



ANZMAC 2010 Conference Programme

Monday 29 November 2010

Session 1.1

9.00am - 10.30am

ROOM	TRACK	9.00am-9.30am	9.30am-10.15am	10.15am-10.30am
C1	Plenary	Plenary Session for all Delegates		
		Welcome Address with Conference Chairs and Pro Vice-Chancellor Nigel Healey	Keynote Address with Professor Michael Solomon, Saint Joseph's University, USA	Conference Track Chairs Acknowledgements
Session Chair:	David Fortin			Practical Information and Housekeeping from Conference Chairs
		10.30am-11.00am	Welcome Morning Tea in Central Lecture Bloc	

Welcome to the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2010 - 'Doing More with Less'



2010 Conference Schedule

Time	Sunday 28 nov 2010	Monday 29 nov 2010	Tuesday 30 Nov 2010	Wednesday 1 Dec 2010
7.30am			Exec Meeting 3 7.30am - 9.00am	
8.00		Registration in C Bloc	Registration in C Bloc	Registration in C Bloc
8.30				
9.00	Last Day Doctoral Colloquium	Welcome Address in C1	Session 5	Session 9
9.30		Keynote Speaker: Prof Michael Solomon, Saint Joseph University	8 concurrent sessions	8 concurrent sessions
10.00		Track Chair Acknowledgements and housekeeping at 10.15am		
10.30		Morning Tea	Morning Tea	Morning Tea
11.00		Session 2	Session 6	Session 10
11.30		8 concurrent sessions	8 concurrent sessions	8 concurrent sessions
12.00 noon				
12.30		Lunch and Executive Meeting 2 from 12.30-1.30pm	Lunch	Lunch and ANZMAC Institute Members Lunch for Heads of School 12.30-1.30pm
1.00				
1.30		Session 3	Session 7	Session 11
2.00		8 concurrent sessions	8 concurrent sessions	8 concurrent sessions
2.30				
3.00	Registration Opens in C Bloc	Afternoon Tea	Afternoon Tea	Afternoon Tea
3.30		Session 4	Session 8	Session 12
4.00	ANZMAC Exec Meeting 1	8 concurrent sessions	8 concurrent sessions	9 concurrent sessions
4.30				
5.00	Doctoral Colloquium ends	ANZMAC AGM in C1, all members welcome		
5.30			5.30pm Social Sport Activities on Rec Centre outdoor lawn (weather permitting)	
6.00		Buses from UC Campus to Art Gallery	6.30pm Beer and Pizza on C Lawn	Buses leave downtown and hotel locations at 6.45pm
7.00pm	ANZMAC Exec Dinner with Fellows	Welcome Cocktail Function at Christchurch Art Gallery from 6.15pm to 7.45pm	Evening on your own	Conference Dinner Air Force Museum 1900 - 0000

ANZMAC 2010 Conference Programme
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Sessions 2.1 to 2.8
11.00am - 12.30pm



ROOM	TRACK	11.00am-11.20am	11.20am-11.40am	11.40am-12.00pm	12.00pm-12.20pm
113	Branding [Part 1 of 4]	Session 2.1: Food			
		I Don't Like It So I Don't Buy It - Negative Perceptions and Private Label Brands	Employee's Perceptions of Rebranding Process: Case Study of Rebranding of an Australian Supermarket Chain	Examining the Antecedents of Store Brand Purchase Intention: A Contingency Approach	Multitier Brand Influence on Premium Private Label Products
Session Chair:	Tony Garrett	<u>Magda Nenycz-Thiel</u> and Maxwell Winchester, Ehrenberg-Bass Institute, UniSA	<u>Shenae Beus</u> and Margaret Jekanyika Matanda, Monash University	Sun May Leong, University Malaya, <u>Sheau Fen Yap</u> , Monash and Kok Hong Liew, HELP Int'l College	<u>Jong-Ho Lee</u> , Tony Garrett and Sungku Lee, Korea University Bus. School
002	CB (A) Empirical [Part 1 of 7]	Session 2.2: Shopping			
		The Effect of Third-Party Product Reviews on Product Choice	Modelling The Complex Choices of a Business Purchase	Can Customers be Classified using Facial Expressions?	The Differential Effects of Retail Attribute on Utilitarian Versus Hedonic Shopping Value
Session Chair:	Kåre Skallerud	Wolfgang Ziniel, Vienna University of Economics and Business	Owen Wright, Griffith University and <u>Hume Winzar</u> , Macquarie University	<u>Gurvinder Shergill</u> , Massey, Leon Fourie and A. Sarrafzadeh, Unitec, and Minhao Chu, Massey	Svein Ottar Olsen, and <u>Kåre Skallerud</u> , Tromsø University Bus. School (Track Best Paper)
101	CB (B) Conceptual [Part 1 of 7]	Session 2.3: Friends/Family			
		It's a Family Affair: Mothers, Daughters and Siblings Shopping Experiences	Generational Cohort Differences in Consumer-Brand Relationships of Chinese Consumers	Online Social Networks and Friending Behaviour: A Self-Determination Theory Perspective	The Role of Parents In Children's Overseas Education Institution Choices: A Study of Chinese Families
Session Chair:	Christina Lee	<u>Patricia Huddleston</u> , and Jodi Schrader, Michigan State University, Stella Minahan, Deakin University	<u>Theresa Teo</u> , Mark D. Uncles, and Marion R. Burford, University of New South Wales	<u>Lucy Miller</u> , Macquarie University and Daniel Prior, UNSW	<u>Christina Lee</u> , Monash University and Sussie Morrish, University of Canterbury
012	Internat'l [Part 1 of 5]	Session 2.4: Export Issues			
		Firm-Level Factors Associated with Export Performance	Locavors: To Target or Not to Target	New Zealand Niche Export Marketers: Critical Success Factors	
Session Chair:	Phil Gendall	<u>Eldrede Kahiya</u> , David Dean and Jeff Heyl, Lincoln University	<u>John Stanton</u> , Saint Joseph's, James Wiley, Temple Univ and Ferdinand Wirth, Saint Joseph's	<u>Phil Gendall</u> , Jan Charbonneau and Brody Henricksen, Massey University	
009	Mktg Comms [Part 1 of 5]	Session 2.5: Experiments in Ad Effects			
		Representative but Irrelevant Arguments in Advertising	The Influence of Perceived Authenticity on Attitudes Towards the Ad	Consumers Who Don't Want to Look for Information	The Impact of Self Referencing on Lust Filled and Loving Advertising Effectiveness
Session Chair:	Ekant Veer	<u>Charles Areni</u> , The University of Sydney	Louisa Ross, <u>Micael-Lee Johnstone</u> and Aaron Gazely, Victoria University of Wellington	Alvin Lee, <u>Hui Min Chua</u> and ShaSha Wang, University of Western Australia	<u>Ekant Veer</u> and Anne Marheim Storen, University of Canterbury
013	Mktg Education [Part 1 of 6]	Session 2.6: International issues			
		International Students' Perception of the Australian Tertiary Learning Environment	Community Engagement and the International Student Experience: A Definition	To Blend or Not to Blend? Synchronous and Asynchronous Teaching Perspectives in Online Marketing Education	The Identification of Marketing Focussed Employability Attributes for Graduates in China
Session Chair:	Troy Heffernan	<u>Allison Ringer</u> , Michael Volkov and Kerrie Bridson, Deakin University	<u>David Fleischman</u> , Meredith Lawley and Maria Raciti, University of the Sunshine Coast	<u>Steven Greenland</u> and Henry Ho, Swinburne University of Technology	<u>Troy Heffernan</u> , Plymouth, UK, Weizhe Feng, China Agri Univ, Robert Angell, Plymouth, and Yan Fang, China Agri
112	Services [Part 1 of 7]	Session 2.7: Banking			
		Macro and Micro Thematic Categories Hindering Customer Adoption of Internet Banking in Australian Context	Understanding the role of Service quality, Customer involvement and Rapport on Overall Satisfaction in Bangladesh Banking Service	Relationship between Cognitive Age and Technology Readiness: An Exploratory Analysis of Mature Consumers	Acting Ambidextrously in Retail Banking to Achieve Service and Sales Goals Simultaneously: A Multilevel Perspective
Session Chair:	Paul Patterson	<u>Sujana Adapa</u> , University of New England	<u>Johra Fatima</u> , and Mohammed Razzaque, University of New South Wales	<u>Janelle Rose</u> , James Cook University and Gabriel Ogunmokon, U.S. University of the Virgin Islands	<u>Ting Yu</u> , UTS Sydney, Paul Patterson, UNSW and Ko de Ruyter, Maastricht University
011	Social Mktg [Part 1 of 7]	Session 2.8: Non-Profit			
		Introduction of Market Orientation into Charities, Easier Said than Done?	Social Supermarkets: Typology within the spectrum of Social Enterprises	The Influence of Donation Magnitude and the Donation Recipient on Consumer Attitude toward the Offer and Participation Intentions in Cause-Related Marketing	Using Targeted Marketing to Increase Foster Carers: Making Smarter Use of Limited Marketing Dollars
Session Chair:	Melanie Randle	<u>Paul Chad</u> , Elias Kyriazis, University of Wollongong, and Judy Motion UNSW	Christina Holweg, <u>Eva Lienbacher</u> and Peter Schnedlitz, WU Vienna, Inst for Retailing and Mktg	<u>Debbie Human</u> and Nic Terblanche, Stellenbosch University	<u>Melanie Randle</u> and Sara Dolnicar, University of Wollongong

12.30- 1.30pm LUNCH Served in the Student Union, UC Campus

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Sessions 3.1 to 3.8
1.30pm-3.00pm



