



Research-news.marketing

@Monash

Vol. 8 (2009), No. 1

Editorial

The Department of Marketing's Research-News is published twice a year to provide the latest information about research activity and to celebrate the successes of individual and team researchers. This edition highlights the increased level of journal publication output for the first six months of 2009, as well as successful industry engagement, research projects, conference involvement and research student awards.

Noteworthy achievement in the first part of the year is the department's publication performance, particularly in high ranking (A/A*) journals. These successes include the acceptance of a paper by **Francis Farrelly** and Michael Beverland (RMIT) in the *Journal of Consumer Research* (JCR), which is the premier journal in consumer research and consistently rated among the top marketing journals world-wide. The paper titled – 'The Quest for Authenticity in Consumption: Consumers' Purposive Choice of Authentic Cues to Shape Experienced Outcomes', represents a major achievement. In addition, **Francis Farrelly** has a second paper on sports sponsorship accepted in the *Journal of Sport Management*. A first publication acceptance by **Fiona Newton** and **Lydia Windisch** in an A ranked journal - *Industrial Marketing Management* is also a significant accomplishment. Overall, the Department has seven researchers who have published in *Industrial Marketing Management* this decade, reinforcing stated research and teaching strengths in B2B marketing. The combined efforts of **Ian Walker**, **Yelena Tsarenko**, **Peter Wagstaff**, **Irene Powell**, Marion Steel (former PhD student, now at RMIT) and **Jan Brace-Govan**, have resulted in the

acceptance of a paper in a forthcoming special issue of the prestigious *Journal of Marketing Education* – the leading publication regarding marketing education. The paper is entitled - 'The Development of Competent Marketing Professionals.' Furthermore, there has been considerable journal publication effort (current and forthcoming) by **Mike Ewing**, **Fiona Newton**, **Colin Jevons** and **Yelena Tsarenko** in the area of branding.

Excellence in supervision by **Jan Brace-Govan** is marked by the accolades bestowed on two of her students. The Mollie Holman Medal for excellence in the Faculty of Business and Economics was awarded to PhD student, Helene de Burgh-Woodman, and the Sir John Monash Medal for excellence and community service to honours student, Katherine Sykes. Katherine also received the Monash University Medal for Undergraduate Academic Excellence.

The Department's specialist research centre -The Australian Centre for Retail Studies (ACRS) continues to build its strong links with the retail sector. ACRS, in partnership with the International Car Distribution Programme Australia (funded by a consortium of Australian automotive industry members) and

Carbon Down (a joint venture between VECCI and Sustainability Victoria), will work together over the next two years to explore issues regarding the sustainability of the automotive industry. **Alana Jones** (ACRS) is the Monash representative on the Point of Purchase Advertising International (POPAI) Environmental Research Committee which aims to improve environmental business practices in the industry. As well as working on a number of industry focused research projects the ACRS is ensuring that the industry is kept up-to-date with changing trends. The team has made several important presentations to industry on a range of leading topics - the green consumer, loyalty programs, redundancies and online-offline trends in retailing.

Inside this issue

Editorial	1
Recent successes	2
HDRs	4
Visiting academics	4

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

The presence of visiting academics in the Department this year has made a valuable contribution to research and teaching. Professor Wagner Kamakura from Duke University was appointed a visiting professor at Monash last year and visited this year in February, engaging with staff and HDR students and presenting a research seminar on segmentation and latent class analysis. Dr Valentyna Melnyk and Professor Harald van Heerde both visited in April from University of Waikato, New Zealand and presented on 'Effects of introducing and terminating a loyalty program: the role of monetary and non-monetary rewards' and 'The impact of new attractions on theme park attendance'.

Dr Leonard Paas, Associate Professor at the Free University (Amsterdam) led a popular seminar on latent class and semi-markov modelling and also assisted students and researchers in better understanding cross-cultural and international issues; and Professor Bernd Skiera, University Frankfurt, presented on 'Entertainment-shopping auctions on the internet' and 'Improving willingness-to-pay estimation in choice-based conjoint analysis'.

