

Research-news.marketing @Monash

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1. Editorial

This issue of Research news focuses on new aspects of our research activity. A new document about the Research Quality Framework (RQF), released early September by the Government, is currently being discussed by the academic community. Professor Max King comments on this document, provides a brief overview and highlights the major implications for this document.

Given that outcomes of the RQF will have a direct impact on funding, our departmental Research Committee is planning to conduct a Research Day on 28 October. The aim of this event is to help establish a research culture and enhance the level of research activity of our department. All staff members are expected to contribute through sharing of their views and suggestions on how to further our research.

We extend our thanks to visiting Professor Wagner Kamakura for conducting a workshop for our PhD students and three presentations to the academic and business communities during his short, but very intense and meaningful visit to Monash.

This semester, we welcomed back from sabbatical Michael Ewing and Chris Dubelaar. Chris spent his OSP in Canada and shares his multifaceted experience in this issue. Anticipating that many staff members are contemplating or actively planning their OSP leave we hope this information is valuable in regard to maximising benefits and use of time for your future career development.

Finally, we are pleased to congratulate two members of departmental Research Committee with advancements in their careers. Felix Mavondo has been appointed as Professor in the Department of Marketing from August 2005; and Rowan Kennedy has been promoted to Lecturer from January 2006.

The Research Quality Framework

In last year's Federal budget, the Government announced its intention to develop a framework to assess the quality of research conducted by publicly funded institutions. This has led to the ongoing development of the Australian Research Quality Framework (RQF) which will be used to inform future research funding decisions. In the UK, a similar assessment exercise known as the Research Assessment Exercise (RAE) has been running since 1986.

Late last year, an Expert Advisory Group (EAG) was appointed by the Minister with Professor Sir Gareth Roberts from the U.K. as its chair. In the first half of the year, the EAG released two consultation papers – the *RQF Issues* and *Advanced Approaches* papers. In both cases, public feedback was invited and a National Stakeholder Forum for the development of the RQF was held on June 2 this year. It was clear at this Forum that there were a number of issues in which stakeholders were in agreement on and others where stakeholders were divided.

The Minister and the EAG has now given us the first glimpse of what the RQF might look like with the release on Friday September 9 of the paper *Research Quality Framework: Assessing the Quality and Impact of Research in Australia – The Preferred Model*. There is a public call for comment on the model with submissions due by October 4. With such a tight timeframe, it is likely that much of what is outlined in *The Preferred*

Model paper will be recommended to the Minister for his consideration later this year.

The preferred model involves universities submitting portfolios of four research outputs (typically publications) per individual with a statement of claims regarding the quality and impact of the nominated research outputs. Universities are to decide on which of their staff (level B and above and research fellows funded through competitive research grants) should go forward as members of a 'research grouping.' There will be 12 panels of 12-15 members to assess the portfolios, with at least 50 percent being international experts and at least two experts representing the views of the users of the research. It is likely the first assessment will be confined to research outputs produced between 1 January 2001 and 31 December 2006.

It is almost certain that after the RQF, league tables of universities will be published ranking institutions in a range of different discipline areas as well as overall. The U.K. experience tells us that ratings and rankings will affect local student demand, international student demand and HDR student demand. Highly ranked departments/universities will find it easier to attract quality staff. Some universities may find themselves on a downward spiral as a consequence of the RQF.

As well as prestige and status, there is also money. Initially it looks likely that the Institutional Grants Scheme (IGS) and half the Research Training Scheme (RTS) will be allocated through RQF outcomes –

cont'd next page

Inside this issue

Editorial	1
Recent successes	2
Service	3
Forthcoming attractions	3
Sabbaticals: The good, the bad and the ugly	3
Professional development	4
Current Journal special issue 'Call for Papers'	4
Forthcoming conferences	4

For previous issues of Research News:

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

that is currently \$40m in the case of Monash. The Minister is also hinting at changes in the way in which ARC and NH&MRC funding might be allocated in the future. This is controversial but would make the total funding at stake, \$96m for Monash.

Clearly it is extremely important that Monash does well in the RQF. It is not hard to argue that there is more at stake in the RQF than there is in an AUQA audit.

