DEPARTMENT OF MARKETING

Research Newsletter
Volume 15-2015, Number two

RESEARCH HIGHLIGHTS

Excellence in Research Australia outcome
A great achievement, receiving the highest possible ERA 2015 rating (5), which stands for ‘well above world standard’. Monash was one of only two universities in Australia to receive this high rating. The assessment is for research in marketing submitted in 2015 for the period 2008-2013. It reflects not just those authors whose papers helped achieve this outcome but also those who nurture an environment that makes it possible for the Department (in fact, Monash at large) to be able to submit such an impressive portfolio of work. The results showcase the extraordinary depth and breadth of Monash Business School's world-class research capability. Particular thanks to Associate Professor Yelena Tsarenko for her leadership of the 2015 ERA exercise both here in the Department and across the Monash Business School.

Assessment practices change behaviours
How do citations, when adopted as benchmarks, influence publication and assessment behaviours of researchers and institutions? Harmen Oppewal explores this in his commentary “Citations as a currency: Every performance measure creates its own behaviour: Commentary on the Soutar, Wilkinson, & Young article in the Australasian Marketing Journal, 23(2), 162-164. doi: http://dx.doi.org/10.1016/j.ausmj.2015.04.011. He compares benchmarking based on Google Scholar with current research assessment practices, as exemplified by the ERA assessment in Australia and discusses the role of journals in the codification and dissemination of knowledge and how the adoption of citation based assessment changes the status of citations and changes citation behaviours. It concludes that journals will continue to be important as an intermediary in knowledge creation.

MONASH BUSINESS BEHAVIOURAL LAB SHOWCASING EVENT

A showcasing event on 13 November 2015 attracted over 60 delegates representing research partners, industry and the tertiary education sector.

The event was designed to:

- Showcase advances in technology to facilitate behavioural research including eye trackers, neurosensors, face readers and skin galvanic sensors
- Promote research outcomes and capabilities from using these technologies
- Facilitate industry engagement and collaboration
- Acknowledge the valuable contribution made by the ARC Linkage Infrastructure Equipment and Facilities (LIEF) scheme.

These goals were achieved via a series of presentations on research projects undertaken by Monash researchers and Monash ARC LIEF partners; and a discussion panel on issues raised in the presentations; and a practical workshop demonstrating the capabilities of the technologies.

The series of presentations provided tremendous insight into the capabilities of the technology and future research opportunities.

Key presentations included:

- Eye-tracking and the store experience
- Eye movement in a complex world
- Neuroscience and marketing: Understanding the consumer decision processes.

A significant outcome of the event was continued support for a multidisciplinary, institutional Behavioural Research User Group hosted by Monash on a bi-monthly basis, to raise awareness of current projects in behavioural research and explore research collaborations in the behavioural research space.


Tojib, Dewi, Tsarenko, Yelena, & Sembada, Agung Yoga (PhD graduate). (2015). The facilitating role of smartphones in increasing use of value-added mobile services. New Media & Society. 17(8), 1220-1240. doi: http://dx.doi.org/10.1177/1461444814522951


BOOK CHAPTERS


CONFERENCE PRESENTATIONS


Demsar, Vlad (PhD candidate), Brace-Govan, Jan, & Sands, Sean. (2015). Trolling brands online: Understanding the struggle against consumption and marketing. Paper presented at the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC), Sydney, NSW.

He, Yongfu, & Oppewal, Harmen. (2015). Whether to reveal or not reveal stock and sales information: Effects of displaying stock and sales level information on consumers’ online product choices. Paper presented at the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC), Sydney, NSW.


Judd, Stephanie (PhD graduate), Newton, Fiona, Newton, J. D., & Ewing, M. T. (2015). The moderating influence of socioeconomic status on the decision-making processes surrounding fruit and vegetable consumption among Australian adults. Paper presented at the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC), Sydney, NSW.


Pallant, Jason (PhD candidate). (2015). The influence of marketing communications on the consumer path to purchase for both online and offline purchases. Paper presented at the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC), Sydney, NSW.


Rees, Rebecca (PhD candidate), Matanda, Margaret (PhD graduate), Mavondo, Felix, & Seenivasan, Satheesh. (2015). Effect of category management practices, relational governance and resource deployment on category performance in FMCG retailing: A moderated mediated study. Paper presented at the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC), Sydney, NSW.


Yao, Jun (PhD graduate), & Oppewal, Harmen. (2015). Unit pricing increases price sensitivity even when products are of identical size. Paper presented at the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC), Sydney, NSW.
GRANTS
Angela Cruz was awarded a Monash University, Faculty of Business & Economics grant of $19,800 for her project on Transnational brand culture: A practice theoretical analysis of Korean pop.

Jasmina Ilicic was awarded a Priority Research Initiative competitive grant of $20,000 by the University of Newcastle, Faculty of Business and Economics, to establish the Social Marketing Research Team for Youth (SMRTY) conjointly with Stacey Baxter, Alicia Kulczynski and Sonia Vilches-Montero from the University of Newcastle and Erica James from the Hunter Medical Research Institute.

Colin Jevons was awarded a grant of $4,250 from the Monash Education Academy Better Teaching, Better Learning Small Grants Scheme for his research project Undergraduate failure in the middle years of study.

Hean Tat Keh was awarded a research grant of RMB195,000 from the Natural Science Foundation of China (NSFC), the equivalent of the ARC in China, with co-investigators Ying Ding, Renmin University and Echo Wen, University of Hong Kong, for their project An Investigation of Identity Breadth and Its Impact on Consumer Decision-Making.