Finally, be reminded that the Department is hosting this year's ANZMAC conference, 30 November to 2 December at the Crown Promenade Hotel on the banks of the Yarra in Southbank. Paper submissions have now closed, we have had an overwhelming number of submissions and expect this to be a great conference. The conference theme is Sustainability but actual paper tracks will cover all aspects of marketing. Papers are now in the process of being reviewed. For details see www.anzmac2009.org.

We are also hosting the annual Doctoral Colloquium. The DC is being held from Friday, 27 November (afternoon 'Welcome' at Caulfield campus) until Sunday, 29 November. All main sessions will be at the Monash Law Chambers, Bourke Street in the City. Submissions for the DC are still open, see same website for all details.

Recent successes

JOURNAL ARTICLES

- Carbone, S. W., Gordon, A., Burney, S. & **Fiona Newton**, (2009). 'The symptom recognition and help-seeking experiences of men in Australia with Testicular Cancer', *Qualitative Research Journal*, 9(1): 43-59.
- Cromie, J.G. & **Mike Ewing**, (2009). 'The rejection of brand hegemony', *Journal of Business Research*, 62(1): 218-230.
- **Mike Ewing**, (2009), 'Integrated marketing communications measurement and evaluation', *Journal of Marketing Communications*, 15(2/3): 103-117.
- **Mike Ewing**, **Colin Jevons** & Khalil, E.J., (2009). 'Brand death: A developmental model of brand senescence', *Journal of Business Research*, 62(3): 332-338.
- Gabbott, M. & **Colin Jevons**, (2009). 'Brand community in search of theory: An endless spiral of ambiguity', *Marketing Theory*, 9(1): 119-122.
- Mackay, T., **Mike Ewing**, **Fiona Newton**, & **Lydia Windisch**, (2009). 'The effect of product placement in computer games on brand attitude and recall', *International Journal of Advertising*, 28(3): 423-438.
- **Riza C. Mulyanegara**, (former PhD), **Yelena Tsarenko** & Anderson, A., (2009). 'The big five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality', *Journal of Brand Management*, 16(4): 234-247.
- **Riza C. Mulyanegara**, (former PhD) & **Yelena Tsarenko**, (2009). 'Predicting brand preferences: An examination of the predictive power of consumer personality and values in Australian fashion market', *Journal of Fashion Marketing and Management*, 13(3): 1-14.
- Polonsky, M. & **Colin Jevons**, (2009). 'Global branding and strategic CSR: An overview of three types of complexity', *International Marketing Review*, 26(3): 327-347.
- Popkowski Leszczyc P.T.L., Qiu, C. & **Yongfu He**, (2009). 'Empirical testing of the reference-price effect of buy-now prices in internet auctions', *Journal of Retailing*, 85 (June): 211-21.
- Ratnatunga, J. & **Mike Ewing**, (2009). 'An ex-ante approach to brand capability valuation', *Journal of Business Research*, 62(3): 323-331.

- **Stephen Saunders**, (2009). 'Scenario planning: A collage construction approach', *Foresight: Journal of Future Studies, Strategic Thinking and Policy*, 11(2): 19-28.

BOOKS / BOOK CHAPTERS

- Healy, M., Michael, B. & **Harmen Oppewal**, (Forthcoming). 'Orchestrating the experience: authorship of the soul. *The case of Mag Nation Melbourne. Memorable Customer Experiences*, edited by Vanhamme Lindgreen and Michael Beverland.
- **Dewi Tojib** & Sugianto, L.F., (2009). 'Developing success measure for staff portal implementation. Evolutionary concepts in end user productivity and performance: Applications for organisational progress'. In S. Clarke. *Information Science Reference*. 1: 78-94, New York.
- **Ian Walker** & Rosemary Clerehan, (2009). 'Critical issues in online resourcing for international and local students' writing assignments'. In *Interaction in Communication Technologies & Virtual Learning Environments: Human Factors*, IGI Global, USA.

