

ANZMAC CONFERENCE PROGRAM 2009

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Track	Track Chairs	Track	Track Chairs
1. B2B marketing	Sharon Purchase and Catherine Sutton-Brady	10. Relationship Marketing	Michael Beverland and Adam Lindgreen
2. Brands and Brand Management	Deon Nel and Leyland Pitt	11. Research Methods*	Fely Evangelista and Rita Di Mascio
3. Consumer Behaviour	Suzan Burton, David Bednell and Ken Hyde	12. Retailing, Pricing & Personal Selling	Aron O'Cass and John Cadogan
4. Corporate Social Responsibility & Ethics	Michael Polonsky and Janet Hoek	13. Services Marketing*	Meredith Lawley, Sandra Gountas and Steve Baron
5. International Marketing*	Stephen Saunders and Ian Phau	14. Strategic Marketing	Mark Farrell and Albert Caruana
6. Marketing Communications*	Gayle Kerr and Doug West	15. Supply Chain Management, Logistics & e-business*	Hugh Pattinson and David Low
7. Marketing Education*	Cathi McMullen and Glenn Pearce	16. Sustainable & Social Issues in Marketing*	Wayne Binney and Matthew Wood
8. Marketing Metrics & Modelling	Malcolm Wright and Thomas Salzberger	17. Tourism, Sports & Arts Marketing*	Greg Kerr and Sara Dolnicar
9. Public Sector & Not-For-Profit Marketing*	Gillian Sullivan Mort and Adrian Sargeant		

* Tracks of interest to both ANZAM and ANZMAC

** ANZMAC Best Papers

Presenting author (where know) is underlined

FRIDAY 27 NOVEMBER 2009		
1400 - 1600	Pre-Colloquium Workshops (subject to demand)	Monash University Caulfield Campus
1600 - 1700	Doctoral Colloquium Registration at Monash University Caulfield Campus	
1700 - 2030	Welcome and BBQ	

SATURDAY 28 NOVEMBER 2009		
0900 - 1700	Doctoral Colloquium continues at Monash Law Chambers, 472 Bourke St, Melbourne	Monash Law Chambers, 472 Bourke St, Melbourne
1830 - 2130	Networking Dinner	

SUNDAY 29 NOVEMBER 2009		
0900 - 1630	Doctoral Student Workshop continues at Monash Law Chambers	Monash Law Chambers
1600 - 1900	ANZMAC Executive Meeting (1) - Crown Promenade - M10	Crown Promenade - M10
1900 - 2100	Executive joined by Fellows	
1600 - 1800	EARLYBIRD REGISTRATION	Crown Promenade Foyer Level 1

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MONDAY 30 NOVEMBER 2009		
0730 - 0900	Registration	Crown Promenade Foyer Level 1
0900 - 0905	Welcome and Introduction: Vice Chancellor Monash University, Professor Ed Byrne AO	Promenade Ballroom - P1
0905 - 0920	Welcome to Country: Carolyn Briggs, Elder Spokesperson and Chair of The Boon Wurrung Foundation Limited	
0920 - 0955	Keynote Speaker: Reverend Tim Costello, Chief Executive Officer of World Vision	
0955 - 1000	Acknowledgement to Track Chairs	
1000 - 1030	Morning Tea - Crown Promenade Foyer Level 1	

CONCURRENT SESSIONS																
CH	M13	P2	M6	P1	M2	M1	M4	M8	M3	M9	M7	M5	M11	P3	M12	M15
	Theron, Edwin	Terblanche, Nic	Walsh, Gianfranco	Hoek, Janet	Oppewal, Harmen	Phau, Ian	McLaren, Nicholas	Lockshin, Larry	Dix, Steve	Chylinski, Mathew	Niininen, Outi	Andrews, Lynda	Patterson, Paul	Ozanne, Lucie	Thyne, Maree	
TRACK	B2B	Brand Management I	Brand Management II	Consumer Behaviour I	Consumer Behaviour II	Consumer Behaviour III	CSR	International Marketing	Marketing Communication	Marketing Education	Relationship Marketing	Research Methods	Services Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts	Special Sess
THEME	Professional Services	Risk, Value and Trust	Contemporary Issues	Social Marketing	Diffusion of Innovation	CB Online	Marketing and Business Ethics	Country of Origin I	Execution	Assessment/Quality	Technology	Analysis and Design	Financial Services	Consumers and Group Members	Travel and Activity Selection	
1030 - 1050	An exploratory research on perceived value in professional business services Bell, Ralitzza	Exploring risk perceptions between pioneer and me-too brands of MP3 players <u>Quintal, Vanessa</u> ; Phau, Ian; Sims, Daniel	Addiction...or a second chance for a 'third place'? <u>Vella, Joe</u> ; <u>van Heerden, Gene</u> ; Styven, Maria	Alcohol-energy drinks: engaging young consumers in co-creation of alcohol-related harm <u>Jones, Sandra</u> ; Barrie, Lance	Exploring Chinese consumer's perceptions of using new mobile technology: a qualitative study <u>Song, Jinzhu</u> ; Drennan, Judy; Andrews, Lynda	An investigation into the antecedents of customer satisfaction of online shopping Alam, Syed; Yasin, Norjaya	Age and ethics: an exploratory study into the intention to purchase organic food <u>Anich, Juliette</u> ; White, Christopher	Decomposing the country of origin dimensions for services: an investigation into perceptions of service quality in a trans-national setting Stanton, Matt; Veale, Roberta	How does the presenter's physical attractiveness persuade? A test of alternative explanations Praxmarer, Sandra; <u>Rossiter, John</u>	Creating a foundation for generic skills by embedding information literacy in commencing student assessment tasks Dean, Alison; <u>Cowley, Kym</u>	The impact of emotional intelligence on business relationship longevity in a relationship marketing/management context Khreish, Luay	Forecasting new product trial with analogous series Wright, Malcolm; Stern, Phil	An Investigation of Consumer Acceptance of M-Banking in Australia Wessels, Lisa; <u>Drennan, Judy</u>	Consumer tipping: a study of the car guarding industry Saunders, Stephen; Petzer, Danie	Region/sub-regions as influences in wine selection Shanka, Tekle; <u>Mastaglia, Aymee</u>	
1050 - 1110	Service-related challenges of becoming a solution provider - a case study <u>Pekkarinen, Olli</u> ; Ryyänen, Harri; Salminen, Risto	Trust and commitment relationships in virtual brand community Kusumasondaja, Sony	Brand citizenship behaviour in franchising Nyadzayo, Munyaradzi; Matanda, Margaret	The influence on childhood eating habits of primary caregivers: an exploratory study <u>Harker, Michael</u> ; Keast, Heidi; Tracey, Danielle; Vizer, Courtney; Quilty, Bree; Harker, Debra	Angel or devil? The influence of virtual testing environment on product evaluation Peng, Ling; <u>He, Yongfu</u>	Conceptualising computer game experience: narratives, play, and hypermedia Buchanan-Oliver, Margo; <u>Seo, Yuri</u>	When ethical consumerism results in punitive action: a third-party justice perspective on attribution of responsibility <u>Dunlop, Elizabeth</u> ; Farrell, Mark	Country of origin and country of manufacture effects across product involvement and brand equity levels Shergill, Xing, Lisha	Celebrities in advertising: looking for congruence or for likability? <u>Fleck, Nathalie</u> ; Korchia, Michael; Le Roy, Isabelle	Changing a marketing quantitative unit's perception of quality: a reflection on the search for short-term wins <u>Mitsis, Ann</u> ; Foley, Patrick	Co-creation in business networks: increasing service providers' competitive advantage Schoeman, Jason; Finsterwalder, Joerg	Analysing destination image data using rough clustering Voges, Kevin; Pope, Nigel	Building trust in E-banking: where is the line between online and offline banking? Yap, Kenneth; <u>Wong, David</u> ; Loh, Claire; Bak, Randall	Boundaries of belonging: insights into the membership of consumer movements Mirosa, Miranda; Lawson, Rob	Travel career pattern and travel horizon: some common ground? Teichmann, Karin; <u>Zins, Andreas</u>	

Special Session
Brand management perspectives for ANZMAC 2009

	M13	P2	M6	P1	M2	M1	M4	M8	M3	M9	M7	M5	M11	P3	M12	M15
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1110 - 1130	Managing relationships in B2B financial services <u>Theron, Edwin;</u> Terblanche, Nic; Boshoff Christo	Retail brand architecture and consumer store loyalty <u>Brunso, Karen;</u> Grunert, Klaus	Understanding and predicting brand attribute frequency distributions <u>Stocchi, Lara;</u> Romaniuk, Jenni	Negotiating nutrition whilst living dangerously in the pregnant body: can marketing help? Krisjanous, Jayne; Thirkell, Peter; Foureur, Maralyn	Mobile phone marketing: challenges and perceived attitudes <u>Luxton, Sandra;</u> Mahmood, Umer; <u>Ferraro, Carla</u>	Virtual product placement: examining the role of involvement and presence in second life <u>Mahyari, Parisa;</u> Drennan, Judy; Kuhn, Kerri-Ann	Business ethics from a historical perspective Mees, Bernard	** A study of the effect of country image on consumers' evaluation of an unfamiliar foreign utilitarian product Ho, Danny	Ageless advertising and society: evidence from the UK and Australia <u>Szmigaj, Isabelle;</u> Rutherford, Robert	Sustainable assessment practices: improving marketing effectiveness and quality Lawley, Meredith; Debuse, Justin; <u>Schaffer, Vikki</u>	Club membership satisfaction and commitment: does rebranding matter? Plewa, Carolin; <u>Lu, Vinh;</u> <u>Veale, Roberta</u>	PLS path modeling in marketing and genetic algorithm segmentation Ringle, Christian; <u>Sarstedt, Marko;</u> Schlittgen, Rainer	A "Hybrid" reflective and formative model of customer loyalty in retail banking Baumann, Chris; <u>Elliott, Greg;</u> Hamin, Hamin	A consumer perspective of green event performance von der Heidt, Tania; Firmin, Rose	Ultimate consumption Kozak, Anita; <u>Wilkinson, Ian</u>	
1130 - 1150	Achieving customer satisfaction via market orientation, brand orientation, and customer empowerment: evidence from Australia O'Casey, Aron; <u>Ngo, Liem</u>	Positive word of mouth: does generational membership and psychographic characteristics matter? <u>Mitsis, Ann;</u> Foley, Patrick	Body beliefs and virtual models Garbarino, Ellen; Rosa, Jose	Social structures of a consumer's economy: IT adoption and consumption of three different cultural capitalist consumers <u>Ting, Sherman;</u> Dubelaar, Chris; Dawson, Linda	Flogging in blogs: what drives customers to vent their complaint experiences online? <u>Sulaiman, Zuraidah;</u> Areni, Charles; Miller, Rohan	Does power imbalance matter in corporate-nonprofit partnerships? Preliminary findings Mutch, Nicola	Halo effects of travel destination image on domestic products <u>Lee, Richard;</u> Lockshin, Larry	Designing creative, effective ads: a proposed test of the remote conveyer model <u>Althuisen, Niek;</u> Rossiter, John	Measuring effectiveness of poster sessions: a scale development <u>Stegemann, Nicole;</u> Sutton-Brady, Catherine	Sales technology relationship building role: cognitive insights from salespeople and customers <u>Boujena, Othman;</u> Johnston, Wesley; Merunka, Dwight	Factor analysis and discriminant validity: a brief review of some practical issues <u>Farrell, Andrew;</u> Rudd, John	Consumers' continued usage of internet banking: an Australian context <u>Adapa, Sujana;</u> Rindfleisch, Jennifer; Cooksey Ray, Valenzuela, Fredy	Is a social marketing framework the key to promoting volunteer participation? Lockstone-Binney, Leonie; Binney, Wayne; Baum, Tom	Public swimming pools: who uses them and why Reimers, Vaughan; <u>Walters, Gabrielle</u>		
1150 - 1210	Do quality, value, satisfaction and loyalty differ amongst different cultural groups of KFC customers? Terblanche, Nic	Why consumers buy manufacturer brands - does quality really matter? <u>Walsh, Gianfranco;</u> Hassan, Louise; Shiu, Edward	** Motivation, ability and the influence of nutrition information formats Maubach, Ninya; <u>Hoek, Janet;</u> Healey, Benjamin; Gendall, Philip; Hedderley, Duncan	Successive early adoption of technology generations: the case of video players <u>van Rijssoever, Frank;</u> Oppewal, Harmen	Facilitating conditions and social factors as predictors of attitudes and intentions to illegally download Phau, Ian; <u>Teah, Min;</u> Lwin, Michael	NFC, moral position, socialisation, and ethical decision-making <u>McClaren, Nicholas;</u> Adam, Stewart; Vocino, Andrea	Conceptualisation of the Australian 'born global' experience - some preliminary issues Taylor, Murray; <u>Jack, Robert</u>	Sport celebrity influence on young adult consumers Dix, Steve	Cash for comment: participation money as a mechanism for measurement, reward, and formative feedback in active class participation Chylinski, Mathew	Relationship marketing empowered by latest technological developments; an ethical dilemma? Niininen, Outi	Choosing "interesting" research methods and then facing the challenges of publication Andrews, Lynda	Mastering service and sales simultaneously - key to achieving ambidexterity in retail banking Yu, Ting; <u>Patterson, Paul;</u> de Ruyter, Ko	Relational exchange within a community time bank <u>Ozanne, Lucie;</u> Ozanne, Julie	Cruise tourism: the role of bus drivers as determinants of a satisfactory shore experience Lloyd, Nikki; <u>Thyne, Maree;</u> Henry, James		
1030 - 1210	Special Session: Brand management perspectives for ANZMAC 2009 - M10 Chair: Bal, Anjali 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 Discussant: Michael Ewing, Professor and Head, School of Marketing, Monash University, Melbourne, Australia															
1210 - 1320	Lunch - Crown Promenade Foyer Level 1								ANZMAC Executive Lunch Meeting (2) - M10							
1300 - 1320	Poster Session - All poster authors to be available with their poster															