ROOM	TRACK	1.30pm-1.50pm	1.50pm-2.10pm	2.10pm-2.30pm	2.30pm-2.50pm
101	Branding [Part 2 of 4]	Session 3.1: Empirical			
		Passion for the Brand and Consumer Brand Relationships	Doing More With Less: Toward A Parsimonious Approach to Examining Brand Luxury	Growth Willingness and Market Orientation as Antecedents of Brand Orientation.	Brand Authenticity: Scale Development and Validation
Session Chair:	<i>Djavlonbek Kadirov</i>	<i>Noel Albert</i> , <i>Wesford</i> , <i>Dwight Merunka</i> IAE Aix-En-Provence, and <i>Pierre Valette-Florence</i> IAE Grenoble, France	<i>Karen Miller</i> and <i>Michael Mills</i> , University of Southern Queensland	<i>Szandra Párdányi</i> , <i>Sasu Tuominen</i> , <i>Helen Reijonen</i> and <i>Tommi Laukkanen</i> , University of Eastern Finland	<i>Djavlonbek Kadirov</i> , Eastern Institute of Technology
113	Distribution [Part 1 of 2]	Session 3.2: Strategy			
		Australian Franchising Research: Review, Synthesis and Future Research Directions	Fit as Matching in Distribution Flexibility Strategies: An Exploratory Multiple Case Study (Track Best Paper)	The Impact of Product Repeat Purchasing on Supply Chain Strategy	Interaction of Trust with Transaction Cost Factors on Foreign Entry Mode Choice
Session Chair:	<i>Jack Cadeaux</i>	<i>Owen Wright</i> and <i>Andrew McAuley</i> , Griffith University	<i>Kangkang Yu</i> and <i>Jack Cadeaux</i> , U of New South Wales, <i>Hua Song Renmin</i> , U of China	<i>Wade Jarvis</i> , University of Western Australia and <i>Susan Golicic</i> , Colorado State University	<i>Andrew Gilmore</i> and <i>Clare D'Souza</i> , La Trobe University, and <i>Ali Quazi</i> , University of Canberra
012	Internat'l [Part 2 of 5]	Session 3.3: Cultural Issues			
		Materialism and Cultural Orientation: The Role of Vertical/Horizontal Individualism within and across Cultures	Cosmopolitan Transcultures	The Temporal Construal of Work and Leisure Results in Illusory Daily Mood Patterns	Cultural Pluralism as a Consumption Behaviour
Session Chair:	<i>Catherine Demangeot</i>	<i>Ellen Garbarino</i> , U of Sydney, <i>Julie A. Lee</i> and <i>Geoffrey N. Soutar</i> , U of Western Australia	<i>Bernardo Figueiredo</i> , and <i>Julien Cayla</i> , UNSW	<i>Charles Areni</i> , University of Sydney and <i>Mitchell Burger</i> , The NTF Group	<i>Catherine Demangeot</i> , U of Strathclyde, Glasgow and <i>K Sankaran</i> , U of Strathclyde, UAE
009	Mktg Comms [Part 2 of 5]	Session 3.4: TV Advertising			
		How do Networks Schedule Program Promotions?	Reaching a Wide Audience in a Fragmented Market: A Lesson from the United Kingdom	Audience Satisfaction with Television Drama: A Conceptual Model	Investigating the Relationship between Branding Execution and Advertisement Liking in Television Advertising
Session Chair:	<i>David Gray</i>	<i>Virginia Beal</i> and <i>Byron Sharp</i> , Ehrenberg-Bass Institute - UniSA	<i>Arry Tanusondjaja</i> , <i>Rachel Kennedy</i> , <i>Jennifer Taylor</i> and <i>Erica Riebe</i> , University of South Australia	<i>David Gray</i> and <i>Don Dennis</i> , Macquarie University	<i>Jenni Romaniuk</i> and <i>Nicole Hartnett</i> , University of South Australia / Ehrenberg-Bass Institute
013	Research Methods [Part 1 of 4]	Session 3.5: Survey Issues			
		Increasing Response Rates: You CAN Tell a Questionnaire by its Colour	Marketing Student Perceptions of Market Research as a Career	On First or On Second Thought – How Response Instructions May Impact on the Quality of Measurement in Marketing Research	The Effect of a Chocolate Incentive on Sample Composition and Item Non-response in a Mail Survey
Session Chair:	<i>Judith Holdershaw</i>	<i>Jan Charbonneau</i> and <i>Mike Brennan</i> , Massey University	<i>Al Marshall</i> , Australian Catholic University	<i>Thomas Salzberger</i> and <i>Monika Koller</i> , WU Wien, Austria	<i>Mike Brennan</i> , <i>Judith Holdershaw</i> and <i>Terry Macpherson</i> , Massey University
002	Services [Part 2 of 7]	Session 3.6: Complaints/Recovery			
		There's a Fly in my Soup: The Influence of Service Guarantees and Personal Requests on Customer Voice	They May Play Up but it's Your Fault: The Attributions Toward other Customers.	Empirical Evidence on the Antecedents of Customer Loyalty	Don't Care about Service Recovery – Inertia Effects Buffer the Impact of Complaint Satisfaction (Track Best Paper)
Session Chair:	<i>Janet McColl-Kennedy</i>	<i>Lisa McQuilken</i> and <i>Nichola Robertson</i> , Deakin University	<i>Alastair Tombs</i> and <i>Janet R. McColl-Kennedy</i> , University of Queensland	<i>Lizar Alfansi</i> , U of Bengkulu, Indonesia, <i>Marthin Nanere</i> , La Trobe, <i>Ferry Tema Admaja</i> , Bengkulu and <i>Clare D'Souza</i> , La Trobe	<i>Christian Brock</i> , Zeppelin University and <i>Markus Blut</i> , U of Dortmund, Germany, <i>Heiner Evanschitzky</i> , Strathclyde, UK and <i>Peter Kenning</i> , Zeppelin
011	Social Mktg [Part 2 of 7]	Session 3.7: Health Issues I			
		Insights into the Barriers and Motivators Impacting Chlamydia Screening Rates amongst Male Students	The Continuum of Influences on Caregivers: A Social Marketing Study of Childhood Obesity	Health Lifestyle in Pregnancy: How Women See It	Evaluating Tobacco Branding: Implications for Tobacco Control
Session Chair:	<i>Janet Hoek</i>	<i>Julie Fowlie</i> and <i>Matthew Wood</i> , and <i>Julian Reuter</i> University of Brighton, UK	<i>Julie Norton</i> and <i>Maria Raciti</i> , University of the Sunshine Coast	<i>Jayne Krisjanous</i> and <i>Peter Thirkell</i> , Victoria University of Wellington	<i>Phil Gendall</i> , Massey, <i>Janet Hoek</i> , Otago, <i>Heather Gifford</i> and <i>Gill Pirikahau</i> , Whakauae Research for Maori Health et al.
C2	Special Session #1	Session 3.8 SPECIAL SESSION: METHODS AND METHODOLOGY: ARE THE PARADIGM WARS OVER?			
Session Chair:	<i>Margo Oliver</i>	Chair: Margo Buchanan-Oliver (Auckland) Panel: Rod Brodie (Auckland), Margo Buchanan-Oliver (Auckland), Louise Young (Western Sydney) and Malcolm Wright (South Australia)			


3.00- 3.30pm AFTERNOON TEA served in the Central Bloc Foyer, UC Campus

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Sessions 4.1 to 4.8
3.30pm-5.00pm



