### ANZMAC Conference Program 2009

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### FRIDAY 27 NOVEMBER 2009

**1400 - 1500** Pre-Colloquium Workshops (subject to demand)  
**1500 - 1700** Doctoral Colloquium Registration at Monash University Caulfield Campus

### SATURDAY 28 NOVEMBER 2009

**0900 - 1700** Doctoral Colloquium continues at Monash Law Chambers, 472 Bourke St, Melbourne

### SUNDAY 29 NOVEMBER 2009

**0900 - 1000** Doctoral Student Workshop continues at Monash Law Chambers

### MONDAY 30 NOVEMBER 2009

**0730 - 0900** Registration

**0900 - 0905** Welcome and Introduction: Vice Chancellor Monash University, Professor Ed Byrne AO  
**0905 - 0920** Welcome to Country: Carolyn Briggs, Elder Spokesperson and Chair of The Boon Wurrung Foundation Limited

**0920 - 1005** Keynote Speaker: Reverend Tim Costello, Chief Executive Officer of World Vision

**1005 - 1050** Acknowledgement to Track Chairs

**1030 - 1030** Morning Tea – Crown Promenade Foyer Level 1

### CONCURRENT SESSIONS

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**Track Chairs**

- **M12**: Tessa, Edward
- **P2**: Tortucheta, Nic
- **M6**: Walsh, Gianfranco
- **M8**: Hoek, Janet
- **M3**: D'Appolito, Hamert
- **M9**: Phau, Ian
- **M7**: McLennan, Nickolas
- **M6**: Lockshin, Larry
- **M11**: Dix, Steve
- **M3**: Chyka, Matthew
- **M9**: Neumann, Ori
- **M7**: Andrews, Lynda
- **M6**: Neumann, Ori
- **M11**: Patterson, Paul
- **M3**: O'Sullivan, Bruce
- **M12**: St鮓ler, Man
- **M15**: Therese, Edward

**Selected Tracks**

- **B2B marketing**
- **Brands and Brand Management**
- **Consumer Behaviour**
- **Corporate Social Responsibility & Ethics**
- **International Marketing**
- **Marketing Communications**
- **Marketing Education**
- **Relationship Marketing**
- **Research Methods**
- **Services Marketing**
- **Sustainable Social and Marketing**
- **Tourism, Sports and Arts**
- **Trade and Activity Selection**

**Themes**

- **Professional Services**
- **Risk, Value and Trust**
- **Contemporary Issues**
- **Social Marketing**
- **Difussion of Innovation**
- **Marketing and Business Ethics**
- **Country of Origin**
- **Marketing Communication**
- **Marketing Education**
- **Sustainable Social and Marketing**
- **Tourism, Sports and Arts**
- **Special Sessions**

**Special Sessions**

- **Strategic Customer Management** by ANZMAC 2009

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* * Tracks of interest to both ANZAM and ANZMAC  ** ANZMAC Best Papers

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**M10 – 1100**

**Managing relationships in B2B financial services**

**Thames, Tania; Nic, Boschich Chris**

Achieving customer satisfaction via relationship, orientation, brand and customer empowerment evidence from ANZ**.

**Terblanche, Helen**

**M9 – 1100**

**Examining the role of consumer co-optation in the B2B setting**

**Brunsø, Michael; Thybo, Vibeke; Schaffer, Vikki; Tatham, Rosemary; Henwood, James; Schönfeldt, Carla; Williams, Margo; McClean, Mark; Gibson, Mark; Jarvis, Wade**

The impact of buyer specific investments, and buyer-specific control investments on hierarchical governance and corporate brand relationships**.

**M8 – 1100**

**Combatting the digital threat: Taking action in the online environment**

**Foley, Patrick; Mitsis, Ann; John; Dubelaar, Chris; Feraro, Carla; Mahyari, Larry; Lwin, Michael; Binney, Leonie; Hoek, Liliana; Binney, Sandra; Shiu, Edward; Sutton-Brady, Catherine; Hamin, Shu; Stewart, Michael; Dobele, Dobie; Harris, Harris; Reimers, John; Vaughan, Larry; To, Linda; Rambo, Michael**

A “Hybrid” reflective and formative model for understanding customer decision making**.