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CH	Denize, Sara;	Bennett, Sandy	Kerr, Greg	Thyne, Maree	Neale, Larry	Jarvis, Wade	Dix, Steve	Seligman, James	Lees, Gavin	Beverland, Michael	O'Casey, Aron	Baron, Steve	Bove, Liliana	Hoek, Janet	Aitken, Robert	
TRACK	B2B	Brand Management I	Brand Management II	Consumer Behaviour I	Consumer Behaviour II	International Marketing	Marketing Communication	Marketing Education	Marketing Metrics and Modelling	Relationship Marketing	Retailing, Pricing, Pers Selling	Services Marketing	Strategic Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts	Pres Sess
THEME	Supplier Relationships	SMEs and Corporate Branding	Brands and Marketing Communication	Real Estate	Shopping	Country of Origin II and Asian Issues	Audience Behaviour I	Research Methods I	Performance and Consumer Behaviour	Services	Shopping Decisions	Performance	Models and Measurement	Alcohol, Cigarettes	Travel Destination	
1320 - 1340	The impact of buyer specific investments and buyer specific control investments on hierarchical governance in supplier-buyer relationship <u>Buvik, Arnt;</u> Andersen, Otto	Corporate branding: toward integrating corporate social responsibility and corporate sustainability <u>Cooper, Holly;</u> Miller, Dale; Merrilees, Bill	Analyzing the effectiveness of refined premium printed ads Bauer, Hans; Heinrich, Daniel; <u>Hampel, Stefan;</u> Hippner, Hajo	Location! Location! Location! "why I live here" <u>Lee, Christina;</u> Conroy, Denise; Levy, Deborah	Autonomy, control and importance: a renaissance for the three 'Lost' pillars of dominance <u>Healy, Michael;</u> Beverland, Michael; Oppewal, Harmen	Globalization of ethnic cuisine: from Russia with love? <u>Eliseveva, Nadezhda;</u> Ogle, Alfred	Investigating zapping of commercial breaks and programming content during prime time Australian TV <u>Jardine, Bryony;</u> Riebe, Erica; <u>Dawes, John</u>	Student diversity: identifying student sub-groups in an applied research subject. <u>Burford, Marion;</u> Harris, Jennifer	Forecasting customer buying behaviour - "Controlling for Seasonality" <u>Zitzlperger, David;</u> Payne, Adrian; Harris, Jennifer	** Characteristics of customer advocacy in a services context <u>Liu, Dan;</u> Robbert, Thomas; Roth, Stefan	Attitudes to private labels: the role of store image Fraser, Alison	The role of customer community in value co-creation for third places: an example of senior citizens Meshram, Kanika; <u>Dean, Alison;</u> Cowley, Kym	Adjusting the BCG matrix for the recession Shuv-Ami, Avichai	Improving alcohol knowledge in the ACT Rundle-Thiele, Sharyn	Understanding the propensity of Chinese university students for leisure travel within Australia <u>Zhang, Yun;</u> Burgess, Lois; Kerr, Greg	
1340 - 1400	Understanding the additional value created by customer solutions and how it is contingent upon solution complexity Worm, Stefan; Ulaga, Wolfgang; <u>Zitzlperger, David</u>	Integrating firm strategy and brand management through brand orientation <u>Mzungu, Sasu;</u> Merrilees, Bill; Miller, Dale	Brand architecture for business schools: is the university or the benefactor the brand? H. Shaari, Zullina; Areni, Charles	Channel configuration and market outcomes in real estate markets <u>Rotte, Kristin;</u> Chandrashekar, Murali	To wrap or not wrap? What is expected? Some initial findings from a study on gift wrapping <u>Porublev, Elizabeth;</u> Brace-Govan, Jan; Minahan, Stella; Dubelaar, Chris	Do consumers really pay more for their own country brand?: the impact of price and ethnocentrism on local brand preference <u>Winit, Warat;</u> Gregory, Gary	Influences on audience inheritance in Australian television viewing <u>Jardine, Bryony;</u> Romaniuk, Jenni	Using auto/ethnography to gain insight into teaching with problem-based learning: a student's perspective Baker, Thomas; Bucic, Tania	Does the duplication of purchase law apply to radio listening? <u>Lees, Gavin;</u> Wright, Malcolm	To lurk, or to post? A conceptualization on consumers' virtual community behaviors <u>Ho, Kwok-Wai;</u> Chou, Ting-Jui	Drivers of retail store loyalty <u>Ramaseshan, B.;</u> Vinden, Amy	Satisfaction with services: an impact-performance analysis for soccer-fan satisfaction judgements <u>Sarstedt, Marko;</u> Schwaiger, Manfred; Ringle, Christian; Gudergan, Siegfried	** Empirically investigating service-dominant logic: developing and validating a service-dominant orientation measure <u>Karpen, Ingo;</u> Bove, Liliana; Lukas, Bryan	Talking policy: RTD taxation versus social marketing outcomes Previte, Josephine; Fry, Marie-Louise	Should variety-seeking be encouraged to promote less popular destinations? Duan, Zhirong; <u>Meng, Jie</u>	
1400 - 1420	Not being radical - a case exploring the low-tech, incremental innovation and commercialisation process <u>Denize, Sara;</u> Purchase, Sharon; Oлару, Doina	Market orientation, brand orientation and brand performance in SMEs: related constructs? <u>Tuominen, Sasu;</u> <u>Laukkanen, Tommi;</u> Reijonen, Helen	Brands, brand communications and national identity <u>Bulmer, Sandy;</u> Buchanan-Oliver, Margo	Getting to the heart of the matter: a hedonic reason for home purchases <u>Khoo-Lattimore, Catheryn;</u> Thyne, Maree; Robertson, Kirsten	Examining the antecedents of recreational shopper identity Hawkins, Sally; Bougoure, Ursula; <u>Neale, Larry</u>	A latent look at emerging Asian wine consumers and their intrinsic - extrinsic preferences Egan, Thomas; <u>Jarvis, Wade;</u> Gibberd, Mark; Williams, Hannah	The relationship between positive and negative word-of-mouth and the success of new season television programs <u>Nguyen, Cathy;</u> Romaniuk, Jenni	Teams for performance <u>Bucic, Tania;</u> Robinson, Linda	Applying brand attachment to a consumption context: attachment to mobile phones <u>Dobele, Angela;</u> Beverland, Michael	Multichannel retailing: the relationship between search and purchase channel choice McIver, Peta; Luxton, Sandra; <u>Sands, Sean</u>	Service performance evaluation using a customer critic approach Harris (Cassidy), Kim; Harris, Richard; Elliott, Dominic; <u>Baron, Steve</u>	Talking to our financial backers: the key role of financial 'Offer Models' Hamlin, Robert	An empirical examination of goal desire and emotion in the context of smoking cessation <u>Thomson, Jennifer;</u> Shaw, Deirdre; Shiu, Edward	The four R's of place branding <u>Aitken, Robert;</u> Campelo, Adriana		

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1420 - 1440		Relating to the brand: using narrative analysis to explore the internal brand within a large organization Buchanan-Oliver, Margo; <u>Bennett, Sandy</u>	Using the brand molecule concept to guide the management and marketing of a professional sports team Pomeroy, Alan; Melton, Dirk; <u>Kerr, Greg</u>		Brothers in paint: practice-oriented inquiry into a tribal marketplace culture Rokka, Joonas; Hietanen, Joel; de Valck, Kristine; Toyoki, Sammy; Sihvonen, Antti		The effect of interactive program loyalty banners on television advertising avoidance <u>Dix, Steve</u> ; Bellman, Steve; Haddad, Hanadi; Varan, Duane		Marketing analytics in UK Higher Education Seligman, James; Taylor, John		Creating compelling e-service encounters: examining e-service attributes and flow <u>Carlson, Jamie</u> ; O'Cass, Aron			Social support and smoking cessation: how do quitters assist each other? <u>Hoek, Janet</u> ; Watkins, Leah		

1340 - 1440 President's Session - Is Marketing Academia losing it's way? - M15
 Chair: Mark Gabbott, ANZMAC President Panel: Michael Kleinaltenkamp, John Roberts, Jill Sweeny, Mark Uncles, Rod Brodie

1440 - 1510 Afternoon Tea - Crown Promenade Foyer Level 1

CONCURRENT SESSIONS

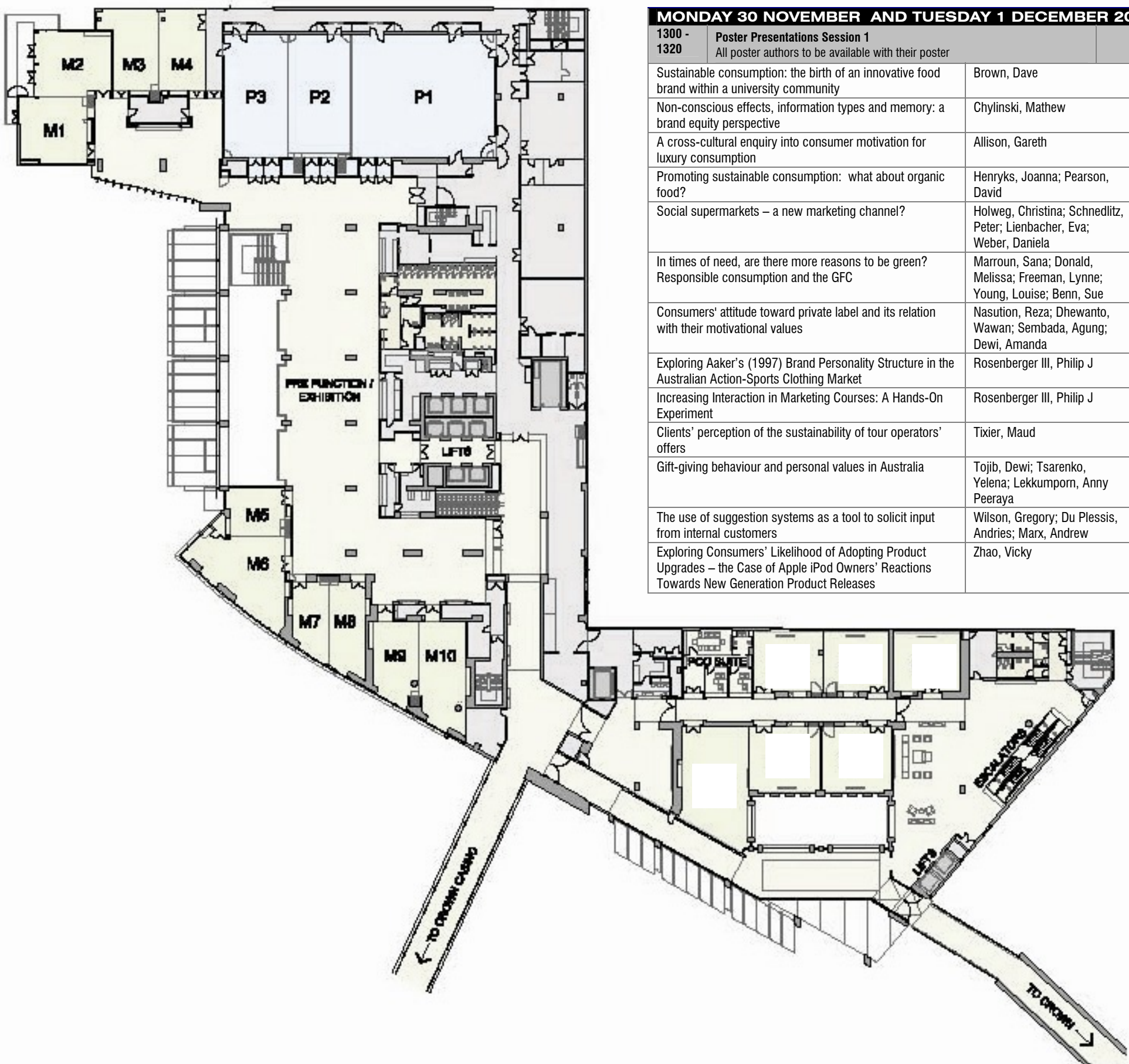
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CH	Polonsky, Michael	Uncles, Mark	Mavondo, Felix	Murphy, Andrew	Beckmann, Suzanne	Sadeque, Saalem	Camit, Michael	Fortin, David	Griffiths, Kathleen	Stewart, David	Menezes, Rui	Dawes, John	Minkiewicz, Joanna	O'Cass, Aron	Wood, Matthew	Harrison, Paul
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THEME	Communication	Community, Social and Place	Branding Issues	Understanding Young Consumers Green Marketing	Shopping	Advertising Regulations and Ethics	Asian and China Issues	Audience Behaviour II	Research Methods II	New Media	Relationship Quality and International Issues	Price	CoCreation/SDL	Market Orientation and Performance	Public Health and Social Marketing	Religious Tourism, Group Travel Ecotourism
1510 - 1530	The effectiveness of brand management instruments in building and leveraging component supplier brand strength Worm, Stefan	Place branding: representing sense of place <u>Campelo, Adriana</u> ; Aitken, Rob; Gnoth, Juergen; Thyne, Maree	Mechanisms that shape and perpetuate the employer branding process <u>Moroko, Lara</u> ; Uncles, Mark	Profiling generation Y - where do they travel? Kattiyapornpong, Uraiporn	Who and why? Demographic and psychographic differences between consumers who have altered their shopping behaviour during a recession and those who have not Pentecost, Robin; Andrews, Lynda	Enhancing or inhibiting advertising's sustainability: an overview of advertising standards organisations in Australia Crawford, Robert; <u>Spence-Stone, Ruth</u>	A comparison of factual/low context versus emotional/high context message appeals: persuading Chinese smokers to ring the Chinese quitline <u>Camit, Michael</u> ; Noble, Gary; Algie, Jennifer	The effect of program promotions on viewing 90210 - a pilot study <u>Beal, Virginia</u> ; Romaniuk, Jenni	The confluence of student and teacher personality: towards a research agenda <u>Spaniaard, Daniela</u> ; Young, Louise	A conceptual framework for viral marketing <u>Stewart, David</u> ; Ewing, Michael; Mather, Dineli	Investigating relationships between relationship quality, customer loyalty and cooperation: an empirical study of convenience stores' franchise chain systems McDonnell, John; Beatson, Amanda; <u>Huang, Chih-Hsuan</u>	Customer-base brand equity and price acceptability: an empirical analysis Desmet, Pierre	Using service logic to interpret customers' experiences during call centre interactions Dean, Alison	Innovativeness: its antecedents and relationship to SME business performance <u>Hog, Mohammad</u> ; Ha, Norbani	A qualitative investigation of sources of value in social marketing from the lens of a public health service <u>Zainuddin, Nadia</u> ; Preville, Josephine; Russell-Bennett, Rebekah	Segmentation of the spiritual tourism market <u>Haq, Farooq</u> ; Newby, Leonce; Jackson, John