RESEARCH GRANTS

Category 3

- **Mike Ewing** & **Lydia Windisch**, 'Consumer responses to changes in fee structures', \$8,350 (BMW Financial Services).
- **Carla Ferraro** & **Alana Jones**, 'Sustainability in Automotive Retailing' – A project with International Car Distribution Programme Australia (funded by a consortium of Australian automotive industry members) and Carbon Down (a joint venture between VECCI and Sustainability Victoria). The project funding is up to \$250,000 and will be spread over the next two years (in line with program delivery).

FORTHCOMING PUBLICATIONS

- Beverland, M. & **Francis Farrelly**, (Forthcoming). 'The quest for authenticity in consumption: Consumers purposive choice of authentic cues to shape experienced outcomes', *Journal of Consumer Research*.

- **Mike Ewing, Fiona Newton & Lydia Windisch**, (Forthcoming). 'Corporate reputation in the Peoples Republic of China: A B2B perspective', *Industrial Marketing Management*.
- **Francis Farrelly**, (Forthcoming). 'Not playing the game: Why sport sponsorship relationships breakdown', *Journal of Sport Management*.
- **Samir Gupta**, Woodside, A. & Webster, C., (Forthcoming). 'The impact of external forces on cartel networks dynamics: Direct research in the diamond industry', *Industrial Marketing Management*.
- **Samir Gupta**, Dubelaar, C. & Bradmore, D., (Forthcoming). 'Diffusion knowledge-based core competencies for leveraging innovation strategies: Modelling outsourcing to knowledge process organisations in pharmaceutical networks', *Industrial Marketing Management*.
- **Wen Mao** (PhD student) & **Harmen Oppewal**, (Forthcoming). 'Did I choose the right university? How post-purchase information affects cognitive dissonance, satisfaction and perceived service quality', *Australasian Marketing Journal*.
- **Margaret Matanda** & Freeman S., (2009). 'Effect of perceived environmental uncertainty on exporter-importer inter-organisational relationships and export performance improvement', *International Business Review*. In press.
- **Margaret Matanda** & Nelson, N. (Forthcoming). 'Market orientation, supplier perceived value and business performance of SMEs in Subsaharan African Nation', *Journal of Enterprise Information Management*.
- **Morrison, Michael**, Gan, S., Dubelaar, C. & **Harmen Oppewal**, (Forthcoming). The influence of in-store music and aroma on shopper satisfaction and behaviour', *Journal of Business Research*.
- Newton, J., Hay, M., Burney, S. & **Mike Ewing**, (Forthcoming). 'Developing a profile of individuals who have discussed their posthumous organ donation intentions with family members', *Journal of Health Communication*.
- **Marcus Phipps** (PhD), **Jan Brace-Govan** & **Colin Jevons**, (Forthcoming). 'The duality of political brand equity', *European Journal of Marketing*.

AWARDS

Helene de Burgh-Woodman (PhD – Supervised by **Jan Brace-Govan**) was awarded the Mollie Holman Medal for Excellence in a PhD Thesis for the Faculty of Business and Economics. The Medal is awarded to PhD students who have fulfilled all requirements for the degree and are judged to have presented the best doctoral thesis of the year.

Katherine Sykes, an Honours student Supervised by **Jan Brace-Govan** in 2008, was awarded the Sir John Monash Medal for Excellence and Community Service as well as the Monash University Medal for Undergraduate Academic Excellence.