ROOM	TRACK	3.30pm-3.50pm	3.50pm-4.10pm	4.10pm-4.30pm	4.30pm-4.50pm
		Session 4.1: Export Issues			
113	Bus. Rels [Part 1 of 3]	How Is Customer Relationship Investment Transformed into Relationship Commitment: The Case of China	Trust, commitment and satisfaction: New perspectives from business-to-business (B2B) financial services relationships in South Africa	Networks and Networking: What's Social and What's Business?	Does Firm Location Influence the Export Performance of Australian SMEs?
Session Chair:	Meredith Lawley	<u>Yizheng Shi</u> , Hong Kong Baptist Univ., Guicheng Shi, Macau Univ., Allan Chan, Hong Kong Baptist, Kim-Shyan Fam, Victoria Uni of Wellington.	<u>Edwin Theron</u> , Nic Terblanche and Christo Boshoff, University of Stellenbosch, Sth Africa	<u>Sana Marroun</u> and Louise Young, University of Western Sydney	<u>Joanne Freeman</u> and Meredith Lawley, University of the Sunshine Coast, Chris Styles, University of Sydney
		Session 4.2: Broadcasting and Gen-Y			
002	CB (A) Empirical [Part 2 of 7]	Problem-Solution Framing: A New Look at Framing Effects in Advertising	Parental Control and Teenagers Television Involvement in a Developing Country	Sustainable consumption in Australia: What do Generation Y consumers know about their food choices?	The Demographic Composition And Consumer Goods Buying Behaviour Of Light TV Viewers
Session Chair:	Melanie Ceber	<u>Hounaida El Jurdi</u> and Karen Fernandez, University of Auckland	<u>Syed Rahman</u> and Md. Haq, University of Western Sydney	<u>David Pearson</u> , Joanna Henryks and Pia Rowe, University of Canberra	Jennifer Taylor and <u>Melanie Ceber</u> , UniSA
		Session 4.3: Alternate Realities			
101	CB (B) Conceptual [Part 2 of 7]	Negotiating Stigmas: Contributions from A Narrative Approach	Privacy from a Consumer's Perspective: Shared Meanings and Goals	Targeting Gay Men: The Cryptic Marketing Approach	Cosmopolitan Communities
Session Chair:	Bernardo Figueiredo	<u>Elina Maria Koivisto</u> , Sammy Toyoki, Jari Salo and Antti Sihvonen, Aalto University	<u>Jo En Yap</u> , RMIT, Michael B. Beverland, Bath, UK and Liliana L. Bove, U of Melbourne	<u>Kelly Choong</u> , University of the Sunshine Coast	<u>Bernardo Figueiredo</u> and Julien Cayla, UNSW - Australia School of Business
		Session 4.4: Alcohol & Tobacco			
001	C S R [Part 1 of 4]	Point-of-sale Alcohol Promotions in the Perth and Sydney Metropolitan Areas	Alcohol Energy Drinks: Is It Time for the Alcohol Industry to Demonstrate Some Corporate Social Responsibility?	Making Sense of Consuming Less in a Culture of Excessive Alcohol Consumption: An Exploratory Study of the Neutralisation and Affirmation Techniques Used by British Students	If 1P = 103 W, What Does B=0 Mean?
Session Chair:	Sandra Jones	Sandra Jones and <u>Lance Barrie</u> , Centre for Health Initiatives, University of Wollongong	<u>Sandra Jones</u> , Centre for Health Initiatives, University of Wollongong	<u>Andreas Chatzidakis</u> , Royal Holloway University of London, Maria Piacentini and Emma Banister, Lancaster University Management School, UK	<u>Janet Hoek</u> , Otago, Judith McCool, Auckland, Phil Gendall, Massey, Heather Gifford and Gill Pirikahu, Whakauae Research Services, Richard Edwards, George Thomson and Gina Pene, Otago.
		Session 4.5: Engagement			
013	Mktg Education [Part 2 of 6]	Enhancing Marketing Student Engagement Via Team-Based-Learning	The Influence of Student Engagement Levels on Satisfaction and Behavioural Intentions	An Exploratory Study on Assessment of Creativity In First-Year Undergraduate Marketing Units	Exploring Student Preferences for the Master of Marketing
Session Chair:	Sharyn Rundle-Thiele	<u>Paul Chad</u> , University of Wollongong	David Gray and <u>Jarryd Daymond</u> , Macquarie University	<u>Tania von der Heidt</u> , Southern Cross University	<u>Sharyn Rundle-Thiele</u> and Nuray Buyucek, Griffith University
		Session 4.6: Atmospheric & Cues			
012	Retailing [Part 1 of 4]	The Contribution of Salient Mall Attributes to Customer Satisfaction: an Importance-Performance Analysis Across Nations	The Influence of Shopping Motivation, Optimum Stimulation Level, Perception of Store Atmosphere, and Satisfaction on Repatronage Intention	Fairly Sold? 'Doing More' With Fair Trade Coffee In Cafes (Track Best Paper)	
Session Chair:	Andrew Murphy	<u>Yuanfeng Cai</u> and Randall Shannon, College of Management, Mahidol University	Tjong Budisantoso, RMIT & Int'l Univ Vietnam and <u>Katherine Mizerski</u> , Edith Cowan	<u>Andrew Murphy</u> and Ben Jenner-Leuthart, Massey University	
		Session 4.7: Tourism Challenges I			
009	Tourism [Part 1 of 4]	A Ground up Approach for Consumer Choice Behaviour Model of Tourism Destination Loyalty: The case of Cox's Bazaar, Bangladesh	Conceptual and Semantic Analysis in Ambush Marketing Utilizing LEXIMANCER Software Tool	Destination Personality: Cross-country Comparisons (Track Best Paper)	Motives of Touring Independent Travellers
Session Chair:	John Gountas	<u>Tekle Shanka</u> , Mohammed Quaddus and Enayet Hossain, Curtin Univ	<u>Ning Chen</u> , University of New South Wales	Julie Lee and <u>Geoff Soutar</u> , Univ of Western Australia, Vanessa Quintal, Curtin	<u>John Gountas</u> and Sandra Gountas, La Trobe University
		Session 4.8 SPECIAL SESSION: MARKETING IN A STRONGLY SUSTAINABLE SOCIETY			
C2	Special Session #2	Chair: Richard J Varey (Waikato)			
Session Chair:	Richard Varey	Panel: John Peet (Sustainable Aotearoa New Zealand), Richard J Varey (Waikato), Michael Polonsky (Deakin)			
5.00pm - 6.00pm ANZMAC AGM Meeting open to all members of the Academy in C1 Central Bloc					
6.00pm Buses leave UC Campus for Welcome Cocktail Function at Christchurch Art Gallery from 6.15pm to 7.45pm					

ANZMAC 2010 Conference Programme Tuesday 30 November 2010		Sessions 5.1 to 5.8 9.00am - 10.30am			
ROOM	TRACK	9.00am-9.20am	9.20am-9.40am	9.40am-10.00am	10.00am-10.20am
012	Bus. Rels [Part 2 of 3]	Session 5.1: Agents			
		Value System Innovation in a Stagnant Industry	Modelling the Dynamics of Relations and Networks in B2B Markets - First Steps of a Research Project	Does Understanding of Network Context by Actors Really Matter?	The Agents' Socially Desirable Responding (ASDR) Scale in an Australian Professional Service Setting
Session Chair:	Jill Sweeney	Kristian Möller, <u>Mikko Laukkanen</u> and Jari Salo, Aalto University School of Economics, Finland	<u>Fabian Held</u> , Robert Marks, Ian Wilkinson, UNSW and Louise Young, Western Sydney	<u>Simon Martin</u> , AUT, Nitha Palakshappa, Massey and Maureen Benson-Rea, Auckland	Geoff Soutar and <u>Jill Sweeney</u> , U of Western Australia
002	CB (A) Empirical [Part 3 of 7]	Session 5.2: Consumer Feedback			
		'Building-Up' versus 'Paring-Down' Customisation Strategies: The Influence of Recommendations Made by the Firm On Consumer Decision Making	The Structure of Customer Behaviour among University Students	Segmentation Analysis: an Empirical Study of the Two- Wheeler Owner's Purchase Intentions for the Small Car-Nano	It's about Me, You, You and You...: Social and Task-oriented Customer Engagement in a Group Service Encounter
Session Chair:	Joerg Finsterwalder	Anish Nagpal and <u>Brent Coker</u> , University of Melbourne	<u>Boqlárka Eisingerné Balassa</u> , Széchenyi István University, Hungary	<u>Neena Sondhi</u> , International Management Institute, India	<u>Joerg Finsterwalder</u> , University of Canterbury and Volker Kuppelwieser, University of Leipzig
101	CB (B) Conceptual [Part 3 of 7]	Session 5.3: Luxury and Authentic Goods			
		Luxury and Haute Couture in the Generation Y Market: Consumers' Need for Uniqueness and Status Consumption	Traditional Cultural Values, Political Ideologies and Luxury Consumption Desire in China: A Conceptual Model.	Exploring Consumer Choices in Shopping for Authentic and Counterfeit Goods	Is A 'Niche' Brand In The Market Also A 'Niche' In Consumers' Mind?
Session Chair:	Malcolm Wright	Chelsey Latter, Ian Phau and <u>Chris Marchegiani</u> , Curtin University	<u>Gong Sun</u> , Steven D'Alessandro and Hume Winzar, Macquarie University	<u>Neha Munshaw-Bajaj</u> and Marion Steel, RMIT	Lara Stocchi, <u>Malcolm Wright</u> , Ehrenberg-Bass and Carolina Guerini, Univ Carlo Cattaneo, Italy
013	e-Marketing [Part 1 of 5]	Session 5.4: Web Design and Retail			
		Return on Marketing Investments in Two-Sided Markets	E-Customer Relative Share of Mind: The Role of Website Quality Dimensions, Sitecustomers' Attitudes and E-Satisfaction	Website Globalisation: Analysis of Australian, Chinese and New Zealand University Websites	Examining the Effects of Perceived Web Innovativeness in E-Retailing (Track Best Paper)
Session Chair:	Jamie Carlson	<u>Tim Kraemer</u> , Oliver Hinz and Bernd Skiera, Johann Wolfgang Goethe-University, Germany	<u>Sanjit Kumar Roy</u> , IBS Hyderabad, India and Gul Butaney, Bentley University	<u>Francisco Moura</u> , Kenneth R. Deans and Jinhong Xie, University of Otago	<u>Jamie Carlson</u> and Aron O'Cass, University of Newcastle
009	Mktg Comms [Part 3 of 5]	Session 5.5: Ad Effects/Online/Alternative			
		Social Media Advertising: An Investigation of Consumer Perceptions, Attitudes, and Preferences for Engagement	Doing More with Less? Comparing the Effectiveness of Traditional versus Technology-Based and Participant Media Communication	Ad-Haters: Why Do They Hate The Ad and Will They Still Buy The Brand?	Examining the Nature of Australian Child-directed Magazine Advertising
Session Chair:	Stacey Baxter	<u>Camilla Bond</u> , Monash, Carla Ferraro, Australian Centre for Retail Studies, Monash, Sandra Luxton, Monash and Sean Sands, ACRS, Monash	<u>Richard Gruner</u> and Bryan Lukas, University of Melbourne, Christian Homburg, University of Mannheim	<u>Samuel Wightand</u> and Kate Newstead, Ehrenberg-Bass Institute	Stacey Baxter and <u>Alicia Perkins</u> , University of Newcastle
112	Metrics [Part 1 of 2]	Session 5.6: Models I			
		The Evolution of the Relationships Between Product Attributes in Determining Consumers' Behavioural Loyalty	Now or Never: Using the Financial Crisis to Get Serious about Customer Equity in Financial Reporting	Customer-Centric Reporting: An Analysis of Banks to Outline the Decomposition of Customer Business and Non-Customer Business	
Session Chair:	Manuel Bermes	<u>Armando Maria Corsi</u> and Cam Rungie, University of South Australia	Bernd Skiera, <u>Manuel Bermes</u> and Lutz Horn, Goethe University Frankfurt	Christian Schulze, <u>Manuel Bermes</u> and Bernd Skiera, Goethe University Frankfurt	
011	Social Mktg [Part 3 of 7]	Session 5.7: Health Issues II			
		The Role of Mother-centred Factors Influencing the Complex Social Behaviour of Breastfeeding: Social Support and Self-Efficacy (Track Best Paper)	An Empirical Research of Willingness to Purchase Generic Prescription Medicines	Process Evaluation of An Innovative Sun Protection Intervention Targeting Adolescents	Understanding Barriers to Blood Donation by Sub-Saharan African Migrants and Refugees: Preliminary Focus Group Results
Session Chair:	Michael Polonsky	<u>Joy Parkinson</u> and Rebekah Russell-Bennett, Queensland University of Technology, Josephine Previte, University of Queensland	Johan Liang and <u>Ian Phau</u> , Curtin University	<u>Sandra Jones</u> and Keryn Johnson, Centre for Health Initiatives, Wollongong, Don Iverson Illawarra Health & Medical Research Institute and Jeffrey Thom, Centre for Digital Ecosystems, Wollongong	<u>Michael Polonsky</u> , Andre Renzaho and Bianca Brijnath, Deakin University
C2	Special Session #3	Session 5.8 SPECIAL SESSION: THE DEVELOPMENT OF ENTREPRENEURIAL MARKETING: IS ENTREPRENEURSHIP RELEVANT TO MARKETING?			
Session Chair:	Sussie Morrish	Chairs: Sussie Morrish (Canterbury) and Morgan P. Miles (Georgia Southern University) Panel: Audrey Gilmore (Ulster), Andrew McAuley (Griffith), Chickery J. Kasouf (W.P.I.), Claes Hultman (Orebro), David Crick (Victoria), Jonathan Deacon (Wales)			