**M7 – 1100**

**Protecting 21st-century brands from IP theft and loss**

**Romaniuk, Michael O’Cass, Aron Baron, Steve Bove, Liliana Hoek, Janet Aitken, Robert; Shuv-Ami, Fredy; Valenzuela, Cooksey Ray; Vaughan, Larry; To, Linda; Rambo, Michael; Dobele, Dobie; Harris, Harris; Reimers, John; Vaughan, Larry; To, Linda; Rambo, Michael**

A social consumption of green event performance: von der Heide, Tanja; Finner, Rose

**M6 – 1100**

**M5 – 1100**

**M4 – 1100**

**M3 – 1100**

**M2 – 1100**

**M1 – 1100**

**Sess**

**M10 – 1210**

**Lunch – Crown Promenade Floor Level 1**

ANZMAC Lunch Event Meeting 2 (M10)

**M12 – 1300**

Poster Session – All poster authors with their poster

**Special Session**: Brand management perspectives for ANZMAC 2009 – M11

Chair: Bal, Anil; Participants: Chris Styles, Associate Dean (Executive Education) and Professor of Marketing, University of Sydney, Leyland Pitt, Dennis Culver EMBA Alumni Chair of Business, Segal Graduate School of Business, Simon Fraser University, Vancouver, Canada. Discussants: Michael Ewert, Professor and Head of Marketing, Monash University, Melbourne, Monash, Australia

**M11 – 1300**

**Do quality, value satisfaction and financial performance offer any additional insight into the performance of B2B relationships?**

**M10 – 1300**

**Risk, Value and Trust**

Professionals Services

**B20**

**Management I**

**Brand Management I**

**Brand Management II**

**M13**

**M12**

**M11**

**M10**

**M9**

**M8**

**M7**

**M6**

**M5**

**M4**

**M3**

**M2**

**M1**

**TOMI TRACK**

**Professional Services**

**Risk, Value and Trust**

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### DAY TWO - ANZMAC CONFERENCE PROGRAM 2009

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** ANZAM Best Papers

Presenting author (where known) is underlined

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### TUESDAY 1 DECEMBER 2009

**0730 - 0900**

**0900 – 1000**

**1000 – 1020**

**1045 – 1100**

**1100 – 1130**

**1130 – 1150**

**1150 – 1215**

**1215 – 1300**

**1300 – 1345**

**1345 – 1530**

**1530 – 1700**

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**0730 - 0900**

**0930 - 1000**

**1000 – 1020**

**1045 – 1100**

**1100 – 1130**

**1130 – 1150**

**1150 – 1215**

**1215 – 1300**

**1300 – 1345**

**1345 – 1530**

**1530 – 1700**

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**0700 - 0930**

**0930 - 1000**

**1000 – 1020**

**1045 – 1100**

**1100 – 1130**

**1130 – 1150**

**1150 – 1215**

**1215 – 1300**

**1300 – 1345**

**1345 – 1530**

**1530 – 1700**

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**0930 - 1000**

**1000 – 1020**

**1045 – 1100**

**1100 – 1130**

**1130 – 1150**

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**1345 – 1530**

**1530 – 1700**
### 3. \( \text{Tuesday 1 December 2009} \)

#### **CONCURRENT SESSIONS**

| TIME | TRACK | THEME | SUPPLIER | BRAND MANAGEMENT | CONSUMER BEHAVIOUR I | CONSUMER BEHAVIOUR II | CSR | INTERNATIONAL MARKETING | MARKETING COMMUNICATION | PUBLIC SECTOR/MARKET FOR PROFIT MARKETING | MARKETING EDUCATION | MARKETING RESEARCH METHODS | RESEARCH METHODS | RETAILING PRICES PERS SELLING | STRATEGIC MARKETING | SUPPLY CHAIN LOGISTICS & E-BUSINESS | SUSTAINABLE AND SOCIAL MARKETING | TOURISM, SPORTS AND ARTS | SPECIAL SESSION |
|------|-------|-------|----------|------------------|----------------------|----------------------|-----|-------------------------|------------------------|-------------------------------|------------------|-----------------------------|----------------|-----------------------------|----------------|-----------------------------|-----------------|------------------------|-----------------|-------------------------|
| 10:00 - 10:40 | SPECIAL SESSION | Interface between Industry and Academia – P3 | Chair: Steve Worthington; Participants: Chris Lenton, Chairman of the Board of Trustees of the Chartered Institute of Marketing; Colin McLennan, ex-Manager of Marketing and Communications, AFL; Samantha Smith, Principle, Pinonas Communications; Ian Duncan, Direct Selling Association of Australia |