What should staff in the Department of Marketing be doing to prepare? The first obvious strategy is to think about your publications and particularly your four best over 2001-2005. Are these in good journals? If you have a choice over the next few months, it may be better to work on a journal article for a good journal rather than a conference paper. Can you aim to improve your four best papers over the next 15 months?

The second strategy is to think about the impact of your research over 2001-2005. Is there a piece of work that has had a clear impact on professional practice in some way? Can this be documented and is it able to be verified? We need to get much better at documenting the impact of our research on the community. The willingness of industry to pay for research is regarded as a proxy measure for potential impact, so research income and particularly contract research income are regarded as important measures in this regard.

The RQF is going to be a major challenge for the university and preparations are already underway. This will be my last year as Deputy Dean in the faculty. Next year I will be a full-time Pro Vice-Chancellor (Research and Research Training) with preparing for the RQF as a major responsibility. I look forward to a strong RQF submission from the Department of Marketing.

Professor Max King

Recent successes

Profs Ian Clarke and Malcolm Kirkup from Lancaster University visited the Department of Marketing during week of 15-19 Aug 2005 to discuss a new project with [Harmen Oppewal](#) titled "Evaluating Food Retailing Competition at the Micro-level Using Consumer Choice Profiling" that is funded by the Advanced Institute of Management Research in the UK. As part of this project, Harmen Oppewal has been appointed an international visiting scholar at the AIM, see www.aimresearch.org/mainivf.html, www.aimresearch.org/hoppewal.html

GRANTS

- **Peter Dapiran** has received a grant from the Australian Supply Chain Management Research Unit, Monash University, for collaborative research with Dr Daniel Prajogo, Department of Management, Monash University on "Health Care Supply Chain Management Practices and Performance in Australia".
- **Francis Farrelly** was awarded an Inter-Faculty Grant for \$150,000 to create Sport and Physical Research Activity Network (SPARN) which includes research partnership with the AIS.
- **Tsarenko, Yelena** and **Jayne Russell** secured Faculty research Grant "Investigating support service usage of Australian women living with HIV/AIDS" 2005-2006 (\$10,000)

JOURNAL ARTICLES

- Mollenkopf, Diane and **Peter Dapiran**, "The importance of developing logistics competencies: a study of Australian and New Zealand firms", *International Journal of Logistics: Research and Applications*, Vol 8 Issue 1, 2005, pp 1 -14.
- **Ewing, Mike**
 1. 'An Alternate Approach to Assessing Cross-Cultural Measurement Equivalence in Advertising Research', *Journal of Advertising*, 34, 1 (Spring), 17-36 [lead article] (with T. Salzberger and R. Sinkovics). *JA* is an 'A journal' with a SSCI of 0.926.
 2. 'Developing and Validating a Multidimensional Nonprofit Brand Orientation Scale', *Journal of Business Research*, 58, 6, 841-853 (with J. Napoli). *JBR* is an 'A journal' with a SSCI of 0.607.
 3. 'Slowing the Adoption and Diffusion Process to Enhance Brand Positioning: The Consumer Driven Repositioning of Dunlop Volley', *Business Horizons*, 48, 385-391 (with M. Beverland). *BH* is a B+ journal at both Monash and Melbourne.
 4. 'Captivating Company: Dimensions of Employer Brand Attractiveness', *International Journal of Advertising*, 24, 2, 1-22, [lead article] (with P. Berthon and L.Hah), *IJA* is a B journal.
- **Mavondo, Felix**
 1. Mavondo, Felix and Reisinger, Y (2006) "Cultural Differences in Travel Risk Perception" *Journal of Travel and Tourism Marketing*, Vol. 19, No 4.
 2. Farrell, M.A and Mavondo, F.T. (2005): "The Effect of downsizing-redesign strategies on business performance: Evidence from Australia. *Asia Pacific Journal of Human Resources*, 43 (1) 98-116.
 4. Reisinger, Y. and Mavondo, F.T. (2005). "Travel Anxiety and Intentions to Travel Internationally: Implications of Travel Risk Perception" *Journal of Travel Research* (2005) Vol. 43, No 3, p.212-225.

AWARDS

- **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

- **Tsarenko, Yelena** and **Janette Corcoran** (2005), forthcoming) *Wine in Australia – Marketing a Lifestyle Product* in "International Marketing. 50 Practical Cases", Mexico University - Tecnologico de Monterrey.

