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Department of Marketing

Editorial

Welcome to Research News. In the recent past we have had many highlights to report from our vibrant Department.

The end of last year was marked by some great successes, with our staff members securing research grants from various bodies. Congratulations to **Francis Farrelly** (recipient of an ARC discovery grant), **Harmen Oppewal** (CRC for Sustainable Tourism grant) and **Vaughan Reimers** (Consumer Utilities grant). Such successes demonstrate the high calibre of our colleagues and the strong position of our department in its ability to develop innovative and well founded research projects. It also reflects the collective strengthening of research skills and experience of our staff and the formation of a supportive research environment in our Department.

Chris Dubelaar's paper published in the *Journal of Economic Psychology* was ranked 11th in the list of top 25 downloads in that outlet. **Francis Farrelly** was awarded The Best paper by the World Advertising Research Center for an article in *Business Horizons*. In one single issue of the *Journal of Advertising* (special edition on IMC) four papers were published by our Department. We congratulate **Mike Reid**, **Sandra Luxton**, **Felix Mavondo** and **Michael Ewing** for their endeavours. Well done!

On the editorial landscape **Michael Ewing** has been recognised as one of the top two reviewers by the *International Journal of Advertising*. This is acknowledgement for a very high standard of professional service to our academic community, reflecting Mike's broad horizon and expertise, his great scholarly knowledge and his ability to provide constructive, supportive and rigorous feedback to authors.

In October last year the Research Day initiated by the Research Committee brought together the

Department's novice and established researchers to exchange ideas and experiences in an informal setting. The feedback was very positive, showing that the forum was a great success and a very valuable experience for young/novice researchers, in particular, where they received comments, opinions and encouragement on their work. For many of our staff it also served as a dress rehearsal before presenting their papers at the ANZMAC conference.

The Department of Marketing was strongly represented in Fremantle with more than 20 papers presented in various tracks. ANZMAC 2005 was also an exceptionally exciting and educational event for our Honours students. Several students were encouraged to write and submit their research papers to this forum. The Department made an exclusive decision to support those students whose papers were accepted for presentation. Two students were sponsored to present their first piece of completed research. One of those students, **Riza Mulyanegara**, who is currently enrolled in our PhD program, shares his first experience in this newsletter. Academics seem to rarely reflect on their first debut in the academic arena, and not always recognise the importance of such events for their future careers and professional lives. Meeting and being able to talk to many people whose names are well known in the academic community left an

indelible impression on our students. Attending ANZMAC fostered their wish to continue their professional development through the HDR program at Monash University. The Department's support demonstrates that the purpose of the Alma Mater is not only to educate but also to nurture new research talent.

During May 2006 we welcomed Ujwal Kayande from Penn State University. Ujwal was a guest lecturer to undergraduate and postgraduate courses. To promote the strong positions of our department in equipping students with quantitative research skills, Ujwal presented in a very engaging and exciting way a lecture on Decision Analysis. Following the tradition in our Department, Ujwal, in conjunction with Chris Dubelaar, ran a one day workshop for current PhD students, commenting on their thesis from a theoretical perspective, and in a more practical sense, consulting with them on data analysis. Ujwal also conducted a presentation to the Department and held several meetings with individual staff members.

Currently our department is actively seeking to improve the HDR program. Chris Dubelaar (HDR coordinator) is developing an internal departmental policy to further ensure effectiveness, attractiveness and quality of this program. The major changes so far concern the induction sessions, with more rapid engagement and assimilation of new students in the

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For previous issues of Research News:

www.buseco.monash.edu.au/depts/Mkt/research/News.html

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research culture. In addition, resources allocated for PhD students will be aimed to assist them in various ways to become accomplished researchers by the end of their doctorate.

Also worth mentioning is the new funding opportunity for retail and consumer research. Staff members are encouraged to apply for small grants to the Consumers and Retail Research Unit (CRRU) as outlined in this newsletter.

Moving to a broader perspective such as introduction of a Research Quality Framework (RQF), Harmen Oppewal reports in this issue on the steps that the University and Department are undertaking to ensure a good submission to the RQF when it is implemented.

All of the above reflects how our Department continues to be the carrier, facilitator and disseminator of the research-intensive culture across academic and business communities on both local and international levels.

On a final note, since ELMAR has introduced a website which includes various rubrics ranging in time frame and content (<http://elmar.communityzero.com/elmar>), we will discontinue "Call for paper" section from future issues of Research News.

