

Editorial

Breaking news!!

An analysis of journal publications by institution published in the latest issue of the *Australasian Marketing Journal* identified our Department as having the best research performance in top 20 marketing journals. The University of Auckland was ranked second out of the 46 institutions, followed by Griffith University, UNSW, Melbourne, Otago, Sydney and UWA, in that order.

This is the first empirical analysis of its type in Australasia. With the RQF around the corner, one can assume that there will be more such studies in the future, and that departmental performance will be evaluated from many different perspectives. However, it is rewarding to receive such encouraging external recognition for all our hard work. All staff in the Department are to be congratulated on this fine achievement.

Reference:

Polonsky, M., Mittelstaedt, M and Moore, J. (2006), "Publishing in Marketing Journals by Australia and New Zealand Academics 1999-2003: An Examination of Institutional Performance," *Australasian Marketing Journal*, 14 (1), 23-38.

Onto other news. We are fast approaching the end of the teaching period for 2006. Only a few weeks to go! However, despite the frenetic end-of-year activity, we continue to celebrate many research successes in the areas of journal publications, securing grants, HDR completions and active service to the academic community.

Congratulations to - Michael Ewing (Peninsula Health), Francis Farrelly (TAC) and Mark Gabbott and Steve Worthington (Australia Post) on securing research income.

Our staff continue to be in the news. Michael Morrison gave numerous presentations on 'Emotional branding', while Yelena Tsarenko, Steven Ogden-Barnes,

Mike Reid, Peter Thomson and Steve Worthington disseminated their research through presentations and coverage in various business publications.

Four HDR students completed their theses: Erica Brady, Rowan Kennedy, Raju Mulye and Jayne Russell. All four were part-timers, which makes their achievements all the more remarkable.

Our congratulations to Narelle Pittard (2006 PhD student) on her first publication in an academic journal. Her paper, 'Aesthetic theory and logo design: Examining consumer response to proportion across cultures' was based on her Honours thesis (2005).

Congratulations to Michael Morrison on his first 'A'-level publication – a Journal of

Business of Research article forthcoming in 2007.

To assist staff in developing links with industry and creating research networks and partnerships, the University research office has developed a consolidated/combined file for submission of NCG applications to the appropriate partner organisation. You are encouraged to embrace this opportunity as it will allow you to plan your research strategy and ensure the quality of your application.

Two professional development events are planned for the beginning of next year – Our second Research Day and a workshop with Wagner Kamakura, who will be visiting us again in early 2007. Dates will be announced to all staff when finalised.

Happy end of the semester!

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

Recent successes

GRANTS

- **Mike Ewing** received a Category 3 research grant with Peninsula Health (\$25,000), to study organisational climate. This is a joint project with the Department of Management.
- **Francis Farrelly** received a Category 3 research grant with TAC to conduct research and develop a communications strategy to influence high incidence road accidents.
- **Mark Gabbott** and **Steve Worthington** received a Category 3 grant from Australia Post (\$84,000) to study Australian Bill Payers.
- **Yelena Tsarenko** received a grant from the Consumers and Retail Research Unit, Monash University for a study to assess purchase decisions and consumption involvement in intimate apparel.

JOURNAL ARTICLES

- **Mike Ewing** (2006) 'Confessions of an advertising reviewer', *International Journal of Advertising*, 25, 2, 248-252 (invited commentary).
- Caruana, A. and **Mike Ewing** (2006) 'The Psychometric properties of eTail quality: An international investigation across product categories' *International Marketing Review*, Vol. 23, No. 4, pp.353-370.
- **Mike Ewing** (2006) 'Brands, artifacts and design theory: A call to action', *Journal of Product and Brand Management*, Vol. 15, No. 4, pp.255-256.
- *Turk, T., **Mike Ewing** and Newton, F.J. (2006) 'Using ambient media to promote HIV/AIDS protective behaviour change', *International Journal of Advertising*, Vol. 25, No. 3, pp.333-359.
- **Francis Farrelly**, Quester, P. and Burton, R., 2006, 'Changes in sponsorship value: Competencies and capabilities of successful sponsorship relationships'. *Industrial Marketing Management*, Vol 35, No. 8, pp.1016-1026.
- **Colin Jevons**, (2006) "Beyond brand", *Monash Business Review*, Vol. 2, No. 1, pp.7.
- **Steve Ogden-Barnes**, (2006) 'Crossing the multi-channel', *Monash Business Review*, Jul.
- **Steve Ogden-Barnes** and Minahan, S. (2006) 'The greydollarfella: An endangered species or a market opportunity?', *Business Horizons*, 49, pp.287-292.
- **Peter Thompson**, Phillips, J. and De Lange, P. 'The assessment of applications for special consideration: A conceptual framework' *Accounting Education*, Vol 15, No 2, June 2006 pp.235-238.