CONFERENCE PAPERS / PRESENTATIONS

- **Dapiran, Peter** 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.
- **Gupta, Samir** and Webster, C. (2005) "Diamond Industry: Network Strategy Development in Transitional Economies", Business and Economic Society International, Flagstaff, Arizona, July 22-25.
- **Harris, Lenore** (ACRS) presented "Retailing in Tough Times" to Property Council Breakfast Series (Melbourne).
- **Toy, Faith** (ACRS) presented "Global retail trends" at NSW WRAPS conference in May 2005.
- **Worthington, Steve**, presented "Attribute Importance in a Triadic Relationship" at the Academy of Marketing, Dublin, Ireland, July 2005.

IMPACT

- **Dapiran, Peter** 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.

INDUSTRY/TRADE PUBLICATIONS

(not refereed)

- **McGoldrick, Mel**, "Retail learning and development training. Is there a need?" in *Dynamic Small Business*, July 2005.

OTHER

- **Dapiran, Peter** prepared a research report with **Navin Veerapa** for the International Car Distribution Program Australia: Veerapa, N. and G. Peter Dapiran, "Dealer Groups in Australia: Business Motives, Structures and Performance", Monash University/ICDPA, April 2005.

Service

- **Dapiran, Peter** reviewed papers for the International Journal of Retail and Distribution Management and the International Journal of Logistics: Research & Applications.
- **Ewing, Mike** reviewed for the Journal of Service Research, the International Journal of Advertising and the Service Industries Journal.
- **Farrelly, Francis**
 1. Invited to join the Editorial Board for International Journal of Sport Marketing and Sponsorship.
 2. Reviewed papers for European Journal of Marketing.
- **Worthington, Steve**
 1. Reviewing papers for *Journal of Marketing Management*
 2. Reviewing papers for *Journal of Financial Services Marketing*
 3. Reviewing papers for *International Journal of Bank Marketing*.
 4. Reviewing papers for the forthcoming ANZMAC Conference

Forthcoming attractions

- **Ewing, Mike**
 1. 'The Brand Capability Value of Integrated Marketing Communication', *Journal of Advertising* 34, Winter (with J. Ratnatunga). *JA* is an 'A journal' with a SSCI of 0.926.
 2. 'Brand Management in Small-to-Medium Sized Enterprises', *Journal of Small Business Management*, (with P. Berthon and J. Napoli). *JSBM* is ranked in the top 35 business/management (including marketing) journals by Financial Times (in their MBA survey).
 3. 'Driving-market or Market-driven? An Analysis of New Product Development in Chinese B2B Firms' *Industrial Marketing Management* (with M. Beverland and Margaret Matanda). *IMM* is ranked 'B+' at Monash, but 'tier 1' at Melbourne. It has a SSCI of 0.880.
- **Qester, P., Beverland, M. and Francis, Farrelly** (2005) "Brand-personal values fit and brand meanings: Exploring the role individual values play in ongoing brand loyalty in extreme sports subcultures", *Advances in Consumer Research*.
- **Mavondo, Felix**, Chimhanzi, G and Stewart, J. "Learning Orientation and Market Orientation: Relationship with Innovation, Human Resource Practices and Performance", *European Journal of Marketing*, 39.

- **Oppewal, Harmen, A. Alexander** (University of Surrey) and P. Sullivan (Florida State University), "Consumer Perceptions of Corporate Social Responsibility in Town Shopping Centres and their Influence on Shopping Evaluations", *Journal of Retailing and Consumer Services*.
- **Reid, Mike, Sandra Luxton, and Felix Mavondo**, "The Relationship Between IMC and Its Antecedents: Marketing Orientation and Brand Orientation" has been accepted for *Journal of Advertising*.
- **Willis, Mike** "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" has been accepted in *Journal of Marketing for Higher Education* to be published December 2005.
- **Gupta, Samir, and C. Webster** (2005) "Diamond Industry: Impact of Economic and Organizational Changes on Network Strategy Development", *Global Business and Economic Review*.

