

ANZAM/ANZMAC 2009

Melbourne • Australia

**sustainable
management &
marketing**

important dates**Friday 26 June 2009:** Submission of papers and proposals**Friday 28 August 2009:** Notification of acceptance**ANZAM/ANZMAC keynote speaker**

Professor Tim Flannery is an internationally acclaimed writer, scientist and explorer who was named Australian of the Year 2007 in recognition of his contribution to the environment and other fields. Professor Flannery has published more than 130 scientific papers and has written many books, including his recent bestseller *The Weather Makers: The History & Future Impact of Climate Change*. He is currently Adjunct Professor in the Division of Environmental and Life Sciences at Macquarie University, as well as chairman of the SA Premier's Science Council and Sustainability Roundtable, a director of the Australian Wildlife Conservancy, and the National Geographic Society's representative in Australasia. He is also an active member of the Wentworth Group of Concerned Scientists, which reports independently to government on environmental issues of concern to Australians.

**joint reception**

At the conclusion of the combined program on Wednesday 2 December, all delegates are invited to a special reception at the National Gallery of Victoria (NGV) International, St Kilda Road.


Since 1861, the National Gallery of Victoria has been displaying art works for the enjoyment of the community. In the mid-1990s, the gallery acknowledged that its St Kilda Road building could no longer successfully meet the demands of its growing collection and extensive exhibitions schedule. The Collection is now split between The Ian Potter Centre: NGV Australia at Federation Square, home of Australian art and NGV International at St Kilda Road, the new redeveloped building dedicated to the gallery's magnificent international artworks.

combined trade exhibition and sponsorship opportunities

A combined trade exhibition featuring new products will be a key event running across both conferences. Numerous other sponsorship opportunities will be provided to organisations that wish to take advantage of the exposure to either or both conference participants.

The venue, Crown Promenade offers first class facilities for hosting an exhibition and displays in close proximity to all delegates.

Exhibition and sponsorship enquiries should be directed to the conference organisers: Promaco Conventions Pty Ltd, Ph: +61 8 9332 2900, Fax: +61 8 9332 2911, Email: promaco@promaco.com.au

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**Australian and New
Zealand Marketing
Academy**



**Australian and New
Zealand Academy
of Management**

ANZMAC is of interest to **marketing** researchers, managers, students, educators, scholars and practitioners from Australia and New Zealand primarily, plus other parts of the world. Modelled on the European Marketing Academy, ANZMAC was formed in 1998, having evolved from the growing interaction between Australian and New Zealand marketing educators over preceding years. The major impetus for its formation was a recognition of the need to improve marketing research and teaching practice in the South Pacific. www.anzmac.org

ANZAM is the primary professional body for **management** educators, researchers and practitioners in Australia and New Zealand, with about 600 individual members and 50 institutional members (representing most Australian and New Zealand universities) as well as members from other countries.

ANZAM is a multi-disciplinary academy with the aim of advancing scholarship and practice in management education and research. www.anzam.org

ANZAM/ANZMAC 2009

COMBINED CONFERENCE

Melbourne • Australia



30 November - 2 December



2 December - 4 December

**This unique collaboration makes a major statement in 2009**

The primary professional bodies for management and marketing educators, researchers, students, scholars and practitioners in Australia and New Zealand, join forces for the first time, to host their 2009 conferences in one outstanding event entitled 'sustainable management and marketing'.

Conference Chairs, Professors James Sarros, Felix Mavondo and Michael Ewing from Monash University, look forward to seeing you in Melbourne in December 2009. Conference highlights include:

- Venue: Crown Promenade Hotel in the vibrant Melbourne Southbank precinct
- Two separate pre-conference Doctoral Workshops: ANZMAC (28 - 29 November) and ANZAM (30 November - 1 December)
- A five day program commencing with the ANZMAC program (30 November - 1 December), a combined ANZAM/ANZMAC program (Wednesday 2 December) and concluding with the ANZAM program (3 - 4 December)
- ANZAM/ANZMAC combined program offers Tracks integrating Management and Marketing
- Joint Reception at the National Gallery of Victoria (NGV) International, St Kilda Rd on Wednesday 2 December
- Joint Keynote Speaker - Professor Tim Flannery, internationally acclaimed writer, scientist, explorer and 2007 Australian of the Year
- ANZMAC Plenary Panel Discussion on marketing and sustainability - specifically, how marketing can and should be responding to the challenges associated with creating a more sustainable future
- Combined Trade Exhibition and Sponsorship Opportunities
- **Paper submission deadline - Friday 26 June 2009**

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Technical program enquiries for ANZAM:

Professor James C Sarros (ANZAM Conference Chair)
Department of Management, Monash University
Ph: +61 3 9903 1432
Email: James.Sarros@buseco.monash.edu.au

Technical program enquiries for ANZMAC:

Professor Felix Mavondo (ANZMAC Conference Chair)
Department of Marketing, Monash University
Ph: +61 3 9905 9249
Email: Felix.Mavondo@buseco.monash.edu.au

All other enquiries should be directed to the conference organisers: **Promaco Conventions Pty Ltd** Ph: +61 8 9332 2900
PO Box 890, Canning Bridge WESTERN AUSTRALIA 6153 Fax: +61 8 9332 2911 Email: promaco@promaco.com.au

We invite you to submit a paper or a workshop proposal for the ANZMAC 2009 Conference.

