

Conference Presentations

David BALLANTYNE recently attended the 10th International Colloquium in Relationship Marketing at Kaiserslautern in Germany, where he presented a paper titled, 'Relationship Marketing and the International Colloquia - Ten Years On'. **David was honored at a special dinner for his role as initiator and founder of the first Colloquium at Monash in 1993.** Since then, Colloquia have been held in UK (1994), Monash again (1995), Finland (1996), UK (1997), New Zealand (1998), Scotland (1999), Sweden (2000), Canada (2001), and now Germany (2002). It is evident that the Colloquium has become an important feature of the International marketing conference calendar, thanks in part to David's nurturing over the last ten years and Monash's original initiative back in 1993.

Well done to the following **Honours students** (and their supervisors) for getting dissertation-based papers accepted by ANZMAC (Dec, 2002). Full bibliographic details will appear in the next Newsletter (1, 4, Dec), but we would like to wish these 'rising stars of the future' everything of the best as they prepare for their first peer-reviewed conference: Cori Hodge (Mike Reid, Sandra Luxton), Kane Steel (Shahadat Khan), David Hall (David Bednall), Melina Parker (Kerrie Bridson), Abi Varatharajan (Kerrie Bridson) and Prashanth Supramaniam (David Ballantyne).

Grant information

Please bookmark the following site (and visit it on a regular basis): <http://www.monash.edu.au/resgrant/grantinfo/ARC/index.html>

Also, take note that there is an internal deadline for the 2nd round of linkage grants of 21 November 2002. Wouldn't it be great if we could snare a few of these to go along with Steve's Discovery for 2003!

Of course, ARC and other Australian competitive grants should remain our primary focus from an internal (university) perspective. In amongst all the other exciting research funding and output-related 'challenges' we face, give some thought to the impact MSI support might have on the Department's international reputation. As most people know by now, the 2002-2004 Marketing Science Institute Research Priorities were recently released (see www.msi.org). The MSI provides various forms of financial and/or non-financial support in the form of grants (typically between US\$5,000 and US\$20,000), prizes, awards, access to data and industry contacts. The Institute also hosts the annual Alden Clayton doctoral dissertation proposal competition (US\$5,000 support). A key output of any MSI-sponsored research activity is the Institute's prestigious Working Paper Series. MSI Working papers are typically published in leading journals in due course. In reviewing the 2000-2002 MSI academic researchers, one is immediately struck by the low incidence of non-American scholars (only 28 out of 211). Interestingly, of those 28, 6 individuals were from INSEAD and 7 from London Business School. Of the remaining 15, 2 came from Hong Kong (City and HKUST), 4 from Israel and the remaining 9 from Western Europe (Belgium, the Netherlands, Spain, and Germany). But, no Australians! Why not be the first?

Professional development

▶ The Time Management workshop took place on October 1 and was attended by 15 members of staff.

▶ A second **Departmental Research Retreat** is planned for 4-6 December 2002. Contact Mike Beverland for more information.

Research Seminar series

There were nine research seminars in the third quarter. These included **David Taylor** from Cardiff Business School on demand management and, in a non-traditional presentation, **Kevin Carroll** from Nike inspired a Link Theatre full of staff, students and industry guests with his view of "Personal Magic" - well done to **Michael Morrison** for arranging this one! Research students **Laura Vecchi** (Honours), **Margaret Matanda** and **Norbani Che Ha** (Ph.D.) also presented their work. **Andrew Dixon**, our Caulfield liaison librarian gave a useful professional development seminar on the latest databases, and **Mike Ewing** gave a stimulating and challenging inaugural professional seminar on replications research. **Chris Dubelaar** and **Steve Kates** presented on research methods (building on the invited presentation they gave at an international doctoral colloquium last year) and **Stella Minahan** presented a fascinating study of shared understandings in Australian indigenous and non indigenous cultures. To get us in the mood for Christmas consumption **Mike Beverland** will start off the final quarter of 2002 with a presentation on his work in luxury marketing, and other events of course will continue to be publicised by email and on the web site. Bookmark and check www.buseco.monash.edu.au/Depts/Mkt/Info/seminars.html for details and updates, or contact **Colin Jevons** (x32304) or **Felix Mavondo** (x59249). The Research Committee is reviewing the seminar series, now that the year is drawing to a close. If you have any suggestions or comments (positive or negative) please contact **Colin Jevons**.