### 4. \( \text{Tuesday 1 December 2009} \)

#### **CONCURRENT SESSIONS**

| TIME | TRACK | THEME | SUPPLIER | BRAND MANAGEMENT | CONSUMER BEHAVIOUR I | CONSUMER BEHAVIOUR II | CSR | INTERNATIONAL MARKETING | MARKETING COMMUNICATION | PUBLIC SECTOR/MARKET FOR PROFIT MARKETING | MARKETING EDUCATION | MARKETING RESEARCH METHODS | RESEARCH METHODS | RETAILING PRICES PERS SELLING | STRATEGIC MARKETING | SUPPLY CHAIN LOGISTICS & E-BUSINESS | SUSTAINABLE AND SOCIAL MARKETING | TOURISM, SPORTS AND ARTS | SPECIAL SESSION |
|------|-------|-------|----------|------------------|----------------------|----------------------|-----|-------------------------|------------------------|-------------------------------|------------------|-----------------------------|----------------|-----------------------------|----------------|-----------------------------|-----------------|------------------------|-----------------|-------------------------|
| 1:00  | 1:00  | 1:00  | 1:00     | 1:00             | 1:00                 | 1:00                 | 1:00| 1:00                     | 1:00                    | 1:00                          | 1:00             | 1:00                        | 1:00          | 1:00                        | 1:00           | 1:00                      | 1:00            | 1:00                     | 1:00            | 1:00                    |
**Tuesday 1 December 2009**

**10:00 AM - 12:00 PM**

**CONCURRENT SESSIONS**

**TRACK A**

- **Theoretical and Methodological Issues**
  - **Key Account Management**
    - **Key Account Management**
      - **B2B Brand Management I**
        - **Consumer Behaviour**
          - **Consumer Behaviour II**
            - **International Marketing**
              - **International Marketing II**
                - **Marketing Communication**
                  - **Marketing Communication II**
                    - **Marketing Education I**
                      - **Marketing Education II**
                        - **Relationship Marketing**
                          - **Research Methods**
                            - **Retailing Pricing Pers. Selling**
                              - **Selling**
                                - **Services Marketing**
                                  - **Strategic Marketing**
                                    - **Sustainable and Social Marketing I**
                                      - **Sustainable and Social Marketing II**
                                          - **Developing Countries**
                                            - **Industry Issues**
                                              - **Sustainability and Social Marketing**

**10:00 AM - 12:00 PM**

**TRACK B**

- **Market and Customer Analytics**
  - **Customer and Market Analytics**
    - **Customer and Market Analytics**
      - **B2B Brand Management II**
        - **Consumer Behaviour**
          - **Consumer Behaviour II**
            - **International Marketing**
              - **International Marketing II**
                - **Marketing Communication**
                  - **Marketing Communication II**
                    - **Marketing Education I**
                      - **Marketing Education II**
                        - **Relationship Marketing**
                          - **Research Methods**
                            - **Retailing Pricing Pers. Selling**
                              - **Selling**
                                - **Services Marketing**
                                  - **Strategic Marketing**
                                    - **Sustainable and Social Marketing I**
                                      - **Sustainable and Social Marketing II**
                                          - **Developing Countries**
                                            - **Industry Issues**
                                              - **Sustainability and Social Marketing**

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**Tuesday 1 December 2009**

**11:10 - 12:30**

**Lunch – Crown Promenade Foyer Level 1**

**AMJ Lunch Meeting – P3**

**P3**

- **Panel Discussion: Key Account Management**
  - **Panelists:**
    - **David Pihlens**
    - **Terry Flynn**
    - **Centre for the Study of Choice (CenSoC), Faculty of Business, Uni of Technology, Sydney**

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**12:30 - 14:10**

**Afternoon Tea – Crown Promenade Foyer Level 1 and Tilde University Press BOOK LAUNCH “Perspective on Brand Management” Mark Uncles (ed)**

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**5**
## ANZMAC/ANZAM PROGRAM 2009