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THEME	Communication	Community, Social and Place	Branding Issues	Understanding Young Consumers Green Marketing	Shopping	Advertising Regulations and Ethics	Asian and China Issues	Audience Behaviour II	Research Methods II	New Media	Relationship Quality and International Issues	Price	CoCreation/SDL	Market Orientation and Performance	Public Health and Social Marketing	Religious Tourism, Group Travel Ecotourism
1530 - 1550	Moving towards solution business: challenges for internal communication - a pilot study <u>Ryvynänen, Harri</u> ; Salminen, Risto; Pekkarinen, Olli	Brand community as a strategy for conquering virtual worlds <u>Halvorson, Wade</u> ; Steyn, Peter	Factors influencing effective rebranding strategy <u>Liu, Shuk Woon</u> ; Tang, Esther	Examining the influences of intentions to purchase green mobile phones among young consumers: an empirical analysis <u>Ng, Serena</u> ; Paladino, Angela	Ethical intentions, unethical shopping baskets: understanding the intentions-behaviour gap of ethically-minded consumers <u>Carrington, Michael</u> ; Neville, Ben; Whitwell, Greg	Corporate codes of ethics in Australia, Canada and USA: measurement and structural properties of a cross-cultural model Svensson, Goran	The black market in China lightens up Bennett, Dag	We have a simulcast but why is the remote not stuck? <u>Tran, Khuyen</u> ; <u>Pocock, Ann</u> ; Beal, Virginia	Customer experience management in UK Higher Education a mixed methods study <u>Seligman, James</u> ; Taylor, John	Samboy, facebook and the bushfires: extreme conditions and the persistence of marketing theory Habel, Cullen	The mediating effects of relationship marketing orientation (RMO) on the antecedents of international joint venture (IJV) performance in Thailand <u>Nik Mat, Nik Kamariah</u> ; Wadecharoen, Wanida	The perceived benefits of price-related promotions and the impact of consumer price knowledge: the case of the German automobile market <u>Zerres, Christopher</u> ; Hünerberg, Reinhard	Co-evolution of a virtual experience environments: the application of a business model to the Machinima Community <u>Garry, Tony</u> ; Harwood, Tracy	Business model innovation vs replication: financial performance implications of strategic emphases <u>Aspara, Jaakko</u> ; Tikkanen, Henriikki; Hietanen, Antti	Social networking, social harassment and social policy Bednall, David; Hirst, Alan; Ashwin, Marie; İçöz, Orhan; Hultén, Bertil; <u>Bednall, Timothy</u>	Religion meets commemoration: pilgrimages and tours to battlefields of the Western Front <u>Clarke, Peter</u> ; Eastgate, Anne
1550 - 1610	A conceptual framework for modelling the antecedents of client loyalty in the advertising industry context <u>Levin, Elizabeth</u> ; Lobo, Antonio	Brand communities and the role of local dealers <u>Hartleb, Vivian</u> ; Evanschitzky, Heiner; Woisetschläger, David; Ramaseshan, B.	Difficult to evaluate product features: why credible branding matters <u>Wise, Chelsea</u> ; Burke, Paul	The adoption of solar water heating: exploring the New Zealand case <u>Murphy, Andrew</u> ; Donoghue, Michael	Indian restaurants and Sydneysiders: a perceptual study Razaque, Mohammed	Use of codes of ethics by New Zealand marketing organizations Yallop, Anca	Understanding cultural values of Gen Y Chinese consumers <u>Smith, Simon</u> ; Rao Hill, Sally	Cutting through the clutter? a field experiment measuring behavioural responses to an ambient form of advertising Abdul-Razzaq, Serrin; Ozanne, Lucie; <u>Fortin, David</u>	The peer review process: how often do blind reviewers agree in their final recommendation? <u>Griffiths, Kathleen</u> ; Dobe, Angela	** Extending then refuting Godenberg, Libai & Muller: Demonstrating a complex systems approach to developing and testing theory Winzar, Hume	A proposed model of customer-employee interactions leading to overall customer satisfaction in the banking sector of Bangladesh <u>Fatima, Johra</u> ; Razaque, Mohammed	** Brand-pack size cannibalization arising from temporary price promotions - an examination in two FMCG markets Dawes, John	Co-creation in the heritage sector <u>Minkiewicz, Joanna</u> ; Evans, Jody; Bridson, Kerrie	Challenges to implementing market orientation in the funds management industry <u>Westberg, Kate</u> ; Hallahan, Terrence; Mulye, Rajendra; Schwartz, Michael; Stavros, Constantino	Social marketing through emotional connections: "myth busting" in a London borough <u>Wood, Matthew</u> ; <u>Fowle, Julie</u> ; Watt, Peter; Wills, Heather	Examining the antecedents of group-oriented travel behaviour to large-scale events: a conceptual model and propositions Regan, Nicole; Carlson, Jamie; <u>Rosenberger, Ill, Philip</u>

TRACK	M13	P2	M6	P1	M2	M15	M8	M3	M9	M5	M7	M1	M11	M4	P3	M12
	B2B	Brand Management I	Brand Management II	Consumer Behaviour I	Consumer Behaviour II	CSR	International Marketing	Marketing Communication	Marketing Education	Marketing Metrics and Modelling	Relationship Marketing	Retailing, Pricing Pers Selling	Services Marketing	Strategic Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts
THEME	Communication	Community, Social and Place	Branding Issues	Understanding Young Consumers Green Marketing	Shopping	Advertising Regulations and Ethics	Asian and China Issues	Audience Behaviour II	Research Methods II	New Media	Relationship Quality and International Issues	Price	CoCreation/SDL	Market Orientation and Performance	Public Health and Social Marketing	Religious Tourism, Group Travel Ecotourism
1610 - 1630	Exploring marketing to marketers – a content analysis of advertisements in marketing news over 15 years <u>Arambewela, Rodney;</u> <u>Polonsky, Michael</u>	Understanding social networks in consumer brand relationship theory: evidence from China <u>Teo, Theresa;</u> <u>Uncles, Mark</u>	Effective corporate reputation maintenance : the importance of codification <u>Yakimova, Raisa;</u> <u>Mavondo, Felix;</u> <u>Freeman, Susan</u>	Why Australians voluntarily purchase green electricity? A qualitative study <u>Hartono, Arif</u>	Consumers' health information seeking behaviour in the food market <u>Hansen, Torben;</u> <u>Thomsen, Thyra Uth;</u> <u>Beckmann, Suzanne;</u> <u>Boye Heidi</u>	The potential effects of habit in the effectiveness of gambling warnings <u>Sadeque, Saalem;</u> <u>Mizerski, Dick</u>	The young affluent Chinese and their attitudes towards using credit cards – a replication study across time and city <u>Thompson, Frauke;</u> <u>Worthington, Steve;</u> <u>Stewart, David</u>		The universal colour grid: colour research unbiased by verbal labels and prototypical hues <u>Areni, Charles;</u> <u>Sutton-Brady, Catherine</u>		A logit model of customer churn as a way to improve the customer retention strategy in the fixed telecommunications industry in Portugal <u>Menezes, Rui;</u> <u>Portela, Sofia</u>			Exploring marketing effectiveness via market orientation, resource possession and marketing capability <u>Ngo, Liam;</u> <u>O'Cass, Aron</u>	Effective public sector communications: myths and narratives in a London borough <u>Fowle, Julie;</u> <u>Wood, Matthew;</u> <u>Evans, David;</u> <u>Watt, Peter;</u> <u>Thirle, James</u>	An exploration of motives for attending Australian ecotourism locations and their influence on future intentions <u>Hartley, Nicole;</u> <u>Harrison, Paul</u>
1630	Close of Sessions															
1630 - 1730	ANZMAC AGM - M1															
1730 - 1830	WELCOME RECEPTION AND BEST PAPER AWARDS															
															Crown Promenade Foyer Level 1	

CROWN CONFERENCE CENTRE MAIN FLOOR PLAN-LEVEL 1

POSTER PROGRAM



MONDAY 30 NOVEMBER AND TUESDAY 1 DECEMBER 2009		
1300 - 1320	Poster Presentations Session 1 All poster authors to be available with their poster	Foyer Level 1
	Sustainable consumption: the birth of an innovative food brand within a university community	Brown, Dave
	Non-conscious effects, information types and memory: a brand equity perspective	Chylinski, Mathew
	A cross-cultural enquiry into consumer motivation for luxury consumption	Allison, Gareth
	Promoting sustainable consumption: what about organic food?	Henryks, Joanna; Pearson, David
	Social supermarkets – a new marketing channel?	Holweg, Christina; Schnedlitz, Peter; Lienbacher, Eva; Weber, Daniela
	In times of need, are there more reasons to be green? Responsible consumption and the GFC	Marroun, Sana; Donald, Melissa; Freeman, Lynne; Young, Louise; Benn, Sue
	Consumers' attitude toward private label and its relation with their motivational values	Nasution, Reza; Dhewanto, Wawan; Sembada, Agung; Dewi, Amanda
	Exploring Aaker's (1997) Brand Personality Structure in the Australian Action-Sports Clothing Market	Rosenberger III, Philip J
	Increasing Interaction in Marketing Courses: A Hands-On Experiment	Rosenberger III, Philip J
	Clients' perception of the sustainability of tour operators' offers	Tixier, Maud
	Gift-giving behaviour and personal values in Australia	Tojib, Dewi; Tsarenko, Yelena; Lekkumporn, Anny Peeraya
	The use of suggestion systems as a tool to solicit input from internal customers	Wilson, Gregory; Du Plessis, Andries; Marx, Andrew
	Exploring Consumers' Likelihood of Adopting Product Upgrades – the Case of Apple iPod Owners' Reactions Towards New Generation Product Releases	Zhao, Vicky

DAY TWO - ANZMAC CONFERENCE PROGRAM 2009

1

Track	Track Chairs	Track	Track Chairs
1. B2B marketing	Sharon Purchase and Catherine Sutton-Brady	10. Relationship Marketing	Michael Beverland and Adam Lindgreen
2. Brands and Brand Management	Deon Nel and Leyland Pitt	11. Research Methods*	Fely Evangelista and Rita Di Mascio
3. Consumer Behaviour	Suzan Burton, David Bednell and Ken Hyde	12. Retailing, Pricing & Personal Selling	Aron O' Cass and John Cadogan
4. Corporate Social Responsibility & Ethics	Michael Polonsky and Janet Hoek	13. Services Marketing*	Meredith Lawley, Sandra Gountas and Steve Baron
5. International Marketing*	Stephen Saunders and Ian Phau	14. Strategic Marketing	Mark Farrell and Albert Caruana
6. Marketing Communications*	Gayle Kerr and Doug West	15. Supply Chain Management, Logistics & e-business*	Hugh Pattinson and David Low
7. Marketing Education*	Cathi McMullen and Glenn Pearce	16. Sustainable & Social Issues in Marketing*	Wayne Binney and Matthew Wood
8. Marketing Metrics & Modelling	Malcolm Wright and Thomas Salzberger	17. Tourism, Sports & Arts Marketing*	Greg Kerr and Sara Dolnicar
9. Public Sector & Not-For-Profit Marketing*	Gillian Sullivan Mort and Adrian Sargeant		

* Tracks of interest to both ANZAM and ANZMAC

** ANZMAC Best Papers

Presenting author (where know) is underlined

TUESDAY 1 DECEMBER 2009																
0730 - 0900	Registration										Crown Promenade Foyer Level 1					
0730 - 0845	ANZAM Executive Breakfast Meeting (3) – M10										0715 – 0830 CIM Industry Breakfast (by invitation only) – P3					