Preparations for the Mock RQF

Whereas it is still uncertain when and how the real RQF will be implemented, Monash has decided to continue with its preparations by going through a Mock RQF exercise for all Faculties and Departments in 2006. External assessors will evaluate portfolios of research outputs over the period 2000-2005 submitted for newly created research groupings. The Department of Marketing has decided to create three research groups for the Mock RQF: *Advertising and Brands*, *Marketing Capabilities*, and *Retail and Consumer Services*. These three groups are based on the existing five research strengths except that the smaller strengths have been merged to create three groups that match fairly with the three RQF codes that are being used for the marketing discipline (350206 Advertising and Public Relations, 350204 Marketing and Market Research, 350205 Sales and Distribution).

The Departmental RQF Coordination team is currently in the process of assigning individuals to groups and compiling a final list of outputs and producing 'context' and 'impact' statements for each group. To be included in the submission researchers should have at least four outputs of sufficient 'quality', which in most cases means, at least four peer-reviewed journal articles. Several researchers in the department have conducted research that could fit with at least two, if not all three of the created groups. The Mock RQF rules however demand that one person and all his or her outputs is assigned to one group only.

We have a listing of outputs available – but this is based on the data available in the Department and University through the annual DEST submissions. Because not all produced works have been, or could be, submitted for DEST there may be omitted works. Therefore, if you have not done so yet, then *please check your details* on your personal research pages under the "my monash portal" (my publications). Authors of selected outputs will shortly be asked to provide additional details and background as input to the impact statements that need to be produced.

In the creation of groups and selection of researchers we aim to produce groups that make sense and that can show output for the benefit of the Department. Inclusion or exclusion of individual researchers is based on the aim to prepare a good submission now, for this forthcoming RQF. Not being included does *not* mean someone is not being valued for their work. Some staff cannot be included because they have not been able to produce sufficient output but are expected to do so over the next few years, and would be expected to be included in a next RQF (whenever that may come). Staff may also contribute to the Department and its successes in other ways than through research, for example through their good teaching and/or contributions to our admin and external service provision. The purpose of the RQF submission, whether Mock or Real, will be to get the best possible score for all involved, that is, for the whole of the Department. Also note that the final decisions about selection of staff and outputs will be made at the Faculty and University level, so may be beyond the Department's control.

Harmen Oppewal
Director of Research

Recent successes GRANTS

- **Francis Farrelly**, Pascale Quester, Steve Kates and Michael Beverland were successful in obtaining a ARC Discovery grant \$150, 000 over three years, 'Towards a new branding paradigm'.
- **Harmen Oppewal**, with Geoffrey Crouch (La Trobe) and Twan Huijbers (UNSW/ADFA), obtained a \$160,000 (\$53,000 for Monash) three year grant from the CRC for Sustainable Tourism "Determinants of destination choice"
- **Vaughan Reimers**, in a team with Assoc Prof Rowena Barrett and Prof Val Clulow, was successful in attracting a \$25,000 research grant from the Consumer Utilities Advocacy Centre "Small business consumers and the energy retail market".

JOURNAL ARTICLES

- Lee, B., Ang, L. and **Chris Dubelaar**, (2005) 'Lemons on the Web: A signalling approach to the problem of trust in Internet commerce', *Journal of Economic Psychology*, Vol 26, p. 607-623. This paper is number 11 on the Top 25 articles list in *Journal of Economic Psychology*.
- **Francis Farrelly**
 1. Francis Farrelly, (2005) 'Developing a competitive advantage through sponsorship', an interview with Carl Grebert, Brand Director, Nike Asia Pacific. *The International Journal of Sport Marketing and Sponsorship*. Vol 7. No. 1, October.
 2. Francis Farrelly, (2005) 'Lining up with heroes' *Monash Business Review* Vol 1, Issue 2, p.42-45.
- **Samir Gupta**
 1. Samir Gupta and Webster, C., (2005) "Diamond industry: Impact of economic and organizational changes on network strategy development", *Global Business & Economics Anthology*, pp. 220-227.
 2. Samir Gupta, Jack Cadeaux, **Chris Dubelaar**, (2006) "Uncovering multiple champion roles in implementing new-technology ventures", *Journal of Business Research*, Vol. 59, pp. 549-563.
- Yan Huang and **Harmen Oppewal** (2006) "Why consumers hesitate to shop online: An experimental choice analysis of grocery shopping and the role of delivery fees", *International Journal of Retail and Distribution Management*, Vol. 34 (4/5), pp. 334-353.
- **Brian Imrie** (2005) "Beyond disconfirmation: The role of generosity and surprise" in *International Marketing Review*, Vol 22 No. 3, pp 369-383.
- **Colin Jevons**
 1. Jevons, Colin. (2006), "Beyond brand™". *Monash Business Review*, Vol. 2 No. 1, pp.7-7.

