Journals
Huang, Yan (PhD Graduate), Oppewal, Harmen, & Mavondo, Felix. (Online 11/06/12). The Influence of ethnic attributes on ethnic consumer choice of service outlet. European Journal of Marketing, 47(5/6).
Mao, Wen (PhD Graduate), & Oppewal, Harmen. (2012). The attraction effect is more pronounced for consumers who rely on intuitive reasoning Marketing Letters, 23(1), 339 – 351.
Conferences


Other news

Jan Brace-Govan served as Chair at the Asia-Pacific conference of the Association for Consumer Research, Queenstown, New Zealand, 6 – 8 July.

■ Session co-chair for a roundtable discussion on ‘Gendered Experiences of Place’;
■ Chair of a special session on ‘Boundaries, Resistance and Skin: Issues of Embodiment Room’;
■ Chair of a special session on “Locked into the housing system: Exploring consumer agency in the housing”.

Peter Danaher was appointed the new Area Editor for the Journal of Marketing Research (A*). He is one of only three people in the world that serve as Area Editor for the top two journals in the field of Marketing—the Journal of Marketing (A*) and the Journal of Marketing Research. He is also area editor of the International Journal of Research in Marketing (A) and serves on the Editorial Board of Marketing Science (A*) and the Journal of Service Research (A).

Michael Ewing has been recognised as a Distinguished Fellow of the Academy of Marketing Science (AMS). He is only the second Australian in 41 years to be appointed to this honorary designation which is awarded to AMS members in recognition of their exemplary services to the Academy over a period of time.

Colin Jevons presented to the BRUIIUL, the Instituto Universitario de Lisboa, his paper The impact of user-generated internet content on brand equity. Portugal, 28 May.

Jason Pallant was published online in The Conversation www.theconversation.edu.au on 24 April 2012. Can Coles (Fly) buy shopper loyalty?

Samantha Smith (DBA student) received extensive international and local media coverage for her research into the environmental opinions and influences of Generation Y with over 20 online articles generated.

Steve Worthington was quoted in two articles by Andrew Cornell in the Australian Financial Review. “Think China, think long term” on 2 April 2012 and “RBA opts to revisit surcharges” on 18 June 2012.

Steve Worthington wrote an article ‘Payment cards in Australia. Plus a Change?’ which was published in Lafferty Cards and Payment Insights, Vol 1, Issue 4, April 2012.

Grants

Uchenna Eze and Paul Yeow were awarded a two-year research grant of RM50,000 by the Ministry of Higher Education, Malaysia for their project: Building and Validating a Model for Responsible Consumption Behaviour.

Steve Worthington was awarded a grant of AUD$12,000 by the Financial Services Institute of Australasia (FINSIA) for research into “Customers Perceptions of Fairness in Financial Services”.

Further news

Michael Ewing (PhD student), & Oppewal, Harmen. (2012). Modeling consumer choice of fuel station: The role of spatio-temporal...
Journals


Clarke, I., Kirkup, M., & Oppewal, Harmen. Consumer satisfaction with local retail diversity in the UK: Effects of supermarket access, brand variety and social deprivation. *Environment and Planning A.*


Eze, Uchenna., Kwan PY & Wamala, F. Analysing the intention to purchase Proton automobiles: Preliminary findings. *Contemporary Management Research.*


Lefroy, Katy (PhD Graduate) & Tsarenko, Yelena. From receiving to achieving: The role of relationship and dependence for nonprofit organisations in corporate partnerships. *European Journal of Marketing.*


Tsarenko, Yelena & Tojib, Dowi. The Role of Personality Characteristics and Service Failure Severity in Consumer Forgiveness and Service Outcomes. *Journal of Marketing Management.*


Books and book chapters


More Information

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