CONCURRENT SESSIONS																
CH	M13	P2	P1	M2	M15	M8	M3	M9	M1	M5	M11	M4	M7	M6	M12	P3
TRACK	B2B	Brand Management I	Consumer Behaviour I	Consumer Behaviour II	CSR	International Marketing	Marketing Communication	Marketing Education	Research Methods	Retailing Pricing, Pers Selling	Services Marketing	Strategic Marketing	Supply Chain Logistics & e-business	Sustainable and Social Marketing	Tourism, Sports and Arts	Special Session
THEME	Supplier Relationships / Partnerships	Brand Awareness & Perceptions	Decision Making	Socialisation and Decision Making	Definitions & International Experiences	International Services	New Media	Contemporary Issues	Research Design and Online	The Salesperson	Satisfaction and Place	Organisation Resources	Online	Energy Reduction and Targeting	Sponsorship and Events	
0900 - 0920	A new wool marketing model: exploring the development of a new wool value chain Miller, Rohan; <u>Gregory, David</u>	Examining the effects of the offline corporate brand and online e-service delivery on consumer trust in e-retailing <u>Carlson, Jamie</u> ; O' Cass, Aron	Consumer-based fashion equity: a new concept to understand and explain fashion products adoption Le Bon, Caroline; Merunka, Dwight	Using narrative to explore consumer confusion with generic medicines Corbelli, Nicola; Gill, Liz; <u>Helkkula, Anu</u> ; White, Lesley	What drives corporate reputation in consumers' minds? A comparative study between China and Western Countries Schwaiger, Manfred; Zhang, Yang	Importance of service quality across different services types: an exploratory study of Australian and Chinese consumers Davis, Patrick; Lu, Vinh; Veale, Roberta	Do consumers experience a reversal state when encountering mobile commerce services Davis, Robert	Marketing innovators and the future; how can Australia better invest in innovation? Clark-Murphy, David	Group think or effective data collection? Conducting survey research with children Baxter, Stacey	Great expectations: the power of store atmosphere and merchandise effects on customers' perceptions of a retail salesperson <u>Mitchell, Natalie</u> ; Oppewal, Harmen; Beverland, Michael	An exploration of service quality in franchising relationships (FRANQUAL) <u>Grace, Debra</u> ; Weaven, Scott; Zhai, Sen-Jing	Marketing subunits and business performance <u>Auh, Seigyoung</u> ; Merlo, Omar	Forecasting the number of web shoppers in Australia: an application of the bass model Naseri, Mohammad; <u>Elliott, Greg</u>	It is a mass market for water and energy reduction appeals <u>Sharp, Anne</u> ; Høj, Stine	Consumers' orientation toward sport: does it matter for sponsors? <u>Palmer, Karen</u> ; Plewa, Carolin	
0920 - 0940	The role of partnership characteristics, relationship quality, and organisational capabilities on alliance outcomes <u>Zaman, Manir</u> ; Mavondo, Felix	** Lemon-Aid: brand as a signal for quality – a classroom game Tsao, Hsiu-Yuan; Campbell, Colin; Farshid, Mana; Chakrabarti, Ronika	Family communication patterns and children's influence on family decision making <u>Wut, Tai Ming</u> ; Chou, Ting-Jui	Symbolic consumption and consumer identity: an application of social identity theory to car purchase behaviour Sowden, Liza-Jane; <u>Grimmer, Martin</u>	Investing the relationship between antecedents of corporate social responsibility and organisational learning among Malaysian organizations <u>Yahya, Wan Kalthom</u> ; Ha, Norbani Che	The Sustainability or otherwise of Services Imports: Experiences in developed Economies <u>Tsafack, Esther</u> ; Mavondo, Felix	We have the system, but where are the users? Marketing intranet portals <u>Neill, William</u> ; Richard, Jame	The marketplace as classroom: service-learning in an MBA marketing course <u>Finstenwalder, Joerg</u> ; O'Steen, William; Tuzovic, Sven	Visual research for segmenting emerging markets Greenland, Steven	The effects of power, influence, and interdependence on the effectiveness of marketing manager/sales manager working relationships Massey, Graham	Antecedents and consequences of customer satisfaction with interactive voice response <u>Robertson, Nichola</u> ; McDonald, Heath	Examining the marketing - sales relationships and its implications for business performance <u>Grant, Ken</u> ; Nasution, Hanny	** Internet implementation leapfrogging and website performance <u>Ismail, Ahmad Fareed</u> ; Hashim, Noor Hazarina; Schegg, Roland; Murphy, Jamie	Using market segmentation to improve targeting of natural resource management expenditures <u>Morrison, Mark</u> ; Durante, Jeanette; Greig, Jenni; Ward, John	When happiness rhymes with sponsorship effectiveness: an investigation into how emotional valence influences sponsor memorization <u>Bal, Charles</u> ; Quester, Pascale; Plewa, Carolin	
0940 - 1000	Information technology and relationship marketing in an inter-firm context: implications for research <u>Johns, Raechel</u> ; Low, David; Blackman, Deborah	Examining the validity of the country brand personality construct <u>Murphy, Steven</u> ; El-Banna, Alia; Rojas-Méndez, José; Papadopoulos, Nicolas	Task factors and compromise effect in consumer choice Chen, Junsong; Rao Hill, Sally	Social and situational influences on cross-category consideration <u>van Zanten, Rob</u> ; Reid, Mike; Mavondo, Felix	"Damages of Doubt" consumer skepticism toward environmental claims in China and Australia <u>Gu, Haodong</u> ; Morrison, Pamela	How to design international loyalty programs <u>Stier, Martin</u> ; Hess, Silke	Try Hard: attitudes to advertising in online social networks <u>Kelly, Louise</u> ; <u>Kerr, Gayle</u> ; Drennan, Judy	"I really had absolutely NO IDEA what PR was about!!!!" – an insight into final year students' perceptions of the communications industry Wolf, Katharina	Learning via design interpolation with small and implicit samples Collins, Brett	When companies' cash flow and sustainability is at stake: an analysis of salespeople's role in the collection of customers' late payment Le Bon, Joel	The role of relational antecedents and the effect of experience in the development of service loyalty <u>Bowden, Jana</u> ; Dagger, Tracey; Elliott, Greg	The effects of sensing and seizing of market opportunities and reconfiguring activities on the organisational resource base <u>Wilden, Ralf</u> ; Gudergan, Siegfried; Lings, Ian	The role of citizenship behaviour in e-service quality delivery in blog retailing <u>Ng, Jia Yun</u> ; Matanda, Margaret	An ecological account of seniors' attitudes to physical activity: social marketing implications Pettigrew, Simone	Consumer awareness of sponsorship - a FMCG context <u>Woodside, Frances</u> ; Summers, Jane	
1000 - 1020	Developing dynamic capability through partnership: the role of capabilities <u>Jiang, Wei</u> ; Mavondo, Felix	Xpressions of generation Y: Perceptions in mobile phone service industry in Pakistan <u>Rahman, Salma</u> ; Azhar, Sarwar	Making the switch – does satisfaction predict switching behaviour? Korkofingas, Con	Roles of motivation factors in predicting tourists' intentions to make wellbeing holidays - A Finnish Case <u>Konu, Henna</u> ; Laukkanen, Tommi	Market drivers of service export performance: an eclectic perspective <u>Lu, Vinh</u> ; <u>Quester, Pascale</u> ; Karunaratna, Amal	** Advertising for extensions with moderate quality and/or fit: get the right focus <u>Dens, Nathalie</u> ; De Pelsmacker, Patrick	Enhancing practical skills: reflections on real case experience <u>Fulcher, Patricia</u> ; Paull, Megan	Online surveys: response timeliness and issues of design <u>Reynolds, Scott</u> ; Sharp, Anne; Anderson, Katherine	Impact of critical sales events on salesperson's job satisfaction Gaur, Sanjaya; <u>Xu, Yingzi</u> ; Song, Kun	Are inertia and calculative commitment distinct constructs? An indirect test in the financial services sector <u>Yanamandra, Venkata</u> ; White, Lesley	The organisational embeddedness and capabilities linkages: implications for organisational performance Mavondo, Felix; <u>Nasution, Hanny</u> ; Wong, Elaine	Segmenting consumers via perceptions of brand value in virtual worlds Barnes, Stuart; <u>Mattsson, Jan</u>	Acceptance of renewable energies: model development and first empirical results <u>Wiedmann, Klaus-Peter</u> ; Venghaus, Sandra; von Zitzewitz, Mareike	Testing the applicability of the Product Consumption Emotions (PCE) within festival contexts <u>Lee, Jenny (Jiyeon)</u> ; Kyle, Gerard		

2

Interface between Industry and Academia

Special Session:

CONCURRENT SESSIONS																
	M13	P2	P1	M2	M15	M8	M3	M9	M1	M5	M11	M4	M7	M6	M12	P3
TRACK	B2B	Brand Management I	Consumer Behaviour I	Consumer Behaviour II	CSR	International Marketing	Marketing Communication	Marketing Education	Research Methods	Retailing Pricing, Pers Selling	Services Marketing	Strategic Marketing	Supply Chain Logistics & e-business	Sustainable and Social Marketing	Tourism, Sports and Arts	Special Session
THEME	Supplier Relationships / Partnerships	Brand Awareness & Perceptions	Decision Making	Socialisation and Decision Making	Definitions & International Experiences	International Services	New Media	Contemporary Issues	Research Design and Online	The Salesperson	Satisfaction and Place	Organisation Resources	Online	Energy Reduction and Targeting	Sponsorship and Events	
1020 - 1040		Naming brands: implications for children's brand awareness <u>Baxter, Stacey; Webster Cynthia</u>	The effect of paired comparisons and income on choice <u>Brennan, Mike; Watkins, Selwyn</u>	I am what I am – the question of reflexivity in consumer discourses <u>Emile, Renu; Craig-Lees, Margaret</u>		The 3 Fs: franchising, family and friends <u>Thompson, Megan</u>	Conceptualising anticipatory guilt to evoke blood donation from lapsed donors <u>Lwin, Michael; Phau, Ian</u>		Ensuring the integrity of panel responses from commissioned web-based research <u>Khan, Aila; Stanton, John</u>	Salespersons' actions that influence switching in a B2B context <u>Marck, Michael; Caemmerer, Barbara</u>	Place attachment and the consumption of service-scapes <u>Debenedetti, Alain; Oppewal, Harmen</u>	Resources, capabilities and competition in Higher Education <u>Fahy, John; Hurley, SaraKate; Hooley, Graham; DeLuca, Luigi</u>	Risky business: perceived risk, trust and the use of E-banking <u>Wong, David; Loh, Claire; Turner, Bradley; Bak, Randall; Yap, Kenneth</u>	The influence of reference groups on alcohol consumption: a tri-country, social marketing study of young women <u>Raciti, Maria; O'Hara Rebecca; Harker, Debra; Sharma, Bishnu; Reinhard Karin; Davies Fiona</u>	Australia's Brand Equity as a Tourism Destination for Latin American Consumers <u>Bianchi, Constanza; Pike, Steven</u>	
0900 - 1040	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 McLeod, ex-General Manager of Marketing and Communications, AFL; Samantha Smith, Principle, Pinnacle Communications; Ian Duncan, Direct Selling Association of Australia															
1040 - 1110	Morning Tea – Crown Promenade Foyer Level 1															

CONCURRENT SESSIONS																
	M13	P2	P1	M2	M1	M15	M8	M3	M9	M7	M5	M4	M11	P3	M12	M6
CH	Andresen, Edith	Vocino, Andrea	Uncles, Mark	MacCarthy, Martin	Sweeney, Jillian	Johnson, Lester	Souchon, Anne	Phau, Ian	Lefroy, Kathryn	Yu, Kevin	Rossiter, John	Mizerski, Katherine	Harrison, Paul	Reid, Mike	Ismail, Ahmad Fareed	
TRACK	B2B	Brand Management I	Consumer Behaviour I	Consumer Behaviour II	Consumer Behaviour III	CSR	International Marketing	Marketing Communication	Public Sector Not for Profit Marketing	Relationship Marketing	Research Methods	Retailing Pricing Pers. Selling	Services Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts	Special Session
THEME	Trust and Commitment	Brand Extension & Cons Behaviour	Services	Decision Making & Soc Marketing	Word of Mouth	Social Effects of Advertising and Labelling	Supply Chain, Export and Distribution	Effect	Commitment and Participation	Quality and Loyalty	Analysis and Measurement	Convenience and Brands	Service Recovery	Diet/Obesity	Online	
1110 - 1130	Trust in buyer-supplier relationships: supplier competency, interpersonal relationships and outcomes <u>Stuart, Ian; Verville, Jacques; Taskin, Nazim</u>	The effect of brand extensions on parent-brand relationship quality <u>Baazeem, Thamer; Neale, Larry; Bougoure, Ursula</u>	Can emergency department patients be clustered by their attitudes and behaviours? <u>Cheung, Lily; Lawley, Meredith</u>	Mobile payments: their effect on purchase behaviour <u>Khan, Jashim; Craig-Lees, Margaret</u>	Customer evangelists: a conceptual model <u>Collins, Nathalie; Murphy, Jamie</u>	Does product labelling evoke guilt in consumers? <u>Lim, Wesley; Phau, Ian</u>	Analysing beef supply chain strategy in Australia, the United States and the United Kingdom <u>Jie, Ferry; Parton, Kevin</u>	Marketing to children: the premium effect <u>Stuart, Helen; Kerr, Gayle</u>	Build donor identity or donor commitment? A dilemma for not-for-profit organizations <u>Bove, Liliana; Bednall, Tim; Wei Jiang, Le</u>	Conceptualizing relationship quality in franchise systems: dimension and measures <u>Evanschitzky, Heiner; Backhaus, Christof; Woisetschlaeger, David; Hartleb, Vivian</u>	Coefficient beta: a neglected statistic <u>Soutar, Geoff</u>	The role of convenience in the evolution of the mall <u>Reimers, Vaughan; Clulow, Valerie</u>	The influence of guarantee compensation and fix on service recovery <u>McQuilken, Lisa</u>	Sustainability and childhood obesity <u>Reisch, Lucia; Gwozdz, Wencke; Beckmann, Suzanne</u>	Evaluating the use of the web for tourism marketing in Hong Kong <u>Kerr, Greg; Burgess, Lois</u>	Special Session Recent progress on best worst scaling

CONCURRENT SESSIONS																
	M13	P2	P1	M2	M1	M15	M8	M3	M9	M7	M5	M4	M11	P3	M12	M6
TRACK	B2B	Brand Management I	Consumer Behaviour I	Consumer Behaviour II	Consumer Behaviour III	CSR	International Marketing	Marketing Communication	Public Sector Not for Profit Marketing	Relationship Marketing	Research Methods	Retailing Pricing Pers. Selling	Services Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts	Special Session
THEME	Trust and Commitment	Brand Extension & Consumer Behaviour	Services	Decision Making & Social Marketing	Word of Mouth	Social Effects of Advertising and Labelling	Supply Chain, Export and Distribution	Effect	Commitment and Participation	Quality and Loyalty	Analysis and Measurement	Convenience and Brands	Service Recovery	Diet/Obesity	Online	
1130 - 1150	Multi-stage marketing – overcoming marketing myopia in B2B markets <u>Kleinaltenkamp, Michael; Classen, Matthias; Fischer, Andreas</u>	Can political brands be successfully extended – the case of the congress party in India <u>Subramani, Srinivasan; Parulekar, Ajit</u>	Operationalising co-creation: service dominant logic and the infinite game <u>Collins, Nathalie; Murphy, Jamie</u>	Secondary Consumer Socialisation of Adults <u>Watne, Torger; Brennan, Linda</u>	Electronic word-of-mouth: an exploration into the why, what, and how <u>Soetarto, Budi; Yap, Kenneth; Sweeney, Jill</u>	Disease awareness advertisements in Australian magazines: an analysis of content and compliance <u>Hall, Danika; Jones, Sandra; Iverson, Don</u>	Exporters' perceptual psychic distance: a second order formative measure <u>Obadia, Claude; Vida, Irena; Prime, Nathalie</u>	The great divide in emotions under nostalgic appeal types in advertising <u>Phau, Ian; Marchegiani, Christopher</u>	Perceived market orientation and church participation <u>Mulyanegara, Riza; Tsarenko, Yelena; Mavondo, Felix</u>	Loyalty and switching barriers: the case of dissatisfied customers of the retail banking industry <u>Valenzuela, Fredy</u>	How preferences change after receiving new product information in an experimental choice task <u>Oppewal, Harmen; Morrison, Mark; Wang, Paul; Waller, David</u>	Retail centre convenience: its' influence over consumer patronage behaviour <u>Reimers, Vaughan; Clulow, Valerie</u>	Emergent behaviour, triggers of change and customer engagement <u>Jarratt, Denise; Fayed, Ramzi</u>	Are parents overfeeding and indulging? Qualitative insights for social marketers into child obesity <u>Norton, Julie; Harker, Debra, Michael</u>	Predicting online travel purchases: the case of Switzerland <u>Laesser, Christian</u>	
1150 - 1210	Gaining access to customers' resources through relationship bonds <u>Baxter, Roger</u>	How consumers see different tiers of private labels <u>Nenycz-Thiel, Magda; Romaniuk, Jenni</u>	Extremeness effects in single and multi-category choice <u>Neumann, Nico; Roberts, John; Morrison, Pamela</u>	A conceptual framework of the causes and consequences of the privacy paradox <u>Yap, Jo En; Beverland, Michael; Bove, Liliana</u>	Different word-of-mouth styles: a cluster analysis of positive senders <u>Soutar, Geoff; Sweeney, Jillian; Mazzarol, Tim;</u>	The role of advertising in the legitimization of CSR actions: propositions and a conceptual framework <u>Farache, Francisca; Perks, Keith; Berry, Aidan</u>	Regional trade agreements: a comparison <u>Plant, Elaine; Taghian, Mehdi</u>	Emotions under varying levels of historical nostalgia <u>Marchegiani, Christopher; Phau, Ian</u>	By the power vested in me..... examining the 'marriage' of two sectors through nonprofit-corporate relationships <u>Lefroy, Kathryn; Tsarenko, Yelena; Simpson, Dayna</u>	Agency theory and the acceptance of financial advice <u>Tan, Jon; Bove, Jasha; Lee, Richard</u>	The Potential Pitfalls of Transferring Constructs across Cultural Settings: Experience from NPD Research in Australia <u>Rowland, Janette; Kyriazis, Elias</u>	Retail tobacco outlets: variation by usage segment <u>Heuler, Stefanie; Burton, Suzan; Clark, Lindie</u>	The rise of smart consumers <u>Chen, Chien-Hung Tom; Drennan, Judy; Andrews, Lynda</u>	Parental intentions to purchase sustainably packaged snack food products: applying the theory of planned behaviour and norm activation model <u>Darvell, Catherine; Newton, Fiona; Newton, Joshua; Kirk-Brown, Andrea</u>	** National destination marketing organisations and web 2.0 <u>Hamill, Jim; Ennis, Sean; Attard, Daniela; Marck, Michael</u>	Special Session Recent progress on best worst scaling
1210 - 1230	Commitment in regional strategic networks <u>Andresen, Edith; Lundberg, Helene; Roxenhall, Tommy</u>	What's in a name: using a cue diagnosticity framework to understand consumer product search behaviour <u>Vocino, Andrea; Oppewal, Harmen</u>	** Interaction value: an investigation of consumer perceptions of the consumer-firm interaction <u>Macdonald, Emma; Uncles, Mark</u>	Australian gun owners: an endangered species <u>MacCarthy, Martin</u>		Message variables for effective advertising of corporate social responsibility initiatives: results of an experimental design <u>Pomeroy, Alan; Johnson, Lester; Noble, Gary</u>	Linking export memory use to export performance: the moderating role of export coordination and environmental turbulence <u>Souchon, Anne; Sy-Changco, Joseph</u>	Measuring existential guilt appeals on donation intention <u>Lwin, Michael; Phau, Ian</u>		Determinants of customer loyalty: an exploratory investigation on relational benefits in the context of customer club <u>Yu, Kevin; Song, Yang</u>	Not offering don't know options in brand image surveys contaminates data <u>Dolnicar, Sara; Rossiter, John</u>	The Effect of Product Familiarity in Perceptions and Preferences of Private Label and National Brands <u>Pham, Thang; Mizerski, Katherine; Sadegue, Saalem; Mizerski, Dick</u>	What's wrong with me? Concerns about online medical self-diagnosis <u>Robertson, Nichola; Harrison, Paul</u>	Gatekeeper influence on food acquisition, food preparation, and family diet <u>Reid, Mike; Worsley, Tony; Mavondo, Felix</u>	Pictures on the web: normative photo sharing with friends and travellers <u>Syed-Ahmad, Sharifah Fatimah; Klobas, Jane; Ismail, Ahmad Fareed; Murphy, Jamie</u>	