2. Colin Jevons, **Mark Gabbott** and de Chernatony, L. (2005), "Customer and brand manager perspectives on brand relationships: a conceptual framework", *Journal of Product and Brand Management*, Vol. 14, No.5, pp. 300-309.
 3. Colin Jevons (2005), "Customer satisfaction measurement practice in Australia", *Journal of Asia Pacific Marketing*, Vol. 4, No. 1, pp. 4-16.
 4. Colin Jevons and **Jane Carroll** (2005), "Marketing, truth and political expediency", *Journal of Public Affairs*, Vol. 5, No. 1, pp. 20-32.
 5. Colin Jevons (2005), "Names, brands, branding? Beyond the signs, symbols, products and services", *Journal of Product and Brand Management*, Vol. 14, No. 2.
- **Felix Mavondo**, Chimhanzi, G. and Stewart, J. (2006). "Learning orientation and market orientation: Relationship with innovation, human resource practices and performance", *European Journal of Marketing*, pp. 1235-1266.
 - **Harmen Oppewal**, Andrew Alexander, Pauline Sullivan (2006), "Consumer Perceptions of Corporate Social", *Journal of Retailing and Consumer Services*, Vol. 13, pp. 261-274.
 - **Mike Reid**, **Sandra Luxton** and **Felix Mavondo**, (2005) "The relationship between intergrated marketing communication, market orientation, and brand orientation", *Journal of Advertising*, Vol 34, No. 4, pp. 11-24.

- **Mike Willis**

1. Mike Willis (2005) "An identification and analysis of students' expectations and views regarding foreign sourced tertiary education programs delivered in China: Investigating the next stage of internationalisation and market entry for foreign universities", *Journal of Marketing for Higher Education*, Vol 15, pp.1-30.
2. Mike Willis (2006), "To Adapt or to Standardise - Testing Asian views about purchasing western luxury products in seven Asian locations", *Journal of East West Business*, Vol 12, No. 1, pp 65.
3. Mike Willis (2006), "Chinese cultural values and their applicability to successful sino foreign educational alliances", *Journal of Teaching in International Business*, Vol. 17, No. 3, pp.5.

- **Steve Worthington**

1. Steve Worthington (2005) 'Credit cards in China', *Monash Business Review*, Vol. 1, No. 2, pp. 10-13.
2. Steve Worthington (2005) 'Entering the market for financial services in transitional economies – a case study of credit cards in China' *International Journal of Bank Marketing*, Vol 23, No 5, pp 381-396.

AWARDS

- **Mike Ewing** has been nominated as one of the top two reviewers for 2005 by the *International Journal of Advertising*. The award includes a small monetary prize (redeemable on Amazon) and an invited article on 'the art of reviewing' to be published in the *IJA Comments* section, issue 3, 2006.
- **Francis Farrelly** was awarded Best Paper by World Advertising Research Center (WARC) for an article in *Business Horizons* on Sport Sponsorship Alliances.

BOOKS/BOOK CHAPTERS

- **Jan Brace-Govan** and **Irene H. Powell** have authored a chapter "Real world transfer of professional knowledge: A modification to internship learning" in *Educating Managers Through Real World Projects* volume of the Research in Management Education and Development series. Information on this volume is at: <http://management-education.net/rmed3.html>.
- **Harmen Oppewal**, Yaniv Poria, Neil Ravenscroft, Gerda Speller, (2005), "Student preferences for university accommodation: an application of the stated preference approach", Chapter 9 in *Housing, Space and Quality of Life*, Ricardo Garcia-Mira, David L. Uzzell, J. Eulogio Real and Jose Romay (Eds), Ashgate publishers, Gower House, Aldershot, Hampshire, UK, pp 113-124.
- **Steve Worthington**
 1. Steve Worthington, (2005) *The Chinese cards market*. VRL Publications, September 2005,
 2. Steve Worthington (2005), 'Is there credit in a relationship?' in *Principles of Services Marketing*, 4th Edition, Adrian Palmer (Ed.), McGraw-Hill Education, Berkshire, UK, p.172-174.

