



2013 Academy of Marketing Science

16th Biennial World Marketing Congress



**Looking forward, looking back:
Drawing on the past to shape
the future of Marketing**

17 – 19 July 2013

Hosted by
Department of Marketing
Monash University, Australia

www.2013wmc.org



MONASH University



Contents

- 1** Academy of Marketing Science 2013 Global Marketer Award
- 2** Welcome to the AMS 16th Biennial World Marketing Congress
- 3** 2012–2014 Academy of Marketing Science Officers
- 4** Academy of Marketing Science Board of Governors
- 5** Track Chairs
- 8** Monash University Department of Marketing
- 9** Sponsors
- 11** Program Overview by Session & Highlights
- 19** Day 1 – 16th Biennial AMS World Marketing Congress Program: Wednesday 17 July
- 34** Day 2 – 16th Biennial AMS World Marketing Congress Program: Thursday, July 18
- 48** Day 3 – 16th Biennial AMS World Marketing Congress Program: Friday, July 19
- 61** Yarra Valley Winery Tour, including Healesville Sanctuary: Saturday, 20 July
- 62** Index of Authors and Sessions
- 72** Messages from our Sponsors and Advertisers:
 - Forethought Research
 - Kimberly-Clark Corporation
 - Mars Incorporated
 - Emerald Publishing
 - American Marketing Association
 - Oxford University Press
 - SAS Australia and New Zealand

The congress program and visitor information is available on the congress website – www.2013wmc.org

Academy of Marketing Science 2013 Global Marketer Award



John Zeigler

Chairman & CEO, DDB Group Asia Pacific,
India, Japan

As Chairman and CEO of DDB Group Asia Pacific, India and Japan, John's responsibilities span 33 agencies in 14 countries, and more than 3,200 employees.

John launched his first agency in 1986. The world's first integrated agency, Kuczynski & Zeigler, gained notoriety globally and was acquired by DDB Worldwide in 1992.

Possibly one of the most experienced integrated marketers at a time when others were taking a single-minded approach to communications, John is a strong advocate of marketing effectiveness and its contribution to organisational performance.

Over the past twenty years, John has worked in noted roles across three continents: as Director of Digital Services Worldwide and Worldwide Chairman of Tribal DDB based in New York; President & CEO, DDB Australia and New Zealand; President & CEO, DDB Singapore and President & CEO and Chairman of DDB South East Asia Region; President, CEO and founder of DDB Focus, an integrated services agency in Dallas; and Managing Director of DDB Melbourne. He has also held senior marketing roles at Nabisco Brands, Carnation Company, Nicholas Kiwi and Campbell's Soups.

In 2010, under his watch, DDB Group Asia Pacific was awarded Campaign's Creative Network of the Year and John was also named Campaign's Agency Head of the Year. The agency network was awarded Creative Network of the Year again in 2012. To further affirm DDB Group Asia Pacific's creative prowess, it was also crowned Spikes Asia Network of the year in 2010 and 2011, AdFest Network of The Year for 2011 and 2012, and Umbrella Asia Pacific Creative Network of the Year for 2013.

A great believer in reinvention, John is constantly pushing the boundaries of industry trends – an essential skill in an ever-changing global communications landscape. His passion for the pursuit of great ideas has endeared him with peers and clients, making him one of the most successful agency network leaders in recent times.

John completed a Bachelor of Business (Marketing) and a Master of Marketing at Monash University. In 2004 he joined the Monash Department of Marketing Industry Advisory Board was appointed Chair of the Board in 2010. As an industry advisory board member John plays an important role contributing his global expertise to the ongoing research, teaching and curriculum development at Monash.

Welcome to the Academy of Marketing Science 16th biennial World Marketing Congress

Eighteen years ago Monash University hosted the 7th biennial AMS World Marketing Congress in Melbourne. Here we are again: same academy, same host institution, same city/country – but a decidedly different global marketing environment.

Welcome to The Langham on Melbourne's vibrant Southbank, nestled along the Yarra River. Melbourne is Australia's sporting, shopping, cultural, culinary and coffee capital. Frequently ranked as one of the most livable cities in the world, it was first settled by Europeans in 1835. Located on the spectacular Port Phillip Bay, Melbourne is Australia's second largest city. Popular tourist attractions include the two major wine regions (the Yarra Valley and the Mornington Peninsula), the Great Ocean Road (home to the giant limestone stacks known as 'The Twelve Apostles'), Phillip Island and its population of Little Penguins, Healesville Sanctuary, Otway Fly Treetop Walk, and much more! On Saturday, many of us will explore two of these attractions.

Welcome to our 350 odd delegates, including more than 80 students, from 34 countries. This is truly a WORLD marketing congress.

A big thank you to our authors, delegates, reviewers, track chairs, session chairs and proceedings editors. Special thanks to Paul Loughran, Angela Taylor and James Tappenden at Monash; and to Jay Lindquist, Barry Babin, Florence Cazenave and Nina Krey at the AMS.

Finally, conferences like these require dedicated and generous sponsors – and we have been very fortunate in this regard. Sincere thanks to Forethought Research, Kimberly-Clark Corporation, Mars Incorporated, and our many supportive track sponsors, satchel sponsors and program advertisers.

P.S. The 2014 Academy of Marketing Science World Marketing Congress will be hosted by ESAN in Lima, Peru, 5 – 8 August.

Conference co-chairs:

Mike Ewing, Monash University

John Ford, Old Dominion University

2012–2014 Academy of Marketing Science Officers

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Academy of Marketing Science Board of Governors

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Louisiana Tech University, USA
(2010-2016)

Robert Peterson

University of Texas at Austin, USA
(2008-2014)

Rosann Spiro

Indiana University, USA
(2012-2018)

2013 World Marketing Congress Track Chairs

Business-to-Business Marketing

Janice Payan, University of Northern Colorado, USA
Dawn Deeter-Schmelz, Kansas State University, USA

Consumer Behavior

Vincent-Wayne Mitchell, City University, London, UK
Altaf Merchant, University of Washington – Tacoma, USA

Corporate Reputation

Gianfranco Walsh, Friedrich Schiller University Jena, Germany
Boris Bartikowski, Euromed Management Marseille, France

Cross-Functional and Cross-Disciplinary Challenges and Opportunities

Niall Piercy, Swansea University, UK
Alex Ellinger, University of Alabama, USA

Distribution and Supply Chain Management

Daniel Flint, University of Tennessee, USA
Margaret Matanda, Monash University, Australia

Electronic and Interactive Marketing

George Christodoulides, Birkbeck, University of London
Sylvain Senecal, HEC Montreal, Canada

Environmental and Sustainable Issues in Marketing

Michael Jay Polonsky, Deakin University, Australia
Les Carlson, University of Nebraska – Lincoln, USA

Excellence and Innovation in Marketing Education

Angela Paladino, University of Melbourne, Australia
Peter Wagstaff, Monash University, Australia

Health Promotion

Mike Reid, RMIT University, Australia
Fiona Newton, Monash University, Australia

Innovation in Emerging Economies and Base-of-Pyramid Markets

Debabrata Talukdar, SUNY Buffalo, USA
Srinivas Sridharan, Monash University, Australia

Integrated Marketing Communications

Gayle Kerr, Queensland University of Technology, Australia
Angeline Close, University of Texas at Austin, USA

International and Cross-Cultural Marketing

John W. Cadogan, Loughborough University, UK
Raffaele Donvito, Università degli Studi di Firenze, Italy

Marketing Research Methods and Marketing Models

Ujwal Kayande, Melbourne Business School, Australia
Songting Dong, Australian National University, Australia

Marketing Strategy

Simon Bell, University of Melbourne, Australia
Omar Merlo, Imperial College London, UK

Personal Selling and Sales Management

Bulent Menguc, King's College London, UK
Willy Bolander, Florida State University, USA

Product and Branding Strategies

Leyland Pitt, Simon Fraser University, Canada
Kevin Money, Henley Business School, University of Reading, UK

Pricing and Price-Related Issues

Sandra Mottner, Western Washington University, USA
Pia A. Albinsson, Appalachian State University, USA

Relationship Marketing

Elsamari Botha, University of Cape Town, South Africa
Albert Caruana, University of Malta, Malta

Retailing

Nic Terblanche, University of Stellenbosch, South Africa
Deon Nel, Flinders University, Australia

Services Marketing

Heiner Evasnchitsky, Aston University, UK
David Woisetschlager, Technische Universitat Braunschweig,
Germany

Social Marketing

Sharyn Rundle-Thiele, Griffith University, Australia
Karin Braunsberger, University of South Florida – St. Petersburg,
USA

Tourism, Arts, Heritage and Wine Marketing

Ulrich Orth, Christian Albrechts Universitat zu Kiel, Germany
Sandra Gountas, Curtin University, Australia

User-Generated Content and Social Media Marketing

Daniel Heinrich, Technische Universitat Braunschweig, Germany
Colin Campbell, Kent State University, USA

Non Profit Marketing and Social Entrepreneurship

Gillian Sullivan-Mort, La Trobe University, Australia
Anne Lavack, Kwantlen Polytechnic, Canada

Marketing in Asia

Christina Lee, Monash University, Malaysia
Ikuo Takahashi, Keio University Tokyo, Japan

Special Sessions

Bradley Wilson, RMIT University, Australia
Nathalie Spielmann, Reims Management School, France



Track Chairs

AMS Doctoral Consortium

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Rosann Spiro, Indiana University, USA

Yelena Tsarenko, Monash University, Australia

Sheth Emerging Scholars Faculty Consortium

K. Sivakumar, Lehigh University, USA

Goran Svensson, Oslo School of Management, Norway

Proceedings Editors

Colin Campbell, Kent State University, USA

Junzhao (Jonathan) Ma, Monash University, Australia

Local Arrangements

Paul Loughran, Monash University, Australia

Monash University and the Department of Marketing

Monash University is the largest university in Australia and a member of Australia's Group of Eight research-intensive universities. Monash is consistently ranked in the top one percent of world universities. Monash is committed to the highest quality of education, research, student experience and international engagement. We have multiple campuses in Victoria and one in each of Malaysia and South Africa, plus a joint graduate and research initiatives with Southeast University in Suzhou and the IITB in Bombay, a centre in Prato, and many international partnerships, most notably the Monash University – Warwick University alliance.

With over 18,000 students, the Faculty of Business and Economics is the largest faculty in the University in terms of student numbers, and its operations cover education, research, consultancy and community engagements across all the main business and economics disciplines. It offers a comprehensive selection of awards including bachelor degrees, specialist master degrees by coursework, the Master of Business Administration (MBA), masters by research, and the PhD.

The Department of Marketing is the largest and one of the oldest providers of tertiary level marketing education in Australia. Approximately 40 full-time academic teaching and research staff and a number of sessional teaching staff and research assistants service over 1500 students in undergraduate and postgraduate programs and 35 candidates enrolled in the higher degree by research program. While covering the whole spectrum of marketing our research concentrates on four areas: Brands and Communications; Business-to-Business and Strategy; Retailing and Services; and Social Marketing using experimental, modelling, interpretative and survey methods where appropriate. As a leader in marketing research and education in the Southern hemisphere, the Department of Marketing is committed to maintaining and further improving its pre-eminent position in a rapidly changing university environment.

Monash has an exceptional reputation worldwide in the discipline of marketing and we are proud of our skill in generating and disseminating marketing knowledge. We are particularly proud of our marketing alumni who now apply their knowledge throughout Australia and around the globe, as chief marketing officers, managing directors and chief executive officers.

On behalf of the Department of Marketing I am delighted to welcome representatives of the Academy of Marketing Science, congress delegates and sponsors. We wish you all an engaging and enjoyable congress and encourage you to also take time to explore the wonderful city that is Melbourne.

Professor Harmen Oppewal

Head of Department
Department of Marketing
Faculty of Business and Economics
Monash University, Australia

www.monash.edu

www.monash.edu/business-economics/mkt



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Faculty of Business and Law, Deakin University
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Tuesday, July 16

6 – 7pm

2013 World Marketing Congress

Welcome Reception

Wednesday, July 17

Wednesday, 8.30 – 10am

Session 1.1.

B2B Transactions, Price and Governance

Session 1.2.

Consumer Behavior General

Sponsored by SAS Australia and New Zealand

Session 1.3.

Base of Pyramid/Subsistence Market Actors and the Global Economy

Session 1.4.

Cross-Functional and Cross-Disciplinary Challenges and Opportunities

Session 1.5.

Employee Health, Senior Center Servicescapes and Technology Acceptance

Session 1.6.

Consumer Behavior: Food Issues

Sponsored by SAS Australia and New Zealand

Session 1.7.

Tourism 1: Hotels and Hospitals

Sponsored by School of Marketing, Curtin University

Session 1.8.

Excellence in International Marketing Education

Wednesday, 10.30am – 12pm

Session 2.1.

Challenges and Opportunities for Logistics and Supply Chain Management

Session 2.2.

Corporate Reputational Issues

Sponsored by QUT Business School

Session 2.3.

Advertising Appeals and Execution

Session 2.4.

B2B Customers and Processes: Integration, Interaction and Reacquisition

Session 2.5.

Marketing Models

Sponsored by ANU Research School of Management

Session 2.6.

Special Session: Territorial Marketing

Session 2.7.

Brands, Purchase Intention and Loyalty
Sponsored by Griffith Business School, Department of Marketing

Session 2.8.

Special Session: Signposts for Australian Marketing 2020

Wednesday, 1 – 2.30pm

Session 3.1.

Special Session: Sales Management Issues

Session 3.2.

Words of Wisdom: Drawing on the Past Experiences of Marketing Scholars to Shape Future Leaders Within the Academy

Session 3.3.

Creating Value in Relationships

Session 3.4.

Marketing in Asia: A New Perspective on Marketing and Distribution

Session 3.5.

Social Media Marketing
Sponsored by SAS Australia and New Zealand

Session 3.6.

Exploring Ethical Consumer Behavior
Sponsored by SAS Australia and New Zealand

Session 3.7.

Empowering Customers: Co-Creation, Participation and Self-Service Initiatives
Sponsored by Department of Management and Marketing, Faculty of Business and Economics, the University of Melbourne

Session 3.8.

Advertising in the Age of Social Media
Sponsored by QUT Business School

Wednesday, 3 – 4.30pm

Session 4.1.

Non Profit Marketing: Advancing Strategies and Policies

Session 4.2.

Marketing in Asia: Branding and Word of Mouth

Session 4.3.

Special Session on Neuromarketing

Session 4.4.

Co-Creation and Service Strategies
Sponsored by UniSuper

Session 4.5.

Consumer Behavior: Telecoms
Sponsored by SAS Australia and New Zealand

Session 4.6.

Consumer Responses to Sustainability Issues
Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University

Wednesday, 4.45 – 6.45pm

Monash University Department of Marketing

Welcome Reception for Delegates

Level 89 Eureka Tower, Southbank
(5 minutes walk from The Langham)

Thursday, July 18

Thursday, 7 – 8.30am

Special Breakfast Session: HELP WANTED! Forging collaborations between Academia and Industry*

Sponsored by Forethought Research

**Please note this special session is only open to delegates who registered their attendance in advance.*

Thursday, 8.30 – 10am

Session 5.1.

International and Cross-Cultural Marketing: Brands and Luxury Consumption

Sponsored by QUT Business School

Session 5.2.

New Approaches to Research Methodology

Sponsored by Australian National University, College of Business and Economics

Session 5.3.

Special Session : Structural Equation Modeling: Situating Current Practice and Advancing a Future Research Agenda

Session 5.4.

Innovations and New Insights in Social Marketing

Sponsored by MBA Program, College of Business, University of South Florida

Session 5.5.

Online Behavior

Sponsored by SAS Australia and New Zealand

Session 5.6.

Issues Involving Children, Exercise and Health Campaigns

Session 5.7.