10.30- 11.00am MORNING TEA served in the Central Bloc Foyer, UC Campus

ANZMAC 2010 Conference Programme Tuesday 30 November 2010		Sessions 6.1 to 6.8 11.00am - 12.30pm			
ROOM	TRACK	11.00am-11.20am	11.20am-11.40am	11.40am-12.00pm	12.00pm-12.20pm
012	Branding [Part 3 of 4]	Session 6.1: Segments and Celebs			
		Jerry Seinfeld: Exploring Human Brand Associations	A Sport Celebrity Image Model: Focussing Efforts on Improved Outcomes	An Exploration of The Propensity of Consumers to Recall Brand Associations for Fabricated Brands	A New Brand Commitment Scale for Market Segmentation
Session Chair:	Avichai Shuv-Ami	Jasmina Ilicic and Cynthia M. Webster, Macquarie University	Anne-Marie Sassenberg, U of Sth Queensland and Martie-Louise Verreynne, UQ	Julian Veceli and Clive Chifamba, Deakin University	Avichai Shuv-Ami, The College of Management, Israel
011	C S R [Part 2 of 4]	Session 6.2: Public Policy			
		Front of Package Nutritional Icons and their Influence on Adolescent Consumers' Attitude towards and Purchase Intentions of Packaged Food.	Toddler Milk Advertising in Australia: the Infant Formula Ads we have when we don't have Infant Formula Ads (Track Best Paper)	An Exploratory Study into Influence of Corporate Social Responsibility on Consumer Price Sensitivity	In Times of Need are there More Reasons to be Green?
Session Chair:	Louise Young	Michael Stokes, Steve Goodman and Sally Rao Hill, U of Adelaide	Nina Berry and Sandra Jones, Centre for Health Initiatives / Wollongong and Don Iverson, Illawarra Health and Medical Research Institute	Tatjana Petricevic and Ralitza Bell, Australian Catholic University	Louise Young, U of Western Sydney, Suzanne Benn, Macquarie, Melissa Donald, Western Sydney, Lynne Freeman, UTS, Sana Marroun, UWS
002	e-Marketing [Part 2 of 5]	Session 6.3: WEB and CB			
		Predicting Online Consumer Information Needs Using Heuristics	A Proposed Study On Illegal Downloading of Video Games	Emotional and Rational Homepage Content: Separate Dimensions rather than a Continuum	Targeting Key Influentials for Direct Marketing Activities in Social Networks: Methodical Progress and an Application
Session Chair:	Martin Klaus	Robert Grant, Rodney J. Clarke and Elias Kyriazis, University of Wollongong	Johan Liang and Ian Phau, Curtin University	MD Manirujaman, Michael Polonsky and Nichola Robertson, Deakin University	Martin Klaus, Joerg Schwerdtfeger and Ralf Wagner, University of Kassel
113	Entrep-ship [Part 1 of 2]	Session 6.4: International Issues			
		Exploring Entrepreneurship in Developing Countries: The Case of Vanuatu	Targeting Support of Growth Businesses in a Resource Constrained Environment: Evidence Favour the Use of a Mixed Approach	Exploring Entrepreneurship in Tonga: Factors that Constrain and Promote Entrepreneurial Activity	Antecedents And Consequences of Intellectual Property Protection In China
Session Chair:	Thomas Schmidt	Robert Davis, Tuna Tiseli and Malama Solomona, Unitec New Zealand	Asoka Gunaratne, Unitec New Zealand	Robert Davis and Malama Solomona, Unitec New Zealand	Thomas R.W. Schmidt and Stefan Roth, University of Kaiserslautern
101	Internat'l [Part 3 of 5]	Session 6.5: Marketing in China			
		Personal Values and Mall Shopping Behavior: The Mediating Role of Attitudes of Chinese and Thai Consumers (Track Best Paper)	The Effect Of Fashion Involvement On Shopping Behaviors: An Exploratory Study In Thailand	An Exploratory Study Investigating the Dimensions Influencing Consumers' Purchase Intentions relating to Organic Food in Urban China	The Impact of Culture on Brand Loyalty - A Study of the Young Affluent Chinese
Session Chair:	Frauke M Thompson	Yuanfeng Cai and Randall Shannon, Mahidol University, Thailand	Jaratchwahn Jantararat, Sarinya Laisawat and Randall A. Shannon, Mahidol University, Thailand	Jue Chen and Antonio Lobo, Swinburne University of Technology	Frauke Mattison Thompson, Alex Newman and Martin Liu, Nottingham University China
013	Mktg Education [Part 3 of 6]	Session 6.6: Assessment			
		Do Students Know Best When It Comes To Assessment? A Best/Worst Analysis Of Assessment Choices.	Undergraduate Marketing Students' Preferred Class And Assessment Activities	Cultural Diversity in the Modern Tertiary Environment: The Role of Assessment and Learning Approaches	Experiential Learning And Assessment In First-Year Undergraduate Marketing Units: An Exploratory Study
Session Chair:	Tania von der Heide	Steven D'Alessandro and Hume Winzar, Macquarie University	Sana Marroun and Megan Thompson, University of Western Sydney	Allison Ringer, Michael Volkov and Kerrie Bridson, Deakin University	Tania von der Heide, Southern Cross University
009	Strategy [Part 1 of 5]	Session 6.7: Corporate Issues			
		Examining the Interactive Roles of Marketing, Innovation and Social Networking Capabilities on Firms Customer-Based Performance	The Impact of Marketing Services on Loyalty and Return Business Qualitative Approach	Corporate Reputation And Business Performance	Marketing Management Decision Making
Session Chair:	David Stewart	Phyra Sok and Aron O'Cass, Newcastle Business School/University of Newcastle	Hesham Fazel and Wenxia Guo, University of Manitoba, Pingping Qiu, Monash	Mehdi Taghian, Deakin, Clare D'Souza, La Trobe and Michael Polonsky, Deakin University	David Stewart, Victoria University of Wellington
C2	Special Session #4	Session 6.8 SPECIAL SESSION: MEET THE EDITORS			
Session Chair:	David Fortin	Chair: David Fortin (Canterbury) Representatives from Emerald (European Journal of Marketing, International Marketing Review, Journal of Social Marketing), the Australasian Marketing Journal, the Journal of Non-Profit and Public Sector Marketing, the new AMS Review journal from the Academy of Marketing Science and others TBA.			
12.30- 1.30pm KIWI BBQ LUNCH Served in the Student Union, UC Campus					