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Editorial

Cross-Disciplinary Research

Debate and discussion surrounding marketing's inter-functional and cross-disciplinary boundaries continues to flourish. Ballantyne and his colleagues¹ have long advocated the need to bring marketing out of its functional silo and inculcate the concept and the philosophy of marketing across the business. As Day and Montgomery note², much has been done to understand the sub-disciplines of management, but less has been undertaken in terms of fitting them together. Whereas practitioners are adopting process-based organizations that integrate functions within teams, academia remains factionalised. Collaboration and communication among academic departments is limited, and even within marketing, the separation of the behavioural, quantitative and strategic approaches is proving difficult to overturn (albeit less so at Monash!). Furthermore, a parochial fixation on what is and is not marketing does not seem likely to foster the needed inter-functional research and dialogue³.

With regard the issue of cross-disciplinary research in/with marketing, there appears to be some (healthy) dissension within the ranks. For example, some prominent marketing scholars feel that the discipline has borrowed *excessively* from other fields, particularly in the area of theory. Perhaps marketing needs to spend more time "home growing" its own paradigms? And perhaps marketing should also consider "paying back" its underlying disciplines (e.g. sociology, psychology, economics) and thereby support a more balanced two-way flow of scholarship⁴. In fact, Kinnear warns that cross-disciplinary study may be a double-edged sword⁵. He questions the degree to which marketing scholars using literature from other fields truly understand the issues with the depth that a scholar from the original discipline would. The potential to try and jam round-peg marketing issues into square-hole theories from other disciplines is dangerous. Similarly, scholars from other disciplines might apply their methods and theories to marketing issues with little substantive understanding of how marketing really works⁶.

However, Harvard professor Rohit Deshpande⁴ challenges marketers to cast their nets *even wider* and consider more disciplines as sources of rich constructs, models and technologies. He suggests that folklore, poetry, sociobiology and theatre might offer *new* ways to understand how markets develop, how customers experience things and how the Internet stitches together communities. In fact, he even recommends making friends with scientists from other disciplines ("take a neuroscientist to lunch!"⁴).

How does this related to Monash marketing scholars and students? Simple. Within this University we have some of the best researchers in the country and the world. Our own Faculty is bursting with talent. The Econometrics Department is ranked 13 in the world. Many of our colleagues in Accounting & Finance, Economics, Management and BL&T have published in the leading journals in their respective fields. Our Medical Faculty is genuinely world class. In fact, there're few areas where we don't have an abundance of talent at Monash. So here's a challenge: why not think about how *you* might leverage the greater Monash talent pool. **But be careful not to fall into the trap(s) Kinnear warns us about⁵.** Also, try and avoid reinventing the wheel. You'd be surprised how many marketing problems have already been addressed in other disciplines. For example, aside from a few notable exceptions, relationship marketing scholars have largely ignored the work of noted Princeton economist Albert Hirschman. In overlooking Hirschman's (1970) theory of exit, voice and loyalty, marketers have failed to benefit from some very lucid thinking in this area.

So, following Deshpande's advice - give your taste buds a treat - have lunch with a Monash colleague from outside of the Department. Food for thought!

¹Christopher, Payne and Ballantyne (1993, 2002) *Relationship Marketing*, Butterworth-Heinemann.

^{2,3}See Day & Montgomery, Kinnear, and Deshpande, all in the *Journal of Marketing* (1999) vol. 63, Special Issue.

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For previous issues of Research News,
please click on <http://www.buseco.monash.edu.au/Research/Mkt/News.html>

Forthcoming Attractions

▶ **Nathan AUSTIN** has had a paper entitled 'Managing marketing issues at sensitive historical visitor sites' accepted for publication in the *Journal of Tourism Research* (a Wiley publication).

▶ **David BALLANTYNE** has had an article accepted for publication (early 2003) in the *European Journal of Marketing* titled 'A Relationship Mediated Theory of Internal Marketing'. One reviewer said of his article that it 'contained all the building blocks required for good theory development' and foreshadowed that it would 'become a much cited article in the marketing literature'.