Nonprofit Marketing: Contemporary Challenges

Thursday, 10 – 10.30am

Refreshment Break

Thursday, 10.30am – 12pm

Session 6.1

Consumer Behavior: Innovation

Sponsored by SAS Australia and New Zealand

Session 6.2.

Using Social Marketing to Address Consumer Misbehavior and Problem Behavior: Insights from Theory and Practice

Session 6.3.

The Role of Service Employees
Sponsored by UniSuper

Session 6.4.

Marketing in Asia: Retailing and Services

Session 6.5.

Current Issues in Social Media Marketing

Session 6.6.

Social Media as a Source of Communication

Session 6.7.

Innovative Approaches to Marketing Education

Thursday, 12.10 – 1.40pm

**AMS 2013 World Marketing Congress Luncheon and
2013 Global Marketer Award Presentation**

Melbourne Town Hall, Swanston Street, Melbourne
(10 minutes walk from The Langham)

Thursday, 2 – 3.30pm

Session 7.1.

Cancelled

Session 7.2.

International and Cross-Cultural Marketing: Country of Origin
Sponsored by QUT Business School

Session 7.3.

Special Session: Looking Forward, Looking Back on Customer
Satisfaction as a Strategic Marketing Asset

Session 7.4.

Online Advertising and WOM
Sponsored by QUT Business School

Session 7.5.

Dealing with Negative Incidents

Session 7.6.

When Consumers Get Creative
Sponsored by Griffith Business School, Department of Marketing

Session 7.7.

Organizational Sustainability and the Future of Green Marketing
*Sponsored by School of Management and Marketing, Faculty of
Business and Law, Deakin University*

Thursday, 3.30 – 4pm

Refreshment Break

Thursday, 4 – 5.30pm

Session 8.1.

Heritage, Arts and Wine
Sponsored by School of Marketing, Curtin University

Session 8.2.

Special Session : Looking Forward, Looking Back: The 7 Sins of Social Marketing

Sponsored by College of Business, University of South Florida

Session 8.3.

Consumer Behavior: Sensory Marketing

Sponsored by SAS Australia and New Zealand

Session 8.4.

Sport Sponsorship

Sponsored by QUT Business School

Session 8.5.

Branding and Employee Relationships

Sponsored by UniSuper

Session 8.6.

Retailing Convenience, Patronage and Concessions

Session 8.7.

Special Session : Towards a Global Framework for Advertising Self-Regulation

Thursday, 5.30 – 7pm

Congress Delegates' Wine Tasting Event

Friday, July 19

Friday, 8.30 – 10am

Session 9.1.

Understanding Relationships

Session 9.2.

Meet the Editors

Sponsored by Monash University, Department of Marketing

Session 9.3.

Strategic Pricing and Pricing Promotion

Session 9.4.

Tourism 2: Games, Groups and Events

School of Marketing, Curtin University

Session 9.5.

Global Warming and Consumer Behavior

Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University

Session 9.6.

Online Shopping

Sponsored by SAS Australia and New Zealand

Session 9.7.

Special Session: Looking Forward, Looking Back at Entrepreneurial Marketing: Comparative Perspectives on a Research Agenda

Friday, 10 – 10.30am

Refreshment Break

Friday, 10.30am – 12pm

Session 10.1.

Consumer Behavior: Unusual Consumption
Sponsored by SAS Australia and New Zealand

Session 10.2.

International and Cross-Cultural Marketing: International Consumer Behavior
Sponsored by QUT Business School

Session 10.3.

Special Session : Looking Forward and Back at Survey Research Response Issues in Marketing Research

Session 10.4.

The Changing Nature of Market Research
Sponsored by ANU, College of Business and Economics

Session 10.5.

Sponsorship and Branding
Sponsored by QUT Business School

Session 10.6.

Customer Loyalty and Customer Value

Session 10.7.

Product Strategy
Sponsored by Griffith Business School, Department of Marketing

Friday, 12 – 1.30pm

Lunch on Your Own

Friday, 12.15 – 1.15pm

Special Luncheon Session: How can your university engage with one of the world's global marketing giants, Mars Incorporated?

Sponsored by Mars Incorporated

**Please note this special session is only open to delegates who registered their attendance in advance.*

Friday, 1.30 – 3pm

Session 11.1.

Special Session: Editorial Reviewers' Perspectives on Writing and Publishing in High Quality Marketing Journals: An Interactive Discussion

Session 11.2.

Consumer Behavior: Branding
Sponsored by SAS Australia and New Zealand

Session 11.3.

International and Cross-Cultural Marketing: Aspects of International Strategy
Sponsored by QUT Business School

Session 11.4.

International and Cross-Cultural Marketing: Cross-National Consumer Research
Sponsored by QUT Business School



Program Overview by Session & Highlights

Session 11.5.

Brands in Different Contexts

Sponsored by Griffith Business School, Department of Marketing

Session 11.6.

Corporate Responsibility, Emotions and Brand

Sponsored by QUT Business School

Session 11.7.

Relationships and Retention

Friday, 3 – 3.30pm

Refreshment Break

Friday 3.30 – 5pm

Session 12.1.

Special Session: Creating Academic-Industry Interactions

Session 12.2.

Online Communities

Sponsored by SAS Australia and New Zealand

Session 12.3.

Brand Theory and Strategy

Sponsored by Griffith Business School, Department of Marketing

Session 12.4.

Retail Environments and Franchise Support

Session 12.5.

Pay What You Want Pricing, Price, Quality and Size

Session 12.6.

Marketing in Asia: Adoption and Decision Making

Friday, 6 – 7pm

President's Pre-Dinner Reception for 2013 WMC Delegates

Clarendon Ballroom Foyer

Friday, 7 – 11pm

2013 World Marketing Congress Dinner

Clarendon Ballroom

Daily Highlights Tuesday, July 16

Third Biennial AMS International Doctoral Consortium

Monash University Law Chambers
555 Lonsdale Street, Melbourne
8am – 5pm

Second Biennial Sheth Emerging Scholars Faculty Consortium

Monash University Law Chambers
555 Lonsdale Street, Melbourne
8am – 5pm

Registrations

AMS World Marketing Congress

Service Stylist Desk, Reception, Level 1
The Langham
1 – 5pm

2013 World Marketing Congress Welcome Reception

Alto Room, Level 25
The Langham
6 – 7pm

Daily Highlights Wednesday, July 17

Registration

AMS World Marketing Congress
Clarendon Ballroom Foyer
The Langham
8am – 5pm

Monash University Department of Marketing Welcome Reception for Delegates

Level 89 Eureka Tower, Southbank
(5 minutes walk from The Langham)
4.45 – 6.45pm

Wednesday, July 17

Wednesday, 8.30 – 10am

1.1. B2B Transactions, Price and Governance

Room: Flinders
Chair: Poh-Lin Yeoh, Bentley University

What do Buyers Want from their Relationships with Optical Buying Groups? The Role of Embeddedness, Switching Costs and Commitment

Poh-Lin Yeoh, Bentley University

Formal Contract in Marketing Channel and Firms Transactional Performance in China. Does Renqing Matter?

Chuang Zhang, Dongbei University of Finance and Economics
Zhenyao Cai, Hong Kong Baptist University
Ji Li, Hong Kong Baptist University

The Reinforcing Role of Alternative Governance Strategies in Managing ICT Firms' Partner Networks

Chris Storey, City University – London

1.2. Consumer Behavior General

Sponsored by SAS Australia and New Zealand

Room: Yarra #1
Chair: Antonis C. Simintiras, Swansea University

The Effect of (In) congruence between General Self- Confidence and Specific Confidence on Intentions to Complain

Emrah Oney, Swansea University
Antonis C. Simintiras, Swansea University
Anita Lifan Zhao, Swansea University

It's the Thoughts that Count: Substitution for Goal Striving Actions

Leona Tam, University of Wollongong

Jelena Spanjol, University of Illinois at Chicago

Jose Antonio Rosa, University of Wyoming

The Choice Architecture of Translated Attributes

Adrian Camilleri, Duke University

Christoph Ungemach, Columbia University

Eric Johnson, Columbia University

Richard Larrick, Duke University

Elke Weber, Duke University

The Effect of Mortality Salience on Hedonic Consumption and Utilitarian Consumption

I-Ling Ling, National Chiayi University

Chih-Hui Shieh, National Taichung University of Science and Technology

1.3. Base of Pyramid/Subsistence Market Actors and the Global Economy

Room: Yarra #2

Chair: Jeff Fang, RMIT University

First-Time Usage Behavior for Consumers at the Bottom of the Pyramid: The Perspective of Poverty

Rongwei Chu, Fudan University

G. Skyler Leonhardt, University of California, Berkley

Matthew Tingchi Liu, University of Macau

A Structured Abstract: Exploring Mobile Money Services as an Innovative Solution for Micro and Small Enterprises in Emerging Economies – Lessons from Rural Cambodia

Jeff Fang, RMIT University

Roslyn Russell, RMIT University

Supriya Singh, RMIT University

1.4. Cross-Functional and Cross-Disciplinary Challenges and Opportunities

Room: Clarendon A

Chairs: Niall Piercy, Swansea University, and Alex Ellinger, University of Alabama

Marketing Department's Influence and Information Dissemination Within a Firm: Evidence for an Inverted U-Shaped Relationship

Martin Schmidt, University of St. Gallen

Johannes Hattula, University of St. Gallen

Christian Schmitz, University of St. Gallen

Sven Reinecke, University of St. Gallen

Cross-Functional Integration at the Frontline of the Retail Channel: A Structured Investigation

Hannah Stolze, Florida State University

Diane Mollenkopf, University of Tennessee

Daniel Flint, University of Tennessee

Wednesday, July 17

Research on Emotions by Marketing Scholars in the Last 10 years

Halimin Herjanto, Auckland University of Technology

Sanjaya Gaur, Auckland University of Technology

The Ideal Marketer is an Authentic Marketer

Nathalie Collins, Edith Cowan University

1.5. Employee Health, Senior Center Servicescapes and Technology Acceptance

Room: Clarendon B

Chair: Fiona Newton, Monash University

Understanding the Decision-Making Processes Associated with Exercise

Joshua Newton, Monash University

Fiona Newton, Monash University

Michael Ewing, Monash University

Leon Piterman, Monash University

Ben Smith, Monash University

Kara Gilbert, Monash University

Ajay Mahal, Monash University

Restorative Senior Center Servicescapes and Senior Health

Mark Rosenbaum, Northern Illinois University

Jillian Sweeney, University of Western Australia

Carolyn Massiah, University of Central Florida

Responses to mHealth Application on Health Behavior: A Theoretical Extension of the Technology Acceptance Model

Morikazu Hirose, Fuji University

Keiya Tabe, Waseda University

1.6. Consumer Behavior: Food Issues

Sponsored by SAS Australia and New Zealand

Room: Clarendon C

Chair: Harmen Oppewal, Monash University

An Exploratory Analysis of Snack Food Purchasing Behavior in New Zealand

Eldrede Kahiya, Christchurch Polytechnic Institute of Technology

Sharon Forbes, Lincoln University

Chloe Balderstone, Lincoln University

Bundled Presentation, Susceptibility to Influence and Calorie Estimation: A Structured Abstract

Judy Harris, Towson University

If Only...? A Study on the Effects of Purchase Regret

Kristy Mcmanus, University of Wisconsin-La Crosse

Piyush Kumar, University of Georgia

Embarrassment Effects on Purchase Intent for a Product with Socially Shared Superstitious Meanings

Di Wang, Monash University

Harmen Oppewal, Monash University
Dominic Thomas, Monash University

1.7. Tourism 1: Hotels and Hospitals

Sponsored by School of Marketing, Curtin University

Room: Swanston #1

Chair: Sandra Gountas, Curtin University

The Effect of Organizational Structure and Hoteliers' Risk Proclivity on Innovativeness

Kayhan Tajeddini, Lund University

How Brand Trust Mediates the Effects of Service Quality on Loyalty: An Illustration from a Medical Tourism Context

Aurathai Lertwannawit, Thammasat University

Nak Gulid, Srinakharinwirot University

Value Dimensions of a Group Package Tour and Their Effects on Behavioral Intentions

Ying Jen Pan, Southern Taiwan University of Science and Technology

Felicitas Evangelista, University of Western Sydney

1.8. Excellence in International Marketing Education

Room: Swanston #2

Chair: Angela Paladino, University of Melbourne

Student Experience Management in UK Higher Education and the Role of Technology in the Process

James Seligman, University of Southampton

Risk Aversion and Attributes of Study Abroad Programs among Marketing Majors in the U.S. and Norway: Validation of Cross-Cultural Scales

Janice Payan, University of Northern Colorado

Goran Svennson, Oslo School of Management

Nils Hogevoid, Oslo School of Management

A Study of the Marketing Curriculum in Australia: The 1930s to Now

Robert Ellis, Victoria University

David Waller, University of Technology, Sydney

College Students' Motivations, Attitudes, and Preferences Pertaining to Study Abroad

Swinder Janda, Kansas State University

Bente Janda, Kansas State University

Wednesday, 10 – 10.30am

Refreshment Break – morning tea provided in Clarendon Ballroom Foyer

Wednesday, July 17

Wednesday, 10.30am – 12pm

2.1. Challenges and Opportunities for Logistics and Supply Chain Management

Room: Flinders

Chair: Dan Flint, University of Tennessee

What do We Really Know about What We Know? The Nature of Relationship Governance in a Reverse Supply Chain

Diane Mollenkopf, University of Tennessee

Robert Frankle, University of North Florida

Ivan Russo, University of Verona

B. Jay Coleman, University of North Florida

G. Peter Dapiran, RMIT University

Reciprocity of Interfirm Opportunism in Marketing Channels and the Impact of Transaction Specific Assets

Zhuang Guijun, Xi'an Jiaotong University

Xiaolian Zhou, Xi'an University of Finance and Economics

Strategic Network Design of Reverse Supply Chain for Product Recovery and Remanufacturing

Tsai-Yun Liao, NYCU, Taiwan

Form Postponement: An Extension to Russian Private Sector Manufacturers

Richard Germain, University of Louisville

Xiaohua Lin, Ryerson University

Konstantin Krotov, St. Petersburg University

2.2. Corporate Reputational Issues

Sponsored by QUT Business School

Room: Yarra #1

Chair: Goran Svensson, Oslo School of Management

Is Trust a Pre-Requisite or Outcome of Corporate Social Responsibility? A Stakeholder Theoretical Perspective

Frederick Hong-Kit Yim, Hong Kong Baptist University

Henry Fock, Hong Kong Baptist University

Drivers and Outcomes of Corporate Identity Management

Claudia Simoes, Open University

Understanding Corporate Identity of SMEs: Conceptualization and Preliminary Construction of a Scale

Upendra Maurya, Xavier Institute of Management

Prahlad Mishra, Xavier Institute of Management

Sandip Anand, Xavier Institute of Management

Niraj Kumar, Xavier Institute of Management

Codes of Ethics Artifacts in Australia, Canada and Sweden: A Longitudinal Study

Michael Callaghan, Deakin University

Greg Wood, Deakin University

Goran Svensson, Oslo School of Management

Jang Singh, University of Windsor
Svante Andersson, Halmstad University

2.3. Advertising Appeals and Execution

Room: Yarra #2

Chair: Kathleen Mortimer, University of Northampton

Matching Advertisement Layout with Metaphor Facilities Comprehension

Lampros Gkiouzevas,

The Use of Childhood Icons in Nostalgic Appeals for Charity

Altaf Merchant, University of Washington, Tacoma

Kathryn LaTour, Cornell University

John Ford, Old Dominion University

Michael LaTour, Cornell University

And Word of Mouth: A Structural Study of Demographic Correlates Consumption, Emotion Satisfaction

Madhupa Bakshi, NSHM Group of Institutions

Prashant Mishra, Indian Institute of Management

Advertising Execution Styles Matter: A Fear-Based Experiment on Attitude, Susceptibility, Efficacy and Behavior