ANZMAC 2010 Conference Programme
Tuesday 30 November 2010

Sessions 7.1 to 7.8
1.30pm-3.00pm



ROOM	TRACK	1.30pm-1.50pm	1.50pm-2.10pm	2.10pm-2.30pm	2.30pm-2.50pm
002	CB (A) Empirical [Part 4 of 7]	Session 7.1: Food Consumption			
		The Effect of Food Toppings on Calorie Estimation and Consumption Volume	Consumers' Impulse Buying Of Ready Meals	Spill-over: The Effects of Product Recall on Private Labels versus National Brands	Marketing to Healthy Lifestyle Segment in Today's Competitive Environment
Session Chair:	Sheau Fen Yap	<u>Jing Lei</u> , University of Melbourne and Ying Jiang, University of Ontario Institute of Technology	<u>Kåre Skallerud</u> and Svein Ottar Olsen, Tromsø University Business School	<u>Con Korkofingas</u> and Lawrence Ang, Macquarie University	<u>Sheau Fen Yap</u> , Monash, Md Nor Othman, U of Malaya and Lynn L K Lim, Roehampton, UK
101	CB (B) Conceptual [Part 4 of 7]	Session 7.2: Public Service/ Govt			
		Children's Selection of Fruit and Vegetables In a 'Dream Versus Healthy' Lunch-Box Survey	Organic Food: How Choice of Retail Outlet Determines Purchase Behaviour.	Public Attitudes towards the 'Customer' Metaphor in Social Institutions: An Exploratory Study in Hong Kong and Singapore	UK Expatriate Self Identity and the UK Election: A Working Paper
Session Chair:	Tony Garry	<u>Emma Dresler-Hawke</u> , Dean Whitehead and Ying Jin Massey University	<u>Joanna Henryks</u> and David Pearson, University of Canberra	<u>Angela Ka Ying Mak</u> , Nanyang, Vivien Leung, HK Baptist and James Hutton, Fairleigh Dickinson	<u>Tony Garry</u> , Canterbury and Stuart Roper, Manchester Business School
113	Distribution [Part 2 of 2]	Session 7.3: Cases in Industry			
		Implementing Whole of Chain Analyses for the Seafood Industry: A Toolbox Approach	The Impact of Price Satisfaction on Supplier Commitment in the Australian Wine Supply Chain	Relational Effects of Supplier Communication upon Distributor Commitment	What Channels Should Be Employed? A Comparison of Traditional and Emerging Channel Effects on Perceived Value and Satisfaction
Session Chair:	Sean Sands	<u>Janet Howieson</u> , Curtin and <u>Meredith Lawley</u> , University of the Sunshine Coast	<u>Simon Somogyi</u> , University of Southern Queensland and Amos Gyau, University of Adelaide	<u>Russel PJ Kingshott</u> , Curtin and <u>Paul Pickering</u> , Auckland University of Technology	<u>Sean Sands</u> and Carla Ferraro, Australian Centre for Retail Studies, and Tracey Daggar, Monash
013	Mktg Education [Part 4 of 6]	Session 7.4: Technology in Education			
		Adopting Educational Technology To Enhance The Marketing Curriculum: Is It Worth The Effort?	International Student Learning and Avatar Collaboration in an Immersive World	Should Students do More? A Case for Peer Learning and Immediate Feedback	Behavioural Clusters in Online Learning
Session Chair:	Doina Olaru	<u>Dawn Birch</u> , University of the Sunshine Coast, Michael Sankey and Michael Gardiner, USQ	<u>Catherine Demangeot</u> and Howard Ramsay, University of Strathclyde, Glasgow	<u>Kate Westberg</u> , RMIT University	<u>Doina Olaru</u> , Sharon Purchase and Nick Letch, University of Western Australia
012	Services [Part 3 of 7]	Session 7.5: Co-Creation			
		Service Co-creation: Different Meanings for Different Players	Adopting Self Service Technology to do More with Less	The Customer Engagement/Value Interface: Conceptual Model & Research Implications	Exploring the Emotional Antecedents and Interactions on Nurses' Job Satisfaction, Co-worker Support and Customer Orientation
Session Chair:	Sandra Gountas	<u>Liz Gill</u> , Lesley White and Ian Cameron, University of Sydney	<u>Toni Hilton</u> , U of Westminster, Tim Hughes, Ed Little, and Ebi Marandi, U of the West of England	<u>Linda Hollebeek</u> , University of Auckland	<u>Sandra Gountas</u> and John Gountas, La Trobe University
011	Social Mktg [Part 4 of 7]	Session 7.6: Public Service Ads			
		The Use of Positive Versus Negative Appeals for Foster Care Advertisements	Evaluation of Social Marketing Communication in a Disaster Recovery Organisation	An Examination of Outcome Expectancies of Physical Activity as a Function of Stage of Change	A Competitive Positioning Analysis of UK Universities
Session Chair:	John Fahy	<u>Melanie Randle</u> and Sara Dolnicar, University of Wollongong	<u>George Bell</u> , Australian National Uni, Ali Quazi and Peter Clayton, University of Canberra	<u>Sarah Forbes</u> , Kirsten Robertson and Rob Lawson, Otago University	<u>John Fahy</u> , University of Limerick, Luigi DeLuca, Cardiff and Graham Hooley, Aston University
009	Strategy [Part 2 of 5]	Session 7.7: Market Orientation			
		Market Orientation, Innovation Capability And Business Performance: Insights From Different Phases Of The Business Cycle	Market Orientation and Mode of Focus: An Exploration	The Impact of Marketing Planning, Market Orientation and Service Quality on Institutional Performance; an Evidence from Indonesian Higher Education	Implementing Market Orientation In Large Multi-Divisional Organisations
Session Chair:	Mark Uncles	<u>Juho-Petteri Huhtala</u> , Matti Jaakkola, Johanna Frösén, Henriikki Tikkanen, Jaakko Aspara, Pekka Mattila, Aalto University, Finland	<u>Leyland Pitt</u> , SFU, Nic Terblanche, Stellenbosch Uni, Deon Nel, Flinders, Wade Halvorson, UWA, Victoria Crittenden, Boston College et al.	<u>Yulia Yeni</u> , Andalas University, Indonesia and Carmel Herington, Griffith University	<u>Maria-Teresa de Leon</u> , Macquarie and Mark Uncles, University of New South Wales
112	Tourism [Part 2 of 4]	Session 7.8: Sports Mktg Issues			
		Strategic Options in a Fragmented Sport Media World	Identification in Popular Music: A Netnographic Exploration of Online Fan Communities	The Role Of Gender In Determining Season-Ticket Holder Satisfaction	Evaluating Consumer Response Associated With Sponsorship Of Major Sporting Events In Australia
Session Chair:	Sara Dolnicar	<u>Reinhard Kunz</u> and Herbert Woratschek, University of Bayreuth, Germany	<u>Alicia Perkins</u> , University of Newcastle	<u>Patrick Davis</u> , Heath McDonald and Adam Karg, Deakin University	<u>Antonio Lobo</u> , Swinburne University of Technology


3.00- 3.30pm AFTERNOON TEA served in the Central Bloc Foyer, UC Campus

ANZMAC 2010 Conference Programme
Tuesday 30 November 2010

Sessions 8.1 to 8.8
3.30pm-5.00pm



ROOM	TRACK	3.30pm-3.50pm	3.50pm-4.10pm	4.10pm-4.30pm	4.30pm-4.50pm
101	CB (B) Conceptual [Part 5 of 7]	Session 8.1: Conceptual Models			
		A Conceptual Framework For Investigating Fish Consumption In Australia	Engagement with Social Media and Outcomes for Brands: A Conceptual Framework	Exploring the Role of Putative Human Pheromones in Consumer Behaviour	Predictors of Attitude and Intention to Revisit a Winescape
Session Chair:	Ian Phau	<u>Dawn Birch</u> and Meredith Lawley, University of the Sunshine Coast	<u>Camilla Bond</u> , Monash University	<u>Colin LI</u> and Mathew Chylinski, UNSW	Ben Thomas, Vanessa Quintal and <u>Ian Phau</u> , Curtin University
002	Internat'l [Part 4 of 5]	Session 8.2: Country-of-origin effects			
		Do Brands Matter to Chinese Consumers? A Cross-Regional Analysis	Causes of Consumer Complaint Behaviour in Saudi Arabia: A Proposed Framework	Country of Origin Effect and Employer Attractiveness: A missing link.	Decomposing Country of Origin for Services: A Conceptual Model
Session Chair:	Pascale Quester	Charles Chin Chiu Tam, Chinese University of Hong Kong and <u>Greg Elliott</u> , Macquarie	<u>Saeed Badghish</u> , Richard Fletcher and John Stanton, University of Western Sydney	<u>Moulik Zaveri</u> and Rajendra Mulye, RMIT University	<u>Pascale Quester</u> and Roberta Veale, University of Adelaide
112	Mktg Comms [Part 4 of 5]	Session 8.3: Sponsorship & Other Media			
		The Impact of Emotion on Effective Packaging for Consumer Goods	The Influence of Product Placement Prominence on Consumer Attitudes and Intentions: A Theoretical Framework	Examination of the Effects of Corporate Sponsorship on Employees of the Sponsor	The Role of Sponsor Brand Loyalty in Sponsorship Arrangements – FMCG context
Session Chair:	Frances Woodside	<u>Lewis Xinwei Liao</u> , Larry Lockshin, Rachel Kennedy and Armando Maria Corsi, UniSA	<u>Ben Kozary</u> and Stacey Baxter, University of Newcastle	<u>Aila Khan</u> and John Stanton, University of Western Sydney	<u>Frances Woodside</u> and Jane Summers, University of Southern Queensland
013	Research Methods [Part 2 of 4]	Session 8.4: Models & Measurement			
		Why Small Samples Can Increase Accuracy	Doing More with Less: the Analytical Secrets of Dyadic Data	Detecting Attribute by Covariate Interactions in Discrete Choice Model	Assessing the Validity of Brand Equity Constructs: A Comparison of Two Approaches (Track Best Paper)
Session Chair:	Jordan Louviere	<u>Robert Hamlin</u> , University of Otago	<u>Torgeir Watne</u> , RMIT University	<u>Kyuseop Kwak</u> , Paul Wang and Jordan Louviere, University of Technology Sydney	<u>Con Menictas</u> , Paul Wang and Jordan Louviere, University of Technology, Sydney
012	Retailing [Part 2 of 4]	Session 8.5: Supermarkets & Chains			
		Retail analytics in the context of 'Segmentation, Targeting, Optimisation' of the operations of convenience store franchises	Retailers' adoption of multiple channels for transaction: The interplay of innovation, market orientation and organisational capabilities	Strategic Options for Retailers for Branding Private Label Portfolios	Gender Differences and Store Characteristics: A Study of Australian Supermarket Consumers
Session Chair:	Gary Mortimer	<u>Inna Kolyshkina</u> , SMS Mgt & Tech, Ekta Nankani, Simeon Simoff, and Sara Denize, UWS	<u>Carla Ferraro</u> and Sean Sands, Australian Centre for Retail Studies, Monash	<u>Diederich Bakker</u> , Hanze University, Groningen, Netherlands	<u>Gary Mortimer</u> , QUT and Peter Clarke, Griffith University
113	Services [Part 4 of 7]	Session 8.6: Employee/Staff Issues			
		Job Satisfaction as a Mediator of the Effects of Psychological Climate Perceptions on Job Performance in Service Firms	Managerial Service Experience in Public Service Innovation	I Can't Get No Satisfaction? – How Different Roles in Customer Groups Influence Satisfaction with the Service	The Role of Third Places in Reduction of Mental Fatigue
Session Chair:	Jill Sweeney	Liem Ngo and <u>Christine Mathies</u> , University of New South Wales	<u>Anu Helkkula</u> , Aalto University, Finland	<u>Volker Kuppelwieser</u> , University of Leipzig, <u>Joerg Finsterwalder</u> , Canterbury, Sven Tuzovic and Merlin Simpson, Pacific Lutheran University	<u>Jill Sweeney</u> and Mark Rosenbaum, U Western Australia
011	Social Mktg [Part 5 of 7]	Session 8.7: Communities			
		Promoting the Websites of Community-Based Organisations	Keeping the Faith! An Agenda to Investigate the Decline in Spiritually Based Communities	Doing Well By Doing Good with Corporate Volunteering Programs	Using Social Marketing to Improve Community Cohesion: An Evaluation of an Innovative Communications Training Programme in the East End of London
Session Chair:	Julie Fowlie	<u>Scott Bingley</u> , Stephen Burgess, and M Gordon Hunter, Victoria University, Australia	<u>Karen Granger</u> , Cullen Habel and Roberta Veale, University of Adelaide	<u>Claire Johnson</u> , Pascale Quester and Carolin Plewa, University of Adelaide	<u>Julie Fowlie</u> and Matthew Wood, University of Brighton, UK
009	Strategy [Part 3 of 5]	Session 8.8: Mktg Education			
		Key Drivers of Successful Marketing Strategy in Times of Recession Versus Growth	Dynamic Managerial Capabilities and Strategic Marketing -The Hierarchy of Capabilities	The Influence of Communication Sources on a Student's Evaluation of University Selection: A Regional University Study	Strategic Marketing of Educational Institutions
Session Chair:	Wayne Binney	<u>Roger Brooksbank</u> and Ron Garland, University of Waikato	<u>Antti Sihvonon</u> , Joel Hietanen, Jari Salo, and Elina Koivisto, Aalto University, Finland	Ashleigh Bilbe and <u>Janelle Rose</u> , James Cook University	Hsun (Tony) Huang, <u>Wayne Binney</u> and Anne-Marie Hede, Victoria University
5.00pm Social Sport Activities followed by Beer and Pizza on C Lawn 6.00pm to 7.00pm, Evening on your Own					