1110 - 1230		Special Session Recent progress on best worst scaling – M6 Chair: Jordan Louviere, Prof of Mkt, Exec Dir, Centre for the Study of Choice (CenSoC) Participants: David Pihlens and Terry Flynn, Centre for the Study of Choice (CenSoC), Faculty of Business, Uni of Technology, Sydney														
1230 - 1330		Lunch – Crown Promenade Foyer Level 1										AMJ Lunch Meeting – P3				
CONCURRENT SESSIONS																
CH	M13	P2	P1	M1	M15	M9	M3	M8	M6	M4	M5	M7	M11	M12	P3	M2
	Mahlamäki, Tommi;	Rosenberger III, Philip	Singh, Jaywant	East, Robert	Gazley, Aaron	Shaw, Robin	Jones, Sandra	Lawley, Meredith	Andrews, Lynda	Pickering, Paul	Lang, Bodo	Lockshin, Larry	Gountas, Sandra	Weerawarden a, Jay;	Jackson, Laurel	Polonsky, Michael
TRACK	B2B	Brand Management I	Consumer Behaviour I	Consumer Behaviour II	CSR	International Marketing	Marketing Communication	Marketing Education I	Marketing Education II	Relationship Marketing	Research Methods	Retailing Pricing Pers. Selling	Services Marketing	Strategic Marketing	Sustainable and Social Marketing I	Sustainable and Social Marketing II
THEME	Key Account Management	Brand Definition, Identity & Trust	Segmentation	New Product Adoption and Word of Mouth	Ethical Behaviour and Legal Constraints	Current Issues	Ethics	Internationalisation I	e-learning I	Commitment and Retention	Measurement	Purchase Behaviour	Consumer Focus	Organisation Learning	Developing Countries	Industry Issues
1330 - 1350	** Intra-organizational determinants of customer knowledge acquisition in key account management Salojärvi, Hanna	Cool brands: a discursive identity approach Gurrieri, Lauren	The buyer behavior of Chinese consumers of different ages: an investigation using the Juster scale and the Dirichlet model Han, Xiao; Uncles, Mark	The influence of consumer innovativeness on really new product adoption <u>Chao, Chih-Wei</u> ; Reid, Mike; Mavondo, Felix	"Are you a peer to peer pirate?" Attitudes towards downloading movies and TV series through P2P networks Phau, Ian; <u>Teah, Min</u> ; Lwin, Michael	Ethnic small business, group networks and internationalization <u>Fletcher, Richard</u> ; Stanton, John	Malaysian Muslims' perceptions of controversial products: the case of religiosity de Run, Ernest; Butt, Muhammad Mohsin; <u>Fam, Kim</u> ; Jong, Hui Yin	Improving the international student experience: the role of community engagement <u>Lawley, Meredith</u> ; Matthews, Julie; Fleischman, David	How learning style influences students' e-satisfaction with self-service technology in Higher Education Ward, Steven; Chitty, Bill; Noble, Terry	Print as a channel for relationship marketing: a case study of the Swedish printing industry Mejtoft, Thomas; Nordin, Asa	CR construct definition and measurement: applying the C-OAR-SE procedure Lloyd, Stephen	The role of management control to Australian SME's sales effectiveness Grant, Ken; Laney, Richard; Nasution, Hanny; <u>Pickett, Bill</u>	Which customer oriented fitness instructor behaviours drive customer relationships? Long, Fiona; Ouschan, Robyn; Ramaseshan, B.	Developing market-based organisational learning capabilities: case study evidence from three business process outsourcing firms Malik, Ashish; <u>Sinha, Ashish</u>	Validating Kaplan's constructs in a developing country <u>Peter, Raja</u> ; Peter, Vasanthi	Marketing and society: structural error correction model of marketing system-environment effects Kadirov, Djavlonbek
1350 - 1410	How to facilitate the use of customer knowledge in key account management? Salojärvi, Hanna; <u>Sainio, Liisa-Maija</u> ; Tarkiainen, Anssi	Do you see what I see? The acceptance of brand personality by individualist and collectivist cultures <u>Raja Abdul Yasmin</u> ; Oppewal, Harmen; Jevons, Colin	Through the eyes of Chinese: the theory of planned behaviour and Chinese consumer behaviour in relation to Australian products and services Smith, Joanne; <u>Liu, Shuang</u> ; Liesch, Peter; Gallois, Cindy; Ren, Yi; Daly, Stephanie	Consumer complaining behaviour and conflict handling style Daly, Timothy; <u>Lee, Julie</u> ; Soutar, Geoff	Motivating corporate social responsibility in the supply chain <u>Powell, Shaun</u> ; Davies, Mark; Shearer, Helen-Jane	Barriers to internationalisation of SMEs in a developing country Gunaratne, Kodicara	A research agenda for consumers' skepticism toward advertising claims (CSA) <u>Tien, Cheryl</u> ; Phau, Ian	Understanding International student mobility: what motivates African student choices? Mpunganjira, Mercy; <u>Rugimbana, Robert</u>	From E-reading to E-learning: a pedagogical framework for online learning Lee, Geoffrey	Extending the commitment-trust model: suggestions for future research agenda <u>Laksamana, Patria</u> ; Wong, David	Comparing different scales types and formats for measuring consumer knowledge Teichmann, Karin; <u>Zins, Andreas</u>	The relationship between network effects, new product pricing strategies and sales performance: a quadratic and interaction effect estimation <u>Winter, Susanna</u> ; Sundqvist, Sanna	Toward an understanding of customer perspectives on organizational operant resources Warnaby, Gary; <u>Baron, Steve</u> ; Konjier, Pooja	The effect of managerial cognition and persistence on marketing team performance Gray, David	Cause-related marketing in South Africa - a qualitative exploration Human, Debbie; Terblanche, Nic	A power hungry generation <u>Smith, Samantha</u> ; Deng, Gary

TRACK	B2B	Brand Management I	Consumer Behaviour I	Consumer Behaviour II	CSR	International Marketing	Marketing Communication	Marketing Education I	Marketing Education II	Relationship Marketing	Research Methods	Retailing Pricing Pers. Selling	Services Marketing	Strategic Marketing	Sustainable and Social Marketing I	Sustainable and Social Marketing II
THEME	Key Account Management	Brand Definition, Identity & Trust	Segmentation	New Product Adoption and Word of Mouth	Ethical Behaviour and Legal Constraints	Current Issues	Ethics	Internationalisation I	e-learning I	Commitment and Retention	Measurement	Purchase Behaviour	Consumer Focus	Organisation Learning	Developing Countries	Industry Issues
1410 - 1430	Factors affecting key account manager performance <u>Mahlamäki, Tommi</u> ; Uusitalo, Olavi	The problems of brand definition Avis, Mark	Supporting the brand community: buying gay Choong, Kelly	The lingering effects of invalidated information on brand attitude Saheed, Julian; <u>Coker, Brent</u>	Corporate social responsibility in the SME sector: an exploratory investigation <u>Suprawan, Lokweepun</u> ; de Bussy, Nigel; Dickinson, Sonia	Attribute purchasing heterogeneity: a cross-country comparison <u>Jarvis, Wade</u> ; Stasi, Antonio	Careful whispers: the effects of disclosure, expertise, and skepticism on stealth marketing effectiveness <u>Lim, Elison</u> ; Ang, Swee; Tan, Soo	Internationalisation of the marketing curriculum: desired in theory but what about practice? Archer, Catherine	Students' perceptions, experiences and beliefs about facebook in subjects at an Australian university Andrews, Lynda; Drennan, Judy	The efficacy of the predictions for customer retention in an interactive relationship <u>Chen, Shu-Ching</u> ; Mavondo, Felix	** Measuring word-of-mouth activity with recommendation items in service research: What is captured and what is lost? Söderlund, Magnus; <u>Mattsson, Jan</u>	A coherent pattern in consumer purchase across price tiers: Australian wine Dawes, John; <u>Keynes, Wendy</u> ; Lockshin, Larry; Murphy, Travis	How consumers value mobile coupon services: a conceptual model and research propositions <u>Khajehzadeh, Saman</u> ; Oppewal, Harmen; Tojib, Dewi	Examining the role of dynamic combinative capability and learning in service innovation-based performance in project-oriented service firms <u>Salunke, Sandeep</u> ; Weerawarden a, Jay; McColl-Kennedy, Janet	Early findings from a study of influences on financial decision-making in a chronically poor rural area of Bangladesh Jackson, Laurel	Modelling general and carbon related environmental knowledge, attitudes and behaviour Garma, Romana; Vocino, Andrea; <u>Polonsky, Michael</u>
1430 - 1450	Integration of market research and customer analytics: a study of CRM manager perspectives Bednall, David; <u>Lichtenstein, Sharman</u> ; Adam, Stewart	Brand Trust: An Australian Replication of a Two-Factor Structure Rosenberger III, Philip	Brand purchasing amongst older customers in Japan <u>Singh, Jaywant</u> ; Maeda, Mari	Does mode of customer acquisition relate to reported recommendation, retention and spending? <u>East, Robert</u> ; Lomax, Wendy; Uncles, Mark	Marketing transgressions of the Trade Practices Act: A hazard model analysis <u>Gazley, Aaron</u> ; Sinha, Ashish	Marketing competencies: a cross-cultural study in a multinational company Lori Shore; <u>Shaw, Robin</u>	Whose standards? An examination of community attitudes towards Australian advertising <u>Jones, Sandra</u> ; van Putten, Katherine	Internationalising the curriculum: an exploratory study Lawley, Meredith	Price accuracy at the grocery checkout: no big deal? <u>Pickering, Paul</u> ; Gaur, Sanjaya	Toward a better measure of positive and negative word of mouth: a replication and extension and a case for content validity Lang, Bodo	Exploring customer orientation in the real estate: the customer perspective Gountas, Sandra; Gountas, John	Green marketing in the top publicly traded Australian organizations <u>Polonsky, Michael</u> ; Morrish, Sussie; Miles, Morgan				
1450 - 1520	Afternoon Tea – Crown Promenade Foyer Level 1 and Tilde University Press BOOK LAUNCH 'Perspective on Brand Management' Mark Uncles (ed)															