FORTHCOMING ATTRACTIONS

- **Mike Ewing** and Caruana, A., (2006) 'The psychometric properties of retail quality: An international investigation across product categories' *International Marketing Review* (IMR has a SSCI of 0.67).
- **Farrelly Farrelly**, Quester, P and Greyser, S. (2006) "Defending the co-branding benefits of sponsorship in B2B partnerships: The case of ambush marketing", *Journal of Advertising Research*, Vol. 45, No. 3.
- **Samir Gupta** had a paper accepted in the *Journal of Business to Business Marketing* (a "B" ranked journal), titled "Advancing theory of new B-2-B relationships: Examining network participants' interpretations of own E-intermediary innovation, diffusion, and adoption processes".
- **Polonsky, M. J.**, and **Colin Jevons**, (2006) "Understanding issue complexity when building a socially responsible brand", *European Business Review*, Vol. 18, No. 5.

- **Felix Mavondo** and Reisinger, Y (2006) "Cultural differences in travel risk perception" *Journal of Travel and Tourism Marketing*. Volume 19, Issue 4.
- **Krongjit Laochumanvanit**, with **Harmen Oppewal** and David Bednall, has a paper accepted for the Asia Pacific Association for Consumer Research Conference in Sydney, June 2006. The paper, titled, "Exploring consumer evaluation of free service trials, will appear in advances in consumer research". First publication for PhD student, Krongjit Laochumanvanit.
- **Mike Willis**
 1. Mike Willis and **Steve Worthington** (2006), Foreign credit card use in China: to adapt or not to adapt. *Journal of Asia Pacific Business*.
 2. Mike Willis (2006), 'An identification and analysis of students' expectations and views regarding foreign sourced tertiary education programs delivered in China', *Journal of Marketing in Higher Education*.
 3. Mike Willis, (2006), 'Why do Chinese universities seek foreign university partners', *Journal of Marketing in Higher Education*.

SERVICE

- **Mike Ewing** will deliver the keynote address at the 3rd Australasian Nonprofit and Social Marketing Conference to be held at the University of Newcastle on the 10th and 11th of August, 2006. For more details, including the call for papers, see: <http://www.newcastle.edu.au/school/nbs/conferences/ansmc>.
- **Mike Ewing** has reviewed articles for *Industrial Marketing Management*, the *Journal of Service Research*, the *International Journal of Advertising*, the *Service Industries Journal*, the *Journal of Nonprofit & Public Sector Marketing* and the *International Journal of Public Sector Management*.
- **Colin Jevons** was appointed Co-Editor of a new section in *Journal of Product and Brand Management* entitled "Beyond products' brand management".
- **Harmen Oppewal** was track chair for the retail and distribution track of the Australia New Zealand Marketing Academy Conference, 5-7 December, Fremantle WA. He also reviewed for and presented to the ANZMAC Doctoral Colloquium. In 2005 he reviewed papers for the European Marketing Academy Conference, the *Journal of Retailing and Consumer Services*, *Decision Support Systems*,

International Journal of Bank Marketing, Journal of Consumer Marketing, Tourism Analysis, Australia New Zealand Marketing Academy (methodology track), and for Marketing Science.

- **Steve Worthington** was re-elected to serve on the International Board of Trustees, Chartered Institute of Marketing for a further two year period to 2007.

IMPACT

- **Peter Dapiran's** co-authored paper with Sandy Hogarth-Scott, "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, Vol. 31 No. 5, 2003, pp. 256-67) was cited extensively in a recent paper by M. K. Hingley, "Power imbalanced relationships: cases from UK fresh food supply" in *International Journal of Retail & Distribution Management*, Vol. 33 No. 8, 2005, pp. 551-569.

EXPOSURE

- **Francis Farrelly's** research on sport sponsorship discussed with press - ABC radio interview and two bits in daily press - Herald Sun, Financial Review.

- **Yelena Tsarenko's** study on "Forgiveness" attracted attention from media. Articles were published in Sydney Morning Herald, Retail World, and Consumer Directions - SOCAP (Society of Consumer Affairs Professionals), followed by two radio interviews in NSW.

- **Steve Worthington's** research with Charmain Hartel (Dept of Management) into emotional connections with products, eg Tasmanian beer, has attracted much attention from press (Australian Financial Review) and ABC radio in Tasmania and Victoria.

CONFERENCE PRESENTATIONS/ PROCEEDINGS

ANZMAC Conference 5-7 December, Fremantle, WA.