*doctoral student

BOOKS/BOOK CHAPTERS

- **Mike Ewing** (2006), 'Employer Branding and Employer Attractiveness' in Minchington, B., *Your Employer Brand*, Hyde Park Press: Australia

FORTHCOMING ATTRACTIONS

- Beverland, M., **Michael Morrison** and *Terziovski, M., Music, 'Fit, experience and brands: An examination of strategic uses of in-store music', *Journal of Business Research*.
- Crouch, G.I., **Harmen Oppewal**, Huybers, T., Dolnicar, S., Louviere, J.J. and Devinney, T. (2007) "Discretionary expenditure and tourism consumption: Insights from a choice experiment", *Journal of Travel Research*.
- Michael Shumanov and **Michael Ewing**, 'Developing a global CRM strategy', *International Journal of E-Business Research*.
- *Pittard, N., **Mike Ewing** and **Colin Jevons**. 'Aesthetic theory and logo design: Examining consumer response to proportion across cultures' *International Marketing Review*.
- **Colin Jevons**. (2006) 'Universities: A prime example of branding going wrong', *Journal of Product and Brand Management*, Vol. 15, No. 6.
- Polonsky, M. J., and **Colin Jevons**, (2006) 'Understanding issue complexity when building a socially responsible brand', *European Business Review*, Vol. 18, No. 5.
- **Civilai Terawatanavong**, Whitwell G. and Widing, R. 'Buyer satisfaction with relational exchange across the relationship lifecycle.' *European Journal of Marketing*.

- **Yelena Tsarenko** and **Dave Stewart**, (2006) Consumer privacy concerns with loans offered by Australian financial institutions. *Monash Business Review*, (Sept).

SERVICE

Peter Dapiran

- Reviewed papers for *Monash Business Review*.
- Reviewed papers for *Journal of Retail and Consumer Service*.
- Was re-appointed to the International Editorial Advisory Board of the *International Journal of Logistics: Research and Applications*, a UK based journal.
- Acted as a Track Chair at the 11th International Symposium on Logistics, Beijing, China, 9-11 July 2006.

Mike Ewing reviewed papers for:

- *Journal of the Academy of Marketing Science*,
- *Journal of Service Research*
- *Industrial Marketing Management*

Mark Gabbott was appointed to the Editorial Board of *Journal of Marketing Management*.

Harmen Oppewal reviewed papers for:

- *Journal of Retailing and Consumer Services*
- *Tourism Management*
- *Journal of Consumer Behaviour: An international review*
- *Spatial Economic Analysis*
- *Environment and Planning A*
- *Journal of Environmental Management*
- *Urban Studies*
- *Marketing Science*
- EMAC conference
- ACR AsiaPacific Conference
- ANZMAC conference

Yelena Tsarenko

- Served as Co-chair at the Conference Global Business and Technology Association (GBATA), 2006
- Served as Track chair in services marketing for Society of Marketing Advances (SMA)
- Reviewed papers for ANZMAC.

Steve Worthington reviewed papers for:

- *Journal of Banking and Finance*
- *International Journal of Retail Distribution and Consumer Research*
- Academy of Marketing (UK)

IMPACT

Papers by **Peter Dapiran** and Hogarth-Scott on category management and power relationships in the grocery industry in Australia and the UK ('Are cooperation and trust being confused with power?' and 'Shifting Category Management relationships in food distribution channels') have been cited extensively since their publication. More recently in a paper by Vlachos, I. and Bourlakis, M. in the current issue of *Supply Chain Forum*, an international journal.

MEDIA EXPOSURE

Publicity for empirical/scholarly research

- **Yelena Tsarenko** and Masters student Andrea Fenton's research into consumers' involvement in purchasing intimate apparel, was relayed nationally in all major and regional newspapers, on radio and online news media.
- **Yelena Tsarenko** was interviewed on "Forgiveness in the services industry" research for Consumer Directions, a Society of Consumer Affairs Professionals (SOCAP) publication.
- **Steve Worthington's** letter published in *Financial Times*, 7 September, 2006, p.16 in 'Banking at the Checkout' based on research into retailers entering the market for Financial Services.
- **Steve Worthington** was quoted in the Financial Review on loyalty to particular Australian beer brands across states, and on ABC radio on the emotional relationships consumers form with brands, based on exploratory research into the hierarchical approach to brand loyalty with Charmin Hartel and Rebecca Bennett.

Expert opinion/commentary

- **Francis Farrelly** provided expert commentary on SBS radio on sport marketing and the World Cup.
- **Michael Morrison** and Steve Ogden-Barnes were both quoted/ interviewed no less than 16 times in various publications and on radio.
- **Harmen Oppewal** had several interviews on ABC local radio regarding choice overload in supermarkets.
- **Irene Powell** was quoted extensively in the Age on the importance and attractiveness of postgraduate study in Marketing to progress in a marketing career.
- **Faith Toy**, ACRS was interviewed by ABC South Coast, WA on loyalty programs.
- **Ian Walker** was interviewed by the Age on Generation Y's striving for greater work/life balance.
- **Steve Worthington** continues to be sought after for expert opinion on ATM reform and credit cards in China, quoted in recent stories in the Financial Review.

