

## Department of Marketing Publications 2010

### Authored Book - Research (A1)

Kotler, P., Brown, L., Burton, S., **Deans, K.**, & Armstrong, G. (2010). *Marketing* (8th ed.). Frenchs Forest, Australia: Pearson, 732p.

### Edited Book - Research (B1)

Kozak, M., **Gnoth, J.**, & Andreu, L. L. A. (Eds.). (2010). *Advances in tourism destination marketing: Managing networks*. Abingdon, UK: Routledge, 257p.

**Wijland, R.**, Schouten, J., & Sherry, Jr, J. F. (Eds.). (2010). *Canaries coalmines thunderstones*. St Bathans, New Zealand: University of St Bathans Press, 37p.

### Chapter in Book - Research (C1)

**Biggemann, S.** (2010). Digital Images Australasia: New products, new brands, new channels, new challenges [Case study]. In P. Kotler, L. Brown, S. Burton, K. Deans & G. Armstrong (Eds.), *Marketing* (8th ed.). (pp. 440-443). Frenchs Forest, Australia: Pearson.

**Biggemann, S.** (2010). Modeling the structure of business-to-business relationships. In A. G. Woodside (Ed.), *Organizational culture, business-to-business relationships, and interfirm networks* (pp. 27-177). Bingley, UK: Emerald. [http://dx.doi.org/10.1108/S1069-0964\(2010\)0000016006](http://dx.doi.org/10.1108/S1069-0964(2010)0000016006)

**Biggemann, S.** (2010). Structure and dynamics of business-to-business relationships. In A. G. Woodside (Ed.), *Organizational culture, business-to-business relationships, and interfirm networks* (pp. 327-340). Bingley, UK: Emerald. [http://dx.doi.org/10.1108/S1069-0964\(2010\)0000016008](http://dx.doi.org/10.1108/S1069-0964(2010)0000016008)

**Biggemann, S.** (2010). Understanding and modeling the dynamics of business-to-business relationships. In A. G. Woodside (Ed.), *Organizational culture, business-to-business relationships, and interfirm networks* (pp. 179-326). Bingley, UK: Emerald. [http://dx.doi.org/10.1108/S1069-0964\(2010\)0000016007](http://dx.doi.org/10.1108/S1069-0964(2010)0000016007)

Florek, M., & **Insch, A.** (2010). Sales promotion in Poland. In K-S. Fam, L. Józsa, & J. E. Richard (Eds.), *Sales promotion techniques: Best practice from Asia and Europe* (pp. 211-224). Wellington, New Zealand: Asia Business Research Corporation.

Collier, A., Ahn, M., & **Gray, B.** (2010). Gardasil: From university discovery to blockbuster drug. In M. Ahn, M. Alvarez, A. Meyers & A. York (Eds.), *Building the case for biotechnology: Management case studies in science, laws, regulations, politics and business* (pp. 331-347). Washington DC: Logos Press.

Hakala, U., Lemmetyinen, A., & **Gnoth, J.** (2010). Case A: The role of Nokia in branding Finland: Companies as vectors of nation branding. In F. M. Go & R. Govers (Eds.), *International place branding yearbook 2010: Place branding in the new age of innovation* (pp. 55-65). Basingstoke, UK: Palgrave Macmillan.

**Hoek, J.**, & McLean, R. (2010). Changing food environment and obesity: An overview. In J. Pearce & K. Witten (Eds.), *Geographies of obesity: Environmental understandings of the obesity epidemic* (pp. 57-78). Farnham, UK: Ashgate.

**Insch, A.** (2010). Breaking the mould: Characteristics and consequences of becoming market oriented in Australian meat retailing. In A. Lindgreen, M. K. Hingley, D. Harness, & P. Custance (Eds.), *Market orientation: Transforming food and agribusiness around the customer* (pp. 229-244). Farnham, UK: Gower.

**Insch, A., & Florek, M.** (2010). Place satisfaction of city residents: Findings and implications for city branding. In G. Ashworth & M. Kavaratzis (Eds.), *Towards effective place brand management: Branding European cities and regions* (pp. 191-204). Cheltenham, UK: Edward Elgar.

Larsen, G., & **Lawson, R.** (2010). Evolving perspectives on music consumption. In D. O'Reilly & F. Kerrigan (Eds.), *Marketing the arts: A fresh approach* (pp. 190-204). Abingdon, UK: Routledge.

**Lawson, R.** (2010). Consumer behaviour. In M. J. Baker & M. Saren (Eds.), *Marketing theory: A student text* (2nd ed.). (pp. 263-280). London: SAGE.