▶ **David BEDNALL** and Mike Shaw, 'Changing response rates in Australian market research'. To appear in the *Australasian Journal of Market Research* in Jan, 2003.

▶ **Mike EWING** has had a paper entitled, 'Understanding B2B and the Web: The Acceleration of Coordination and Motivation' accepted for publication in *Industrial Marketing Management*.

▶ **Maureen GRIFFITHS** has had a paper entitled, 'Perceptions of policy makers to charging entrance fees at heritage and cultural sites' accepted for publication in the *Asia Pacific Journal of Tourism Research* (7, 2, 2002).

▶ **Mike REID**

1. 'Segmentation of the Australian wine market using a wine-related lifestyle approach, *Journal of Wine Research*, 13/3 (forthcoming). Co-authored with Johan Bruwer and Elton Li.
2. 'IMC - Performance Relationship: Further insight and evidence from the Australian market place', *International Journal of Advertising*.
3. 'Building Strong Brands through the Management of Integrated Marketing Communications', *International Journal of Wine Marketing*.

▶ **Steve WORTHINGTON** has had a paper entitled, 'Patterns of purchase loyalty for retail payment methods' accepted for publication in the *International Journal of Bank Marketing*.

Recent successes

PUBLICATIONS

▶ **Nathan AUSTIN** has had a paper titled 'Training Tourism and Hospitality Managers in Universities' published in the *Journal of Teaching in Travel & Tourism* (2, 2, 89-100).

▶ **David BEDNALL** had an invited paper published in the *European Journal of Marketing* (36/7, 364-367), entitled, 'Conserving our precious resources'.

▶ **Mike EWING** has recently published:

1. 'On the cross-national generalisability and equivalence of advertising response scales developed in the USA', *International Journal of Advertising* (21, 3, 323-343). The article is co-authored with George Zinkhan (Coca Cola Chair in Marketing, U. Georgia) and Albert Caruana (U. Malta). *IJA* is published by the World Advertising Research Centre (www.warc.com). Acceptance rate ± 33%.
2. 'Proactive behavior and industrial salesforce performance', lead article in the most recent issue of *Industrial Marketing Management* (31, 8). The article is co-authored with Leyland Pitt and Pierre Berthoin. *IMM* has a SSCI of 0.4 and an acceptance rate of 11-20% (Cabels) and is published by Elsevier (<http://www.elsevier.com/locate/jinlr/07663>). *IMM* is ranked 12th among marketing journals (Koojaroenprasit et al, 1998; Luke & Doyle, 1987).

▶ **Steven KATES** has recently published, 'Barriers to Deep Learning in Student Marketing Teams, *Australasian Marketing Journal*, 10, 2, 14-25 (lead paper).

▶ **Felix MAVONDO** and his former Ph.D student, Jody Evans (MBS), had a dissertation-based article entitled, 'Psychic distance and organizational performance: An empirical investigation of international retailing operations' published in the *Journal of International Business Studies*. *JIBS* is a leading publication in

Competitive Grants

Well done to Steve Kates for securing the Department's **FIRST** large ARC grant:

Exploring Consumers' Switching and Loyalty Behaviours: Brand Relationship Dynamics (with Mark Uncles, UNSW).

Summary:

For marketers and academics, understanding the ways that consumers develop relationships with brands is of utmost importance. Brands may inspire loyalty, repeat purchases, continued use, and switching behaviour over time. Yet, continued brand usage and switching behaviours have not yet been studied systematically from a relationship perspective. Fourmiers' (1998) perspective on brand relationships is used to understand changes in brand behaviours as changes in underlying consumer-brand relationships. This study, using qualitative semi-structured interviews and longitudinal brand diary keeping, will uncover the personal, social, and cultural meanings associated with brand-related changes, significantly advancing our understanding of brand relationship dynamics.

its field, with a SSCI of 1.0, an acceptance rate of 10-15% and a ranking of 13 (See Tahaj & Meyer, 1999). Without taking any credit away from Dr. Evans, this is Felix's third top ten (A journal) publication with a Ph.D student in the past three years. He has certainly raised the bar for other Ph.D students and their supervisors. Thanks Felix....!!!