ANZMAC 2010 Conference Programme Wednesday 1 December 2010		Sessions 9.1 to 9.8 9.00am - 10.30am				
ROOM	TRACK	9.00am-9.20am	9.20am-9.40am	9.40am-10.00am	10.00am-10.20am	
113	Bus. Rels [Part 3 of 3]	Session 9.1: Retail and Suppliers				
		Buyer-Seller Relationship Taxonomies in Stable and Unstable Environments	Strategic Account Management Programs: Identifying Design Elements and Best Practices	Effective Returns Management: Enhancing Retailer-Supplier Relationships (Track Best Paper)	Effects of the Perceived Quality of the Bonus Compensation System on the Key Account Manager Job Performance	
Session Chair:	Robert Frankel	Ian Wilkinson, UNSW, Charles Wong, Booz and Company (Australia) and Louise Young, UWS	Kaj Storbacka, Hanken School of Economics, Finland	Robert Frankel, Diane Mollenkopf and Ivan Russo, University of North Florida, USA	Tommi Mahlamäki, Tampere U of Tech, Marja Leppänen, U of Vaasa and Toni Mikkola, Tampere	
101	CB (B) Conceptual [Part 6 of 7]	Session 9.2: Anti-Consumption/Resistance				
		Exploring Consumer's Propensity to Resist Marketers' Influences	Making Sense of Consuming Less in a Culture of Excessive Alcohol Consumption: An Exploratory Study of the Neutralisation and Affirmation Techniques Used by British Students	Labelling Salt and Food Choice: Why Less is More	Against Medical Advice: The Anti-Consumption Of Vaccines (Track Best Paper)	
Session Chair:	Michael Lee	Ann Stéphanie Banikema, IRG- Université Paris-Est, France	Andreas Chatzidakis, Uni of London, Maria Piacentini and Emma Banister, Lancaster, UK	Rachael McLean, Janet Hoek and Jim Mann, University of Otago	Michael SW Lee, University of Auckland and Mike Male, University of Melbourne	
011	C S R [Part 3 of 4]	Session 9.3: Int'l Issues				
		Behavioural Dimensions of Financial Decisions From a Chronically Poor Rural Area of Bangladesh	Strategic Philanthropy in a Turkish Tourism Context	An Exploration Of Ethical Consumers' Response To Social Labelling Of Wool Apparel	Indigenous Intellectual Property Rights: Ethical Insights	
Session Chair:	Ann-Marie Kennedy	Laurel Jackson and David Low, University of Western Sydney	A Akdemir, L Atay, M Marangoz, Mart University, Turkey, Edward John Hall, Michael J Polonsky and Julian Michael Veceli, Deakin	Joanne Sneddon, Julie Lee and Geoff Soutar, University of Western Australia	Ann-Marie Kennedy, Auckland Uni of Tech and Gene Laczniak, Marquette University	
002	e-Marketing [Part 3 of 5]	Session 9.4: Mobile Mktg				
		What Determines Mobile Banking Non-Adoption?	The Importance of Mobile Phone Applications to Young Consumers: An exploratory study in Malaysia	Gender Differences in Non-Users' Attitude towards WIG-Cellphone Banking	Got any piggy sound effects? Always amusing. Oink Moo Quak' Exploring Consumer Interactivity in Response to Campaigns Coupling Ubiquitous Media	
Session Chair:	Robert Davis	Tommi Laukkanen, University of Eastern Finland and Pedro Cruz, ISG-Business School	Poh Yen Ng and Kevin Voges, Canterbury, Chai Lee Goi, Curtin University, Sarawak	Jacques Nel and Tsietsi Raleting, University of the Free State, Sth Africa	Robert Davis and Tuna Tisel, Unitec New Zealand	
013	Mktg Education [Part 5 of 6]	Session 9.5: Course Design				
		Critical Friends: Reflections on Peer Review of Teaching	The Role of Physical Attractiveness in Marketing Education: An Exploratory Study	"I Really Still Care About My Teaching": The Impact Of Breaches Of The Psychological Contract Upon Academic Staff Within An Australian University	An Exploration of Business Communication Course Design	
Session Chair:	Bonnie Dawson	Patricia Fulcher and Megan Paull, Murdoch University	Henry Ho and Riza Mulyanegara, Minot State University, USA	Branka Krivokapic-Skoko, Grant O'Neill and David Dowell, Charles Sturt Uni	Bonnie Dawson and Ian Caddy, University of Western Sydney	
112	Metrics [Part 2 of 2]	Session 9.6: Models II				
		Integration of Technology Perceptions in Discrete Choice Experiments: Connecting CBC and TAM via the No-Choice-Option (Track Best Paper)	Doing More with Less: Reduced Dual Response	Keep It Simple: Easy Ways To Estimate Choice Models For Single Consumers	The Temporal Stability of a Stochastic Model	
Session Chair:	Christine Ebling	Christian M. Messerschmidt, Markus Lillenthal and Bernd Skiera, Goethe-University Frankfurt	Christian Schlereth and Bernd Skiera, University of Frankfurt	Christine Ebling, Bart Frischknecht and Jordan Louviere, University of Technology Sydney	Malcolm Wright and Lara Stocchi, Ehrenberg-Bass Institute for Marketing Science	
012	Services [Part 5 of 7]	Session 9.7: Service Quality				
		A Research Proposal To Explore The Factors Influencing Wine Tourist Satisfaction	An Exploratory Study of the Role of Emotional Intelligence and Self-Efficacy on Service Quality and Adherence in a Weight Loss Setting.	The Effect of Accent of Service Employee on Customer Service Evaluation: The Role of Customer Emotions	Gender Differences in the Customer Service Understanding of Frontline Employees	
Session Chair:	Christine Mathies	Ben Thomas, Vanessa Quintal and Ian Phau, Curtin Uni of Technology	Lan Snell and Lesley White, The University of Sydney	Sally Rao Hill, University of Adelaide and Alastair Tombs, University of Queensland	Christine Mathies and Marion Burford, University of New South Wales	
009	Strategy [Part 4 of 5]	Session 9.8: Consumer and Value				
		Perceived Customer Value from an Ecological Perspective: Conceptual Thoughts, Qualitative Findings and Proposed Research Agenda	Creative Consumers: Awareness, Attitude & Action - Instrument & Preliminary Results (Track Best Paper)	Timing of New Brand Entry and New Brand Performance: A Conceptual Framework and Research Propositions	Customer Equity Drivers in Prepaid and Postpaid Airtime Markets	
Session Chair:	Leyland Pitt	Monika Koller, Arne Floh, Alexander Zauner and Loredana Viola, WU Vienna	Colin Campbell, Simon Fraser U., Pierrer Bethon, Bentley College, Leyland Pitt and Ian McCarthy, Simon Fraser University	Danielle Chmielewski, University of Melbourne	Deon Nel and Laurence Lester, Flinders University, Anthony Chan, Lulea University and Leyland Pitt, Simon Fraser	