Sabbaticals: The good, the bad, and the ugly

At Monash, a sabbatical is called "The Monash Outside Studies Program" and it provides an opportunity for staff members to set aside a block of time away from teaching and administrative duties to accomplish significant pieces of work. This is a golden opportunity to advance your research or teaching, and to recharge yourself with a change of scene for a significant period of time.

On the good side, a solid block of time to do nothing but research (or teaching development) is an excellent way to spend some time if you are a serious academic. The excitement and gratification resulting from the concentration you can apply to problems on an ongoing basis is both invigorating and contagious. It is an exceptional opportunity to do work that requires uninterrupted stretches of effort, or requires access to resources not available at your home campus.

One major point that comes up repeatedly is, why don't you just stay at home, or even in your own office and concentrate on research? The reasons for this are two-fold. First, if you were to stay in your office to do your work, you would find it difficult to extricate yourself from the day to day administrative tasks that can sap time and energy. Second, being in a new location can provide a stimulating and refreshing outlook on old problems. Add to that the ability to discuss these problems with a new group of people, and you have a winning opportunity.

There are, however, a few things to consider before applying for OSP. First, can you afford it? Monash will provide a travel grant of up to \$5000 to cover specified expenses. Renting your house while you are away is also a good idea, something we were not fully successful at doing. A large

part of the reason we were unable to get a tenant for the full term was that my chosen travel dates did not fit well within a typical northern hemisphere academic year.

This leads to other considerations you should make while planning an OSP. Monash discourages teaching and consulting while on OSP, however, you are allowed to do some teaching, especially if you are doing it in exchange for "in kind" remuneration, like accommodation. However, to be able to teach at another institution, you have to be there at the right times. These times, in northern hemispheres, do not coincide with our semester dates. Also consider examination periods, marking schedules, marks meetings, and other considerations in your planning if you opt to do some teaching. And be certain to get Monash approval prior to making final arrangements with your host school.

All of this discussion assumed you had a host university as a destination. This is an heroic assumption. We all get requests from overseas academics who want to spend a summer in Australia and most of these get knocked back. In order to choose a good host institution, you need to cultivate a relationship with someone at the host university, preferably someone with whom you have already successfully co-authored so you know you are likely to get internal support. Better still, you will also guarantee that you have someone you can work with when you are there – even if it is only to bounce ideas off once a week.

The choice of host institution will also have an effect on your chances of getting approval for your destination. Choosing to do a sabbatical at an Ivy league or Oxbridge university will certainly look better than choosing to do one at an unknown university in some backwater country. After all, an OSP opportunity has to have benefits for all stakeholders, not just the individual academic. Monash wants to get an increase in research output, plus it is expected that your presence will "plug" Monash to outside markets. It's also a key opportunity to attend conferences that are normally too far away, or too awkwardly timed, and again to fly the Monash flag. This is precisely how we managed to attract Wagner Kamakura to Monash for a visit.

In summary, the costs of an OSP trip can be astronomical, especially if bringing family with you, and especially if you are not teaching at your host university. It is quite easy to have out of pocket expenses of over \$20,000 without even being extravagant about where you are living, daily transportation choices, sight-seeing, or travelling while there.

Overall, your OSP should be one of the highlights of your career, mine certainly was, but there are challenges along the way that need to be identified and met in order to make it a success. Writing up the application is far and away the easiest part of your OSP process, once you have been awarded the leave, you then have to plan it, execute it, and deliver on your promised outcomes.

Assoc. Professor Chris Dubelaar

Grant Information

- 2006 ARC Linkage Project Grants: Deadline for **Round 2** (1st draft) **31 October 2005**.
- The Faculty Research Committee is offering a number of grants to encourage staff to convert completed contract research to a refereed journal article. Guidelines and application form are available at: www.buseco.monash.edu.au/research/conversion.php
- 2006 Faculty Research Grant applications are due **11 November**. For further information www.buseco.monash.edu.au/research/forms/frg.form.doc

Professional Development

- A workshop on “Consumer Australia: An Historical Perspective”, Friday 4 February 2006, Monash University. Please forward your expressions of interest and any questions to Dr Robert Crawford, National Centre for Australian Studies, Monash University, Phone: 03 9905 4205 or email: Robert.Crawford@arts.monash.edu.au,