- Steel, M., **Chris Dubelaar**, **Mark Gabbot** and **Michael Ewing** (2005) 'Process mapping techniques to investigate the implementation of customer relationships programs'.
- Napoli, J., **Michael Ewing** and Berthon, P., (2005) 'Brand matters: An examination of small-to-medium sized enterprises'.
- Polonsky, M. J. and **Colin Jevons** (2005) "Building a corporate socially responsible brand: An investigation of issue complexity".

- Chung, Emily, **Francis Farrelly**, Beverland, M. and Quester, P., (2005) 'Exploring consumer fanaticism: A fresh perspective on the concept of loyalty'.

- **Samir Gupta**, Cadeauz, J. and Woodside, A., (2005) 'Dynamic e-intermediary innovation/adoption processes', *Society for Marketing Advances Conference Proceedings*, 1-5 November, San Antonio, Texas.

- Mok, Wai-Hoe., **Mark Gabbot** and **Yelena Tsarenko**, (2005) 'Emotions as a form of customer resource in service encounters'.

- Webster, C. and **Samir Gupta** (2005) 'Market orientation and innovation for strategic integration of exchange relationships: The case of Argyle Diamonds'.

- **Ken Grant**, Laney, R., Pickett, B., **Hanny Nasution** (2005) 'Developing an audit for SME salesforce performance: Some implications for sales organisation effectiveness'.

- **Sandra Luxton**, (2005) 'Time for advancement: A framework for standardization of international magazine'.

- Gountas, S. and **Felix Mavondo**, (2005) 'Emotions, sincerity and consumer satisfaction'.

- Gountas, J. and **Felix Mavondo** (2005) "Personality, Opportunity, Motivations, Self-Efficacy, Resources and Ability (POMSERA) as predictors of consumer behaviour".

- **Felix Mavondo** and **Hanny Nasution**, (2005) "Customer value: Whose perspective matters?".

- **Hanny Nasution**. and **Felix Mavondo**, (2005) 'The impact of service quality on consumer value'.

- Crouch, G., Dolnicar, S., Devinney, T., Huybers, T., Louviere, J. and **Harmen Oppewal** (2005), "Who cares about the environment? Challenging the supply-driven nature-based paradigm of ecologically sustainable tourism".

- Ringer, Allison, **Harmen Oppewal** and David Bedhall (2005), "Cause-related marketing: An extension of the congruity concept".

- Crouch, G., Devinney, T., Dolnicar, S., Huybers, T., Louviere, J., and **Harmen Oppewal** (2005) "Tourism discretionary spending choice behaviour".

- Morrison, Mark, Paul Wang, **Harmen Oppewal**, David Waller (2005), "Comparing choice models across decision states: Some preliminary results".

- Prinzie, A. and **Harmen Oppewal** (2005) "A sequence alignment distance measure for preference rank aggregation".

- **Harmen Oppewal** and Sands, S., (2005) "An analysis of consumer pharmacy shopping trips".

- Vocino, A. and **Harmen Oppewal**, (2005) "The effect of store name investments on perceived store quality".

- Dobebe, A., Beverland, M. and **David Toleman**, (2005) "E-Talking: Viral marketing to spread brand messages".

- Mulyangara, R., and **Yelena Tsarenko**, (2005) "A Conceptual model of personality-brand preferences relationship".

- **Steve Worthington** and Naude, P., (2005) "Triadic relationships and the measurement of attribute importance".

Other Conferences

- **Peter Dapiran** delivered a conference paper titled "Integrating the wine supply chain" to the Second International Wine Marketing Symposium, Sonoma State University, USA, 7-9 July 2005.

- Polonsky, M. J. and **Colin Jevons**, (2005), "Building corporate socially responsible brands without building a glass house", presentation to Dimensions 05, Strategic Marketing Summit and Expo, Melbourne, 26-27 September.

- **Samir Gupta**, Cadeauz, J. and Woodside, A., (2005) "Dynamic e-intermediary innovation/adoption processes", *Society for Marketing Advances Conference Proceedings*, 1-5 November, San Antonio, Texas.

- Vocino, A. and **Harmen Oppewal**, (2005) "Store names information signalling: A credibility perspective", ANZAM Conference, 7-10 Dec., Canberra, ACT.

- **Yelena Tsarenko**, **David Stewart** and **Mark Gabbott**, (2005) "Disclosure of personal information in the financial marketplace", AMS, World Marketing Congress, 6-9 July, Germany.