10.30- 11.00am MORNING TEA served in the Central Bloc Foyer, UC Campus

ANZMAC 2010 Conference Programme
Wednesday 1 December 2010

Sessions 10.1 to 10.8
11.00am - 12.30pm



ROOM	TRACK	11.00am-11.20am	11.20am-11.40am	11.40am-12.00pm	12.00pm-12.20pm
002	CB (A) Empirical [Part 5 of 7]	Session 10.1: Luxury Research			
		Would You Recommend Counterfeit Goods? Examining Consumer Recommendations To Friends.	The Shopping Behaviours of Fashion Innovative Thai Consumers	A Hierarchical Model of Virtual Experience (VE) and Its Influence on Customer Perceived Value and Loyalty	The Roles of Consumers' Need for Uniqueness and Status Consumption in Haute Couture Luxury Brands
Session Chair:	Chris Marchegiani	Marion Steel, Diep Bich Nguyen, Neha Munshaw-Bajaj, and Mike Reid, RMIT	Jaratchwahn Jantararat, Sarinya Laisawat, and Randall Shannon, Mahidol Uni, Thailand	Bhuminan Pivathasanan, UNSW, Ko de Ruyter and Martin Wetzels, Maastricht, Paul Patterson and Christine Mathies, UNSW	Chelsey Latter, Ian Phau and Chris Marchegiani, Curtin University
009	e-Marketing [Part 4 of 5]	Session 10.2: Social Networks			
		An Investigation Of The Antecedents For Participation In Malaysian-Hosted Online Discussion Forums: Preliminary Results	From Scrooges to Stewards: How an Empathic Other-Focus Triggers Customer Stewardship in Response to Negative Blog Posts	What are They Tweeting and Why?: Corporate Twitter Use in Australia and the USA	Trade Me: The Building of an Offline Community
Session Chair:	Kenneth Hyde	Hazliza Haron and Mohammed Abdur Razzaque, University of New South Wales	Tom van Laer and Ko de Ruyter, Maastricht University, David Cox, CiLoyalty and Maastricht	Alena Soboleva, Macquarie and Suzan Burton, University of Western Sydney	Eathar Abdul-Ghani, Kenneth F. Hyde and Roger Marshall, AUT University
113	Entrep-ship [Part 2 of 2]	Session 10.3: Innovation			
		Environmental Innovation and Customer Value	An Empirical Test of the Information Processing and Socio-political Perspectives in New Product Development Projects	The Eight Faces of Risk in Entrepreneurial Research	Leveraging Brand Associations In Developing Line Extensions. (Track Best Paper)
Session Chair:	Dean Wilkie	Hannah Stolze, Diane Mollenkopf and Daniel Flint, University of Tennessee	Graham Massey, UTS, Sydney and Elias Kyriazis, U of Wollongong	Robert Hamlin, University of Otago	Dean Wilkie, U of Sydney, Lester Johnson, Melbourne Bus.School and Lesley White, Sydney
101	Internat'l [Part 5 of 5]	Session 10.4: Cross-National			
		Using Brand Knowledge to Predict Beer Brand Preference and Loyalty for Samples of New Frequent Users in Perth and Beijing	When The Packaging Tells More About The Unfamiliar Brands: A Cross-Cultural Research With American and French Consumers	Relationship Marketing Orientation And Customer Satisfaction: Evidence From Vietnam	A Comparative Analysis of Values and Shopping Patterns Among Chinese and Thai Mall Shoppers
Session Chair:	Randall Shannon	Jinchao Yang, Richard Mizerski, Alvin Lee, Liu Fang, Doina Olaru and Hui Min Chua, UWA	Eliane Karsaklian, Université de la Sorbonne Nouvelle, France	Liem Ngo, UNSW, Hau Nguyen Le, Vietnam National University-HCM, Jennv Ji-Yeon Lee, Univ New Sth Wales	Randall Shannon and Yuanfeng Cai, Mahidol University, Thailand
013	Research Methods [Part 3 of 4]	Session 10.5: Alternative Methods			
		Cost as a Barrier to Eating Fruit and Vegetables: A Service Design Approach	Application & Procedure of Grounded Theory: Gaining Insight into Brand Choices	Accessing Fruit And Vegetable Consumption Behaviours In Children - Visual Evaluation Techniques	The Co-Creation Fairytale: What's Behind It And How Companies Can Benefit From It
Session Chair:	Stefanie Gutknecht	Leigh Parker, UCOL, Palmerston North and Emma Dresler-Hawke, Massey	Natasha Kapulski, Christopher Villani and Svetlana Bogomolova, Ehrenberg-Bass Institute for Marketing Science, UniSA	Emma Dresler-Hawke, Massey and Leigh Parker, Universal College of Learning	Stefanie Gutknecht, Tim Doerflinger, Malte Froschauer and Anna Voth, Deutsche Telekom und Universität Berlin
012	Retailing [Part 3 of 4]	Session 10.6: Pricing			
		Do You Need to Change Your Store Atmosphere?	The Fascination of Flat-Rates – How Tariffs Influence Consumption Behaviour	An Economic Analysis of the Generic Competition Paradox in the Pharmaceutical Market: The Role of Physician's Prescription Decision	Effects of Unit Pricing on Consumer Grocery Shopping Behaviour
Session Chair:	Harmen Oppewal	Andrew Parsons and Helene Wilkinson, Auckland University of Technology	Thomas Robbert and Stefan Roth, University of Kaiserslautern, Germany	Kenichiro YAMADA, Nanzan University, Kenichi OHKITA, Kagawa University, Kazumitsu MINAMIKAWA, Nanzan Univ, Japan	Jun Yao, Harmen Oppewal, and Yongfu He, Monash University
011	Social Mktg [Part 6 of 7]	Session 10.7: Alcohol Research			
		Evaluating The Impact Of The Dandenong Public Drinking Campaign	Alcohol Use Within The Sibship.	The Impact Of Alcohol Advertisement Elements On Underage Youth Ad Liking And Desire To Try The Brand	A Qualitative Investigation Of Socio-Cultural Factors Influencing Binge-Drinking: A Multi-Country Study
Session Chair:	Rebekah Russell-Bennett	Lance Barrie and Sandra Jones, Wollongong, Dona Macik, City of Greater Dandenong Council and Peter Griffith, Convenience Advertising	Ryan McAndrew and Rebekah Russell-Bennett, Queensland University of Technology, and Sharyn Rundle-Thiele, Griffith	Robyn Ouschan, Lynda Fielder and Rob Donovan, Curtin University of Technology	Rebekah Russell-Bennett, QUT, Steven Hogan and Keith Perks, Brighton University, UK
C2	Special Session #5	Session 10.8 SPECIAL SESSION: ANZMAC FELLOWS ON ASSESSING THE QUALITY OF RESEARCH PERFORMANCE: METRICS VERSUS OTHER JUDGEMENTS			
Session Chair:	Ken Deans	Chair: Ken Deans, University of Otago and ANZMAC President Panel of Fellows: Geoff Soutar (UWA), Pascale Quester (Adelaide), Rob Lawson (Otago), Michael Baker (Strathclyde), Rod Brodie (Auckland)			
12.30- 1.30pm LUNCH Served in the Student Union, UC Campus					
12.30- 1.30pm ANZMAC Institutional Members Heads of School LUNCH in Shelly Common Room, 2nd floor UCSA Building, Student Union, UC Campus					

ANZMAC 2010 Conference Programme
Wednesday 1 December 2010

Sessions 11.1 to 11.8
1.30pm-3.00pm



ROOM	TRACK	1.30pm-1.50pm	1.50pm-2.10pm	2.10pm-2.30pm	2.30pm-2.50pm
112	Branding [Part 4 of 4]	Session 11.1: Packaging and Other Influences on Brands			
		Incidence and Factors Influencing Brand Trial In The Whisky Market	Developing Memory Structures for Brand Identity Elements in Packaged Goods Markets	Online Brand Community as a Social Apparatus	When Less is More: Branding, Plain Packaging and Young Adult Smokers (Track Best Paper)
Session Chair:	<i>Janet Hoek</i>	<i>Natasha Kapulski</i> , Svetlana Bogomolova and Larry Lockshin, University of South Australia	<i>Jenni Romaniuk</i> , Magda Nenycz-Thiel, Nicole Hartnett and Armando Corsi, UniSA / Ehrenberg-Bass Institute	<i>Henri Weijo</i> , Joel Hietanen, Jaakko Aspara, Jukka Luoma and Antti Vassinen, Aalto University, Finland	<i>Janet Hoek</i> and Christiane Wong, Otago, Phil Gendall, Massey, Jordan Louviere and Karen Cong, UTS
002	CB (A) Empirical [Part 6 of 7]	Session 11.2: Word of Mouth			
		Measuring Relationship Quality in a Membership Association	Demographic Bases of Word of Mouth	Accuracy in Word of Mouth Valence classification: Coder versus respondents	How Word of Mouth Behaviour Changes Across Different Types of Services
Session Chair:	<i>Bodo Lang</i>	<i>Nathan Vincent</i> , Hume Winzar and Cynthia Webster, Macquarie University	<i>Robert East</i> and Wendy Lomax, Kingston Business School, UK	<i>Cathy Nguyen</i> and Jenni Romaniuk, Ehrenberg-Bass Institute, UniSA	<i>Bodo Lang</i> , Manukau Institute of Technology
101	CB (B) Conceptual [Part 7 of 7]	Session 11.3: New and Really New Products			
		Distinctive Elements in Packaging (FMCG): An Exploratory Study	Consumer Innovativeness and Chinese's Really New Product Adoption Behaviour	A Novel Romance: Conceptualising Emotional Attachment as a Barrier to Adoption	Anticipated Consumption: Leading the Customer Experience
Session Chair:	<i>John Turnbull</i>	<i>Maria A Piñero</i> , Larry Lockshin, Rachel Kennedy and Armando Corsi, Ehrenberg-Bass UniSA	<i>Chih-Wei Chao</i> , Monash University and Mike Reid, RMIT University	<i>Wayne Read</i> , Lisa McQuilken and Nichola Robertson, Deakin University	<i>John Turnbull</i> , Macquarie
011	CSR [Part 4 of 4]	Session 11.4: Strategies			
		Firm Advocacy Strategy: The Role of Issue Selection and Consumer Mobilisation	Consumer Investments in Socially Responsible Mutual Funds: Is Customer Satisfaction Dependent on Financial Return or on Social, Environmental and Ethical Quality?	Exploring Patterns of Corporate Community Involvement in Social Impact Measurement	One Plus One Equals Three: Proactive Partnering Multiplies CSR Benefits
Session Chair:	<i>Wayne Binney</i>	<i>Ingrid O'Brien</i> , Wade Jarvis and Geoff Soutar, University of Western Australia	<i>Jonas Nilsson</i> and <i>Johan Jansson</i> , Umeå School of Business at Umeå University, Sweden	<i>Denni Arli</i> , Jack Cadeaux, University of New South Wales, and Gianni Zappala, The Centre for Social Impact	<i>Elizabeth Lodge</i> , <i>Wayne Binney</i> and Beverley Lloyd-Walker, Victoria University
013	Research Methods [Part 4 of 4]	Session 11.5: Online Research Issues			
		Influences on Survey Response Rates For Online Panels	Survey Completion Speed of Online Panellists – The Role of Demographics and Experience	The Profile of Bounce Backs in Online Panels and Implications for Representativeness	Webethnography: A Typology of Online Contexts and Consequent Research Implications
Session Chair:	<i>Daniel Prior</i>	<i>Katherine Anderson</i> , Anne Sharp and Scott Reynolds, Ehrenberg-Bass Institute, UniSA	<i>Michael Polonsky</i> and Andrea Vocino, Deakin University	<i>Katherine Anderson</i> , Anne Sharp and Patrick Moore, University of South Australia	<i>Daniel Prior</i> , UNSWand Lucy Miller, Macquarie University
012	Services [Part 6 of 7]	Session 11.6: Service Culture			
		Exploring the Potential Impact of Culture and Language Issues On The Application of Internal Marketing	The Influence of Service Culture on Customer Service Quality: Local vs. Foreign Service Firms in Emerging Markets	Building Friendships and Relationships: The Role of Conversation in Hairdressing Service Encounters	Exploring Service Industry Culture Transformation as a Consequence of Legislative Change: The Case of the Real Estate Agents Act 2008
Session Chair:	<i>Mary Crotty</i>	<i>Yu-Ting Huang</i> , Sharyn Rundle-Thiele and Ceridwyn King, Griffith University	<i>Hung Hoang</i> and Sally Rao Hill, Univ of Adelaide, and Vinh Lu, Australian National Univ	<i>Ivana Garzaniti</i> , <i>Glenn Pearce</i> and John Stanton, University of Western Sydney	<i>Robert Davis</i> , <i>Mary Crotty</i> and Roger Hawkins, Unitec New Zealand
009	Strategy [Part 5 of 5]	Session 11.7: International Strategy			
		Market Validation In The Context Of New High-Tech Ventures	Marketing Practices of Tropical Fruits Producers and Exporters: A Comparison between Malaysia, Indonesia and Thailand	Examining The Role Of Value Offering In Creating Competitive Advantages For Street Food vendors against restaurants in Mumbai, India	Country Or University: How Do Chinese Students And Parents Choose An International Tertiary Education Provider?
Session Chair:	<i>Sussie Morrish</i>	<i>Morgan Miles</i> , University of Tasmania, Victoria Littlea and Richard Brookes, U of Auckland, and S.C. Morrish, U of Canterbury	<i>Norjaya Mohd</i> , Norzalita Abd. Aziz and Azhar Ahmad, Universiti Kebangsaan Malaysia	<i>Kanika Meshram</i> and <i>Aron O'Cass</i> , University of Newcastle	<i>Sussie Morrish</i> , University of Canterbury and Christina Lee, Monash University
113	Tourism [Part 3 of 4]	Session 11.8: Arts & Sports			
		Brand Love, Brand Image and Loyalty in Australian Elite Sport	Sports Sponsorship in Athletics: the Athlete's Perspective	Doing More With Less: Understanding The Contributions Of Regional Art Gallery Members	Art Entrepreneurs and the Need for Entrepreneurial Marketing
Session Chair:	<i>Andrea Hausmann</i>	<i>Sarah Broadbent</i> , Kerrie Bridson, Lesley Ferkins, and Ruth Rentschler, Deakin University	<i>Sean Ennis</i> , Michael Marck, and Catherine Crawford, University of Strathclyde	<i>Jodie Kleinschafer</i> , David Dowell and <i>Mark Morrison</i> , Charles Sturt University	<i>Andrea Hausmann</i> , European University Viadrina, Germany