▶ **Bill SCHRODER** had a paper entitled, 'Managing New Product Development in the Chinese Steel Industry: An Empirical Investigation', published in the *International Journal of Technology Management*, 24, 5/6, 557-568. His co-authors were X. Huang and P. Steffens.

IMPACT

▶ **Mike BERVERLAND'S** *Journal of Personal Selling & Sales Management* article 'Contextual Influences and the Adoption and Practice of Relationship Selling' (21, 207-15) was listed in the 'Marketing Literature Review' in the *Journal of Marketing* (66, 3, p.131).

▶ **Mike EWING** had a *Business Horizons* article 'Managing Southeast Asian Brands in the Global Economy' (44, May, 2001, pp.52-58) listed in the 'Marketing Literature Review' in the *Journal of Marketing* (66, 3, p.136).

He also had two *Journal of Nonprofit & Public Sector Marketing* articles listed in the same 'Marketing Literature Review' (66, 3, p.133 & 135):

1. 'Factors Affecting the Adoption of the Internet in the Public Sector' (7, 4, 2000, pp77-88).
2. 'Marketing Within the Public Sector' (8, 1, 2000, pp3-15).

SERVICE

▶ **Mike EWING** recently reviewed articles for the *International Journal of Advertising* (3) and the *Journal of Nonprofit & Public Sector Marketing*.

▶ **Mike EWING** and **Mark GABBOTT** have both been appointed to the editorial review board of a new refereed journal, the *International Journal of Internet Marketing and Advertising* (ISSN 1477-5212). It will be published by Inderscience Publishers, Geneva, Switzerland (<http://www.inderscience.com>).

AWARDS

Two co-authored papers from Monash marketing academics were considered to be among the best 8 (out of over 400) at the recent *Academy of Marketing* conference in Nottingham in the UK (July

2002). They have therefore been included, without amendment, in a special issue of the *Journal of Marketing Management* (18, 5-6, July 2002).

▶ 'A proposal for a comprehensive survey response-rate measure (CRRM)' by **David BEDNALL**, Mike Shaw and Wayne Binney..

▶ 'Re-Inquiring and Progressing People as Products: A Research Agenda for New Media, New Methods and New Theories', by **Mike EWING**, a Curtin Ph.D candidate (Marie Murgolo-Poore) and two co-supervisors.

BOOKS/BOOK CHAPTERS

▶ **Mike EWING** guest edited a special issue of the *Journal of Nonprofit & Public Sector Marketing* (9, 4) on 'Social and Cause-related Marketing'. The journal was co-released as a book entitled *Social Marketing* published by Best Business Books.

▶ **Mike REID** 'Food marketing in 21st century'. In *Good Grub: food for healthy people and a healthy planet*, edited by Dr Brian Furnass. The book has chapters from many leading scientists and commentators in the area of food and nutrition.

BOOK REVIEWS

▶ **Colin JEVONS** had a review of *Content Critical* by Gerry McGovern recently published in the *Journal of Consumer Marketing*.

Current Journal special issue 'Calls-for-Papers'

▶ *Journal of Relationship Marketing*, Special Issue on 'Internal Relationship Management: Linking HRM to Marketing Performance'. **Submission Deadline: November 1, 2002**. Contact Dr. Michael Hartline at mhartlin@cob.fsu.edu or visit: <http://gamet.acns.fsu.edu/~mhartlin/JRM.htm> for more info.

▶ *Journal of Travel and Tourism Marketing*, Special Issue on Yield/Revenue Management. **Submission deadline: November 15**. Contact guest editors for more info: Patrick.legohere@univ-angers.fr or zvischw@yahoo.com

▶ *Journal of Food Products Marketing*, Second Biannual Australasian Special Issue. Contact: james.wiley@vuw.ac.nz **Submission Deadline: December, 2002**. Manuscript guidelines, see: <http://publ.ac.uk/journals/bus/jfpm/>

▶ *International Journal of Research in Marketing/MSI*: Research Competition and Special Issue on Global Marketing. Conference to be held on June 9-12, 2003 in Noordwijk, the Netherlands, followed by special issue of *JIRM*, due out at the end of 2004. **Submission deadline** for conference: **December 1, 2002**. Chosen contributions will be placed on the conference agenda. Authors will be notified of acceptance of their submission by February 1, 2003. For the conference, authors can either submit full papers or detailed abstracts (4-5 pages). Abstracts should clearly state method and analyses planned in addition to theory, model and/or hypotheses. Papers and/or abstracts should be sent, preferably by e-mail (pdf-file), to both special-issue editors: Marnik G. Dekimpe (marnik.dekimpe@econ.kuleuven.ac.be) and Donald R. Lehmann (drl2@columbia.edu).