The **2009 ANZMAC** Annual Conference theme *'Sustainable Management and Marketing'* explores the critical issues facing our local, national and global community.

Our keynote and invited speakers are internationally recognised and highly regarded in their respective fields of sustainability and environmental strategy.

Our conference provides educators, marketing practitioners and leaders from corporate, not-for-profit, government and community sectors the opportunity to connect professionally and socially to achieve sustainable management and marketing.

Join us in Melbourne, one of the world's most liveable and vibrant cities as we host the 2009 ANZMAC Annual Conference.

Professor Felix Mavondo and **Professor Michael Ewing**
ANZMAC Conference Chairs
Department of Marketing,
Monash University

ANZMAC social program

A conference is not complete without the opportunity to socialise and network, providing a break from the intensity of the educational program.

In addition to the welcome reception and conference dinner, the conference will conclude with the ANZAM/ANZMAC combined reception at the National Gallery of Victoria (NGV) International on Wednesday 2 December.

ANZMAC partners

A special program of activities and tours will offer the best of Melbourne and surrounds for partners.

ANZMAC conference website:
www.anzmac2009.org

ANZMAC 2009 offers well established tracks as well as a number of new tracks for paper submission. Senior experienced chairs will mentor developing researchers' special content sessions.

ANZMAC tracks

- B2B Marketing
- Brands and Brand Management
- Consumer Behaviour
- Corporate Social Responsibility and Ethics*
- International Marketing*
- Marketing Communications*
- Marketing Education*
- Marketing Metrics and Modelling
- Public Sector and Not-for-Profit Marketing*
- Relationship Marketing
- Research Methods*
- Retailing, Pricing and Personal Selling
- Services Marketing
- Strategic Marketing
- Supply Chain Management, Logistics and e-business*
- Sustainable and Social Issues in Marketing*
- Tourism, Sports and Arts Marketing*

*The ANZAM/ANZMAC combined program (Wednesday 2 December) will focus on tracks of interest to both disciplines

ANZMAC call for papers and workshops

All papers must be submitted electronically by **Friday 26 June 2009**. Competitive papers must be submitted for review in only **one** track. Where multiple entries of the same paper are received, the Proceedings Chair will nominate the track in which it will be reviewed. Full details of the online submission process will be provided at www.anzmac.org

Papers must conform to the format instructions and will be subjected to formal double blind peer review. Authors will be notified of acceptance, rejection and/or suggested modifications, as soon as the review process has been completed. Decisions by Track Chairs are final. Acceptance of the paper requires that at least one author must attend the conference and present the paper. No author may present more than two papers. Accepted presenters are expected to pay and register for the ANZMAC 2009 conference during the Earlybird registration period.

Reviewers for ANZMAC 2009 will judge all manuscripts on the basis of their contributions to the development of marketing thought, marketing science or marketing practice. Papers will be judged on their overall quality and their contribution to the theme of the conference.

Papers are invited for the **23rd ANZAM Conference** across the tracks below. All papers must be submitted electronically by **Friday 26 June 2009**.

ANZAM tracks

- Philosophy of Management
- Leadership and Governance
- Critical Management Studies
- Entrepreneurship, Small Business and Family Enterprise
- Gender and Diversity in Organisations
- Human Resource Management and Development
- International Management*
- Management Education and Development*
- Marketing and Communication*
- Organisational Behaviour
- Organisational Change
- Public Sector and Not-for-Profit*
- Research Methods*
- Strategic Management
- Sustainability and Social Issues in Management*
- Technology, Innovation and Supply Chain Management*

We invite you to submit a paper or a workshop proposal for the 23rd ANZAM Conference in 2009.

Our keynote and invited speakers are internationally recognised in their fields of sustainable development and environmental strategy. Our theme, *Sustainable Management and Marketing*, addresses a critical issue facing educators and the wider community.

ANZAM 2009 provides educators, managers and leaders in all fields of industry and endeavor the opportunity to engage with this theme in a responsive and strategic fashion. You also will be able to interact professionally and socially in a multi-cultural and dynamic city as we discuss an issue of increasing importance to our future survival.

I look forward to seeing you in Melbourne in December 2009.

Professor James C Sarros
ANZAM Conference Chair
Department of Management, Monash University

ANZAM call for papers and workshops

PAPERS - Theoretical, empirical, literature reviews, management education issues and case studies are invited. All papers submitted will be refereed using a double blind peer review process. Accepted refereed papers will be published in the conference proceedings CD. Papers must not have been previously published or presented. Full details of the online submission process will be provided at www.anzam.org.

Accepted presenters are expected to pay and register for the ANZAM conference during the Earlybird registration period. Presenters will have 15 minutes, plus 5 minutes for discussion.

WORKSHOPS - Workshops and research symposia are invited and will have 90 minute timeslots. A 300 word abstract outlining the topic is required.

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ANZAM partners

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ANZAM website: www.anzam.org