Marlize Terblanche-Smit, Stellenbosch University

Ronel Du Preez, Stellenbosch University

Lucea van Huyssteen, Stellenbosch University

2.4. B2B Customers and Processes: Integration, Interaction and Reacquisition

Room: Clarendon A

Chair: Janice Payan, University of Northern Colorado

A Process Analysis of Interactions and Actors' Roles in Unstable Business Networks

Ronika Chakrabarti, Lancaster University

Calta Ramos, Manchester University

Stephan Henneberg, Manchester University

A Framework for B2B Customer Reacquisition: Evaluating Key Determinants to Win Back Lost Customers

Annie Liu, Victoria University of Wellington

Mark Leach, Loyola Marymount University

Lou Pelton, University of North Texas

Role of Ethical Integration in the Effect of a Service Provider on the Outsourcing Organization's Reputation: A Structured Abstract

Violet Lazarevic, Monash University

Margaret Matanda, Monash University

A Social Identity Perspective of Customer Value Heterogeneity in Complex Industrial Solutions

Daniel Prior, University of New South Wales

Wednesday, July 17

2.5. Marketing Models

Sponsored by ANU Research School of Management

Room: Clarendon B

Chair: Ari Promono, Monash University

Customer Churn Models: A Comparison of Probability and Data Mining Approaches

Ali Tamaddoni Jahromi, Monash University

Stanislav Stakhovych, Monash University

Michael Ewing, Monash University

How Local Is Local Competition? An Analysis of Spatial Competition in the Fuel Retail Market

Ari Pramono, Monash University

Harmen Oppewal, Monash University

A Two-Stage Complex Systems Model of Interpersonal Influence in the Diffusion Process

Hume Winzar, Macquarie University

Steve D'Alessandro, Macquarie University

It's the Strength of the Ties: How Multiplex Social Networks Among Frontline Employees Drive Service Performance

Miriam Guenther, University of Melbourne

Peter Guenther, University of Melbourne

Simon Bell, University of Melbourne

Garry Robbins, University of Melbourne

2.6. Special Session: Territorial Marketing

Room: Clarendon C

Chair: Steve Charters, Reims Management School

Panel Members:

Steve Charters, Reims Management School

David Menival, Reims Management School

Sylvie Jolly, Reims Management School

Nathalie Spielmann, Reims Management School

2.7. Brands, Purchase Intention and Loyalty

Sponsored by Griffith Business School, Department of Marketing

Room: Swanston #1

Chair: Thomas Aichner, Institute for Economic Research, Italy

The Impact of Counterfeiting Brands on Customer Perception and Purchase Intention

Anum Mohmood, Fatimah Jinnah Women's University, Pakistan

Aneela Siddique, Fatimah Jinnah Women's University, Pakistan

Zainab Tahir, Fatimah Jinnah Women's University, Pakistan

Mateena Hassan, Fatimah Jinnah Women's University, Pakistan

Hira Kanwal, Fatimah Jinnah Women's University, Pakistan

Amna Akram, Fatimah Jinnah Women's University, Pakistan

Are Consumers Willing to Buy Fictional Brands? The Case of Bertie Bott's

Laurent Muzellec, ESSCA Business School, France
Christopher Kanitz, University of Bremen

Foreign Branding and the Country-of-Origin Effect in the Fashion Sector in Italy: An Empirical Analysis

Thomas Aichner, Institute for Economic Research, Italy

Factors Affecting Brand Loyalty among Malaysian Consumers in their Choice of Mobile Phone Brands

Belina Lew Lee Peng, University of Malaya

Brian Imrie, Sunway University

Nicolas Grigoriou, Monash University Sunway Campus

2.8. Special Session: Signposts for Australian Marketing 2020

Room: Swanston #2

Chair: Mark Crowe, CEO, Australian Marketing Institute

Session Participants:

Lee Tonitto, Chair, Australian Marketing Institute

Peter Harris, Managing Director, Vision Critical Australia and New Zealand

Wednesday, 12 – 1pm

Lunch on Your Own

Wednesday, 1 – 2.30pm

3.1. Special Session: Sales Management Issues

Room: Flinders

Chair: Mark Leach, Loyola Marymount University

Active Waiting: An Investigation of Delayed Winback Strategies

Mark Leach, Loyola Marymount University

Annie Liu, Victoria University of Wellington

Sijun Wang, Loyola Marymount University

A Cross-Cultural Investigation of the Stereotype for Salespeople

Christophe Fournier, IAE Montpellier 2

Emmanuel Cheron, Tokyo Business School

Jeff Tanner, Baylor University

Pierre Bikanda, Catholic University of central Africa

Jorge Wise, ITESM

Managing Control Expectations in Business-to-Business Relationships

Ryan Mullins, Clemson University

Adam Rapp, University of Alabama

Lauren Beitelspacher, Portland State University

Dhruv Grewal, Babson University

Wednesday, July 17

3.2. Words of Wisdom: Drawing on the Past Experiences of Marketing Scholars to Shape Future Leaders Within the Academy

Room: Yarra #1

Chair: Joy Kozar, Kansas State University

Panel Members:

Barry Babin, Louisiana Tech University

Joe Hair, Kennesaw State University

Vicky Crittenden, Babson College

John Ford, Old Dominion University

Dave Ortinau, University of South Florida

3.3. Creating Value in Relationships

Room: Yarra #2

Chair: Thomas O'Connor, University of New Orleans

Service Dominant Logic: An Example of Competitive Advantage

Kenneth Le Meunier-Fitzhugh, University of Easy Anglia

Leslie Le Meunier-Fitzhugh, University of Easy Anglia

Roger Palmer, University of Bournemouth

Moira Clark, Henley Business School

Neil Hair, Rochester Institute of Technology

Developing New Business Relationships: An Outside-In Perspective

Antonella La Rocca, University of Lugano, USI

Andrea Perna, Uppsala University

Albert Caruana, University of Malta/Bologna

Ivan Shehota, University of Lugano, USI

Inter-Firm Knowledge Sharing Effectiveness: An Empirical Examination of Adaptation Ambidexterity

Binh Nguyen, New York Institute of Technology

Gary Frankwick, University of Texas at El Paso

Karen Flaherty, Oklahoma State University

Homophily and Peer Influence in Customer Co-Presence Networks

Gianna Giudicati, University of Trento

Massimo Riccaboni, IMT Lucca

3.4. Marketing in Asia: A New Perspective on Marketing and Distribution

Room: Clarendon A

Chair: Duc Nguyen, Asian Institute of Technology

Exploring SMEs' Perception and Trust toward HRIs for a Sustainable HRM Performance: Case Study from SMEs in Vietnam

Duc Nguyen, Asian Institute of Technology

Channel Integration: An Explanation According to David Teece's Theory of the Boundary of the Firm

Hidesuke Takata, Keio University

Relationship of Line Extension Brand and Parent Brand

Akira Shimizu, Keio University

3.5. Social Media Marketing

Sponsored by SAS Australia and New Zealand

Room: Clarendon B

Chair: Elsamari Botha, University of Cape Town

Defining Social Media Users by the Social Media User

Yolande Vandenberg, Deakin University

Kerrie Bridson, Deakin University

Melissa Parris, Deakin University

The Impact of Social Media Marketing on the Relationship among Dynamic Capabilities and Performance

Felipe Uribe, Universidad EAFIT

Joan Llonch, Universitat Autònoma de Barcelona

Josep Rialp, Universitat Autònoma de Barcelona

The Influence of Social Presence on Online Purchase Intention: An Experiment with Different Product Types

Elsamari Botha, University of Cape Town

Mignon Reyneke, University of Cape Town

'On the Go' vs. 'On the Spot': The Segmentation of Digital Natives

Amalia E. Maulana, BINUS University

Lexi Z. Hikmah, ETNOMARK Consulting

3.6. Exploring Ethical Consumer Behavior

Sponsored by SAS Australia and New Zealand

Room: Clarendon C

Chair: Karin Braunsberger, University of South Florida St. Petersburg

From Green to Ethical Consumers: What Really Motivates Consumers to Buy Ethical Products?

Eliane Karsaklian, Sorbonne University

Anthony Fee, University of Technology, Sydney

The Effect of Animal Protection Advertising on Opposition to the Slaughter of Wildlife and Willingness to Boycott the Offending Industry: Initial and Carryover Effects

Karin Braunsberger, University of South Florida, St. Petersburg

Reframing the Ethical Consumption 'Gap': A Structured Abstract

Michael Carrington, LaTrobe University

Benjamin Neville, University of Melbourne

Emerging Segments in Ethical Consumption: Young Adults and Cosmetics

Francesca Montagnini, Catholic University of Sacro Cuore

Wednesday, July 17

Isabella Maggioni, Catholic University of Sacro Cuore
Roberta Sebastiani, Catholic University of Sacro Cuore

3.7. Empowering Customers: Co-Creation, Participation and Self-Service Initiatives

*Sponsored by Department of Management and Marketing,
Faculty of Business and Economics, the University of Melbourne*

Room: Swanston #1

Chairs: Simon Bell, University of Melbourne and Omar Merlo,
Imperial College London

Co-Creation in a Service Innovation Context

Shikha Sharma, University of Adelaide
Jodie Conduit, University of Adelaide
Ingo Oswald Karpen, RMIT University
Sally Rao Hill, University of Adelaide
Francis Farrelly, RMIT University

Potential Dimensions of Customer Co-Creation

Max Theilacker, University of Melbourne
Bryan Lukas, University of Melbourne
Charles Snow, Penn State

Customer Satisfaction and Purchase Behavior: The Role of Customer Input

Andreas Eisingerich, Imperial College London
Omar Merlo, Imperial College London
Jan Heide, University of Wisconsin
Paul Tracey, University of Cambridge

Assessing the Market Valuation of Self-Service Technology Initiatives

Jiun-Sheng Chris Lin, National Taiwan University

3.8. Advertising in the Age of Social Media

Sponsored by QUT Business School

Room: Swanston #2

Chair: Nina Michaelidou, Loughborough University

Internet Users' Attitudes towards Advertising on Facebook

Nina Michaelidou, Loughborough University
Caroline Moraes, University of Birmingham

Consumer Emotional Responses to Emotional Appeal Advertising within an online Social Network Context

Halimin Herjanto, Auckland University of Technology
Sanjaya Gaur, Auckland University of Technology
Sheau-Fen Yap, Auckland University of Technology

The Impact of Company Facebook Page on WOM Communication of a New Product

Melek Demiray, Istanbul Technical University
Sebnem Burnaz, Istanbul Technical University
Brand Fan Pages in Social Networks

Barbara Kleine-Kalmer, University of Bremen
Michael Schade, University of Bremen
Christoph Burmann, University of Bremen

Wednesday, 2.30 – 3pm

Refreshment Break – afternoon tea provided in Clarendon Ballroom Foyer

Wednesday, 3 – 4.30pm

4.1. Non Profit Marketing: Advancing Strategies and Policies

Room: Flinders

Chair: Gillian Sullivan-Mort, La Trobe University

Countering Counterfeit Branding: An Understanding Incorporating Mimesis and Cultural Appropriation for Emerging Markets

Tanvir Ahmed, La Trobe University

Gillian Sullivan-Mort, La Trobe University

Coopetition (Contemporaneous Cooperation and Competition) Among Nonprofit Arts Organizations

Theresa Kirchner, Hampton University

John Ford, Old Dominion University

Edward Markowski, Old Dominion University

Sustainability Living in a Carbon Priced Economy: Trade-Offs in Purchasing and Practices and Sustainability Guilt

Menuka Jayaratne, La Trobe University

Gillian Sullivan-Mort, La Trobe University

What's in a Name? A Systems Thinking Framework for Resource Types in Nonprofit Marketing

Erica Brady, Monash University

Linda Brennan, RMIT University

4.2. Marketing in Asia: Branding and Word of Mouth

Room: Yarra #1

Chair: Yoko Sugitani, Sophia University

Direct Experience and Emotional Attachment to Brands: Protecting Brands from the Negative Word of Mouth Opinion of Japanese Consumers

Yoko Sugitani, Sophia University

Ability of the Information Leader to Create Topics of Conversation and Purchase Decision Making

Takashi Teramoto, Meisei University

The Effects of Health Claims and the Symbolic Mark: A Case of FoSHU (Food for Specified Health Uses) in Japan

Makoto Ono, Keio University

Akinoro Ono, Keio University

Wednesday, July 17

Co-Creation of Service Brand Meaning: Initial Findings from an Exploration of Bank Branding in the Vietnamese Banking Sector

Kiernan Tierney, RMIT International University, Vietnam

Kate Westberg, RMIT University

Ingo Karpen, RMIT University

4.3. Special Session on Neuromarketing

Room: Yarra #2

Chair: Sandra Gountas, Curtin University

Panel Members:

Joseph Ciorciari, Swinburne University

Sandra Gountas, Curtin University

John Gountas, Murdoch University

Peter Pynta, Neuro-Insights Pty Ltd.

Phil Harris, University of Melbourne

Heath McDonald, Swinburne University

Nives Zubcevic, Swinburne University

4.4. Co-Creation and Service Strategies

Sponsored by UniSuper

Room: Clarendon A

Chair: Jay Weerawardena, Queensland Business School

Conceptualizing the Interplay of Knowledge Accumulation and Integration Capabilities in Service Innovation-Based Competitive Strategy: A Project-Oriented Firm Context

Sandeep Salunke, Queensland University of Technology

Jay Weerawardena, Queensland Business School

Janet McColl-Kennedy, Queensland Business School

Co-Creation: Conceptualization and Research Implications

Kumar Ranjan, Indian Institute of Management

G. Shainesh, Indian Institute of Management

None of the Glory: An Extended Abstract of the Implications of Customer Attributions of Credit in Successful Co-Productive Service Experiences

Ryan White, University of Wisconsin – La Crosse

Clay Voorhees, Michigan State University

Brian Bourdeau, Auburn University

Jessica Hoppner, George Mason University

Congruence in Positioning Service Brands: An Empirical Examination

Charles Blankson, University of North Texas

Stavros Kalafatis, Kingston University

Markos Tsogas, University of Piraeus

Stanley Coffie, Ghana Institute of Management and Public Administration

4.5. Consumer Behavior: Telecoms

Sponsored by SAS Australia and New Zealand

Room: Clarendon B
Chair: Lou Pelton, University of North Texas

What drives Customer Loyalty in the Telecommunications Service Industry? A Structured Abstract

Farzana Quoquab Binte Habib, Universiti Kebangsaan, Malaysia

Towards an Understanding of the Motivations to Play Games on Smartphones

Brian McCauley, RMIT University
Francis Farrelly, RMIT University
Foula Kopanidis, RMIT University

It's Personal, It's Not Business: The Effects of Moods on Advertisement Recall

Thuy Nguyen, University of North Texas
Waros Ngamsiriudom, University of North Texas
Lou Pelton, University of North Texas

The Role of Product Personalization in Effects of Self-Congruity Versus Functional Congruity

Wenling Wang, Guildford College
Rajneesh Suri, Drexel University
Shan Feng, William Patterson University

4.6. Consumer Responses to Sustainability Issues

*Sponsored by School of Management and Marketing,
Faculty of Business and Law, Deakin University*

Room: Clarendon C
Chair: Verena Gruber, WU Vienna

What Does Sustainable Consumption Really Mean? A Three-Dimensional Measurement Approach

Barbara Seegebarth, Leibniz University of Hannover
Mathis Peyer, University of Potsdam
Anja Buerke, HHL Leipzig Graduate School of Management
Ingo Balderjahn, University of Potsdam
Manfred Kirchgeorg, HHL Leipzig Graduate School of Management
Klaus-Peter Wiedmann, Leibniz University of Hannover