3.00- 3.30pm AFTERNOON TEA served in the Central Bloc Foyer, UC Campus

ANZMAC 2010 Conference Programme
Wednesday 1 December 2010

Sessions 12.1 to 12.9
3.30pm-5.00pm



ROOM	TRACK	3.30pm-3.50pm	3.50pm-4.10pm	4.10pm-4.30pm	4.30pm-4.50pm
002	CB (A) Empirical [Part 7 of 7]	Session 12.1: Brand Effects			
		The Dark Side of Brand Equity	Consumer Attitude Confusion, Mental Imagery And Purchase Intentions	Inattentional Learning of Brand Associations	Sounding it out! Phonetic Symbolism and Children's Brand Name Preference
Session Chair:	<i>Stacey Baxter</i>	<i>Con Korkofingas</i> and Lawrence Ang, Macquarie University	<i>Felicity Small</i> , Charles Sturt University	<i>Mathew Chylinski</i> and William Lau, UNSW	<i>Stacey Baxter</i> , University of Newcastle and Tina Lowrey, University of Texas San Antonio
101	e-Marketing [Part 5 of 5]	Session 12.2: Whatever starts with e-			
		Assessing Connectivity in ICT-Driven Consumer Empowerment	An Investigation of Viewer's Perception and Acceptance of Digital Signage	Identification of the Factor Components Influencing the Continued Use of Internet Banking By Australian Consumers	The E-Novation Project: E-Marketing 2.0 and Beyond
Session Chair:	<i>Hugh Pattinson</i>	<i>Guilherme Pires</i> , U of Newcastle, Paulo Rita ISCTE/IUL, Portugal and John Stanton, UWS	<i>Maria R. Lee</i> , Shih Chien University and <i>Yi-Chen Lan</i> , University of Western Sydney	<i>Sujana Adapa</i> , University of New England	<i>Hugh Pattinson</i> , University of Western Sydney
009	Mktg Comms [Part 5 of 5]	Session 12.3: Destination & Communication			
		Measuring Winery Cellar Door Servicescape: Testing the Validity of a Visual Content Analysis Approach	The Construction of Place Citizenship Behaviour: From a Resident Perspective	Short Three-Line Advertisements Reveal Lots Of Online Marketing Learning	Communication Matters: The Relevance of Communication Management in the Customer-Company Interface (Track Best Paper)
Session Chair:	<i>Olivia Wagner</i>	<i>Teagan Altschwager</i> , Cullen Habel, and Steve Goodman, The University of Adelaide	<i>Ning Chen</i> and Larry Dwyer, University of New South Wales	<i>Peter Ling</i> , Edith Cowan University	<i>Olivia Wagner</i> , Nicola Stokburger-Sauer, and Karin Teichmann, Innsbruck University, Austria
013	Mktg Education [Part 6 of 6]	Session 12.4: Success Factors			
		Predicting Faculty Membership - Application of Student Choice Logit Model	Can a Focus on Study Outcomes Make Gleeful Students? Examining Study Outcomes' mediating effects on Student Experience and Satisfaction	Does Relationship Marketing Stem First-Year Student Attrition? (Track Best Paper)	Employability and Marketing Education: Insights from the United Kingdom
Session Chair:	<i>Maria Raciti</i>	<i>Foula Kopanidis</i> , RMIT University	<i>Pattamaporn Chuanuwatanakul</i> , Vanessa Ann Quintal and Tekle Shanka, Curtin University	<i>Maria Raciti</i> , University of the Sunshine Coast	<i>Troy Heffernan</i> and Robert Angell, U of Plymouth, UK and Yan Fang, China Agri Univ
112	Retailing [Part 4 of 4]	Session 12.5: Buying/Selling & Retail Settings			
		Building Customer-Equity in Supermarket Retailing.	Retail Mixes in Diverse Retail Formats for Involvement Needs and Customer Loyalty	Impulse Buying: A Comparison of Influences for Young and Adult Consumers	How the Economic Downturn has Affected Personal Selling Strategies
Session Chair:	<i>Gillian Sullivan Mort</i>	<i>Abhishek Dwivedi</i> , Bill Merrilees, Dale Miller and Carmel Herington, Griffith University	<i>Nic Terblanche</i> , University of Stellenbosch	<i>Natalie Brici</i> , <i>Gillian Sullivan Mort</i> and Chris Hodgkinson, La Trobe University	<i>Michael Marck</i> , <i>Sean Ennis</i> and Blair Crawford University of Strathclyde
012	Services [Part 7 of 7]	Session 12.6: The Latest in Services			
		Business Service Innovation: A Preliminary Conceptual Framework of Success Drivers	The Application of Neuro-Linguistic Programming in a Sales Process Context	Modeling Perceived Value of Professional Business Services	'Future Money' and its Impact on the Attitudes of Young Chinese towards Saving
Session Chair:	<i>Frauke Thompson</i>	<i>Joanne Ho</i> , University of Adelaide and Vinh Lu, Australian National University	<i>Susanne Borg</i> and Per Freytag, University of Southern Denmark	<i>Ralitz Bell</i> , Australian Catholic University	<i>Frauke Mattison Thompson</i> , Nottingham University, China and Steve Worthington, Monash
011	Social Mktg [Part 7 of 7]	Session 12.7: Eco-Logic			
		Banning Retail Use of Plastic Bags: Do Shoppers do More with Less?	Personal Values and Energy Efficiency	The Relative Importance of Sustainability, Quality Control Standards and Traceability for Wine Consumers: a cross-national Segmentation	Service Logic is Ecologic: Doing Less for More
Session Chair:	<i>Lucie Ozanne</i>	<i>Anne Sharp</i> and <i>Meagan Wheeler</i> , University of South Australia	<i>Rob Lawson</i> , Miranda Miroso, Daniel Gnoth, and Amy Hunter, University of Otago	<i>Kellie Loveless</i> , <i>Simone Mueller</i> , <i>Larry Lockshin</i> , <i>Armando Maria Corsi</i> , Ehrenberg-Bass Institute for Marketing Science	<i>Richard Varey</i> , The Waikato Management School
113	Tourism [Part 4 of 4]	Session 12.8: Loyalty			
		Understanding the Antecedent Factors of Visitors' Destination Loyalty Using Partial Least Square: A Preliminary Study of Cox's Bazar, Bangladesh	The Impact of Service Failures and Recovery in the Hotel Industry on Destination Image	Developing a Scale that Measures the Winescape	Examining the Antecedents and Structure of Festival Loyalty
Session Chair:	<i>Jenny Lee</i>	<i>Tekle Shanka</i> , Mohammed Quaddus and Enayet Hossain, Curtin University	<i>Sven Kuenzel</i> and Nektarios Katsaris, University of Greenwich	<i>Ben Thomas</i> , Vanessa Quintal and Ian Phau, Curtin University of Technology	<i>Jenny (Jiyeon) Lee</i> , University of New South Wales and Gerard Kyle, Texas A&M University
C2	Special Session #6	Session 12.9 SPECIAL SESSION: DOING MORE WITH LESS: THE NEW LEVEL-FREE FULL BINARY (LFFB) MEASURE AND ITS BROAD APPLICATIONS			
Session Chair:	<i>John Rossiter</i>	Chair: John R. Rossiter (Wollongong) Presentation 1: Rossiter and Dolnicar (Wollongong), "The new level-free full binary (LFFB) measure of beliefs, perceptions, and attitudes." Presentation 2: Dolnicar, Fesenmaier (Temple) and Grun (Vienna) "The new LFFB measure of destination images in tourism research." Presentation 3: Rossiter, Dolnicar, Braithwaite, and Batterham (Wollongong) "A comparison of the standard Likert measure and the new LFFB measure in political opinion research."			

6.40pm Buses leave Central City and Hotel Locations for ANZMAC Dinner Function at Air Force Museum from 7pm to Midnight