CONCURRENT SESSIONS																
	M13	P2	P1	M1	M3	M2	M8	M6	M7	M4	M5	M15	M9	M11	P3	M12
CH	Weaven, Scott	Nel, Deon	Harris, Philip	Cooksey Ray	Klaus, Martin	O'Sullivan, Don	Mavondo, Felix	Pearce, Glenn	Holdsworth, David	Clulow, Valerie	Salzberger, Thomas	Gountas, Sandra	Farrell, Andrew	Wilkie, Dean	Brace-Govan, Jan	Hall, John
TRACK	B2B / Supply Chain, Logistics & e-business	Brand Management	Consumer Behaviour I	Consumer Behaviour II	Marketing Communic I	Marketing Communic II	Marketing Education I	Marketing Education II	Marketing Metrics and Modelling	Public Sector and Not for Profit	Research Methods	Services Marketing I	Services Marketing II	Strategic Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts
THEME	Satisfaction, Technology and e-commerce	Branding Perceptions	Decision making	Country of Origin and Branding	Social Networks	B2B	Study Choice	Theatre and Drama	Loyalty and Differentiation	Social Issues	Measurement and Survey Response	Employees	Customer Behaviour and Service Innovation	Market Orientation/ Strategy	Consumers, Internal Marketing, Retail	Sport and Passion
1520 - 1540	Love me or leave me... customers defecting with salespeople Park, Chanwook; Na, WoonBong; Kim, Hyung-Su; <u>Marshall, Roger</u>	A short scale for measuring brand personality <u>Kuenzel, Sven</u> ; Phairor, Klairroong	Customer value-in-experience: theoretical foundation and research agenda Turnbull, John	Incorporating the effects of country of ownership: a study of Australian brands Cheah, Isaac; Phau Ian	Sought and unsought word-of-mouth in the entertainment industry <u>Nguyen, Cathy</u> ; Romaniuk Jenni	Business and consumer communication via online social networks: a preliminary investigation Browne, Rebecca; Clements, Elise; Harris, Rebecca; <u>Baxter, Stacey</u>	Exploring value and experience co-creation of short-term study-abroad programs <u>Tuzovic, Sven</u> ; Labs, Kristin; Finsterwalder, Joerg	Developing case-based dramatised videos as teaching resources: a case study Tombs, Alastair; Nguyen, Doan	Herding cats: why 35% more repeat-purchase loyalty leads to the same share Graham, Charles	An investigation of cross-cultural differences in binge-drinking perceptions and behaviours <u>Russell-Bennett, Rebekah</u> ; Andrew	How many response categories best scale stimuli? <u>Finn, Adam</u> ; Peng, Lin	A conceptual model of service quality and adherence in a health setting <u>Snell, Lan</u> ; White, Lesley	Situational influences in the choice of self-service in a multi-channel retail context <u>Wang, Cheng</u> ; Harris, Jennifer; Patterson, Paul	The effect of marketing planning and market orientation on higher education performance <u>Yeni, Yulia</u> ; Herington, Carmel	Eating clean and green? Investigating consumer motivations towards the purchase of organic food <u>Smith, Samantha</u> ; Paladino, Angela	Assessing the role of passion as a mediator of consumer intentions to attend a motor sports event Pentecost, Robin
1540 - 1600	The impact of price satisfaction on supplier relationship performance <u>Somogyi, Simon</u> ; Gyau, Amos	Is brand personality an antecedent to quality perceptions? <u>Mitsis, Ann</u> ; Foley, Patrick; Skarmas, Dionysis	Social interactions affecting purchase intentions Small, Felicity	An empirical analysis of Australian and Portuguese consumers within the context of CSR and environmentalism D'Souza, Clare; <u>Muthaly, Siva</u> ; Taghian, Mehdi; Pereira, Francisco	The impact of negative word-of-mouth on web 2.0 on brand equity <u>Ng, Sylvia</u> ; Rao Hill, Sally	Corporate blogs in New Zealand: motivations and challenges Chua, Adeline; <u>Deans, Ken</u> ; Parackal, Mathew	Examining university student transfer intentions using logistic regression Raciti, Maria	Teaching marketing management from a postmodern perspective Stewart, David; Gregory, Bob; Cummings, Stephen	Modeling Customer Churn: An Application of Duration Models <u>Portela, Sofia</u> ; Menezes, Rui	Confirming the existence and size of behavioural segments in the adolescent sun protection project: results of a NSW schools survey Barrie, Lance; <u>Jones, Sandra</u> ; Lynch, Melissa; Copp, Kay	The effect of a promised contribution to charity on mail survey response <u>Gendall, Philip</u> ; Healey, Benjamin	The examination of the consumer satisfaction in the urban public transport Ercsey, Ida; Józsa, László	Conceptualising and measuring service innovation in project-oriented service firms <u>Salunke, Sandeep</u> ; Weerawarden a, Jay; McColl-Kennedy, Janet	Explorative study of proactive and responsive export market orientation: an in-depth interview <u>Abd. Razak, Ili Salsabila</u> ; Abdul-Talib, Asmat-Nizam	Towards an understanding of sources of meaning in sustainability <u>Binay, Itir</u> ; Brace-Govan, Jan	We play the same game, but do we share the same passion? A comparison of French And Australian emotional reactions during sport events <u>Bal, Charles</u> ; Quester, Pascale; Plewa, Carolin
1600 - 1620	A business relationship model using cognitive and behavioural constructs <u>Balasubramanian, Ravi</u> ; Gendall, Philip	Functional verses emotional dimensions in green branding for IT companies: a study of corporate websites Chan, Anthony	Customer confusion caused by product variety Kuester, Sabine; <u>Buys, Sebastian</u>	Measuring the love feeling to a brand with interpersonal love items <u>Albert, Noel</u> ; Valette-Florence, Pierre	Stimulate social interaction between consumers: a network-oriented framework Groeger, Lars	Acquisition methods and customer lifetime value Zorn, Steffen; <u>Ismail, Ahmad Fareed</u> ; Murphy, Jamie	Pre-choice expectations of intangibles – Higher Education (HE) institutions <u>Shanka, Tekle</u> ; <u>Prendergast, J ones</u> , <u>Elizabeth</u>	Findings from The marketing theatre approach in an MBA programme Finsterwalder, Joerg; O'Steen, William	Do the NBD Dirichlet's Empirical Generalisations hold true for radio listening? <u>Lees, Gavin</u> ; Wright, Malcolm	Meeting the information needs of carers of children with disabilities: a case for the use of virtual communities Kyriazis, Elias; <u>Clarke, Rodney</u> ; Noble, Gary; Algie, Jennifer	The influence of incentives and survey design on mail survey response rates for mature consumers <u>Rose, Janelle</u> ; Fogarty, Gerard	A conceptual framework on house buyers' satisfaction of housing projects Mustafa, Aziam; Maznah Che Ghazali	The credibility effect of paid vs non-paid referrals <u>Helm, Sabrina</u> ; Willach, Anne	Factors affecting entrepreneurs' decision to enter new markets: propositions and theorized influences <u>Perks, Keith</u> ; Steinhauer, Markus; Shukla, Paurav	'Greentailing': a key to thriving in the recession? <u>Ferraro, Carla</u> ; Sands, Sean	Consumer based brand associations for professional football leagues <u>Kunkel, Thilo</u> ; Funk, Daniel; King, Ceridwyn

CONCURRENT SESSIONS																
	M13	P2	P1	M1	M3	M2	M8	M6	M7	M4	M5	M15	M9	M11	P3	M12
TRACK	B2B / Supply Chain, Logistics & e-business	Brand Management	Consumer Behaviour I	Consumer Behaviour II	Marketing Communic I	Marketing Communic II	Marketing Education I	Marketing Education II	Marketing Metrics and Modelling	Public Sector and Not for Profit	Research Methods	Services Marketing I	Services Marketing II	Strategic Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts
THEME	Satisfaction, Technology and e-commerce	Branding Perceptions	Decision Making	CB Online	Social Networks	B2B	Study Choice	Theatre and Drama	Loyalty and Differentiation	Social Issues	Measurement and Survey Response	Employees	Customer Behaviour and Service Innovation	Market Orientation/ Strategy	Consumers, Internal Marketing, Retail	Sport and Passion
1620 - 1640	Strategic firm orientations, E-business adoption and business performance <u>Welling, Ray</u> ; White, Lesley	The effects of three and four year old children's fast food brand knowledge in their brand preference <u>Lambert, Claire</u> ; Mizerski, Dick; Olaru, Doina	Comparing the temporal stability of behavioral intention, behavioral expectation, and implementation on intention <u>Mahardika, Harryadin</u> ; Ewing, Michael; Thomas, Dominic	Exploring negativity bias in brand beliefs and stated brand switching propensity <u>Winchester, Maxwell</u> ; Winchester, Tiffany	Identifying influential communication to gain "consumer insights" on weblog networks <u>Klaus, Martin</u> ; Wagner, Ralf	The relationship between marketing communication constituents, perceived benefits and information system adoption Marimuthu, Malliga; <u>Muthaly, Siva</u>	Intangible attributes for Higher Education choice Shanka, Tekle; Terigin, Claire	Is it a bird, a plane, a guest speaker? No, it's Mr Beare! using hot-seating through puppetry to immerse students in marketing scenarios Pearce, Glenn; Hardiman, Nigel	Differentiation in a branded commodity category: tapping in to the behavioural data <u>Singh, Jaywant</u> ; Hand, Chris; Chen, Hsin	Industry partnerships for health nonprofits and disease awareness advertising <u>Hall, Danika</u> ; Jones, Sandra; Iverson, Don	The effect of an incentive on sample composition and item non-response in a mail survey <u>Brennan, Mike</u> ; Charbonneau Jan	The moderating role of self-efficacy on the relationship between emotional exhaustion and job strain for boundary-spanning service employees <u>Lings, Ian</u> ; Durden, Geoff; Lee, Nick; Cadogan, John	The doctor-patient relationship: participation, compliance and satisfaction <u>Johnson, Deanne</u> ; <u>Plewa, Carolin</u> ; Goodman, Steve	Factors responsible for Indian IT entrepreneur's ability to deliver superior customer value <u>Bhat, Ravi</u> ; Gaur, Sanjaya	Internal social Marketing: a route to sustainability? Smith, Anne	Profiling the sport consumption attitudes and behaviors of fantasy football players <u>Karg, Adam</u> ; McDonald, Heath
1640 - 1700	What do Potential Franchisees look for in a Franchise? An exploratory investigation using signalling theory Wright, Owen; Weaven, Scott; <u>Winzar, Hume</u>	Regional branding: perspectives of tourists in Australia Kattiyapompong, Uraipom; <u>Nel, Deon</u>	Brand reactions bias incidental decision-making <u>Harris, Philip</u> ; Murawski, Carsten	An empirical investigation of frequency of internet banking usage by Australian consumers <u>Adapa, Sujana</u> ; Rindfleisch, Jennifer; Cooksey Ray, Valenzuela, Fredy	Corporate executives' perceptions of marketing performance: measurement issues and preliminary findings <u>O'Sullivan, Don</u> ; Butler, Patrick	Factors influencing the choice of overseas study by undergraduate and postgraduate Chinese students Yilin Lu; Mavondo, Felix; Qiu, Lily	Blocking of choice modelling survey designs and convergent validity <u>Holdsworth, David</u> ; Knight, John	Ageing and lifelong learning: perceptions of Australian baby boomers to inform public policy <u>Clulow, Valerie</u> ; Bartlett, Helen	An investigation of the functioning of different response scales in online-administered data collection <u>Salzberger, Thomas</u> ; Koller, Monika	The employees' perspective on customer orientation in the real estate industry Gountas, John; Gountas, Sandra	The relationship between transformational leadership and customer-oriented boundary-spanning behaviours: examining the role of compassion Farrell, Andrew; Souchon, Anne; Durden, Geoff;	An analysis of the impact of low price brands on the order of entry advantage <u>Wilkie, Dean</u> ; Johnson, Lester; White, Lesley	Who framed the sustainability crisis? Understanding the contrasting and complementary ideologies of sustainable consumption <u>Phipps, Marcus</u> ; Brace-Govan, Jan	A model of predictors of attendance at major sporting events <u>Hall, John</u> ; O'Mahony, Barry; Viecelli, Julian		
1700	Close of Sessions															
1900 - 1930	PRE-DINNER DRINKS															
1930 - late	ANZMAC CONFERENCE DINNER															
Palladium Ballroom, Crown Casino																

COMBINED ANZMAC/ANZAM CONFERENCE PROGRAM 2009
1

ANZMAC Track		Track Chairs	ANZMAC Track		Track Chairs
1.	B2B marketing	Sharon Purchase and Catherine Sutton-Brady	10.	Relationship Marketing	Michael Beverland and Adam Lindgreen
2.	Brands and Brand Management	Deon Nel and Leyland Pitt	11.	Research Methods*	Fely Evangelista and Rita Di Mascio
3.	Consumer Behaviour	Suzan Burton, David Bednell and Ken Hyde	12.	Retailing, Pricing & Personal Selling	Aron O'Cass and John Cadogan
4.	Corporate Social Responsibility & Ethics	Michael Polonsky and Janet Hoek	13.	Services Marketing*	Meredith Lawley, Sandra Gountas and Steve Baron
5.	International Marketing*	Stephen Saunders and Ian Phau	14.	Strategic Marketing	Mark Farrell and Albert Caruana
6.	Marketing Communications*	Gayle Kerr and Doug West	15.	Supply Chain Management, Logistics & e-business*	Hugh Pattinson and David Low
7.	Marketing Education*	Cathi McMullen and Glenn Pearce	16.	Sustainable & Social Issues in Marketing*	Wayne Binney and Matthew Wood
8.	Marketing Metrics & Modelling	Malcolm Wright and Thomas Salzberger	17.	Tourism, Sports & Arts Marketing*	Greg Kerr and Sara Dolnicar
9.	Public Sector & Not-For-Profit Marketing*	Gillian Sullivan Mort and Adrian Sargeant			

* Tracks of interest to both ANZAM and ANZMAC

** ANZMAC Best Papers

Presenting author (where known) is underlined>

ANZAM Track		Track Chairs	ANZAM Track		Track Chairs
POM	1. Philosophy of Management	Mark Dibben and Dr Cristina Neesham	M&C	9. Marketing and Communication	Andrew Parsons
L&G	2. Leadership and Governance	Sen Sendjaya	OB	10. Organisational Behaviour	Mary Barrett
CMS	3. Critical Management Studies	Gabriel Donleavy	PSN	11. Public Sector and Not-for-it*	Ken Coghill
ESB	4. Entrepreneurship, Small Business and Family Enterprise	Udo Staber	RM	12. Research Methods*	Ray Cooksey
GDO	5. Gender and Diversity in Organisations	Glenda Strachan and Dr Erica French	SM	13. Strategic Management	Quamrul Alam
HRM	6. HR Management and Development	John Molineux	SSM	14. Sustainability and Social Issues in Management*	Greg Wood
IM	7. International Management*	Katherine Hutchings	TIM	15. Technology, Innovation and Supply Chain Management*	Nicholas Beaumont
MED	8. Management Education and Development*	Anne Ross-Smith	OC	16. Organisational Change	Melanie Bryant

ANZAM PROGRAM - TUESDAY 1 DECEMBER 2009		
0900	Doctoral Student Workshop continues at the Victoria University, Melbourne CBD	Victoria University, Melbourne CBD
1230	Outgoing ANZAM Executive Meeting (concludes 1630)	Crown Promenade
1645	Conference Registration commences – Crown Promenade Foyer Level 1	Crown Promenade Foyer Level 1
1800	Welcome Happy Hour - Crown Promenade Foyer Level 1	Crown Promenade Foyer Level 1
1930	Free evening	