Fiona Newton was awarded a grant of SGD$106,344 from the Centre for Applied Research at SIM University, Singapore with co-investigators Jimmy Wong, SIM University and Joshua Newton, Deakin University, for their project Developing Interactive e-Learning Tools to Build Student Persuasive Communication Skills.

Satheesh Seenivasan and Dominic Thomas were awarded an ARC Seed Funding grant of $8,000 from the University of Melbourne, Management and Marketing Department Research Committee, with co-investigator Anish Nagpal, University of Melbourne, for their project Impact of Voluntary Health Star Ratings on Consumer Perceptions and Choices of Packaged Foods.

AWARDS
Dani Barrington was awarded the prestigious 2015 Young Tall Poppy Award by the Australian Institute of Policy & Science in recognition of her scientific excellence. Dani was also named as a finalist in the Australian Broadcasting Commission’s “Top 5 under 40” science communicator project which aims to find Australia’s next generation of passionate science communicators.

Angela Cruz received the Best Conference Paper Award at the Korean Scholars of Marketing Science International Conference co-authored with Yuri Seo and Mathew Rex for their paper “The impact of trolling on online marketing communications”.

Peter Danaher has been elected a Fellow of the Academy of Social Sciences in Australia. It is bestowed in recognition of a distinguished research career in one or more social science disciplines in Australia.

Peter Danaher was awarded Best Practice Paper at the 2015 INFORMS Marketing Science Conference co-authored with Ken Roberts, John Roberts and Rohan Raghavan for their paper “Incorporating emotions into evaluation and choice models: Application to Kmart Australia”. The paper was subsequently published in Marketing Science, 34(4).

Jasmina Ilicic received the Best Paper Award in the Brand and Brand Management Track, 2015 Australian and New Zealand Marketing Academy Conference co-authored with Stacey Baxter and Alicia Kulczynski for their paper “Priming Referential Meaning through an iconic Brand Colour”.

Jasmina Ilicic also received the 2015 Best Reviewer Award for the Brand and Brand Management Track, 2015 Australian and New Zealand Marketing Academy Conference.

Felix Mavondo received the Best Paper Award in the Advertising & Sales Promotion Track co-authored with Mike Reid and Sandra Luxton for their paper “Does size matter? IMC antecedents, IMC capability and brand size” at 2015 Australian and New Zealand Marketing Academy Conference.

Fiona Newton was awarded the 2015 Research Innovation prize at the Australian Water Association Queensland Awards as a member of the CRC Water Sensitive Cities research project team Kelly Fielding (Leader) and Angela Dean from the University of Queensland. Their research is the first to benchmark Australian water literacy with implications for community education and engagement programs.

Jason Pallant received the Best Paper Award at the Doctoral Colloquium of the 2015 Australian and New Zealand Marketing Academy Conference for his paper “The influence of marketing communications on the consumer path to purchase for both online and offline purchases”.

PROFESSIONAL ENGAGEMENT
Angela Cruz served as a Guest Editor for a special issue on “Food Marketing and Consumption in Asia” for the Journal of Consumer Marketing.

Hean Tat Keh has been appointed to the Editorial Review Board of the Journal of Advertising.

The following staff were Track Chairs for the 2015 Australian and New Zealand Marketing Academy Conference (ANZMAC)

• Harman Oppewal Retailing, Retail Management and Distribution Channels
• Srinivas Sridharan Macromarketing and Marketing and Public Policy
• Dewi Tjoib Consumer Behaviour
• Yelena Tsarenko Marketing Research Methods

OTHER RESEARCH NEWS
Tracey Danaher and co-authors paper “Health care customer value co-creation practice styles” in the Journal of Service Research, 2012: 15(4), has been listed as one of the top 20 most cited articles in marketing since 2011. Refer: http://bear.warrington.ufl.edu/centers/mks/

Yelena Tsarenko, Peter Wagstaff, Jan Brace-Govan and co-authors paper “The Development of Competent Marketing Professionals” published in the Journal of Marketing Education, 2009: 31(3) has been in the top ten most accessed articles in the Journal of Marketing Education in 2015.


Peter Danaher and Tracey Danaher’s paper “Comparing the relative effectiveness of advertising channels: A case study of a multimedia blitz campaign”, Journal of Marketing Research, August 2013, was selected for inclusion in Marketing Science Institute’s “New Tools and Methods for Marketers”. In this paper, they develop an inexpensive method to assess the relative effectiveness of multiple advertising media.

IN THE MEDIA
Maureen Griffiths was quoted in The Age, 12 August 2015 by Benjamin Price titled The Big V: Victoria gets a $20m brand makeover, with a followup interview on 90FM.

ACRS research attracted global headlines with their research report of 130+ global retail leaders which was released at the 10th World Retail Congress held in Rome. Refer: https://europeansting.com/2015/09/11/

OTHER PUBLICATIONS
GRADUATE RESEARCH (PHD) COMPLETIONS
(JULY – DECEMBER 2015)

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Shenae Beus</th>
<th>Supervisors</th>
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<tr>
<td>Shenae Beus</td>
<td>The role of perceived brand congruency, team identification and perceived community concern in sports brand alliances</td>
<td>Margaret Matanda Michael Ewing</td>
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VISITING ACADEMIC PROGRAM PRESENTATIONS

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<td>Professor Kyle Murray</td>
<td>University of Alberta, Canada</td>
<td>Making and breaking habits of use</td>
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<td>Professor Steven Bellman</td>
<td>University of South Australia</td>
<td>Predicting sitcom success</td>
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