CONFERENCE PRESENTATIONS/ PROCEEDINGS

- Bennett, R., Hartel, C., Cierpicki, S. and **Steve Worthington**, 'A hierarchical approach to brand loyalty: an exploratory study' Proceedings of the European Marketing Academy Conference (EMAC), Athens, May 2006.
- Julie Blair & **Jan Brace-Govan** (2006) 'The case for social responsibility in SMEs and the potential role for nonprofit organisations' paper present at the Nonprofit and Social Marketing Conference, Newcastle, August.
- **Jan Brace-Govan** (2006) 'Impressions: Visual and emotive', paper presented at the International Institute for Qualitative Research Advances in Qualitative Method Conference, Gold Coast, July.
- **Jan Brace-Govan** (2006) A Progressive Approach to Visual Data, Workshop presented at the International Institute for Qualitative Research Advances in Qualitative Method Conference, Gold Coast, July.

- **Jan Brace-Govan** & Julie Harrick (2006) 'Is there a role for blogging in activist social marketing or, can you blog brotherhood?' paper present at the Nonprofit and Social Marketing Conference, Newcastle, August.
- H el ene de Burgh-Woodman & **Jan Brace-Govan** (2006) 'Surfing the word: Some steps towards a new interpretative approach in qualitative marketing methods' paper presented at the International Institute for Qualitative Research Advances in Qualitative Method Conference, Gold Coast, July.
- **Peter Dapiran** 'Supply chain evolution - the case of grey automotive parts' at the 11th International Symposium on Logistics, Beijing, China July 2006. The refereed paper has been published in the conference proceedings. The research on which the paper was based was funded by the International Car Distribution Program Australia.
- **Francis Farrelly**, Beverland, M.B., and Hoffman, L. (2006) 'Aesthetic consumption as authenticating experience', Asia-Pacific Advances in Consumer Research, June 16-17, Sydney.
- **Mark Gabbott** and **Jan Brace-Govan** (2006) 'To attach or not to attach? That is the consuming question', paper presented at the Academy of Marketing Conference, London, July.
- **Michael Morrison** 'The power of emotional branding', International Brands Australia, National Conference, Beijing, 5 June 2006.
- **Yelena Tsarenko** and **Mark Gabbott**, (2006) Forgiveness: A new Insight into Business relationships, AMA (Summer), 4-7 August, Chicago, US.
- **Yelena Tsarenko, Felix Mavondo**. and Fenton, A. (2006) 'Consumers involvement in purchasing of intimate apparel: women and bras', *Global Business and Technology Association*, June 27-30, Moscow, Russia.
- **Yelena Tsarenko, Mark Gabbott** and Jayne Russell (2006) 'Non-medical support services for women with HIV/AIDS: Exploratory study', *Academy of Marketing*, 3-6 July, London, UK.
- **Steve Worthington** 'The challenges and opportunities for the use of payment cards at the POS in China'. Proceedings of the 13th International Conference on Retailing and Service Science, Budapest, July 2006 p.243.

- **Steve Worthington** and Lu, X. 'How Chinese consumers use plastic payment cards', Proceedings of the Hawaii International Conference on Business, Honolulu, May 2006.

- **Steve Worthington**, and Lu, X. 'Exploratory research on how Chinese consumers use plastic payment cards'. Proceedings of the Academy of Marketing, Middlesex University, London, July 2006.

OTHER PRESENTATIONS

- **Mike Reid** and **Peter Thompson** presented their research on 'Sales promotion proneness' at RMIT. The other authors / researchers in this project are **Felix Mavondo** and Karen Brunso (MAPP, Denmark).

Higher Degree by Research

Completion:

Erica Brady (PhD), Les Johnson (Melbourne Business School) supervisor

Rowan Kennedy (PhD), **Felix**

Mavondo supervisor

Raju Mulye (PhD), **Mike Ewing** supervisor

Jayne Russell (Master by Research),

Yelena Tsarenko and **Mark Gabbott**, supervisors

New starters

Elizabeth Porublev (PhD), **Chris Dube-laar** supervisor

Yaelle Saltman (PhD), **Mike Reid** supervisor

Professional development

The Department has some funds available for an editor who will provide input for one of your manuscripts. If you would like a paper edited contact Francis Farrelly for information and criteria.

Visiting academics

Geoff Crouch, Professor of Marketing, School of Business, Faculty of Law and Management, La Trobe University will be spending part of his OSP (Oct-March) with us. He will be working with Harmen Oppewal (and other researchers) on projects funded by the CRC for Sustainable Tourism. Geoff will also be presenting a seminar for staff and guests. Stay tuned for details.

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