Sustainable or Conventional? Exploring the Fit of Sustainability Attributes

Verena Gruber, WU Vienna
Bodo Schlegelmilch, WU Vienna

Sustainable Retrofits of Apartment Blocks: Developing a Process to Address the Attitude Behavior Gap between the Stakeholders

Judy Rex, Australian Catholic University
Rebecca Leshinsky, Australian Catholic University

Decoding Green Marketing: Relationship between Green Experiential Values, Green Trust and Green Brand Equity

Ansh Gupta, Indian Institute of Management, Lucknow
Satya Dash, Indian Institute of Management, Lucknow



Wednesday, July 17

Wednesday, 4.45 – 6.45pm

**Monash University Department of Marketing
Welcome Reception for Delegates**

Level 89 Eureka Tower, Southbank
(5 minutes walk from The Langham)

Dinner is on Your Own

Daily Highlights Thursday, July 18

Special Breakfast Session: HELP WANTED! Forging collaborations between Academia and Industry* **Presented by Forethought Research**

Swanston #2
The Langham
7 – 8.30am

**Please note this session is only open to delegates who registered their attendance in advance*

Registration

Clarendon Room Foyer
The Langham
8am – 5pm

2013 World Marketing Congress Luncheon & AMS 2013 Global Marketer Award Presentation

Melbourne Town Hall
Swanston Street, Melbourne
12.10 – 1.40pm

Delegate's Wine Tasting

Swanston #2
The Langham
5.30 – 7pm

Thursday, July 18

Thursday, 7 – 8.30am

Special Breakfast Session: HELP WANTED! Forging collaborations between Academia and Industry*

Presented by Forethought Research

Room: Swanston #2
Presenter: Ken Roberts, Managing Partner, Forethought Research

**Please note this session is only open to delegates who registered their attendance in advance*

Thursday, 8.30 – 10am

5.1. International and Cross-Cultural Marketing: Brands and Luxury Consumption

Sponsored by QUT Business School

Room: Flinders
Chair: Gaetano Aiello, University of Florence

Consumer Desire for Luxury Brands: Individual Luxury Value Perception and Luxury Consumption

Nadine Hennings, Leibniz University of Hannover
Christine Klarmann, Leibniz University of Hannover

Thursday, July 18

Stefan Behrens, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University of Hannover

Are You Like Me? I Will Be Attached to You. Empirical Findings from an International Research about Consumer, Brand and Store Personality Congruence in the Luxury Sector

Raffaele Donvito, University of Florence
Gaetano Aiello, University of Florence
Bruno Godey, Faculté du Groupe ESC Rouen
Daniele Pederzoli, Faculté du Groupe ESC Rouen
Klaus-Peter Wiedmann, Leibniz University of Hannover
Nadine Hennings, Leibniz University of Hannover
Christiane Klarmann, Leibniz University of Hannover
Priscilla Chan, Manchester Metropolitan University
Chris Halliburton, ESCP Europe – London
Junji Tsuchiya, Waseda University
Taro Koyama, Chubu University
Irina Ivanovna Skorobogatykh, Plekhanov Russian University of Economics
Bart Weitz, University of Florida
Hyunjoo Oh, University of Florida
Mike Ewing, Monash University
Joshua Newton, Monash University
Yuri Lee, Seoul National University
Li Fei, Tsinghua University
Cindy Rong Chen, Tsinghua University

The Effect of Offshore Shifts on Brand Attitude and Corporate Image

Cassandra France, Griffith University
Nigel Pope, Griffith University

5.2. New Approaches to Research Methodology

Sponsored by ANU Research School of Management

Room: Yarra #1

Chair: Ralitzia Nikolaeva, ISCTE Business School

The True Nature of Non-Linear Dynamic Effects: A Methodology to the Rescue of Imprecise Theory

Ralitzia Nikolaeva, ISCTE Business School

What Was Brand Equity Anyway, and How Did They Measure It?

Daniil Muravskii, St. Petersburg University
Olga Alkanova, St. Petersburg University
Maria Smirnova, St. Petersburg University

5.3. Special Session: Structural Equation Modeling: Situating Current Practice and Advancing a Future Research Agenda

Room: Yarra #2

Chair: Bradley Wilson, RMIT University

Session Participants:

Christian Ringle, Hamburg University of Technology
Joe Hair, Kennesaw State University
Barry Babin, Louisiana Tech University
Marko Sarstedt, Otto-von-Guericke University
Bradley Wilson, RMIT University
Siegfried Gudergan, University of Newcastle

5.4. Innovations and New Insights in Social Marketing

Sponsored by College of Business, University of South Florida

Room: Clarendon A

Chair: Krzysztof Kubacki, Griffith University

Scared Topless: Why Social Marketers Need to Encourage Marketing-Like Activities in Avoidance-Service Workers

Jo Previte, University of Queensland
Rebekah Russell-Bennett, Queensland University of Technology

Not Quite Playing the Game? Mobile Applications for Healthier Lifestyles

Lynne Eagle, James Cook University
Stephan Dahl, University of Hull
Melody Muscat, James Cook University
David Low, James Cook University

A Service Approach to Social Marketing

Matthew Wood, University of Brighton
Rebekah Russell-Bennett, Queensland University of Technology
Jo Previte, University of Queensland

Perceived CSR Authenticity

Sarah Alhouti, University of Alabama
Betsy Holloway, Samford University
Catherine Johnson, University of Alabama

5.5. Online Buyer Behavior

Sponsored by SAS Australia and New Zealand

Room: Clarendon B

Chair: Lou Pelton, University of North Texas

Predicting Disloyalty to a Search Engine: The Role of Satisfaction, Brand Relationship, Reputation and the Search Engine's Features

Cleopatra Veloutsou, University of Glasgow

Risky Business? Consumers' Propensity to Engage in Online Banking Services

Stephen Wang, Taiwan National Ocean University
Maxwell Hsu, University of Wisconsin – Whitewater
Lou Pelton, University of North Texas
Annie Liu, Victoria University of Wellington

Thursday, July 18

Effective Interactive Websites: Examining the Moderating Role of Involvement

Polyxeni Palla, University of Macedonia
Rodoula Tsiotsou, University of Macedonia
Yorgos Zotos, Cyprus University of Technology

5.6. Issues Involving Children, Exercise and Health Campaigns

Room: Clarendon C
Chair: Yelena Tsarenko, Monash University

Employee Health: Motivations and Constraints to Fitness Program Participation

Mark Pritchard, Central Washington University
Nancy Graber, Central Washington University
Tiffany Nichols, Arizona State University

Supporting Children of HIV Positive Parents

Rudolf Conradie, Monash University
Yelena Tsarenko, Monash University

Influence of Parents on Child Eating Practices in Low SES Communities: Identifying Insights for Health Promotion Campaigns

Stephanie Judd, Monash University
Fiona Newton, Monash University
Joshua Newton, Monash University
Michael Ewing, Monash University

A Regional Approach to Implementation and Evaluation of Strategic Health Communication Campaigns to Support Non-Communicable Disease Prevention in Pacific Island Nations

Tahir Turk, World Lung Foundation

5.7. Nonprofit Marketing: Contemporary Challenges

Room: Swanston #1
Chair: Anne Lavack, Thompson River University

Internal Competition and Cooperation at Art Museums: A Qualitative Exploration

Sandra Mottner, Western Washington University
John Ford, Old Dominion University
Theresa Kirchner, Hampton University

SERVAQUA: Towards a Model For Service Quality in Potable Reticulated Water Services

Peter Prevos, La Trobe University

Development of a Market Orientation Research Agenda for the Nonprofit Sector

Paul Chad, University of Wollongong
Elias Kyriazis, University of Wollongong
Judy Motion, University of New South Wales

Thursday, 10 – 10.30am

Refreshment Break – morning tea provided in Clarendon Ballroom Foyer

Thursday, 10.30am – 12pm

6.1 Consumer Behavior: Innovation

Sponsored by SAS Australia and New Zealand

Room: Flinders

Chair: Ben Lowe, University of Kent

Antecedents and Consequences of Consumer Perception of Product Innovativeness

Ben Lowe, University of Kent

Frank Alpert, University of Queensland

An Alternative Model of the Diffusion Curve for New Products

Evan Douglas, Griffith University.

Variety Promotes Flexibility: The Effect of Exposure to High Variety on New Product Evaluations

Zixi Jiang, Peking University

Jing Xu, Peking University

Ravi Dhar, Yale University

The Transition from Complement to Substitute: Determinants of Consumer Disadoption of Old Technologies

Ralitza Nikolaeva, ISCTE

6.2. Using Social Marketing to Address Consumer Misbehavior and Problem Behavior: Insights from Theory and Practice

Room: Yarra #1

Chair: Jo Previte, University of Queensland

Reducing Human Trafficking: A Social Marketing Research Agenda

Abi Badejo, Griffith University

Thou Shalt Not Steal: Illegal Downloading Behavior in a Church Community Context

Riza Casidy, Swinburne University

Ian Phau, Curtin University

How Social Marketing Can Address the Obesity Issue: The Role of Corporate Reputation

William Lake, University of Adelaide

Jodie Conduit, University of Adelaide

Investigating Consumer Message Processing of Fear and Challenge-Based Advertising: A Conceptual Framework

Svetlana de Vos, University of Adelaide

Roberta Veale, University of Adelaide

Pasquale Quester, University of Adelaide

Jasmina Ilicic, University of Adelaide

Thursday, July 18

6.3. The Role of Service Employees

Sponsored by UniSuper

Room: Yarra #2

Chair: Simon Bell, University of Melbourne

Do We Click at the First Sight? Modeling the Employee-Customer Instant Rapport in the First Service Encounter

Jiun-Sheng Chris Lin, National Taiwan University, Taiwan

Cheng-Yu Lin, National Taiwan University, Taiwan

Wei-Lin Wang, McGill University, Canada

The Dual Impact of Socio-Emotional and Operational Demands on Stress and Burnout

Ian Lings, Queensland University of Technology, Australia

Geoffrey Durden, LaTrobe University, Australia

John Cadogan, Loughborough University, United Kingdom

Nick Lee, Aston University, United Kingdom

Personality and the Creativity of Frontline Service Employees: Exploring Quadratic and Moderating Effects

Carlos Sousa, Durham University, United Kingdom

Filipe Coelho, University of Coimbra, Portugal

Cristiana Lages, Loughborough University, United Kingdom

Dealing with Variability in Professional Services: The Role of Scripting Versus Improvisation

Jessica Vredenburg, University of Melbourne, Australia

Simon Bell, University of Melbourne, Australia

6.4. Marketing in Asia: Retailing and Services

Room: Clarendon A

Chair: Charles Ingene, University of Mississippi

The Evolution of Japanese Retailing: 1991-2007

Charles Ingene, University of Mississippi

Ikuo Takahashi, Keio University

Online Perceived Value in the Low Cost Carrier Business

Pey Chyi Lim, University of Malaya

Brian Imrie, Sunway University

Nicolas Grigoriou, Monash University Sunway Campus

Adoption of Online Shopping in South Asia: A Technology Acceptance Perspective

Abdul Ashraf, University of New South Wales

Aqsa Akbar, University of Lahore

Mohammed Razzaque, University of New South Wales

When Rural Entrepreneurial Marketing does not Work: The Case of OTOP Failure in Thailand

Edward Kasabov, University of Exeter

Pitchaya Panupattanapong, University of Bath

6.5. Current Issues in Social Media Marketing

Room: Clarendon B

Chair: Kate Letheren, Queensland University of Technology

Social Presence's Affects on User Relational Performance, Relational Information Process' Role of Mediating, and Moderating Effects Caused by Variety of Social Media Websites

Su-Fang Lee, Overseas Chinese University

Chee-Wha Yann, Overseas Chinese University

A Qualitative Exploration of Student Perspectives on Social Media Use, Abuse and Content

James Mick Andzulis, University of Alabama

Jessica Ogilvie, University of Alabama

Lenita Davis, University of Alabama

Catherine Johnson, University of Alabama

Strategically Social – Drivers and Patterns in Social Media Management

Lukasz Bochenek, University of Neuchatel

Sam Bllili, University of Neuchatel

Me or Not Me? The Avatar as Consumer Identity in Virtual Worlds

Leila El Kamel, Tele-Universite du Quebec

6.6. Social Media as a Source of Communication

Room: Clarendon C

Chair: Cesar Zemudio, Kent State University

Who has Written It? How Reviewer-Reader Similarity Moderates the Factuality of Online Reviews

Sonja Grabner-Krauter, Alpen-Adria-Universitat Klagenfurt

Martin K.J. Waiguny, Auckland University of Technology

What Type of Birdsong Carries? Twitter: Source Credibility and its Links to Value Creation in the Wine Business – A Tentative Model

Damien Wilson, Burgundy School of Business

Sarah Quinton, Oxford Brookes University

Examining Factors Affecting Mobile Social Media Customer-to-Customer Interactions in Real-Time Service Encounters

Ben Lucas, University of Newcastle

Jamie Carlson, University of Newcastle

The Effect of WOM Communication with Close Others on Repeat Purchase

Kaichi Saito, Meiji Gakuin University

6.7. Innovative Approaches to Marketing Education

Room: Swanston #1

Chair: Peter Wagstaff, Monash University

Thursday, July 18

The Power of Patterns: Effectiveness of Systematic Incentive Thinking in Teaching Creativity in Higher Education

Aparna Sundar, University of Cincinnati
Drew Boyd, University of Cincinnati
Sara Baskentli, University of Cincinnati

Educating Future Practitioners: A Looking Forward Through Looking Back Combined Methods Approach: A Structured Abstract

Michael Mills, University of Southern Queensland
Andrea Quinn, University of Southern Queensland

Foundations for Effective Sustainability Education

Lynne Eagle, James Cook University
David Low, James Cook University
Peter Case, James Cook University
Lisa Vandommele, James Cook University

Thursday, 12.10 – 1.40pm

AMS 2013 World Marketing Congress Luncheon & AMS 2013 Global Marketer Award Presentation

Venue: Melbourne Town Hall, Swanston Street, Melbourne
(10 minute walk from The Langham)

Thursday, 2.00 – 3.30pm

7.1. Cancelled

7.2. International and Cross-Cultural Marketing: Country of Origin

Sponsored by QUT Business School

Room: Yarra #1

Chairs: Klaus-Peter Wiedmann, Leibniz University of Hannover and
Nadine Hennigs, Leibniz University of Hannover

Global Consumer Culture and Local Identity as Drivers of Materialism: An International Study of Convergence and Divergence

Mark Cleveland, University of Western Ontario
Michel Laroche, Concordia University
Nicolas Papadopoulos, Carleton University

A Model Linking Corporate Brand, Industry Image and Country-of-Origin Image

Carmen Lopez, Plymouth Business School, Plymouth University
George Balabanis, City University, London

Ambivalence in Ethnocentric Bias

Ting-Hsiang Tseng, Feng-Chia University
George Balabanis, City University, London
Matthew Liu, University of Macau

Acculturation and Advertising: Evidence from South Korea

Caroline Gauthier, Grenoble School of Management
Marianela Fornerino, Grenoble School of Management
Alain Jolibert, Pierre Mendès University

7.3. Special Session: Looking Forward, Looking Back on Customer Satisfaction as a Strategic Marketing Asset

Room: Yarra #2

Chair: G. Tomas M. Hult, Michigan State University

Capabilities and Consumer Attitudes: Do Managers Know What Their Customers Want?