### ANZMAC Track

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### ANZMAC/ANZAM Conference Program 2009

#### ANZMAC and ANZAM Conference Chairs

- **COMBINED ANZMAC/ANZAM CONFERENCE PROGRAM 2009**

#### TRACKS

- **1. E2B Marketing**
  - Sharon Purchase and Catherine Sutton-Brady

- **2. Brands and Brand Management**
  - Dean Ait and Leyland Pitt

- **3. Consumer Behaviour**
  - Suzanne Burton, David Bright and Ken Hyde

- **4. Corporate Social Responsibility & Ethics**
  - Michael Podolsky and Janet Hoek

- **5. International Marketing***
  - Stephen Saunders and Ian Phau

- **6. Marketing Communications***
  - Gayle Kerr and Doug West

- **7. Marketing Education***
  - Cathi McKinnell and Glenn Pearce

- **8. Marketing Metrics & Modelling**
  - Malcolm Wright and Thomas Saalberger

- **9. Public Sector & Not-For-Profit Marketing**
  - Gillian Sullivan Mort and Adrian Sargent

- **10. Relationship Marketing**
  - Michael Beverland and Adam Lindgreen

- **11. Research Methods***
  - Foly Evangelista and Rita Di Mascio

- **12. Retailing, Pricing & Personal Selling**
  - Ann O’Cass and John Codogno

- **13. Services Marketing***
  - Meredith Lawley, Sandra Goontas and Steve Baran

- **14. Strategic Marketing**
  - Mark Farrell and Albert Caruna

- **15. Supply Chain Management, Logistics & e-Business***
  - Hugh Paterson and David Low

- **16. Sustainable & Social Issues in Marketing***
  - Wayne Binney and Matthew Wood

- **17. Tourism, Sports & Arts Marketing***
  - Greg Kerr and Sara Dokicar

### ANZAM PROGRAM - TUESDAY 1 DECEMBER 2009

#### COMBINED ANZMAC/ANZAM CONFERENCE PROGRAM (concludes 1630)

- **Keynote Speaker:** Professor Tim Flannery

#### Theme 1: Emotion

- *Marketing Communication*
  - CB Online
  - e-learning II

- *Conflict and Service Failure*
  - Consumer / Branding

- *New Evidence from Exportation and Trade Issues in Asia*
  - Knowledge, Training and Development

#### Theme 2: Demystifying customer engagement: toward the development of a conceptual model

- *Holbrook, Linda*

#### Theme 3: How thinking styles moderate the attraction effect

- *Xue, Xinyi; Appel, Haarmann*

#### Theme 4: Just a job or a satisfying career? Careers in the aged care industry

- *Clarke, Marilyn*

#### Theme 5: Energy labels, formats and impact on consumption behaviour

- *Hu, Xiaoxing; Chang, Changlei*

#### Theme 6: Developing expert knowledge in communities of practice

- *Rutland, Linda; Hulme, Tom; Childerhouse, Elin*

#### Special Sessions

- **P1**
  - M12
  - P11
  - M13

- **P2**
  - M1
  - M2
  - M4
  - M10
  - P3

- **WK A**
  - M8
  - M6

- **WK B**
  - M9
  - M3
  - M5

- **WK C**
  - M7

#### ANZMAC CONFERENCE PLenary

- **0900 - 1000**
  - Welcome Happy Hour - Crown Promenade Foyer Level 1

#### COMPARISON OF ANZMAC/ANZAM PROGRAMS

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<td><strong>Exploring brand extensions in the context of franchising</strong></td>
<td><strong>Marketing and Brand Extension and Specialisation</strong></td>
<td><strong>Math and Marketing in the context of Product Creation and Educational Strategy</strong></td>
<td><strong>The road of culture-driven norms and group norms for team development in global teams</strong></td>
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**Venue:** Promenade Ballroom – P1

**Wednesday 2 December 2009**

**10:15 - 12:30**

**ANZAM-ANZMAC COMBINED PLENARY**

**10:30 - 12:00**

**ADDRESS from the Governor of Victoria, Professor David de Kretser, AC**

**ADDRESS from the Vice Chancellor Monash University, Professor Ed Byrne AO**

**ANZMAC CLOSING REMARKS**

**10:00 - 10:30**

**Afternoon Tea – Crown Promenade Foyer Level 1**