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

▶ *Industrial Marketing Management* special issue on 'Transactions, Relationships or Both: Impact of Customer Strategies on Firm performance'. Papers will be reviewed in accordance with *Industrial Marketing Management* guidelines. Interested authors should send 5 hard copies and one electronic

copy of their manuscript no later than **April 1, 2003** to Arun Sharma (email: asharma@exchange.sba.miami.edu)

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

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

Forthcoming conference information

▶ The Department of Marketing at **Monash University** is pleased to host the *Fifth Australasian Services Research Workshop*, to be held 12-14 March 2003. **Submission Deadline: 30 October 2002**. Those interested in participating are invited to contact Lynda Cunningham (lynda.cunningham@buseco.monash.edu.au). Additional information is posted on: <http://www.buseco.monash.edu.au/Depts/Mkt/>

▶ 2003 *Academy of Marketing Science* Annual Conference, Washington, D.C., May 28-May 31. **Submission Deadline: October 25, 2002**. Conference Theme - "Creating and Delivering Value in Marketing: Worldwide Perspectives on a Value-Centric Orientation". Program Chairs: Barry J. Babin and Alvin J. Williams.

▶ 3rd *European Academy of Management Conference* "Managing Through Variety: The European Style?" April 3-5 2003, Milan, Italy, Perspectives on Marketing - In a Branded World <http://www.sdabocconi.it/en/eventi/euram/euram10.html>

▶ The 2003 *European Marketing Academy* Conference will be hosted by the University of Strathclyde in Glasgow, Scotland on the 20-23 May. The title of the 2003 conference is: Marketing: Responsible and Relevant? **Submission deadline: 14 Nov 2002** to emac@strath.ac.uk. For more info, see: www.marketing.strath.ac.uk/emac2003

▶ 2003 *AMA Public Policy Conference*. Washington D.C., May 29-31 2003. **Submission deadline: November 15, 2002**. See: <http://waltoncollege.uark.edu/MKTT/MPPC03/> for more info.

▶ 11th conference on *Historical Analysis and Research in Marketing* (CHARM). Michigan State University, May 14-18 2003. **Submission deadline: November 15, 2002**. See Terence Witkowski (witko@csulb.edu) for more info.

▶ Global Conference on Business and Economics, July 5-7, 2003, London. **Submission Deadline: November 30, 2002**. See Contact Dr. Atul Gupta, School of Business & Economics, Lynchburg College, 1501 Lakeside Dr., Lynchburg, VA 24501, E-mail: Gupta@Lynchburg.Edu for more info.

▶ *European Association for Consumer Research* 2003. Dublin, Ireland, June 4-7. **Submission deadline: December 2, 2002**. See: <http://webpages.dcu.ie/~eacr03> for more info.

▶ Conference on Brands, Branding and Brand Equity: Where Do We Go From Here? **December 12, 2002**, Paris, France. Chairs: Pr. Suzanne Pontier and Dr. Sophie Changeur, University of Paris, France. E-mail: changeur@univ-paris12.fr

▶ 2003 La-Londe seminar on marketing communications and consumer behaviour. La Londe les Maures (French Riviera), June 11-13, 2003. **Submission deadline: December 15, 2002**. See: www.iae-aix/laLonde2003 for more info.

▶ *American Marketing Association / Academy of Marketing* 4th Joint Biennial Conference 2003: 'Marketing Psychology Across Borders', Aston Business School, Birmingham, UK, July 7th 2003. All relevant guidelines for paper submission, and other details, will be available on the conference website: <http://am2003.abs.aston.ac.uk>. The conference precedes the *Academy of Marketing* Annual Conference (8-11th July) and special rates are available for AMA / AM participants. **Submission Deadline: 1 February 2003**.