Claes Fornell, University of Michigan
G. Tomas M. Hult, Michigan State University
Neil Morgan, Indiana University

Forrest Morgeson, Director of Research, American Customer Satisfaction Index

Sunil Mithas, University of Michigan

Customer Satisfaction Across Nations: A Study of the Wireless Industry

Forrest Morgeson, Director of Research, American Customer Satisfaction Index
G. Tomas M. Hult, Michigan State University

A Value Chain and Institutional Theory Perspective of Stakeholders, Customer Satisfaction, and Performance

G. Tomas M. Hult, Michigan State University
Jeannette Mena, Michigan State University
Claes Fornell, University of Michigan
Mathias Arrfelt, Arizona State University

A Study of the Long-Term Value of Capabilities-Based Marketing Resources, Customer Satisfaction, and Firm Performance

Brian Chabowski, University of Tulsa
G. Tomas M. Hult, Michigan State University

7.4. Online Advertising and WOM

Sponsored by QUT Business School

Room: Clarendon A

Chair: David Waller, University of Technology, Sydney

How Companies Use Facebook to Promote Alcohol Brands to Young Adults

Nina Michaelidou, Loughborough University
Caroline Moraes, Birmingham University

I'm Friends with Louie the Fly, not Mortein: Conceptualizing the New Brand Relationships on Social Media

Kate Letheren, Queensland University of Technology
Kerri-Ann Kuhn, Queensland University of Technology

From Bricks to Clicks: Consumer Search Strategy as a Basis for Multi-Channel Management

Thursday, July 18

Gerrita Van Der Veen, University of Applied Sciences, Utrecht
Robert Van Ossenbruggen, University of Applied Sciences, Utrecht
Reconciling the Customer Satisfaction-Word of Mouth Relationship
Bodo Lang, University of Auckland

7.5. Dealing with Negative Incidents

Room: Clarendon B

Chair: Gianfranco Walsh, Friedrich-Schiller University of Jena

Reporting Complaints: Scale Application and Replication

Gianfranco Walsh, Friedrich-Schiller University of Jena
Arne K. Albrecht, Friedrich-Schiller University of Jena
Patrick Hille, Friedrich-Schiller University of Jena
David Dose, Friedrich-Schiller University of Jena
Simon Brach, Friedrich-Schiller University of Jena

Fellow Customers as a Source of Unfriendliness: The Role of Descriptive Norms in Deviant Customer Behavior

Arne K. Albrecht, Friedrich-Schiller University of Jena
Gianfranco Walsh, Friedrich-Schiller University of Jena
Simon Brach, Friedrich-Schiller University of Jena

Service Failure and Recovery in Relationship Marketing: What We've Learned and What We Need to Know

Betsy Holloway, Samford University
Sijun Wang, Loyola Marymount University
Mark Leach, Loyola Marymount University

Exploring the Positive and Negative Aspects of Customer- Brand Relationships: Why Disengagement Matters

Jana Bowden-Everson, Macquarie University
Mark Gabbott, Macquarie University

7.6. When Consumers Get Creative

Sponsored by Griffith Business School, Department of Marketing

Room: Clarendon C

Chair: Karen Robson, Simon Fraser University

The Coca Cola Experience with Creative Customers

Karen Robson, Simon Fraser University
Kirk Planggar, Simon Fraser University
Adam Mills, Simon Fraser University

The Brand Personality of a Copycat Product: The Case of the Tribute Bands

Francois Marticotte, University of Quebec, Montreal

Measuring Consumer-Based Brand Authenticity

Julie Napoli, Curtin University
Sonia Dickinson, Curtin University
Michael Beverland, University of Bath
Francis Farrelly, RMIT University

7.7. Organizational Sustainability and the Future of Green Marketing

Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University

Room: Swanston #1

Chair: Leona Tam, University of Wollongong

Holistic Management of SME Environmental Management Practices: Toward a New Typology

Dale Miller, Griffith University

Bill Merrilees, Griffith University

Fit to Be Creative: Organization-Employee Congruence on Environmental Values

Jelena Spanjol, University of Illinois at Chicago

Leona Tam, University of Wallengong

Vivian Tam, University of Western Sydney

Reflecting on the Past Decade of Marketing: Stock Taking of Green Marketing Literature

Sabari Raghavendran, Bharathidasan Institute of Management

Satya Moorthi Sanjeevi, Bharathidasan Institute of Management

Marketing Renewable Energy in Developing Countries: A Policy Paradigm for Mexico

Pavel Reyes-Mercado, EGADE Business School, ITESM

Rajagopal Rajagopal, EGADE Business School, ITESM

Thursday, 3.30 – 4pm

Refreshment Break – afternoon tea provided in Clarendon Ballroom Foyer

Thursday, 4 – 5.30pm

8.1. Heritage, Arts and Wine

Sponsored by School of Marketing, Curtin University

Room: Flinders

Chair: Nathalie Spielmann, Reims Management School

Does Destination Service Matter in Gaming Destinations? The Role of Travel Purpose

Ipkin Anthony Wong, Institute for Tourism Studies

Xiangping Li, Institute for Tourism Studies

The Power Balance in the Contemporary Art Market: Artists, Dealers, and Collectors

Katharina Kurz, EBS Business School

The Dimensions of Authenticity in Terroir Products

Nathalie Spielmann, Reims Management School

Steve Charters, Reims Management School

What is the Perceived Value of Wine? A Cross-Generation Study of Consumer Wine Perception and Consumption Behavior

Thursday, July 18

Stefan Behrens, Leibniz University of Hannover
Nadine Hennigs, Leibniz University of Hannover
Christiane Klarmann, Leibniz University of Hannover
Klaus-Peter Wiedmann, Leibniz University of Hannover

**8.2. Special Session: Looking Forward, Looking Back:
The Seven Sins of Social Marketing**

Sponsored by College of Business, University of South Florida

Room: Yarra #1

Chair: Sharyn Rundle-Thiele, Griffith University

Session Participants:

Sharyn Rundle-Thiele, Griffith University
Krzysztof Kubacki, Griffith University
Cheryl Leo, Griffith University
Denni Arli, Griffith University
Julia Carins, Griffith University
Timo Dietrich, Griffith University
Janet Palmer, Griffith University
Natalia Szablewska, Griffith University

8.3. Consumer Behavior: Sensory Marketing

Sponsored by SAS Australia and New Zealand

Room: Yarra #2

Chair: Leona Tam, University of Wollongong

**Touching but with the Eyes Only! The Effectiveness of
Textured Packaging and the Moderating Effect of Previous
Tactile Stimulation**

Bruno Ferreira, Clermont University
Sonia Capelli, Clermont University
Olivier Trendel, Grenoble Ecole de Management

**The Ethical Consumer Decision Making: Understanding
the Evaluation Process Prior to the Adoption of an
Ethical Behavior**

Eleni Papaiokonomou, Universitat Rovira I Virgili
Nicholas G. Paparoidamis, IESEG School of Management
Ruben Chumpitaz, IESEG School of Management

**The Formation of Customer Engagement Behavior (CEB) in a
Hedonic Service Setting**

Mark Pritchard, Central Washington University
Dan Funk, Temple University

Need for Touch and Multichannel Search and Purchase

Roberto Manzano, Complutense University of Madrid
Magdalena Ferrán, Complutense University of Madrid
Diana Gavilán, Complutense University of Madrid
María Avello, Complutense University of Madrid
Carmen Abril, Complutense University of Madrid.

8.4. Sport Sponsorship

Sponsored by QUT Business School

Room: Clarendon A

Chair: Aila Khan, University of Western Sydney

Differences in Effect of Sport and Non-Sport Sponsorship on Sponsor's Employees

Aila Khan, University of Western Sydney

John Stanton, University of Western Sydney

A Multi Criteria Decision Analysis Approach to Measure the Effectiveness of Sports Sponsorship

Mine Isik, Istanbul Technical University

Ozay Ozaydin, Istanbul Technical University

Sebnem Burnaz, Istanbul Technical University

Ilker Topcu, Istanbul Technical University

An Examination of Conditions that Moderate Negative Effects of Sponsorship Terminations on Fan Attitudes toward the Former Sponsor

Reinhard Grohs, University of Innsbruck

Kim Kopfer, WPP GmbH

David M. Woisetschläger, Technische Universität Braunschweig

8.5. Branding and Employee Relationships

Sponsored by UniSuper

Room: Clarendon B

Chair: Kirk Plangger, Simon Fraser University

"OK, I have to be the company..." A Model of Employee-Brand Ownership in Service Interactions

Adam Mills, Simon Fraser University

Kirk Plangger, Simon Fraser University

Anjali Bal, Dominican University of California

Leyland Pitt, Simon Fraser University, Canada

Karen Robson, Simon Fraser University, Canada

Satisfying Customers through Satisfied Service Employees: Integrating the Emotional Labor and Emotional Contagion Perspectives

Jiun-Sheng Chris Lin, National Taiwan University

En-Yi Chou, National Taiwan University

Cheng-Yu Lin, National Taiwan University

How to Measure Frontline Employees' Interaction Competence – Scale Development and Validation

Alke Töllner, Technische Universität Dortmund, Germany

Jasmin Ulrich, TU Dortmund University

Fabian Pahl, TU Dortmund University

Hartmut H. Holzmüller, TU Dortmund University

Impact of IM programs on FLE's perception of IMO and Performance Outcomes

Ahmed Ferdous, Deakin University

Michael Jay Polonsky, Deakin University

Thursday, July 18

8.6. Retailing Convenience, Patronage and Concessions

Room: Clarendon C

Chair: Maria Kalamas, Kennesaw State University

Convenience: Etymology and History

Maria Kalamas, Kennesaw State University

What Do Customers See When They Look at Displays? An Eye-Tracking Study

Bridget Behe, Michigan State University

Patricia Huddleston, Michigan State University

R. Thomas Fernandez, Michigan State University

Lynnell Sage, Michigan State University

Waiting for Checkout: Toward an Understanding of Customers' Perceptions

Fumikazu Morimura, Kyoto Sangyo University

Kenichi Nishioka, Kansai University

Chieko Minami, Kobe University

Determination of Success Factors of the Shop-in-Shop and the Concession Model in the Fashion Industry: An Empirical Analysis of Consumer Perceptions in the Case of HUGO BOSS Benelux in Spain

Christina Gaupp, Baden-Wuerttemberg Cooperative State University

Marc Kuhn, Baden-Wuerttemberg Cooperative State University

8.7. Special Session: Towards a Global Framework for Advertising Self-Regulation

Room: Swanston #1

Chair: Gayle Kerr, Queensland University of Technology

Session Participants:

Gayle Kerr, Queensland University of Technology

Sonia Dickinson, Curtin University

Kathleen Mortimer, University of Northampton

David Waller, University of Technology, Sydney

Park Beede, Higher Colleges of Technology, Abu Dhabi

Jean Boddewyn, Baruch College, City University of New York

Thursday, 5.30 – 7pm

Delegates' Wine Tasting

Swanston Room #2

The Langham

Session Chairs:

Barry Babin, Louisiana Tech University

Mitch Griffith, Bradley University

Dave Ortinau, University of South Florida

Dinner on Your Own

Daily Highlights Friday, July 19

Registration

Clarendon Ballroom Foyer
The Langham
8am – 5pm

Special Luncheon Session: How can your university engage with one of the world's global marketing giants, Mars Incorporated?*

Presented by Mars Incorporated

Swanston Room #2
The Langham
12.15 – 1.15pm

**Please note this session is only open to delegates who registered their attendance in advance.*

AMS President's Pre-dinner Reception

Clarendon Ballroom Foyer
The Langham
6 – 7pm

2013 World Marketing Congress Dinner

Sponsored by Forethought Research and Kimberly-Clark Corporation

Clarendon Ballroom
The Langham
7 – 11pm

Friday, July 19

Friday, 8.30 – 10am

9.1. Understanding Relationships

Room: Flinders
Chair: Antonella La Rocca, University of Lugano

Affective Meaning Transfer between Brands and Print Media Brands in a French Setting: The Role of Emotions, Attachment and Affective Commitment

Pierre Valette-Florence, IAE, Grenoble
Rita Valette-Florence, Pole, Gestion

The Behaviors of Relationship Building: A Networking View

Sana Marroun, University of Western Sydney
Samrand Toufani, University of Western Sydney
Louise Young, University of Western Sydney

Parasocial Relationships and Brand Tribal Behavior: Delineating Their Link

Rodoula Tsiotsou, University of Macedonia

Friday, July 19

9.2. Meet the Editors

Sponsored by Monash University Department of Marketing

Room: Yarra #1

Chair: John Ford, Old Dominion University

Session Participants:

Barry Babin, Journal of Business Research

Gloria Barczak, Journal of Product Innovation Management

Simon Bell, Journal of Marketing

Tomas Hult, Journal of the Academy of Marketing Science

Les Johnson, Australasian Marketing Journal

Robert Peterson and Vicky Crittenden, AMS Review

Pascale Quester, RAM : Recherche et Applications en Marketing

Jeryl Whitelock, International Marketing Review

9.3. Strategic Pricing and Pricing Promotion

Room: Yarra #2

Chair: K. Sivakumar, Lehigh University

How Much Do Product Differentiation, Marketing Investments and Brand Equity Actually Affect Price? An Empirical Study in the Consumer Market

Nebojsa Dacic, ISCTE-IUL

The Antecedents of Strategic Pricing and Its Effect on Company Performance

Kostis Indounas, Athens University of Economics and Business

A Hidden Effect of Joint Price Promotions

Guan-Ru Chen, I-Shou University

Cross-Category Stability of OEM Price Adjustments: Initial Analysis

R. Mohan Pisharodi, Oakland University

John Henke, Jr., Oakland University

Ravi Parameswaran, Oakland University

9.4. Tourism 2: Games, Groups and Events

Sponsored by School of Marketing, Curtin University

Room: Clarendon A

Chair: Sandra Gountas, Curtin University

The Role of Expectations, Confirmation, and Perceived Performance in Olympic Games Attitudes: A Cross-National Longitudinal Study

Anahit Armenakyan, Nipissing University

Louise Heslop, Carleton University

Irene Lu, Carleton University

John Nadeau, Nipissing University

Norm O'Reilly, Ottawa University

Young Chinese Consumers' Luxury Hotel Preference and Purchase Intention

Norman Peng, University of Westminster

Annie Chen, University of Westminster

Of Geeks and Achievers: Exploring Brand Community Tourism and the Infinite Game

Nathalie Collins, Edith Cowan University

Jamie Murphy, Murdoch University

Florence Guignard, Universite de Lausanne

9.5. Global Warming and Consumer Behavior

Sponsored by School of Management and Marketing, Faculty of Business and Law, Deakin University

Room: Clarendon B

Chair: Michael Jay Polonsky, Deakin University

Climate Change Science vs. Climate Sceptics: Is the World Really Flat?

David Low, James Cook University

Lynne Eagle, James Cook University

Past and Future Orientation, Environmental Attitudes and Green Consumer Behavior

Michael Jay Polonsky, Deakin University

Andrea Vocino, Deakin University

Martin Grimmer, University of Tasmania

Morgan Miles, University of Tasmania

Sustainability and Perception of Brand Communication

Yvonne Verena Zajonts, Baden-Wuerttemberg Cooperative State University

Vanessa Kollmann, Baden-Wuerttemberg Cooperative State University

Marc Kuhn, Baden-Wuerttemberg Cooperative State University

9.6. Online Shopping

Sponsored by SAS Australia and New Zealand

Room: Clarendon C

Chair: Esther Swilley, Kansas State University

The Role of Synergy and Complementarity in a Multichannel E-Commerce System

Gerhard Wagner, University of Siegen

Hanna Schramm-Klein, University of Siegen

Sascha Steinmann, University of Siegen

A Comparison of Online and Offline Gender and Goal-Directed Shopping Online

Robert Davis, UNITEC

Bodo Lang, University of Auckland

Josefino San Diego, UNITEC

How Mindset Affects Online Planned and Unplanned Purchasing

Aneeshta Gunness, Monash University

Harmen Oppewal, Monash University

Friday, July 19

Moving Virtual Retail into Reality: Examining Metaverse and Augmented Reality in the Online Shopping Experience

Esther Swilley, Kansas State University

9.7. Special Session: Looking Forward, Looking Back at Entrepreneurial Marketing: Comparative Perspectives on a Research Agenda

Room: Swanston #1

Chair: Andrew McAuley, Southern Cross University

Session Participants:

Andrew McAuley, Southern Cross University

David Crick, Victoria University

Jenny Darroch, Claremont Graduate University

Paul Harrigan, University of Western Australia

Chickery Kasouf, Worcester Polytechnic Institute

Sussi Morrish, University of Canterbury

Morgan Miles, University of Tasmania

Friday, 10 – 10.30am

Refreshment Break – morning tea provided in Clarendon Ballroom Foyer

Friday, 10.30am – 12pm

10.1. Consumer Behavior: Unusual Consumption

Sponsored by SAS Australia and New Zealand

Room: Flinders

Chair: Gregory Rose, University of Washington Tacoma

Meaning of Money Among Hindus In India: Some Preliminary Findings

Altaf Merchant, University of Washington Tacoma

Gregory Rose, University of Washington Tacoma

Mohit Gour, Issues and Answers Network, Inc.