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WEDNESDAY 2 DECEMBER 2009 – ANZMAC / ANZAM PROGRAM															
0815 - 0900		ANZAM Registration										Crown Promenade Foyer Level 1			
		ANZAM/ANZMAC COMBINED PLENARY										Promenade Ballroom – P1			
0900 - 1000		INTRODUCTION AND WELCOME: ANZMAC and ANZAM Conference Chairs KEYNOTE SPEAKER: Professor Tim Flannery (writer, scientist, explorer and Australian of the Year 2007): <i>Sustainable management and marketing</i> Sponsored by The Office of Environmental Sustainability TOES													
1000 - 1030		Morning Tea – Crown Promenade Foyer Level 1													
		CONCURRENT SESSIONS													
	P2	M1	M2	M4	M10	P3	SPECIAL SESSIONS				M9	M3	M5	M8	M6
CH	Marchegiani, Christopher	Lee, Geoffrey	Steel, Marion	van Zanten, Rob	McQuilken, Lisa	Ouschan, Robyn	M12	P1	M11	M13		Nick Stone			Charmine Hartel
TRACK	Consumer Behaviour I	Consumer Behaviour II	Consumer Behaviour III	Marketing Education	Services Marketing	Sustainable and Social Marketing	SS A	WK C	WK A	WK B	HRM	International Management	Management, Education and Development	Marketing and Communication	Organisational Behaviour
THEME	Emotion	Marketing Communication	CB Online	e-learning II	Conflict and Service Failure	Consumer / Branding					Employment – Career & Talent Management	New Evidence from Expatriation and Trade Issues in Asia	Knowledge, Training and Development		Improving Work Sponsored by John Wiley & Sons Australia
1030 - 1050	Demystifying customer engagement: toward the development of a conceptual model Hollebeek, Linda	You don't get a second chance at a first impression! – assessing the impact of TV-spots on perceived brand personality Heinrich, Daniel; Hampel, Stefan; Bauer, Hans	Socio-psychological drivers of internet transaction behaviour: an empirical analysis Putit, Lennora	E-learning practice: a framework for the implementation of online learning Lee, Geoffrey	After the horse has left the barn it's too late to close the door: a study of service firms' conflict handling ability Walsh, Gianfranco; Ndubisi, Nelson; Ibeh, Kevin	An evaluation of advertising strategies for anti-hoarding Bowe, Jasha	Big Mac5 Symposium: Marketing, the GFC and future sustainability	Sustainable Management and Marketing Practices: An Industry Perspective	The Institute for Sustainable Leadership (ISL) presents the 2009 ANZAM Symposia series on Leadership and Sustainability. Session 1:	Gender and careers: women, management training and leadership	Just a job or a satisfying career? Careers in the aged care industry Clarke, Marilyn	Change your mind? A longitudinal study of expatriates' cognitive changes Fee, Anthony; Lu, Steven; Gray, Sidney	Developing expert knowledge in communities of practice Rathnappullige, Sasikala; Daniel, Lisa	Developing a multidimensional scale for measuring network effects at product level Winter, Susanna; Sundqvist, Sanna	Does a positive work environment enhance organisational attachment in University academics? Ferrer, Justine; Foley, Patrick; VanGramberg, Bernadine
1050 - 1110	How thinking styles moderate the attraction effect Mao, Wen; Oppewal, Harne	Exploring dimensions of consumer-human brand attachment Ilicic, Jasmina; Webster, Cynthia	Personality influences the Mobile Phone Usage Siddiqui, Kamran; Mirza, Irfan; Awan, Farhan; Hassan, Ahmed; Asad, Munaza; Zaheer, Salman	How locus of control influences students' e-satisfaction with self-service technology in Higher Education Chitty, Bill; Ward, Steven; Noble, Terry; Tiangsoongnern, Leela	Negative emotions in customers' service experience firms' service recovery in the Norwegian Tourism Industry – measurements models Svari, Sander; Slatten, Terje; Svensson, Goran; Edvardsson, Bo	Energy labels: formats and impact on consumption behaviour Gu, Haodong; Morrison, Pamela; Yu, Chongxin					Middle managerial careers in the 21 st century Jogulu, Uma; Parris, Melissa; Wolfram Cox, Julie	You're from where? The influence of distance factors on cross-cultural adjustment Jenkins, Emma; Mockaitis, Audra	Developing a knowledge sharing model for the implementation of the learning organization Suwetwattanakul, Chokchai; VanGramberg, Bernadine; Shee, Himanshu	Service dominant logic: is it simply repositioning relationship marketing? Johns, Raechel; Blackman, Deborah; Low, David	Eco-careers: expressing green values in working lives Inkson, Kerr; Parker, Polly

	P2	M1	M2	M4	M10	P3	SPECIAL SESSIONS				M9	M3	M5	M8	M6
CH	Marchegiani, Christopher	Lee, Geoffrey	Steel, Marion	van Zanten, Rob	McQuilken, Lisa	Ouschan, Robyn	M12	P1	M11	M13					Charmine Hartel
TRACK	Consumer Behaviour I	Consumer Behaviour II	Consumer Behaviour III	Marketing Education	Services Marketing	Sustainable and Social Marketing	SS A	WK C	WK A	WK B	HRM	International Management	Management, Education and Development	Marketing and Communication	Organisational Behaviour
THEME	Emotion	Marketing Communication	CB Online	e-learning II	Conflict and Service Failure	Consumer / Branding					Employment – Career & Talent Management	New Evidence from Expatriation and Trade Issues in Asia	Knowledge, Training and Development		Improving Work <i>Sponsored by John Wiley & Sons Australia</i>
1110 - 1130	How do men and women process anti-alcohol ads stimulating negative emotions? <u>Becheur, Imene</u> ; <u>Valette-Florence, Pierre</u> ; <u>Guizani, Haythem</u>	Attitude towards TV advertisements: the case of the Bangladeshi tween-agers <u>Razzaque, Mohammed</u>	Exploring on-line shoppers preferences for Australian and foreign sourced apparel <u>Steel, Marion</u> ; <u>Ho, Sheau</u>	Marketing students' perceptions of online recorded lectures <u>Ho, Henry</u> ; <u>Weaver, Debbie</u>	Cognitive appraisal processes in service failure situations <u>Surachartkumtornkun, Jiraporn</u> ; <u>Patterson, Paul</u> ; <u>McColl-Kennedy, Janet</u>	Pursuing status through ethical consumption? <u>Allison, Gareth</u>					Reactive or proactive? Universities in action on their ageing academic workforce <u>Larkin, Jacqueline</u> ; <u>Neumann, Ruth</u>	Cross-cultural competence of the PRC expatriate managers <u>Wang, Dan</u> ; <u>Freeman, Susan</u> ; <u>Hutchings, Kate</u>	Developing leaders through self-directed learning: a conceptual model of self-development <u>Nesbit, Paul</u>	Employer branding in Australia: a content analysis of recruitment advertising in the mining and higher education industries <u>Waight, Paul</u> ; <u>Chow Jennice</u>	Is there any relationship between loneliness, job satisfaction and organizational commitment of migrant workers? <u>Chan, Sow Hup</u> ; <u>Qiu, Hua Han</u>
1130 - 1150	Stadium attendance: what kinds of experiences are some spectators looking for when they attend a Rugby Game? An experiential perspective <u>Paterson, Michael</u> ; <u>Johnstone, Micael-Lee</u>	Consumer socialisation of children: exploring the influence of TV programme content on children's health knowledge, attitudes and behaviour <u>Hawkins, Jacinta</u> ; <u>Allison, Gareth</u>	** The value of full-lecture versus summary podcasts for student learning <u>van Zanten, Rob</u>	Consumer characteristics and responses after failures of self-service technology <u>Kusumasondjaja Sony</u>	Brands and labels as sustainability signals <u>Roth, Stefan</u> ; <u>Klingler, Manuel</u> ; <u>Schmidt, Thomas</u> ; <u>Zitzlsperger, David</u>						Managing the talent of independent contractors in Australia <u>McKeown, Tui</u>	The role of unilateral liberalisation in promoting GATS commitment: a case study of Bangladesh commitment in the mobile phone sector <u>Yusuf, Mohammad</u> ; <u>Alam, Quamral</u> ; <u>Coghill, Ken</u>	Continuous learning and employee learning processes: the case of New Zealand small manufacturing firms <u>Coetzer, Alan</u> ; <u>Peter, Raja</u> ; <u>Vasanthi, Peter</u>	Conceptualising personal and historical nostalgia as travel motives <u>Quintal, Vanessa</u> ; <u>Asenjo, Carolina</u> ; <u>Phau, Ian</u> ; <u>Marchegiani, Christopher</u>	Raising the profile of depression in the workplace <u>Lawson, Katrina</u> ; <u>Rodwell, John</u> ; <u>Noblet, Andrew</u>
1150 - 1210	Assessing varying intensities of personal nostalgia on emotions <u>Phau, Ian</u> ; <u>Marchegiani, Christopher</u>	Preferences for TV content genre: what Sydney viewers want <u>Lee, Geoffrey</u> ; <u>McGuiggan, Robyn</u>		** The influence of failure severity and perceived employee effort on consumers' postcomplaint negative WOM intentions in a service guarantee context <u>McQuilken, Lisa</u>	The impact of gym users' perceived value of fitness centres on their quality of life perceptions <u>Ouschan, Robyn</u> ; <u>Nikola, Meghann</u>						More than new bottles? Exploring the who and how of talent management in multinational companies <u>McDonnell, Anthony</u> ; <u>Hickey, Catriona</u> ; <u>Gunnigle, Patrick</u>	The impact of a multinational corporation's human resource structure and strategy on the international performance appraisal <u>Maley, Jane</u>	Training decision making in software services firms: evidence from India <u>Malik, Ashish</u> ; <u>Nilakant, Venkataraman</u>	A best practice model for the export of fresh food from Australia to the retail market in Thailand <u>Coath, Emma</u> ; <u>Sohal, Amrik</u>	Work-life balance: in search of effective strategies <u>Haddon, Barbara</u> ; <u>Hede, Andrew</u>
Above sessions break for lunch from 1150 - 1210							Special Sessions continue through to 1230				Above sessions break for lunch at 1210				

SPECIAL SESSIONS AND WORKSHOPS

Venue	M12	P1	M11	M13
1030 - 1230	SS A: SPECIAL SESSION Big Mac5 Symposium Marketing, the GFC and future sustainability Participants: Suzanne Beckmann, Copenhagen Business School Denise Conroy, University of Auckland Tim Devinney, AGSM Andreas Falkenberg, University of Agder, Norway Gary Lilien, Penn State University Daniel Tixier, ESSEC Business School Paris-Singapore Chair: Rob Lawson	WK C: INDUSTRY PANEL Sustainable Management and Marketing Practices: An Industry Perspective Participants: Richard Mason, Metro Trains Melbourne Nick Savaidis, Etiko Fair Trade Pat McCafferty, Yarra Valley Water Bob Beaumont, AusIndustry John Holloway, Direct Selling iation of Australia Graham Bradley, Australian Business Council TBC Kerry Schrank, PriceWaterhouseCoopers TBC Chair: Max Coulthard	The Institute for Sustainable Leadership (ISL) presents the 2009 ANZAM Symposia series on Leadership and Sustainability. Session 1: "Sustainable Leadership and Global Responsibility" Jones, Grant; Avery, Gayle; Bissett, Rosemary; Ross, Don Chair: More, Elizabeth	Gender and careers: women, management training and leadership Connell, Julia; Ryan, Suzanne; Ross-Smith, Anne; Pullen, Alison

Lunch Break – Crown Promenade Foyer Level 1

ANZMAC - INSTITUTIONAL MEMBERS LUNCH : 1215 – 1315 – P1

CONCURRENT SESSIONS

TRACK	Lunch continues until 1330					SPECIAL SESSIONS					P2	M3	M10	M9	M6
	M2	M7	M1	M5	P3	SS B	SS C	WK D	WK E	WK F	HRM	International Management	Marketing Education and Development	Marketing and Communication	Organisational Behaviour
CH	Grace, Debra	Quaddus, Mohammed	Knight, John	Emerson, Alastair	Pettigrew, Simone						Performance Management and Psychological Contract	Cultural Influences on Managing and Researching in Asia	Curriculum & Design I		Christa Wood
1310 - 1330	Brand Management Brand Personality and Brand Extension	Consumer Behaviour I Diffusion of Innovations	Consumer Behaviour II Social Marketing and Values	Public Sector and Not for Profit Public Service and Internal Marketing	Sustainable and Social Marketing Alcohol						A career stage perspective to employees' preferred psychological contract inducements <u>Low, Chin Heng</u> ; <u>Bordia, Prashant</u>	Curse of the constructs: assessing intercultural effectiveness <u>Stone, Nick</u>	The "Global Project": embedding global skill sets within management curriculum <u>Cameron, Roslyn</u>	Socially responsible behavior in socially protean context: how fundamental attribution error influence ethical consumer behaviour <u>Yu, Chongxin</u> ; <u>Gu, Haodong</u>	Exploring the causes of nurses' intent to leave the job: a Taiwanese perspective <u>Hung, Jia-Yi</u> ; <u>Wong, Ho Yin</u>
1330 - 1350	Vertical brand extensibility: a conceptual framework <u>Pontes, Nicolas</u> ; <u>Jevons, Colin</u>	Understanding the impact of environmental uncertainty on efficiency performance indicator of Thai rice millers <u>Thongrattana, Phatcharee</u> ; <u>Jie, Ferry</u> ; <u>Perera, Nelson</u>	Mini-sizing consumption or whetting the appetite? Managerial insights on sachet marketing strategies of consumer goods companies <u>Sy-Changco, Joseph</u> ; <u>Pornpitakpan, Chanthika</u> ; <u>Singh, Ramendra</u>	Developing a local government marketing model <u>Gardiner, Michael</u>	The unique influences of university students' satisfactory and dissatisfactory high risk drinking experiences on their readiness to change <u>Baird, Michael</u> ; <u>Ouschan, Robyn</u> ; <u>Phau, Ian</u>						Employee participation as a moderator on the high performance work systems and the perception of quality of care relationship in a large regional Australian health service <u>Bartram, Timothy</u> ; <u>Casimir, Gian</u> ; <u>Leggat, Sandra</u> ; <u>Stanton, Pauline</u> ; <u>Bonias, Dimitra</u> ; <u>Cheng, Cindy</u>	Knowledge transfer and the traditional expatriate assignment: a literature review and future research directions <u>Salleh, Noorziah</u> ; <u>Fisher, Greg</u> ; <u>Nankervis, Alan</u>	Empirical evidence for the efficacy of coaching: a field test using a Solomon four-group design <u>Fisher, Melanie</u> ; <u>Wood, Elliot</u>	Consumer cognitive responses towards types of nostalgic appeals in advertising <u>Marchegiani, Christopher</u> ; <u>Phau, Ian</u>	HR practices and employee outcomes: a study of job satisfaction and organisational commitment in Taiwanese nursing <u>Hung, Jia-Yi</u> ; <u>Timo, Nils</u>