**McNeill, L. S.** (2010). Sales promotion techniques in New Zealand. In K-S. Fam, L. Józsa, & J. E. Richard (Eds.), *Sales promotion techniques: Best practice from Asia and Europe* (pp. 197-210). Wellington, New Zealand: Asia Business Research Corporation.

**McNeill, L. S.** (2010). Sales promotion techniques in Singapore. In K-S. Fam, L. Józsa, & J. E. Richard (Eds.), *Sales promotion techniques: Best practice from Asia and Europe* (pp. 245-254). Wellington, New Zealand: Asia Business Research Corporation.

**Osborne, P.** (2010). The danger of measurement. In D. McLellan & G. Heaton (Eds.), *Age of Conversation 3: It's time to get busy!* (pp. 86). New York: Channel V Books.

#### **Chapter in Book - Other (C2)**

**Ballantyne, D., & Varey, R. J.** (2010). The service-dominant logic and the future of marketing [Reprint from *Journal of the Academy of Marketing Science*, 36(1) (2008): 11-14]. In S. Baron (Ed.), *Service marketing: Towards a unifying marketing approach through service (Vol. 4)* (pp. 225-230). London: SAGE.

**Gnoth, J.** (2010). The macroenvironment of tourism. In C. A. Enz (Ed.), *Cornell School of Hotel Administration: Handbook of applied hospitality strategy* (pp. 203-214). Thousand Oaks, CA: Sage.

#### **Journal - Research Article (D1)**

Adams, D. D., **Knight, J. G.**, & Ebringer, A. (2010). Autoimmune diseases: Solution of the environmental, immunological and genetic components with principles for immunotherapy and transplantation. *Autoimmunity Reviews*, 9(8), 525-530.  
<http://dx.doi.org/10.1016/j.autrev.2009.12.012>

Breitbarth, T., Mitchell, R., & **Lawson, R.** (2010). Service performance measurement in a New Zealand local government organization. *Business Horizon*, 53, 397-403  
<http://dx.doi.org/10.1016/j.bushor.2010.03.004>

Campelo, A., **Aitken, R.**, & **Gnoth, J.** (2010). Visual rhetoric and ethics in marketing of destinations. *Journal of Travel Research*, 50(1), 3-14. <http://dx.doi.org/10.1177/0047287510362777>

Chimhundu, R., **Hamlin, R. P.**, & **McNeill, L.** (2010). Impact of manufacturer brand innovation on retailer brands. *International Journal of Business and Management*, 5(9), 10-18.

Chua, A.P.H., **Parackal, M.**, & **Deans, K.R.** (2010). Conceptualising co-creation of value via corporate blogs: A proposed research framework. *International Journal of the Computer, the Internet and Management*, 18(1), 1-8.

Doyle, S., Gendall, P., Meyer, L. H., **Hoek, J.**, Tait, C., McKenzie, L., & Looparg, A. (2010). An investigation of factors associated with student participation in study abroad. *Journal of Studies in International Education*, 14(5), 471-490. <http://dx.doi.org/10.1177/1028315309336032>

Faucher, J-B. P. L., Everett, A. M., & **Lawson, R.** (2010). Modeling the knowledge processing system through the lens of complexity theory: Social energies, leadership, and the LIFE model. *Journal of Information Technology Applications & Management*, 17(3), 190-210.

**Ganglmair-Wooliscroft, A.**, & **Lawson, R.** (2010). Subjective well-being of different consumer lifestyle segments. *Journal of Macromarketing*, 31(2), 172-183. <http://dx.doi.org/10.1177/0276146710393251>

**Ganglmair-Wooliscroft, A.**, & **Wooliscroft, B.** (2010). Different Englishes? Investigating equivalency of the affective-reponse-to consumption scale amongst geographically disparate groups of English speakers. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 23, 137-155.

Gao, H., **Ballantyne, D.**, & **Knight, J. G.** (2010). Paradoxes and guanxi dilemmas in emerging Chinese-Western intercultural relationships. *Industrial Marketing Management*, 39(2), 264-272. <http://dx.doi.org/10.1016/j.indmarman.2008.11.001>

**Gnoth, J.**, & Zins, A. H. (2010). Cultural dimensions and the International Tourist Role Scale: Validation in Asian destinations? *Asia Pacific Journal of Tourism Research*, 15(2), 111-127. <http://dx.doi.org/10.1080/10941661003629920>

**Gray, B.** (2010). Fine tuning market oriented practices. *Business Horizons*, 53, 371-383. <http://dx.doi.org/10.1016/j.bushor.2010.03.002>

**Gray, B. J.**, & Kirkwood, J. (2010). Issues in experiential entrepreneurship education: Introduction to the special edition. *International Review of Entrepreneurship*, 8(1), 3-18.