The Influence of Personal Values and Pet Attachment on Owners' Pet Products Purchase Behavior

Annie Chen, University of Westminster

Norman Peng, University of Westminster

Kuang-Peng Hung, Ming Chuan University

Coping with Negative Consumption Experiences: How Attribution Influences Disappointment, Regret, Word Of Mouth and Complaining Behaviors

Muhammad Hossain, Monash University

Harmen Oppewal, Monash University

Dewi Tojib, Monash University

Funeral Consumption: An Extraordinary and Difficult Experience

Isabelle Szmigin, University of Birmingham

Louise Canning, University of Birmingham

10.2. International and Cross-Cultural Marketing: International Consumer Behavior

Sponsored by QUT Business School

Room: Yarra #1

Chair: Mike Reid, RMIT University

Does Consumer Innovativeness Influence Western and Eastern Customers' Really New Product Adoption Behavior Differently?

Chih-Wei Chao, University of Newcastle

Mike Reid, RMIT University

Consumers' Perception of Corporate Sustainable Activities: An Analysis of the German and the Spanish Consumer

Johannes Stolz, University Loyola Andalucia

Horacio Molina, University Loyola Andalucia

Jesús Ramírez, University Loyola Andalucía

Why Do Consumers Seek Coolness? Evidence from the Arab World

Kaleel Rahman, RMIT University

10.3. Special Session: Looking Forward and Back at Survey Research Response Issues in Marketing Research

Room: Yarra #2

Chair: David Ortinau, University of South Florida Session Participants:

David Ortinau, University of South Florida

Yasemin Ocal Atinc, Auburn University, Montgomery

Barry Babin, Louisiana Tech University

Mitch Griffin, Bradley University

10.4. The Changing Nature of Market Research

Sponsored by ANU Research School of Management

Room: Clarendon A

Chair: Michael Gardiner, University of Southern Queensland

A New Era: How New Media Might Shape Research Methods

Sarah Quinton, Oxford Brookes University

How the Innovation Diffusion Models from the Past Can Help Us to Explain Marketing in the New Media Era

Cinzia Colapinto, University of Venice

Elena Sartori, University of Venice

Marco Tolotti, University of Venice

Does Market and Social Research Practice Work with SD-Logic: A Structured Abstract

Michael Gardiner, University of Southern Queensland

Meredith Lawley, University of the Sunshine Coast

Friday, July 19

10.5. Sponsorship and Branding

Sponsored by QUT Business School

Room: Clarendon B

Chair: Margaret Johnston, University of Queensland

Sponsorship Research: Drawing on the Past to Shape the Future of Sponsorship

Margaret Johnston, University of Queensland

George Spais, Hellenic Open University

Construal Level Effects in Sponsorship Announcements

Tobias Schaeffers, ESB Business School

Joe Cobbs, Northern Kentucky University

Mark Groza, Northern Illinois University

Which Model Has the Look and Motive to be Successful?

Sonia Dickison, Curtin University

John Ford, Old Dominion University

Donna Gill, Curtin University

Celebrity Portfolio Effects on Consumer Brand Evaluations

Sik Chuen Yu, University of Queensland

Ravi Pappu, University of Queensland

10.6. Customer Loyalty and Customer Value

Room: Clarendon C

Chair: Siegfried Gudergan, University of Newcastle

Drivers of Perceptions of Fairness in Financial Services in Australia

James Devlin, Nottingham University Business School

Steve Worthington, Monash University

What Drives Customer Loyalty? Nonlinear Effects of Customer Delight and Satisfaction on Loyalty and the Moderating Role of Service Experience

Dennis Ahrholdt, University of Hamburg

Siegfried P. Gudergan, University of Newcastle

Christian M. Ringle, Hamburg University of Technology

Gambler Loyalty: A Qualitative and Quantitative Investigation

Catherine Prentice, Swinburne University

10.7. Product Strategy

Sponsored by Griffith Business School, Department of Marketing

Room: Swanston #1

Chair: Dean Wilkie, University of New South Wales

It Is Not About the Product Having Enhanced or Unique Attributes

Dean Wilkie, University of New South Wales

Lester Johnson, University of Melbourne

Brand Innovativeness Effects on Quality, Satisfaction and Loyalty

Ravi Pappu, University of Queensland
Pascale Quester, University of Adelaide

Engaging Internal Stakeholders: Revitalizing Not-For-Profit Organizations through Rebranding

Raisa Yakimova, Griffith University
Bill Merrilees, Griffith University
Dale Miller, Griffith University

Measurement of Perceived Multisensory Marketing Strategies

Karla Barajas-Portas, Universidad Anahuac Mexico Norte

Friday, 12 – 1.30pm

Lunch on Your Own

Friday 12.15 – 1.15pm

Special Luncheon Session: How does your university engage with one of the world's global marketing giants, Mars Incorporated?*

Presented by Mars Incorporated

Room: Swanston #2

Presenters: Bruce McColl, Chief Marketing Officer, Mars Incorporated and Laurent Larguinat, Growth Lab Director, Mars Incorporated

**Please note this session is only open to delegates who registered their attendance in advance.*

Friday, 1.30 – 3pm

11.1. Special Session: Editorial Reviewers' Perspectives on Writing and Publishing in High Quality Marketing Journals: An Interactive Discussion

Room: Flinders

Chair: David Ortinau, University of South Florida

Session Participants:

David Ortinau, University of South Florida
Charles Ingene, University of Mississippi
Jeannette Mena, University of South Florida

11.2. Consumer Behavior: Branding

Sponsored by SAS Australia and New Zealand

Room: Yarra #1

Chair: Mei Rose, University of Alaska, Anchorage

Examining the Millennials' Skepticism towards Cause-Related Marketing in Malaysia

Marhana Mohamed Anuar, Universiti Malaysia Terengganu
Maznah Wan Omar, University Teknologi MARA Cawangan Kedah
Osman Mohamad, University Kebangsaan Malaysia

Friday, July 19

The Influence of Inertia on Brand Switching Behavior

David Gray, Macquarie University
Steven D'Alessandro, Macquarie University
Leanne Carter, Macquarie University

Are Management Responses To Negative Online Consumer Reviews Beneficial?

Mei Rose, University of Alaska, Anchorage
Jeffery Blodgett, University of Houston, Victoria

Co-Branding Strategy in Cause-Related Marketing: The Fit between Brand And Cause

Rubén Huertas, Universidad de Barcelona
Jorge Lengler, ISCTE
Marta Mas, Universitat Politècnica de Catalunya
Carolina Consolación, Universitat Politècnica de Catalunya

11.3. International and Cross-Cultural Marketing: Aspects of International Strategy

Sponsored by QUT Business School

Room: Yarra #2

Chair: Annie Liu, Victoria University of Wellington

Relational Risks for Guanxi Boundary Spanners in Chinese-Foreign Business Interactions

Annie Liu, Victoria University of Wellington
Hongzhi Gao, Victoria University of Wellington

The Antecedents and Consequences of Price Leadership Strategy: An Empirical Investigation of Chinese Manufacture Exporters

Hu Zuohao, Tsinghua University
Ju Xuenan, Tsinghua University
Cheng Yuan, Tsinghua University
Li Mengyuan, Tsinghua University
Chen Xi, China University of Political Science and Law

Networks, International Dynamic Opportunity Recognition and Performance among International New Ventures (INVs)

Anisur Faroque, University of Canterbury
Sussie Morrish, University of Canterbury

Learning to build global reputations: The case of an emerging strategy consultancy firm

William Harvey, University of Sydney, Australia
Timothy Morris, University of Oxford, UK
Milena Mueller, University of Oxford, UK

11.4. International and Cross-Cultural Marketing: Cross-National Consumer Research

Sponsored by QUT Business School

Room: Clarendon A

Chair: Patricia Huddleston, Michigan State University

Susceptibility to Credit Card Effects and Revolving Credit Card Holders: A Multi-Country Evaluation on British, Singaporean and Malaysian Youth Markets

Sandra Awanis, University of Manchester
Charles Cui, University of Manchester

American and Australian Women's Antecedents to Trust, Commitment and Loyalty to Costco

Patricia Huddleston, Michigan State University
Eunyoung Christine Sung, Michigan State University
Stella Minahan, Deakin University
Constanza Bianchi, Queensland University of Technology

Assessing the Feasibility of MTurk for Cross-National Consumer Online Sampling

Nina Reynolds, Southampton Management School
Luke Greenacre, Southampton Management School

11.5. Brands in Different Contexts

Sponsored by Griffith Business School, Department of Marketing

Room: Clarendon B
Chair: Elmira Bogoviyeva, KIMEP, Kazakhstan

Former and New Capital Cities of Kazakhstan: Residents' Perceptions of Urban Brands

Elmira Bogoviyeva, KIMEP, Kazakhstan

Service Employees as Brand Champions: The Effect of Service Employees' Branding Behaviors on Brand Outcomes

Jiun-Sheng Chris Lin, National Taiwan University
Cheng-Yu Lin, National Taiwan University
En-Yi Chou, National Taiwan University

Exploring the Influences of Communication Strategies and Message Types on Advertiser Spillover Effects in Product Lines

Yi-Fen Liu, National Penghu University
Chi-Cheng Wu, National Sun Yat-Sen University

11.6. Corporate Responsibility, Emotions and Brand

Sponsored by QUT Business School

Room: Clarendon C
Chair: Kevin Money, Henley Business School

The Impact of Emotion and Brand Placement on Brand Memory: A Neurophysiological View

Felipe Almeida, University of Fortaleza, Brazil
Danilo Dantas, HEC Montreal
Sylvain Senecal, HEC Montreal

Avoiding Collateral Damage from Your Corporate Message

Kevin Money, Henley Business School
Carola Hillenbrand, Henley Business School
Nuno Da Camara, Henley Business School

Friday, July 19

Believe It Or Not: How Social Axioms Impact on Customer Perceptions of Corporate Brand Reputation

Tina West, Henley Business School
Carola Hillenbrand, Henley Business School
Kevin Money, Henley Business School

The Influence of CSR and Mediating Effect of Brand Quality on Brand Preference

Matthew Liu, University of Macau
Ipkin Anthony Wong, Institute for Tourism Studies
Rongwei Chu, Fudan University
Ting-Hsiang Tseng, Feng-Chia University

11.7. Relationships and Retention

Room: Swanston #1
Chair: Alisha Stein, Curtin University

Antecedents of Word-of-Mouth: An Examination of Consumer- and Sector-Level Effects

Alke Töllner, Technische Universität Dortmund, Germany
David M. Woisetschläger, Technische Universität Braunschweig, Germany

Does the Age of Relationship Matter in Customer Referral Behavior?

Alisha Stein, Curtin University
B. Ramaseshan, Curtin University

Development of Long-Term Service Model on Customer Relationships: Consideration of Primary and Secondary Attributes

Takahiro Chiba, Keio University

An Appealing Connection: The Role of Relationship Marketing in the Attraction and Retention of Students in an Australian Tertiary Context

Duncan Moore, Macquarie University
Jana Bowden-Everson, Macquarie University

Friday, 3 – 3.30pm

Refreshment Break – afternoon tea provided in Clarendon Ballroom Foyer

Friday 3.30 – 5pm

12.1. Special Session: Creating Academic-Industry Interactions

Room: Flinders
Chairs: Robert Peterson, University of Texas and Michael Ewing, Monash University

Session Participants:

Anthony Boccanfuso, Head, University Industry Demonstration Partnership, U.S. National Academies of Science
Michael Ewing, Monash University
Lamar Johnson, University of Texas
Bruce McColl, Chief Marketing Officer, Mars Incorporated
Robert Peterson, University of Texas
Ken Roberts, Managing Partner, Forethought Research

12.2. Online Communities

Sponsored by SAS Australia and New Zealand

Room: Yarra #1

Chair: Sylvain Senecal, HEC Montreal

Contrasting Customer-to-Customer Communication in Firm Sponsored and User-Generated Online Branding Communities: A Social Exchange Theory Perspective

Sarah Sloan, Griffith University
Richard Jones, Griffith University
Kelli Bodey, Griffith University

Proposed Model for Online Community Member Purchase Intention

Mustika Sufiat Purwanegara, School of Business and Management, ITB
Mia Indriana, School of Business and Management, ITB
Nindya Kusuma Wardhani, School of Business and Management, ITB

Virtual World, Real Engagement: Building Brand Attachment via Hosted Brand Community Online Events

Michael Ewer, University of Adelaide
Roberta Veale, University of Adelaide
Pascale Quester, University of Adelaide

Online Consumer Engagement Behavior: The Consumer-Based Antecedents

Yeshika Alversia, University of Birmingham
Nina Michaelidou, Loughborough University
Caroline Moraes, University of Birmingham

12.3. Brand Theory and Strategy

Sponsored by Griffith Business School, Department of Marketing

Room: Yarra #2

Chair: Phillip Grant, KTH Royal institute of Technology

The Contribution of Contract Theory to Brand Strategy: A Structured Abstract

Stephen Lloyd, Auckland University of Technology
Matthew Barber, Auckland University of Technology

Antecedents and Consequences of Employer Brand Equity: Towards a Conceptual Framework

Sultan Alshathry, University of Adelaide

Friday, July 19

Marilyn Clarke, University of Adelaide
Steve Goodman, University of Adelaide

**Brand Portfolio Architecture and Firm Performance:
The Moderating Role of Generic Strategy**

Amanda Spry, University of Melbourne
Bryan Lukas, University of Melbourne

**Performance Benefits of Hybrid Brand and Market Orientation
Interaction**

Bill Merrilees, Griffith University
Carsten Baumgarth, HWR, Berlin

12.4. Retail Environments and Franchise Support

Room: Swanston #1

Chair: Alistair Tombs, University of Queensland

**How to Impact Franchisee Adjustment: An Empirical
Examination of Franchisor Support**

Markus Blut, Newcastle Business School
Christof Backhaus, Technische Universität Braunschweig
David M. Woisetschläger, Technische Universität Braunschweig
Heiner Evanschitzky, Aston Business School
Tobias Heussler, DB Management Consulting, Germany

Customer Value and Shopping Experience

Beatriz Chamie, University of Sao Paolo
Ana Ikeda, University of Sao Paolo
Marcos Campomar, University of Sao Paolo

**Consumer Innovativeness Effects on Retail Extension
Evaluations**

Merissa Chong, Swissotel The Stamford, Singapore
Ravi Pappu, University of Queensland
Alistair Tombs, University of Queensland

**Consumers' Willingness to Patronize Foreign-Based Business
Format Franchises: Exploring the Fast-Food Sector**

Scott Ertekin, Missouri Western University
Lou Pelton, University of North Texas
Annie Liu, Victoria University of Wellington
Thuy Nguyen, University of North Texas