INDUSTRY PRESENTATIONS/ PUBLICATIONS

- Polonsky, M. J. and **Colin Jevons**, "Building corporate socially responsible brands without building a glass house", presentation to Dimensions 05, Strategic Marketing Summit and Expo, Melbourne, September 2005.

- **Peter Dapiran**, (2005) 'World class logistics: A study of Australian and New Zealand firms' in *Business Strategy Australasia*, online Issue No.132, www.bsanz.com.

- **Peter Dapiran**, was invited to participate and present at a discussion forum on "The role of logistics and supply chain management in international business" at ANZIBA (Australia and New Zealand International Business Academy), Melbourne, November 2005.

- **Peter Dapiran** published a research report and made a presentation to the International Car Distribution Program Australia (ICDPA) on "The Grey Automotive Parts Market", November 2005.

- **Steve Worthington**, (2005) "Taking the first step, Market Profile - China", *Cards International*, Issue 347, pp 11-13.

My ANZMAC experience

My paper, based on my honours project, was accepted at ANZMAC 2005 in Fremantle, Western Australia. Given such an opportunity, I was obviously very excited and very much looked forward to presenting my paper at the conference. The Department of Marketing financed my conference registration which enabled me to participate.

As a young honours graduate attending the conference for the first time was a fairly challenging experience, as there were many presenters who were academics or already PhD students. The experience of meeting these academics and PhD students from a diverse range of universities across the globe was invaluable to me. Meeting and exchanging contact details with people with similar research interests has been a great help to me in broaden my network, expanding my understanding of their field of study and provided me with insight into career options and academic paths.

In terms of its impact, ANZMAC has given me a wider perspective on various research topics in marketing. It also gave me a richer understanding about the extensive range of issues in marketing research and its relevance in the practical business environment.

Having attended numerous presentations, I became aware of the extensive research gaps that needed further study and analysis. ANZMAC has given me direction in deciding on my PhD topic and the area I intend to focus on.

Overall it was a great experience and though somewhat nerve-wracking I feel that it was a big step forward for me from being a student to becoming an academic.

Riza Mulyanegara
PhD student

Higher Degree by Research

Completion:

- Kay Laochumnanvanit. Supervisors: Harmen Oppewal and David Bednall
- Sandra Gountas. Supervisors: Mike Ewing and Felix Mavondo. This is Mike's second Monash student to complete.

We extend our congratulations to both students and supervisors on their achievements. Well done!

New starters 2006:

Fred Chao - PhD
Leon Levin - DBA
Jimmy Liao - PhD
Riza Mulyanegara - PhD
Narelle Pittard - PhD
Yaelle Saltman - PhD
Nives Zubcevic - PhD
Stephen Singaraju - PhD
Wen Mao - PhD

Grant information

- The Research Office is preparing for Round 1 of this year's **Linkage Projects** and has updated its website with important information for intending applicants. Please see: <http://www.monash.edu.au/research/academics/funding/information/arc/arc-linkageprojects2006.html> for details of information sessions, assistance available, and closing dates.
- **Consumers and Retail Research Unit** Enquiry with regard to the application and submission is to be emailed to Shelley Allsop, CRRU Secretary, (shelley.allsop@buseco.monash.edu.au) by Thursday, 15 June 2006.

Current Journal special issue 'Call-for-Papers'

- Journal of Business Research (JBR) Anti-consumption Special Issue. For more information on ICAR, anti-consumption, and the 2006 Symposium, please visit www.icar.auckland.ac.nz **Submission deadline: 15 July 2006**

- Journal of Personal Selling and Sales Management JPSSM) Special Issue on "Enhancing Sales Force Productivity" The deadline for **submission of manuscripts: 15 September 2006**. JPSSM Guidelines for Authors; see: http://mkt.cba.cmich.edu/jpssm/submsinf/initial_submission.htm.

- Journal of Business Research (JBR) Special Issue on Formative Indicators, **Submission deadline: 30th September 2006**. Information at: www.ama.org/elmar

- Special Issue of the Journal of Retailing and Consumer Services on International Value Chain Activities by Retailers and Wholesalers for publication in March 2007. For Guidelines see:

www.elsevier.com/wps/find/journaldescription.cws_home/30446/authorinstructions

- International Journal of Market Research Special Issue on Data Integration. Authors Guidelines can be viewed on the MRS (www.mrs.org.uk) and IJMR web sites (www.ijmr.com).

Contributions should be **submitted by 1st September 2006**.