Current Journal special issue ‘Call-for-Papers’

- Call for Papers, Journal of Interactive Advertising, issue on Electronic Word-of-Mouth. Submission deadline: **1 November 2005**. Information available at www.ama.org/elmar/.
- Special issue on e-Business Modelling in the International Journal of Web Engineering and Technology (IJWET), submission deadline: **1 November 2005**. Manuscript preparation details available at www.inderscience.com
- Call for Papers, Advances in International Marketing is announcing a call for papers for a special issue on International Marketing Challenges In The 21st Century. Deadline for Submission: **15 November 2005**, please see <http://ciber.msu.edu/events/2005/cimar/> for details.
- Call for papers, Monash Business Review, Issue 3 submission date: **28 November 05**. All submission to be directed to the Editor, email: mbr@buseco.monash.edu.au
- Australasian Marketing Journal special issue on Marketing in China, manuscript Submission Deadline: **30 November, 2005**. Details available at www.marketing.unsw.edu.au/amj
- European Journal of Marketing Special Issue on “Trust in Marketing”, submit papers by **1 December 2005**. Queries to David Arnott via email: David.Arnott@wbs.ac.uk
- Special Issue of Journal of Brand Management on “Corporate Branding, Identity and Communications”, Volume 13, Issue 5. For publication in July/August 2006. Submission deadline: **31 December, 2005**. Full notes for prospective contributors are available at: www.henrystewart.com/journals/contributors.html

- Special issue on Eesearch Methods in Strategic Management: Opportunities and Challenges, Full details at: <http://orm.sagepub.com> In order to be considered for publication in this Feature Topic section, a one-page article proposal/summary should be sent by email to dketchen@fsu.edu by **March 1, 2006**.
- Special Issue on “Consumer Well Being” in the Journal of Macromarketing. Submission deadline: **1 July 2006**, guidelines available at <http://agb.east.asu.edu/jmm>.
- Call for Papers: Round Table on ‘Marketing and Sustainability - Emerging Opportunities for Profitable Growth’. For submission guidelines visit: www.iimb.ernet.in/review

Forthcoming conferences

- “Revolution in Marketing: Market Driving Changes”, San Antonio, TX, USA (Hyatt Regency) – 24-27 May 2006. Details available at: www.ams-web.org Submission deadline: **31 October 2005**.
- ACR-Asia Pacific 2006 in Sydney Australia on June 15-17, 2006. Full information available at www.acrasia.org/. Paper submission deadline: **31 October 2005**.
- 2006 AMS/KAMS Cultural Perspectives in Marketing Conference – “The Dynamic Nature of Cultural Perspectives in Marketing”, Seoul, South Korea – 12-15 July 2006 For details see: www.ams-web.org. Submission deadline: **3 January 2006**.
- Academy of Marketing Science/ Korean Academy of Marketing Science invites submissions for the “Cultural Perspectives in Marketing Conference” to be held in Seoul, Korea on 12-15 July 2006. Submission Deadline: **3 January 2006**.
- Amended Call for Papers: Thought Leaders International Conference on Brand Management 28-29th March 2006, The Birmingham Business School, University of Birmingham, UK. This event is held in association with the Academy of Marketing. Further details are available at <http://business.bham.ac.uk/crbm>.
- 1st International Conference on ‘Business Market Management’ will take place from 12 - 14 March 2006 at the Berlin, Germany. Deadline for submissions: **6 January 2006**. For information visit: www.business-market-management.de.
- 22nd Industrial Marketing and Purchasing Group Conference “Opening the Network: New perspectives in business marketing. Details available at www.imp2006.org. Submit abstracts by **14 January 2006**.
- Ninth International Research Seminar in Service Management, “Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities” to be held in La Londe les Maures, France on 30 May – 2 June 2006. Manuscript Deadline: **15 January 2006**. Call for Papers available at the following link: www.iae-aix.com/lalonde2006.
- Second International Conference on ‘Advances in Education, Commerce & Governance: Technology’s Impact on Individuals, Culture and Society’ on 12 - 14 June 2006, The New Forest, UK. Paper Deadline: **14 February 2006**. Information and abstract submission available at: www.wessex.ac.uk/conferences/2006/itsociety06/index.html.

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