12.5. Pay What You Want Pricing, Price, Quality and Size

Room: Swanston #2

Chair: Atanu Adhikari, Indian Institute of Management

**Pay What You Want: Willingness to Pay under No, Part, and
Full Information about Cost of Product**

Atanu Adhikari, Indian Institute of Management

**Factors Influencing Customers' Willingness to Pay Under
What You Want Context: A Structured Abstract**

Rajat Roy, Curtin University
Fazlul Rabbanee, Curtin University

**Factors Moderating Asymmetric Inter-Tier Competition:
A Conceptual Examination Using Price-Quality Tradeoff
Framework**

K. Sivakumar, Lehigh University

**The Effect of Simultaneous Changes in Retail Price and Size
on Consumer Price Attitudes: The Moderating Role of Unit
Price**

Jun Yao, Monash University

Harmen Oppewal, Monash University

12.6. Marketing in Asia: Adoption and Decision Making

Room: Tower 2

Chair: Matthew Liu, University of Macao

**Predicting Chinese Migrant Workers' Adoption of New
Products**

Rongwei Chu, Fudan University

James Leonhardt, University of California, Irvine

Matthew Liu, University of Macau

**A New Viewpoint on the Structure of Consideration Set
and Its Change**

Naoki Akamatsu, Keio University

**How Confucius Influences Consumer's View on Socially
Responsible Corporations: A Structured Abstract**

Felix Tang, Hang Seng Management College

Vane-Ing Tian, Open University of Hong Kong

Alan Ching-Biu Tse, Chinese University of Hong Kong

Eric Chee, Hang Seng Management College

Impact of Culture on Indian Consumers: An Exploratory Study

Taposh Ghoshal, Central University of Jharkhand

Friday, 6 – 7pm

AMS President's Pre-dinner Reception for Delegates

Clarendon Ballroom Foyer

The Langham

Friday, 7 – 11pm

2013 World Marketing Congress Dinner

Sponsored by Forethought Research and Kimberly-Clark Corporation

Clarendon Ballroom

The Langham

Saturday, July 20

Yarra Valley Winery Wine Tour, including Healesville Sanctuary*

Hosted by Monash University Department of Marketing

Saturday, July 20

8.30am to 5pm

8.30am	Pick up – The Langham
10am	Healesville Sanctuary for a guided tour
11am	Free time at Healesville Sanctuary
12pm	Spirits of the Sky (Optional)
1.15pm	Lunch at Rochford winery
3pm	Dominique Portet winery for tasting
3.45pm	Depart Dominique Portet Winery
5pm	Drop off – The Langham

Spirits of the Sky: Discover Australia's majestic birds of prey and magnificent parrots in this this spectacular daily show, free with general admission. Who rules the sky? Parrots, by their sheer numbers – or birds of prey, as skilled predatory hunters? Watch and make up your own mind.

Healesville Sanctuary is a not-for-profit conservation organisation dedicated to fighting wildlife extinction. The sanctuary does this through breeding and recovery programs for threatened species and by working with visitors and supporters to reduce threats facing endangered wildlife.

www.zoo.org.au/healesville 

Rochford Winery is one of the most popular large wineries in the Yarra Valley. Chef, Ciaran Butler, has worked in several Michelin star restaurants throughout Europe and Asia before settling in Australia with his family. Now as Head Chef he produces an amazing array of dishes favouring fresh local produce from the Yarra Valley.

www.rochfordwines.com.au 

The Portet family boasts ten consecutive generations of winemaking that began in Bordeaux in the 18th century. Dominique Portet's French lineage dates back to 1720 and the family's sale of eaux de vie to the Martell family. Several generations later his father André Portet became régisseur (vineyard and winery manager) of Chateau Lafite-Rothschild in Pauillac.

www.dominiqueportet.com 

**Please note participating in the winery tour and visit to Healesville Sanctuary is an additional cost. The tour is only open to delegates who registered and paid in advance to attend.*



MONASH University

Index of Authors and Sessions

A

Abril, Carmen	8.3	Balderjahn, Ingo	4.6
Adhikari, Atanu	12.5	Balderstone, Chloe	1.6
Aichner, Thomas	2.7	Barajas-Portas, Karla	10.7
Aiello, Gaetano	5.1	Barber, Matthew	12.3
Ahmed, Tanvir	4.1	Barczak, Gloria	9.2
Ahrholdt, Dennis	10.6	Baskentli, Sara	6.7
Akamatsu, Naoki	12.6	Baumgarth, Carsten	12.3
Akbar, Aqsa	6.4	Beede, Park	8.7
Akram, Amna	2.7	Behe, Bridget	8.6
Albrecht, Arne K.	7.5	Behrens, Stefan	5.1 8.1
Alhouti, Sarah	5.4	Beitelspacher, Lauren	3.1
Alkanova, Olga	5.2	Bell, Simon	2.5 3.7 6.3 9.2
Almeida, Felipe	11.6	Beverland, Michael	7.6
Alpert, Frank	6.1	Bianchi, Constanza	11.4
Alshathry, Sultan	12.3	Bikanda, Pierre	3.1
Alversia, Yeshika	12.2	Blankson, Charles	4.4
Anand, Sandip	2.2	Blili, Sam	6.5
Andersson, Svante	2.2	Blodgett, Jeffery	11.2
Andzulis, James Mick	6.5	Blut, Markus	12.4
Anuar, Marhana Mohamed	11.2	Boccanfuso, Anthony	12.1
Arlı, Denni	8.2	Bochenek, Lukasz	6.5
Armenakyan, Anahit	9.4	Boddewyn, Jean	8.7
Arrfelt, Mathias	7.3	Bodey, Kelli	12.2
Ashraf, Abdul	6.4	Bogoviyeva, Elmira	11.5
Atinc, Yasemin Ocal	10.3	Botha, Elsamari	3.5
Avello, Maria	8.3	Bourdeau, Brian	4.4
Awanis, Sandra	11.4	Bowden-Everson, Jana	7.5 11.7

B

Babin, Barry	3.2 5.3 9.2 10.3	Boyd, Drew	6.7
Backhaus, Christof	12.4	Brach, Simon	7.5
Badejo, Abi	6.2	Brady, Erica	4.1
Bakshi, Madhupa	2.3	Braunsberger, Karin	3.6
Bal, Anjali	8.5	Brennan, Linda	4.1
Balabanis, George	7.2	Bridson, Kerrie	3.5
		Buerke, Anja	4.6

Index of Authors and Sessions

Burmann, Christoph	3.8	Ciorciari, Joseph	4.3
Burnaz, Sebnem	3.8	Cleveland, Mark	7.2
	8.4	Clark, Moira	3.3
C		Clarke, Marilyn	12.3
Cadogan, John	6.3	Cobbs, Joe	10.5
Cai, Zhenyao	1.1	Coelho, Filipe	6.3
Callaghan, Michael	2.2	Coffie, Stanley	4.4
Camilleri, Adrian	1.2	Colapinto, Cinzia	10.4
Campomar, Marcos	12.4	Coleman, B. Jay	2.1
Canning, Louise	10.1	Collins, Nathalie	1.4
Capelli, Sonia	8.3		9.4
Carins, Julia	8.2	Conduit, Jodie	3.7
Carlson, Jamie	6.6		6.2
Carrington, Michael	3.6	Conradie, Rudolf	5.6
Carter, Leanne	11.2	Consolación, Carolina	11.2
Caruana, Albert	3.3	Crick, David	9.7
Case, Peter	6.7	Crittenden, Vicky	3.2
Casidy, Riza	6.2		9.2
Chabowski, Brian	7.3	Crowe, Mark	2.8
Chad, Paul	5.7	Cui, Charles	11.4
Chakrabarti, Ronika	2.4	D	
Chamie, Beatriz	12.4	Da Camara, Nuno	11.6
Chan, Priscilla	5.1	Dahl, Stephan	5.4
Chao, Chih-Wei	10.2	Dantas, Danilo	11.6
Charters, Steve	2.6	D'Alessandro, Steve	2.5
	8.1		11.2
Chee, Eric	12.6	Dapiran, G. Peter	2.1
Chen, Annie	9.4	Darroch, Jenny	9.7
	10.1	Dash, Satya	4.6
Chen, Cindy Rong	5.1	Davcik, Nebojsa	9.3
Chen, Guan-Ru	9.3	Davis, Lenita	6.5
Cheron, Emmanuel	3.1	Davis, Robert	9.6
Chiba, Takahiro	11.7	De Vos, Svetlana	6.2
Ching-Biu Tse, Alan	12.6	Demiray, Melek	3.8
Chong, Merissa	12.4	Devlin, James	10.6
Chou, En-Yi	8.5	Dhar, Ravi	6.1
	11.5	Dickinson, Sonia	7.6
Chu, Rongwei	1.3		8.7
	11.6		10.5
	12.6	Dietrich, Timo	8.2
Chumpitaz, Ruben	8.3	Donvito, Raffaele	5.1
Chyi Lim, Pey	6.4	Dose, David	7.5

Index of Authors and Sessions

Douglas, Evan	6.1	Fornerino, Marianela	7.2
Du Preez, Ronel	2.3	Fournier, Christophe	3.1
Durden, Geoffrey	6.3	France, Cassandra	5.1
E		Frankle, Robert	2.1
Eagle, Lynne	5.4	Frankwick, Gary	3.3
	6.7	Funk, Dan	8.3
	9.5	G	
Eisingerich, Andreas	3.7	Gabbot, Mark	7.5
El Kamel, Leila	6.5	Gao, Hongzhi	11.3
Ellis, Robert	1.8	Gardiner, Michael	10.4
Ertekin, Scott	12.4	Gaur, Sanjaya	1.4
Ewer, Michael	12.2		3.8
Ewing, Mike	1.5	Gaupp, Christina	8.6
	2.5	Gauthier, Caroline	7.2
	5.1	Gavilan, Diana	8.3
	5.6	Germain, Richard	2.1
	12.1	Ghoshal, Taposh	12.6
Evangelista, Felicitas	1.7	Gilbert, Kara	1.5
Evanschitzky, Heiner	12.4	Gill, Donna	10.5
F		Giudicati, Gianna	3.3
Fang, Jeff	1.3	Gkiouzepas, Lampros	2.3
Faroque, Anisur	11.3	Godey, Bruno	5.1
Farrelly, Francis	3.7	Goodman, Steve	12.3
	4.5	Gountas, John	4.3
	7.6	Gountas, Sandra	1.7
Fee, Anthony	3.6		4.3
Feng, Shan	4.5		9.4
Ferdous, Ahmed	8.5	Gour, Mohit	10.1
Fernandez, R. Thomas	8.6	Graber, Nancy	5.6
Ferran, Magdalena	8.3	Grabner-Krauter, Sonja	6.6
Ferreira, Bruno	8.3	Grant, Phillip	12.3
Flaherty, Karen	3.3	Gray, David	11.2
Flint, Daniel	1.4	Greenacre, Luke	11.4
	2.1	Grewal, Dhruv	3.1
Fock, Henry	2.2	Griffin, Mitch	10.3
Forbes, Sharon	1.6	Grigoriou, Nicolas	2.7
Ford, John	2.3		6.4
	3.2	Grimmer, Martin	9.5
	4.1	Grohs, Rinehard	8.4
	5.7	Groza, Mark	10.5
	9.2	Gruber, Verena	4.6
	10.5		
Fornell, Claes	7.3		

Index of Authors and Sessions

Gudergan, Siegfried	5.3	Hsu, Maxwell	5.5
	10.6	Huddleston, Patricia	8.6
Guenther, Miriam	2.5		11.4
Guenther, Peter	2.5	Huertas, Rubén	11.2
Guignard, Florence	9.4	Hult, G. Tomas M.	7.3
Guijun, Zhuang	2.1		9.2
Gulid, Nak	1.7	Hung, Kuang-Peng	10.1
Gunness, Aneeshta	9.6		
Gupta, Ansh	4.6		

H

Hair, Joe	3.2
	5.3
Hair, Neil	3.3
Halliburton, Chris	5.1
Harrigan, Paul	9.7
Harris, Judy	1.6
Harris, Peter	2.8
Harris, Phil	4.3
Harvey, William	11.3
Hassan, Mateena	2.7
Hattula, Johannes	1.4
Heide, Jan	3.7
Henke Jr., John	9.3
Henneberg, Stephan	2.4
Hennings, Nadine	5.1
	7.2
	8.1
Herjanto, Halimin	1.4
	3.8
Heslop, Louise	9.4
Heussler, Tobias	12.4
Hikmah, Lexi Z.	3.5
Hill, Sally Rao	3.7
Hille, Patrick	7.5
Hillebrand, Carola	11.6
Hirose, Morikazu	1.5
Hogevold, Nils	1.8
Holloway, Betsy	5.4
	7.5
Holzmuller, Hartmut H.	8.5
Hoppner, Jessica	4.4
Hossain, Muhammad	10.1

I

Ingene, Charles	6.4
	11.1
Ikeda, Ana	12.4
Illicic, Jasmina	6.2
Imrie, Brian	2.7
	6.4
Indounas, Kostis	9.3
Indriana, Mia	12.2
Isik, Mine	8.4

J

Jahromi, Ali Tamaddoni	2.5
Janda, Bente	1.8
Janda, Swinder	1.8
Jayaratne, Menuka	4.1
Jiang, Zixi	6.1
Johnson, Catherine	5.4
	6.5
Johnson, Eric	1.2
Johnson, Lamar	12.1
Johnson, Les	9.2
	10.7
Johnston, Margaret	10.5
Jolibert, Alain	7.2
Jolly, Sylvie	2.6
Jones, Richard	12.2
Judd, Stephanie	5.6

K

Kahiya, Eldrede	1.6
Kalafatis, Stavros	4.4
Kalamas, Maria	8.6
Kanitz, Christopher	2.7
Kanwal, Hira	2.7

Index of Authors and Sessions

Karpen, Ingo Oswald	3.7	Le Meunier-Fitzhugh,	
	4.2	Kenneth	3.3
Karsaklian, Eliane	3.6	Le Meunier-Fitzhugh,	
Kasabov, Edward	6.4	Leslie	3.3
Kasouf, Chickery	9.7	Leach, Mark	2.4
Kerr, Gayle	8.7		3.1
			7.5
Khan, Aila	8.4	Lee, Nick	6.3
Kirchgeorg, Manfred	4.6	Lee, Su-Fang	6.5
Kirchner, Theresa	4.1	Lee, Yuri	5.1
	5.7	Lengler, Jorge	11.2
Klarmann, Christine	5.1	Leo, Cheryl	8.2
	8.1	Leonhardt, G. Skyler	1.3
Kleine-Kalmer, Barbara	3.8	Leonhardt, James	12.6
Kollmann, Vanessa	9.5	Lertwannawit, Aurathai	1.7
Kopanidis, Foula	4.5	Leshinsky, Rebecca	4.6
Kopfer, Kim	8.4	Letheren, Kate	6.5
Koyama, Taro	5.1		7.4
Kozar, Joy	3.2	Li, Fei	5.1
Krotov, Konstantin	2.1	Li, Ji	1.1
Kubacki, Krzysztof	5.4	Li, Xiangping	8.1
	8.2	Liao, Tsai-Yun	2.1
Kuhn, Kerri-Ann	7.4	Lin, Cheng-Yu	6.3
Kuhn, Mark	8.6		8.5
	9.5		11.5
Kumar, Niraj	2.2	Lin, Xiaohua	2.1
Kumar, Piyush	1.6	Lin, Jiun-Sheng Chris	3.7
Kurz, Katharina	8.1		6.3
Kyriazis, Elias	5.7		8.5
			11.5
L		Ling, I-Ling	1.2
La Rocca, Antonella	3.3	Lings, Ian	6.3
	9.1	Liu, Annie	2.4
Lages, Cristiana	6.3		3.1
Lake, William	6.2		5.5
Lang, Bodo	7.4		11.3
	9.6	Liu, Matthew Tingchi	1.3
Laroche, Michel	7.2		7.2
Larrick, Richard	1.2		11.6
LaTour, Kathryn	2.3		12.6
LaTour, Michael	2.3	Liu, Yi-Fen	11.5
Lavack, Anne	5.7	Llonch, Joan	3.5
Lawley, Meredith	10.4	Lloyd, Stephen	12.3
Lazarevic, Violet	2.4	Lopez, Carmen	7.2