- Polonsky, M. J., **Samir Gupta**, Beldona, S. & Hyman, M., (Forthcoming). 'Inactivity and the dynamics of relationship development: A proposed model', *Journal of Strategic Marketing*.
- **Rajesh Rajaguru** (Former PhD student) & **Margaret Matanda**, (Forthcoming). 'Influence of organizational integration on business performance: The mediating role of organisational-level supply chain functions', *Journal of Enterprise Information Management*.
- **Sean Sands, Harmen Oppewal** & Beverland, M., (Forthcoming). 'The effect of in-store themed events on consumer store choice', *Journal of Retailing and Consumer Services*.
- **Dewi Tojib** & Sugianto, L.F., (Forthcoming). 'Construct validity assessment in IS research: Methods and case example of user satisfaction scale', *Journal of Organizational and End User Computing*.
- **Dewi Tojib**, Sugianto, L.F., Liesl, M. & Cloete, E., (Forthcoming). 'Validation of the B2E portal user satisfaction (B2EPUS) scale: Empirical evidence from South Africa', *Journal of Electronic Commerce in Organizations*.
- **Yelena Tsarenko** & **Dewi Tojib**, (Forthcoming). 'Examining customer privacy concerns in dealing with financial institutions', *Journal of Consumer Marketing*.
- **Ian Walker, Yelena Tsarenko, Peter Wagstaff, Irene Powell**, Marion Steel (former PhD) & **Jan Brace-Govan**, (Forthcoming). 'The development of competent marketing professionals'. Accepted for publication in a special issue of *Journal of Marketing Education*.

CONFERENCE PRESENTATIONS

- Foster, G. A, Long, K., Miltenberger, S., **Dewi Tojib** & Snoddy, C., (2009). 'Assessing web portals in higher education: Notes from the field': 1-27. (White Paper – presented at the 2009 Portal Conference – see <http://cnav.gettysburg.edu/portal/portal09/index.cfm>).
- **Harmen Oppewal**, Morrison, M., Waller, D. & Wang, P., (2009). 'An experimental choice study of the introduction of a new product feature on attribute preferences'. Presentation to the 2009 INFORMS Marketing Science Conference, Ann Arbor, Michigan, June 4-6.
- **Harmen Oppewal**, Morrison, M., Wang, P. & Waller, D., (2009). 'Preference stability: Modelling how consumer preferences shift after receiving new product information'. Paper presented to the First International Choice Modelling Conference, 30 March – 1 April, 2009, Harrogate, Yorkshire, UK.
- **Sean Sands, Carla Ferraro, Alana Jones** & **Lisa Tartaglia**, (2009). 'Retail 2020: The future of retail in Australia and New Zealand'. Retail World Congress, Sydney, June 30.
- **Yelena Tsarenko**, & Strizhakova, Y., (2009). 'Service failures and customer forgiveness in the healthcare sector'. American Marketing Association, (Winter), Tampa, Florida.

SERVICE

- **Mike Ewing** reviewed for: *Journal of Advertising*, *Journal of Business Research*, *Journal of Service Research*, *Industrial Marketing Management*, *Service Industries Journal*, *International Marketing Review* and *International Journal of Advertising*.

- **Harmen Oppewal** reviewed for: *ARC, Journal of Retailing and Consumers Services, Environment and Planning A, Landscape and Urban Planning, Urban Studies, Journal of Business Research, Tourism Analysis, Journal of Travel Research, Regional Studies, The Professional Geographer, European Journal of Marketing, First International Choice Modelling Conference, European Marketing Academy Conference, and European Association for Retail and Consumer Distribution Conference.*

EXPOSURE

The following staff had articles, brief descriptions of current research, published in the monthly feature 'Research & Deploy' in Marketing Magazine:

- **Felix Mavondo**, Reid, M. & Worsley, T., 'Teaching marketers about product influence on diet', April 2009.
- **Steve Ogden-Barnes**, 'On a winner with competition promotions', June 2009.
- **Marcus Phipps** (PhD student), 'Treading water', May 2009.
- **Sean Sands**, 'Retail consumers do their homework', February 2009.

