Department of Marketing: 2013 Publications

*where articles are listed as 'forthcoming' please contact the author directly*

**Authored Book - Research**

**Chapter in Book - Research**


**Journal - Research Article**


Robertson, K., & Davidson, J. (2013). Gender-role stereotypes in integrated social marketing communication: Influence on attitudes towards the ad. Australasian Marketing Journal, 21(3), 168-175. doi: 10.1016/j.ausmj.2013.05.001


Journal - Research Other


Conference Contribution: Published Proceedings: Full Paper


Wijland, R. (2013). In the Quadrangle Theatre. Presented at the 8th Consumer Culture Theory Conference, June 14-17, University of Arizona, USA. Published in Cardinal Cuento Tianta, edited by John F. Sherry Jr, John Schouten and Hilary Downey, University of St Bathans Press, NZ.

Conference Contribution - Published Proceedings: Abstract


Conference Contribution - Verbal Presentation and Other Conference Outputs


Biggemann, S. BRICS and Industrial Networks Track Chair at the IMP 2013 Conference, Atlanta, GA. 30th August - 2nd September, 2013.

Biggemann, S. Presenter at Meet the Editors Session at the IMP 2013 Conference, Atlanta, GA. 30th August - 2nd September, 2013.


Deans, K. "FMCG - Florists, Marketing, Consumers and Gadgets” presentation at the 61st 'Interflora Pacific Unit’ Conference, 09 March 2013.


Maubach, N., & Hoek, J. (2013). What messages do young adult smokers will be effective in cessation advertising? Poster presented at the 10th APACT Conference, Chiba, Japan, 18-21 August.
Wooliscroft, B. Track chair for Humanistic Marketing at the Macromarketing Conference 2013.

**Commissioned Report for External Body**