Index of Authors and Sessions

Low, David	5.4	Mills, Adam	7.6
	6.7		8.5
	9.5	Mills, Michael	6.7
Lowe, Ben	6.1	Minahan, Stella	11.4
Lu, Irene	9.4	Minami, Chieko	8.6
Lucas, Ben	6.6	Mishra, Prahlad	2.2
Lukas, Bryan	3.7	Mishra, Prashant	2.3
	12.3	Mithas, Sunil	7.3
M		Mohamad, Osman	11.2
Maggioni, Isabella	3.6	Mohmood, Anum	2.7
Mahal, Ajay	1.5	Molina, Horacio	10.2
Manzano, Roberto	8.3	Mollenkopf, Diane	1.4
Markowski, Edward	4.1		2.1
Marroun, Sana	9.1	Money, Kevin	11.6
Marticotte, Francois	7.6	Montagnini, Francesca	3.6
Maurya, Upendra	2.2	Moore, Duncan	11.7
Mas, Marta	11.2	Moraes, Caroline	3.8
Massiah, Carolyn	1.5		7.4
			12.2
Matanda, Margaret	2.4	Morgan, Neil	7.3
Maulana, Amalia E.	3.5	Morgeson, Forrest	7.3
McAuley, Andrew	9.7	Morimura, Fumikazu	8.6
McCauley, Brian	4.5	Morris, Timothy	11.3
McColl, Bruce	12.1	Morrish, Sussi	9.7
McColl-Kennedy, Janet	4.4		11.3
McDonald, Heath	4.3	Mortimer, Kathleen	2.3
Mcmanus, Kristy	1.6		8.7
Mena, Jeannette	7.3	Motion, Judy	5.7
	11.1	Mottner, Sandra	5.7
Mengyuan, Li	11.3	Mueller, Milena	11.3
Menival, David	2.6	Mullins, Ryan	3.1
Merchant, Altaf	2.3	Muravskii, Daniil	5.2
	10.1	Murphy, Jamie	9.4
Merlo, Omar	3.7	Muscat, Melody	5.4
Merrilees, Bill	7.7	Muzellec, Laurent	2.7
	10.7		
	12.3	N	
Michaelidou, Nina	3.8	Nadeau, John	9.4
	7.4	Napoli, Julie	7.6
	12.2	Neville, Benjamin	3.6
Miles, Morgan	9.5	Newton, Fiona	1.5
	9.7		5.6
Miller, Dale	7.7		
	10.7		

Index of Authors and Sessions

Newton, Joshua	1.5	Pappu, Ravi	10.5
	5.1		10.7
	5.6		12.4
Ngamsiriudom, Waros	4.5	Parameswaran, Ravi	9.3
Nguyen, Binh	3.3	Parris, Melissa	3.5
Nguyen, Duc	3.4	Payan, Janice	1.8
Nguyen, Thuy	4.5		2.4
	12.4	Pederzoli, Daniele	5.1
Nichols, Tiffany	5.6	Pelton, Lou	2.4
Nikolaeva, Ralitzia	5.2		4.5
	6.1		5.5
			12.4
Nishioka, Kenichi	8.6	Peng, Belina Lew Lee	2.7
		Peng, Norman	9.4
			10.1
O		Perna, Andrea	3.3
O'Connor, Thomas	3.3	Peterson, Robert	9.2
Oh, Hyunjoo	5.1		12.1
Ogilvie, Jessica	6.5	Peyer, Mathis	4.6
Omar, Maznah Wan	11.2	Phau, Ian	6.2
Oney, Emrah	1.2	Piercy, Niall	1.4
Ono, Akinoro	4.2	Pisharodi, R. Mohan	9.3
Ono, Makoto	4.2	Piterman, Leon	1.5
Oppewal, Harmen	1.6	Pitt, Leyland	8.5
	2.5		
	9.6	Plangger, Kirk	7.6
	12.5		8.5
O'Reilly, Norm	9.4	Polonsky, Michael Jay	8.5
Ortinou, David	3.2		9.5
	10.3	Pope, Nigel	5.1
	11.1	Prentice, Catherine	10.6
Ozaydin, Ozay	8.4	Previte, Jo	5.4
			6.2
P		Prevos, Peter	5.7
Pahl, Fabian	8.5	Prior, Daniel	2.4
Paladino, Angela	1.8	Pritchard, Mark	5.6
Palla, Polyxeni	5.5		8.3
Palmer, Janet	8.2	Promono, Ari	2.5
Palmer, Roger	3.3	Purwanegara,	
Pan, Ying Jen	1.7	Mustika Sufiat	12.2
Panupattanapong,		Pynta, Peter	4.3
Pitchaya	6.4		
Papadopoulos, Nicolas	7.2		
Papaoikonomou, Eleni	8.3		
Paparoidamis,			
Nicholas G.	8.3		

Index of Authors and Sessions

Q

Quester, Pascale	6.2
	9.2
	10.7
	12.2

Quinn, Andrea	6.7
Quinton, Sarah	6.6
	10.4

Quoquab Binte Habib, Farzana	4.5
------------------------------	-----

R

Rabbanee, Fazlul	12.5
------------------	------

Raghavendran, Sabari	7.7
----------------------	-----

Rahman, Kaleel	10.2
----------------	------

Rajagopal, Rajagopal	7.7
----------------------	-----

Ramaseshan, B.	11.7
----------------	------

Ramírez, Jesús	10.2
----------------	------

Ramos, Calta	2.4
--------------	-----

Ranjan, Kumar	4.4
---------------	-----

Rapp, Adam	3.1
------------	-----

Razzaque, Mohammed	6.4
--------------------	-----

Reid, Mike	10.2
------------	------

Reinecke, Sven	1.4
----------------	-----

Reyneke, Mignon	3.5
-----------------	-----

Reynolds, Nina	11.4
----------------	------

Rex, Judy	4.6
-----------	-----

Reyes-Mercado, Pavel	7.7
----------------------	-----

Rialp, Josep	3.5
--------------	-----

Riccaboni, Massimo	3.3
--------------------	-----

Ringle, Christian	5.3
-------------------	-----

	10.6
--	------

Robbins, Garry	2.5
----------------	-----

Roberts, Ken	12.1
--------------	------

Robson, Karen	7.6
---------------	-----

	8.5
--	-----

Rosa, Jose Antonio	1.2
--------------------	-----

Rose, Gregory	10.1
---------------	------

Rose, Mei	11.2
-----------	------

Rosenbaum, Mark	1.5
-----------------	-----

Roy, Rajat	12.5
------------	------

Rundle-Thiele, Sharyn	8.2
-----------------------	-----

Russell, Roslyn	1.3
-----------------	-----

Russell-Bennett, Rebekah	5.4
Russo, Ivan	2.1

S

Sage, Lynnell	8.6
---------------	-----

Saito, Kaichi	6.6
---------------	-----

Salunke, Sandeep	4.4
------------------	-----

San Diego, Josefino	9.6
---------------------	-----

Sanjeevi, Satya Moorthi	7.7
-------------------------	-----

Sarstedt, Marko	5.3
-----------------	-----

Sartori, Elena	10.4
----------------	------

Schade, Michael	3.8
-----------------	-----

Schaefers, Tobias	10.5
-------------------	------

Schlegelmilch, Bodo	4.6
---------------------	-----

Schmidt, Martin	1.4
-----------------	-----

Schmitz, Christian	1.4
--------------------	-----

Schramm-Klein, Hanna	9.6
----------------------	-----

Sebastiani, Roberta	3.6
---------------------	-----

Seegebarth, Barbara	4.6
---------------------	-----

Seligman, James	1.8
-----------------	-----

Senecal, Sylvain	11.6
------------------	------

	12.2
--	------

Shainesh, G.	4.4
--------------	-----

Sharma, Shikha	3.7
----------------	-----

Shieh, Chih-Hui	1.2
-----------------	-----

Shimizu, Akira	3.4
----------------	-----

Siddique, Aneela	2.7
------------------	-----

Simintiras, Antonis C.	1.2
------------------------	-----

Simoes, Claudia	2.2
-----------------	-----

Singh, Jang	2.2
-------------	-----

Singh, Supriya	1.3
----------------	-----

Sivakumar, K.	9.3
---------------	-----

	12.5
--	------

Skorobogatykh, Irina Ivanovna	5.1
-------------------------------	-----

Sloan, Sarah	12.2
--------------	------

Smirnova, Maria	5.2
-----------------	-----

Smith, Ben	1.5
------------	-----

Snehota, Ivan	3.3
---------------	-----

Snow, Charles	3.7
---------------	-----

Sousa, Carlos	6.3
---------------	-----

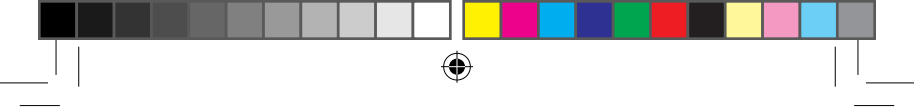
Index of Authors and Sessions

Spais, George	10.5	Tierney, Kiernan	4.2
Spanjol, Jelena	1.2	Töllner, Alke	8.5
	7.7		11.7
Spielmann, Nathalie	2.6	Tojib, Dewi	10.1
	8.1	Tolotti, Marco	10.4
Spry, Amanda	12.3	Tombs, Alistair	12.4
Stakhovych, Stanislav	2.5	Tonitto, Lee	2.8
Stanton, John	8.4	Topcu, Ilker	8.4
Stein, Alisha	11.7	Toufani, Samrand	9.1
Steinmann, Sascha	9.6	Tracey, Paul	3.7
Stolz, Johannes	10.2	Trendel, Olivier	8.3
Stolze, Hannah	1.4	Tsarenko, Yelena	5.6
Storey, Chris	1.1	Tseng, Ting-Hsiang	7.2
Sugitani, Yoko	4.2		11.6
Sullivan-Mort, Gillian	4.1	Tsiotsou, Rodoula	5.5
Sundar, Aparna	6.7		9.1
Sung, Eunyoung		Tsogas, Markos	4.4
Christine	11.4	Tsuchiya, Junji	5.1
Suri, Rajneesh	4.5	Turk, Tahir	5.6
Svensson, Goran	1.8		
	2.2		
		U	
Sweeney, Jillian	1.5	Ulrich, Jasmin	8.5
Swiley, Esther	9.6	Ungemach, Christoph	1.2
Szablewska, Natalia	8.2	Uribe, Felipe	3.5
Szmigin, Isabelle	10.1		
		V	
T		Valette-Florence, Pierre	9.1
Tabe, Keiya	1.5	Valette-Florence, Rita	9.1
Tahir, Zainab	2.7	Vandenberg, Yolande	3.5
Tajeddini, Kayhan	1.7	Van Der Veen, Gerrita	7.4
Takahashi, Ikuo	6.4	Vandommele, Lisa	6.7
Takata, Hidesuke	3.4	Van Huyssteen, Lucea	2.3
Tam, Leona	1.2	Van Ossenbruggen,	
	7.7	Robert	7.4
	8.3	Veale, Roberta	6.2
Tam, Vivian	7.7		12.2
Tang, Felix	12.6	Veloutsou, Cleopatra	5.5
Tanner, Jeff	3.1	Vocino, Andrea	9.5
Teramoto, Takashi	4.2	Voorhees, Clay	4.4
Terblanche-Smit, Marlize	2.3	Vredenburg, Jessica	6.3
Theilacker, Max	3.7		
Thomas, Dominic	1.6	W	
Tian, Vane-Ing	12.6	Waiguny, Martin K.J.	6.6



Index of Authors and Sessions

Waller, David	1.8	Xuenan, Ju	11.3
	7.4		
	8.7	Y	
Walsh, Gianfranco	7.5	Yakimova, Raisa	10.7
Wang, Di	1.6	Yann, Chee-Wha	6.5
Wang, Sijun	3.1	Yao, Jun	12.5
	7.5	Yap, Sheau-Fen	3.8
Wang, Stephen	5.5	Yeoh, Poh-Lin	1.1
Wang, Wei-Lin	6.3	Yim, Frederick Hong-Kit	2.2
Wang, Wenling	4.5	Young, Louise	9.1
Wagner, Gerhard	9.6	Yu, Sik Chuen	10.5
Wagstaff, Peter	6.7	Yuan, Cheng	11.3
Wardhani, Nindya Kusuma	12.2	Z	
Weber, Elke	1.2	Zajonts, Yvonne Verena	9.5
Weerawardena, Jay	4.4	Zemudio, Cesar	6.6
Weitz, Bart	5.1	Zhang, Chuang	1.1
Westberg, Kate	4.2	Zhao, Anita Lifen	1.2
West, Tina	11.6	Zhou, Xiaolian	2.1
White, Ryan	4.4	Zotos, Yorgos	5.5
Whitelock, Jeryl	9.2	Zuhao, Hu	11.3
Wiedmann, Klaus-Peter	4.6	Zubcevic, Nives	4.3
	5.1		
	7.2		
	8.1		
Wilkie, Dean	10.7		
Wilson, Bradley	5.3		
Wilson, Damien	6.6		
Winzar, Hume	2.5		
Wise, Jorge	3.1		
Woisetschläger, David M.	8.4		
	11.7		
	12.4		
Wong, Ipkin Anthony	8.1,		
	11.6		
Wood, Matthew	5.4		
Wood, Greg	2.2		
Worthington, Steve	10.6		
Wu, Chi-Cheng	11.5		
X			
Xi, Chen	11.3		
Xu, Jing	6.1		



Notes





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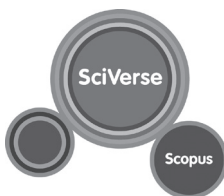


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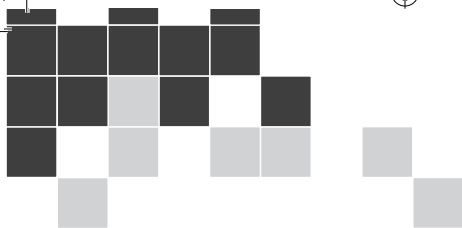
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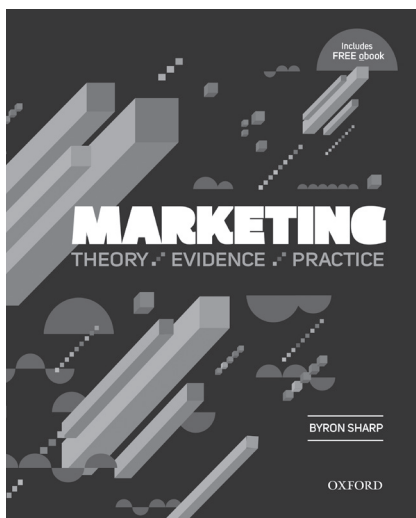
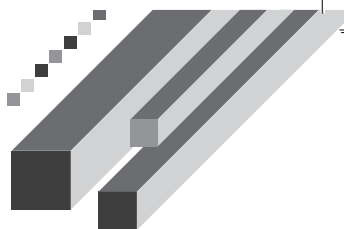
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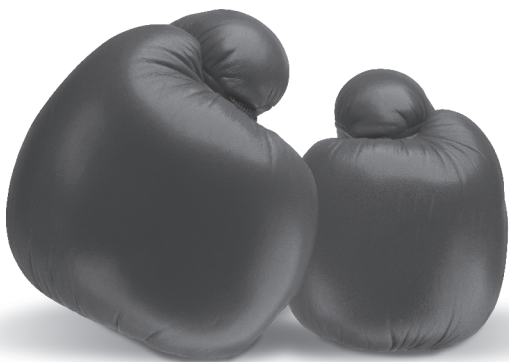
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