steve Ogden-Barnes**, presented to various industry groups
 1. "Strategic retail overview", Myer, February 2008.
 2. "Optimising sales promotions", Oracle, May 2008.
 3. "Australian retail snapshot", Deloitte, May 2008.
 4. "Global retail trends", KPMG and Danks, April/May 2008.
 5. "Environmentally responsible retailing", Australia on Collins, March 2008.
 6. "Environmentally responsible retailing", The Warehouse (NZ), May 2008.

MEDIA EXPOSURE

- **Carla Ferraro** provided expert commentary on "Gift registry trends", the Age.

- **Michael Morrison** provides regular expert commentary on retail to a variety of media:

- Privredni Vjeshnik, Business Radio Australian Creative Magazine and Melbourne Weekly, "The power of aroma", April 3 and January 24, 2008.
- NZ National, "The power of music", January 2008.
- The Sunday Age M Magazine "Scents of space", February 2008.
- Winn TV, NSW, "The village economy", March 2008.
- APRA, "The power of music", March 2008.
- Brisbane Courier Mail, "Supermarket inventory management", March 2008.
- MX, "David Jones Marketing Strategy", April 2008.
- Radio 3AW, "Collete Dinnigan's new range of lingerie at Target", April 2008.
- Bosnia Television, April 23, 2008.
- Bosnia Business Magazine, April 2008.
- Sri Lanka Television, "The power of emotional branding" May 2008.
- Magazine, Croatia, May 2008.

- **Jeff Rogut** provided commentary on the following topics

- "Price battlers forced back to the simpler life", "Crunching the numbers", "Why shoppers told to learn the art of bargaining", The Age
- "US Retail Giant to put wind up rivals" and "Costco to shake up Melbourne grocery business", Herald Sun, May 2008.

- **Steve Ogden-Barnes** provided commentary to the following media outlets:
 - "Risqué business", The Australian;
 - "Global retailers rethink serial discounting", "US all-in-one superstore eyes Docklands site", "Times are tough, so women are shopping for lipstick" and "Myer and DJ agree on one thing: Tough times ahead" for the Age, Australasian Business Intelligence.
 - He also conducted three interviews on various topics such as online retailing, department store sales and Australian retail overview for Today Tonight.

Higher Degree by Research

COMPLETIONS

Doctor of Philosophy

- **John Cromie**, "Open source software: Values, motivations, behaviours and influences", **Supervisor: Professor Mike Ewing**. Passed without corrections/amendments. Examiners from the Universities of Georgia (USA) and Auckland

(NZ). Dissertation-based tier 2 and tier 3 journals articles forthcoming in 2008, with additional articles currently under editorial review.

- **Helene De Burgh-Woodman**, "Sailing through subculture: Understanding the historical and cultural influences on the discursive cohesion and consumption practices of the sailing subculture", **Supervisor: Dr Jan Brace-Govan**. Passed without corrections/amendments.

NEW STARTERS

Doctor of Philosophy

- Itir Binay, **Supervisor: Dr Jan Brace-Govan**

Doctor of Business Administration

- Samantha Smith, **Supervisor: Professor Steve Worthington**
- Gregory Strydom, **Supervisor: Professor Mike Ewing**
- Yew Chong Tan, **Supervisor: Professor Felix Mavondo**



Congratulations to **Jia Liu**, Research Fellow, Department of Marketing, who defended her PhD and graduated from the University of Tilburg, The Netherlands, in June.

Visiting academics

The following academics visited during the first half of 2008, meeting with HDR students and presenting seminars on current research area.

- **Associate Professor Dirk Smeesters**, Rotterdam School of Management.
- **Professor Kelly Tian**, New Mexico State University.
- **Professor Cristel Russell**, Auckland University of Technology.
- **Prof Wagner Kamakura**, Duke University, USA visited in Feb-March 2008.

This coming September we will have two visitors: **Prof Russell Belk**, York University, Canada and Dr Elizabeth Parsons, Keele University, UK. **Prof Wagner Kamakura**, Duke University, will be visiting again in February 2009.

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is a publication of

Department of Marketing, Faculty of Business and Economics, Monash University