INDUSTRY PRESENTATIONS

- **Carla Ferraro**, (2009). White paper: 'The green consumer', Australian Centre for Retail Studies.
- **Carla Ferraro**, (2009). White paper: 'Loyalty programs in retail', Australian Centre for Retail Studies.
- **Harmen Oppewal** presented to the Executive Board of Institute for Ageing and Health (IAH), 'Local retail choice and the elderly consumer' (Kirkup, C. & Harmen Oppewal, (2009)) at Newcastle University, 30 June 2009.
- **Sean Sands**, (2009). White paper: 'Redundancies: A less than optimal strategy?', Australian Centre for Retail Studies.
- **Sean Sands**, (2008). White paper: 'Online-Offline trends in retailing', Australian Centre for Retail Studies.

RESEARCH PROJECTS

(Commercial research conducted by ACRS)

- **Carla Ferraro, Alana Jones & Lisa Tartaglia**, Kids Avenue: 'Childrenswear retail concept testing' - \$5,000.
- **Sean Sands, Carla Ferraro & Alana Jones**, 'Organics Retailing Review', extension of a project conducted in 2008 - \$9,000.
- **Sean Sands, Carla Ferraro & Alana Jones**, Peter Alexander 'VIP brand positioning study' - \$7,000.
- **Sean Sands, Carla Ferraro, Alana Jones & Lisa Tartaglia**, Retail thought leadership research project: 'Retail 2020' - \$36,000.
- **Sean Sands, Carla Ferraro, Alana Jones & Lisa Tartaglia**, Kmart Australia: 'Shopper Conversion study' - \$28,041.
- **Sean Sands, Carla Ferraro, Alana Jones & Lisa Tartaglia**, Google Australia: 'Role of the Internet in offline purchase behaviour', Part 2.

Higher Degrees by Research

COMPLETIONS

Congratulations to the following students who have completed and graduated with a PhD:

- **Ken Grant**, 'A synthesis of sales management control and marketing decision-making in small and medium-sized enterprises'. Supervisor: **Professor Felix Mavondo**.
- **Riza Mulyanegara**, 'Church marketing: The role of market orientation and brand image in church participation'. Supervisor: **Dr Yelena Tsarenko**.
- **Marion Steel**, 'A contextual approach to the implementation of customer relationship management'. Supervisor: **Associate Professor Chris Dubelaar**.

COMMENCEMENTS

- **Ari Pramono**, (Supervisors: **Professor Harmen Oppewal** & Dr Xuan Zhu).
- **Nicolas Pontes**, (Supervisor: **Dr Colin Jevons**).
- **Jia Yun Ng**, (Supervisor: **Dr Margaret Matanda**).

Visiting Academics

- **Professor Wagner Kamakura** from Duke University was appointed a visiting professor at Monash last year and visited in February this year, engaging with staff and HDR students and presenting a research seminar on segmentation and latent class analysis.
- **Dr Valentyna Melnyk**, University of Waikato, NZ. Visited in April and presented a seminar titled: 'Effects of introducing and terminating a loyalty program: The role of monetary and non-monetary rewards'.
- **Dr Leonard Paas**, Associate Professor, the Free University (Amsterdam) visited from March - June. His research seminar on latent class and semi-markov model was well attended. Professor Paas was also involved in teaching and research, focusing on cross-cultural and international issues.
- **Professor Don E. Schultz**, The Medill School, Northwestern University, presented 'Media planning and allocation in a "Push-Pull" marketplace' during his visit in February.
- **Professor Bernd Skiera**, University Frankfurt, delivered two research seminars, Thursday, 14 May on 'Entertainment-shopping auctions on the Internet' and Friday, 15 May on 'Improving willingness-to-pay estimation in choice-based conjoint analysis'.
- **Professor Harald van Heerde**, University of Waikato, NZ. Visited in April and presented a seminar titled: 'The impact of new attractions on theme park attendance'.
- **Frank Van Rijnsoever**, Utrecht University, Netherlands presented a research seminar titled: 'Involvement, information search, and preferences in the car purchasing process'.