	M2	M7	M1	M5	P3	SPECIAL SESSIONS					P2	M3	M10	M9	M6
TRACK	Brand Management	Consumer Behaviour I	Consumer Behaviour II	Public Sector and Not for Profit	Sustainable and Social Marketing	M11	M12	M13	M8	M4	HRM	International Management	Marketing Education and Development	Marketing and Communication	Organisational Behaviour
THEME	Personality and Brand Extension	Diffusion of Innovations	Social Marketing and Values	Public Service and Internal Marketing	Alcohol						Performance Management and Psychological Contract	Cultural Influences on Managing and Researching in Asia	Curriculum & Design I		Managing in Special Environments <i>Sponsored by John Wiley & Sons Australia</i>
1350 - 1410	The dilution effects of a line extension on the brand portfolio <u>Glynn, Mark</u> ; Sandhaug, Lars	The diffusion of information technology applications in Malaysia's foodservice industry <u>Ismail, Ahmad Fareed</u> ; Murphy, Jamie; Chern, Boo, Huey; Sambasivan, Murali	The portion-size effect: the impact of increasing portion-size options on food consumption volume Lei, Jing; Gill, Tripat	The impact of isomorphic pressures on the development of organisational service orientation in public services Caemmerer, Barbara; <u>Marck, Michael</u>	Critical social marketing: assessing the impact of alcohol marketing on youth drinking <u>Gordon, Ross</u> ; Harris, Fiona	Marketing during a recession	Reviewers role in the academic process	The Institute for Sustainable Leadership (ISL) presents the 2009 ANZAM Symposia series on Leadership and Sustainability	Broadening our horizons: exploring the work of ten educational theorists and their potential contributions to the scholarship and practice of management education	Management and marketing research in China	Performance appraisal cynicism: causes and consequences Brown, Michelle; Kraimer, Maria; Bratton, Virginia	Beware of different Guanxi measurements when doing research in China <u>Latham, Gwenda</u> ; Gordon, Raymond	Why do business students drop out? Evidence from first, second, and third year students Willcoxson, Lesley	Exploratory study into the use of the web as a marketing tool by arts organisations in Vietnam <u>Le, Huong</u> ; Sargent, Jason	Protean careers and the performing arts: antecedents for intrinsic motivation Fernandes, Sophie; Chalon, Christopher
1410 - 1430	The impact of brand personality and marketing communications on brand equity: an exploratory segmentation approach <u>Guizani, Haythem</u> ; Valette-Florence, Pierre; Becheur, Imene	Technology commercialisation mapping in a developing country: Indonesian case study <u>Dhewanto, Wawan</u> ; Umam, Khamdan	Towards the development of a Personal Values Importance Scale (PVIS) – application in education Kopanidis, Foula	Keys to relational competence in internal marketing <u>Carter, Leanne</u> ; Gray, David; Murray, Peter	** The influence of reference groups on alcohol consumption: a tri-country, social marketing study of young women <u>Raciti, Maria</u> ; O'Hara Rebecca; Harker, Debra; Harker, Michael; Sharma, Bishnu; Reinhard Karin; Davies Fiona						Teaching survey evaluations scores and a lecture's direct control of their performance: an empirical investigation Foley, Patrick; <u>Mitsis, Ann</u>	Negotiating with the Chinese: the role culture and emotions in Sino-Australian business relationships <u>Ma, Ruby</u> ; Hartel, Charmine	Integrating disciplinary knowledge and generic skills development in management education Hanson, James	Innovation, marketing, banking and economic progress: a structural equation modelling approach to consumer savings and investment behaviour in Vietnam <u>Ardrey, William</u> ; Stockport, Gary; Peryer, Chris	Setting the scene: psychological contract and an assessment of personality traits in the dance industry <u>Stanway, Alicia</u> ; Bordia, Sarbari
1430 - 1450	Assessing the fit of two brand personality scales in a Chinese context and revisiting the predictive validity of two methods of measuring self-congruity Jie, Yun; <u>Chou, Ting-Jui</u> ; Li, Fangfang	Adoption of e-commerce by the SMEs in Bangladesh: the effects of innovation characteristics and perceived risk Azam, Md. Shah; <u>Quaddus, Mohammed</u>	Materialistic tendencies: materialism and psychological well-being in an Australian adult sample <u>Windisch, Lydia</u> ; MacDermott, Sean	Approaching museum shop marketing from a strategic perspective Buber, Renate; Knassmueller, Monika	The salience of vomiting in teenagers' binge drinking intentions <u>Pettigrew, Simone</u> ; Pescud, Melanie; Jarvis, Wade; Webb, Dave						The mediating mechanism between psychological contract breach and work-related outcomes: a conceptual framework <u>Perera, Hasuji</u> ; Chew, Elaine Yin Teng	Culture-level and individual-level individualism-collectivism as an antecedent of conversational indirectness and its implications for international management: evidence from US vs Thailand <u>Chaidaroon, Suwichit</u> ; Polyorat, Kawpong; Kazuya, Hara	Improving the student group work experience through 'team-building' <u>Vickery, Jo</u> ; Hunter, James	The mediating effects of perceived quality and risk on purchase intentions between prototypical and me-too brands <u>Quintal, Vanessa</u> ; Phau, Ian; Sims, Daniel	The influence of individual factors, supervision and work environment on creative self-efficacy <u>Chong, Eric</u> ; Ma, Xiaofang

	M2	M7	M1	M5	P3	SPECIAL SESSIONS					P2	M3	M10	M9	M6
TRACK	Brand Management	Consumer Behaviour I	Consumer Behaviour II	Public Sector and Not for Profit	Sustainable and Social Marketing	M11	M12	M13	M8	M4	HRM	International Management	Marketing Education and Development	Marketing and Communication	Organisational Behaviour
THEME	Personality and Brand Extension	Diffusion of Innovations	Social Marketing and Values	Public Service and Internal Marketing	Alcohol						Performance Management and Psychological Contract	Cultural Influences on Managing and Researching in Asia	Curriculum & Design I		Managing in Special Environments <i>Sponsored by John Wiley & Sons Australia</i>
1450 - 1520	Exploring brand extensions in the context of franchising <u>Weaven, Scott</u> ; Grace, Debra; Jones, Ryan		Consumer scapegoating in the 2008 Chinese milk contamination crisis <u>Knight, John</u> ; Gao, Hongzhi; Zhang, Honxia	Managing the tensions in marketing military heritage as visitor attractions <u>Emerson, Alastair</u> ; Cardow, Andrew; Gunaratne, Asoka		Marketing during a recession	Reviewers role in the academic process	The Institute for Sustainable Leadership (ISL) 2009 ANZAM Symposia series on Leadership and Sustainability	Broadening our horizons:	Management and marketing research in China		The role of culture-driven norms and group norms for team development in global teams Köhler, Tine	Designing an intercultural online communication project in management education: the benefit of hindsight <u>Crossman, Joanna</u> ; Bordia, Sarbari	Global strategies for social product consumption: identifying the socially-conscious consumer Auger, Pat; <u>Devinney, Timothy</u> ; Louviere, Jordan	Up to scratch? The effects of nursing home compliance and staff ratios on medication errors, resident care and emotional exhaustion <u>Sargent, Leisa</u> ; Allen, Belinda; Hanna, Victoria; Harley, Bill

SPECIAL SESSIONS AND WORKSHOPS

Venue	M12	M12	M13	M8	M4
1310 - 1520	Marketing during a recession Participants: Wagner Kamakura Duke University: The Fuqua School of Business Harmen Oppewal Monash University John Roberts ANU and London Business School Chair: Harald Van Heerde	Reviewers role in the academic process Participants: Ray Cooksey, Prof of Mgt & Acting Pro Vice-Chancellor (Res), Uni of New England, (Editor, Jnl of Mnt & Orgn), Helen DeCieri, Professor of Management, Monash University (iate Editor, Human Resource Management) Janet Hoek, Professor of Marketing, University of Otago Lester W Johnson, Professor of Management (Marketing) The University of Melbourne (Editor Australasian Marketing Journal). Chair: Michael Jay Polonsky	The Institute for Sustainable Leadership (ISL) presents the 2009 ANZAM Symposia series on Leadership and Sustainability. Session 2: "Challenging business paradigms: Educating for Sustainability Kramar, Robyn; Young, Suzanne; Bolton, Dianne, Butt, Lorne; More, Elizabeth (Chair)	Broadening our horizons: exploring the work of ten educational theorists and their potential contributions to the scholarship and practice of management education Kenworthy, Amy; Hrivnak, George	Management and marketing research in China Zhu, Cherrie; Mavondo, Felix; Chen, Guoqian; Chen, Weizheng; Lu, Yini; Dowling, Peter; DeCieri, Helen
1515 - 1520	ANZAM/ANZMAC COMBINED PLENARY				
1520 - 1600	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				
1600 - 1630	Afternoon Tea – Crown Promenade Foyer Level 1				

CONCURRENT SESSIONS													
	M2	P2	M4	M13	M8	P3	M1	M9	M3	M10	M6	M11	M12
CH	Areni, Charles	Farrelly, Francis	Luck, Edwina	Mort, Gillian	Garma, Romana	Riethmuller, Sam	Garland, Ron		David Poole		Alan Coetzer		
TRACK	Brand Management	Consumer Behaviour	CSR	Public Sector and Not for Profit Marketing	Services Marketing	Sustainable and Social Marketing	Tourism, Sports and Arts	HRM	International Management	Management Education and Development	Organisational Behaviour	WORKSHOP G	WORKSHOP H
THEME	Cultural and Foreign Branding	Emotions and Generational Issues	Sustainability Applications, Interpretations and Evaluations	Performance and Giving Behaviour	Sustainability and Social Responsibility	Tourism and Customer Choice	Destination and Service Experience		Knowledge Management and HRM in Multinational Enterprises	Curriculum & Design II	Managing Knowledge Sponsored by John Wiley & Sons Australia		
1630 - 1650	What's in a name? Asymmetry of foreign branding effects in hedonic versus utilitarian product categories <u>Melnik, Valentyna</u> ; Klein, Kristina; Vöickner, Franziska	Do older consumers differ from younger consumers in their attitudes, information sources and store choice in the Australian clothing retail market? Trinh, Giang	** Ethical issues that impact on wool apparel purchases <u>Sneddon, Joanne</u> ; Lee, Julie; Soutar, Geoff	The balanced scorecard as a framework for performance management in the Non profit sector <u>West, Lindy</u> ; Quazi, Ali; Davies Doug	Sustainable Management and Marketing: A re-evaluation of customer switching behaviour in service industries Newby, Leonce; Ward, Tony	Pro-environmental tourists and their views and understandings of 'green' tourism products <u>Bergin-Seers, Sue</u> ; Mair, Judith	Incentives of international and local hotel chains to invest in congestion-reducing activities within a tourist destination region <u>Minamikawa, Kazumitsu</u> ; Ohkita, Kenichi	Effects of performance appraisal on attitudinal reactions to workgroups: the mediating role of goal interdependence <u>Chen, Tingting</u> ; Wu, Peiguan; Leung, Kwok	The role of social capital perceived by subsidiary executives in inter-subsidary knowledge sharing Yamao, Sachiko	A sustainable model for a university-industry learning partnership: issues for universities Choy, Sarojni; <u>Delahaye, Brian</u>	Knowledge dynamics in communities of practice Perrott, Bruce	The Institute for Sustainable Leadership (ISL) presents the 2009 ANZAM Symposia series on Leadership and Sustainability. Session 3: "Organisational Culture and Sustainability" Searle, Benn; Griffin, Barbara; Wiggins, Mark; Avery, Gayle; More, Elizabeth (Chair)	Moving beyond awareness: tips and tactics for creating an inclusive intercultural classroom experience Kenworthy, Amy; Hrivnak, George; Mulligan, Louise; Williams, Marian
1650 - 1710	Can uncertainty avoidance explain acceptance and rejection of familiar and unfamiliar brands? A cross-cultural research on American and French attitudes Karsaklian, Eliane	Exploring gender's differences on generation Y's purchase intentions of prototypical and me-too brands <u>Quintal, Vanessa</u> ; Phau, Ian; Sims, Daniel	Exploring the issues in sustainable development journal reporting <u>Van Der Meer, Rosemary</u> ; Torlina, Luba; Mustard, Jamie	** Comparison of giving behaviour in Western Australia Shanka, Tekle; <u>Oroz, Ivana</u>	Corporate reputation and service firms: which elements impact consumer choice? The impact of corporate reputation on learners' choice of university <u>Botha, Elsamari</u> ; Sanders, Ali; Viljoen, Obie	Sustainable tourism marketing: what should be in the mix? <u>Pomeroy, Alan</u> ; Johnson, Lester; Noble, Gary	Co-constructing the museum visitors' experience: a case of two literary museums <u>Thyne, Maree</u> ; <u>Hede, Anne-Marie</u> ; White, Tabitha	Recruitment and selection in the Eastern Monte Carlo: empirical evidence from Macau SAR Kuok, Oi Mei; Chan, Sow Hup	Developing knowledge of organisational culture in multinational enterprises <u>Boyle, Brendan</u> ; Nicholas, Stephen; Mitchell, Rebecca	Undergraduate student aspirations, awareness and knowledge of postgraduate study options: a cross-institutional examination <u>Varhegyi, Melinda</u> ; Jepsen, Denise	Participating in organizational knowledge sharing: a Saudi Arabian perspective <u>Yeo, Roland</u> ; Youssef, Mohamed		
1710 - 1730	The dark side of consumer fanaticism <u>Chung, Emily</u> ; Beverland, Michael; Farrelly, Francis; Quester, Pascale	Green marketing communities and blogs: mapping consumer's attitudes for future sustainable marketing <u>Luck, Edwina</u> ; Giyanti, Ayu	Huggers, movers and shakers: legitimising communication actions of nascent social ventures Douglas, Heather; <u>Mort, Gillian</u>	Customer citizenship behaviours directed at service personnel: what the experts have to say <u>Garma, Romana</u> ; Bove, Liliana	Forgoing ownership in exchange: customer choice and service-dominant logic <u>Riethmuller, Sam</u> ; Buttriss, Gary	Strategic marketing practices and business performance in a sport context <u>Garland, Ron</u> ; Brooksbank, Roger	Assessing motivation in personnel selection: a compound trait approach Fein, Erich	HRM readjustment dynamics of an industrial transplant: the case of Toyota in India Jones, Robert; <u>Mathew, Sagi</u> ; James, Reynold	Stakeholder perspectives on the potential for student consultancy-based projects (SCoP) between a business school and SMEs Jones, Glyndwr; <u>Davey, Janet</u>				
1730	Close of Sessions												
1815 - 2030	ANZAM/ANZMAC COMBINED COCKTAIL PARTY												
											National Gallery of Victoria International, St Kilda Rd		

CROWN CONFERENCE CENTRE MAIN FLOOR PLAN-LEVEL 1