**Hamlin, R. P.** (2010). Cue-based decision making. A new framework for understanding the uninvolved food consumer. *Appetite*, 55(1), 89-98. <http://dx.doi.org/10.1016/j.appet.2010.04.007>

Hede, A-M., & **Thyne, M.** (2010). A journey to the authentic: Museum visitors and their negotiation of the inauthentic. *Journal of Marketing Management*, 26(7-8), 686-705. <http://dx.doi.org/10.1080/02672571003780106>

**Hoek, J.**, & Gendall, P. (2010). Colors, brands, and trademarks: The marketing (and legal) problem of establishing distinctiveness. *Journal of Advertising Research*, 50(3), 316-322. <http://dx.doi.org/10.2501/S0021849910091476>

**Hoek, J.**, Gifford, H., Pirikahu, G., Thomson, G., & Edwards, R. (2010). How do tobacco retail displays affect cessation attempts? Findings from a qualitative study. *Tobacco Control*, 19(4), 334-337. <http://dx.doi.org/10.1136/tc.2009.031203>

**Hoek, J.,** Wilson, N., Allen, M., Edwards, R., Thomson, G., & Li, J. (2010). Lessons from New Zealand's introduction of pictorial health warnings on tobacco packaging. *Bulletin of the World Health Organization*, 88(11), 861-866. <http://dx.doi.org/10.2471/BLT.10.076695>

**Insch, A.** (2010). Managing residents' satisfaction with city life: Application of Importance—Satisfaction analysis. *Journal of Town & City Management*, 1(2), 164-174.

Jozsa, L., **Insch, A.**, Krisjanous, J., & Fam, K-S. (2010). Beliefs about advertising in China: Empirical evidence from Hong Kong and Shanghai consumers. *Journal of Consumer Marketing*, 27(7), 594-603. <http://dx.doi.org/10.1108/07363761011086344>

Kemp, K., **Insch, A.**, **Holdsworth, D. K.**, & **Knight, J. G.** (2010). Food miles: Do UK consumers actually care? *Food Policy*, 35(6), 504-513. <http://dx.doi.org/10.1016/j.foodpol.2010.05.011>

Larsen, G., **Lawson, R.**, & Todd, S. (2010). The symbolic consumption of music. *Journal of Marketing Management*, 26(7-8), 671-685. <http://dx.doi.org/10.1080/0267257X.2010.481865>

Leslie, T. W. K., & **McNeill, L. S.** (2010). Towards a conceptual model for franchise perceptual equity. *Journal of Brand Management*, 18(1), 21-33. <http://dx.doi.org/10.1057/bm.2010.17>

Mainvil, L. A., **Lawson, R.**, Horwath, C. C., McKenzie, J. E., & Hart, I. (2010). Validated scales to assess adult decisional balance to eat more fruits and vegetables. *Appetite*, 55(3), 454-465. <http://dx.doi.org/10.1016/j.appet.2010.08.007>

Maubach, N., & **Hoek, J.** (2010). A qualitative study of New Zealand parents' views on front-of-pack nutrition labels. *Nutrition & Dietetics*, 67(2), 90-96. <http://dx.doi.org/10.1111/j.1747-0080.2010.01425.x>

McCole, P., Ramsey, E., & **Williams, J.** (2010). Trust considerations on attitudes towards online purchasing: The moderating effect of privacy and security concerns. *Journal of Business Research*, 63, 1018-1024. <http://dx.doi.org/10.1016/j.jbusres.2009.02.025>

Mitchell, R. W., **Wooliscroft, B.**, & Higham, J. (2010). Sustainable market orientation: A new approach to managing marketing strategy. *Journal of Macromarketing*, 30(2), 160-170. <http://dx.doi.org/10.1177/0276146710361928>

**Parackal, M.** (2010). Correcting the illogicality in probability data of mutually exclusive behaviours. *Australasian Marketing Journal*, 18(2), 105-111. <http://dx.doi.org/10.1016/j.ausmj.2009.12.001>

Parackal, S. M., **Parackal, M. K.**, & Harraway, J. A. (2010). Warning labels on alcohol containers as a source of information on alcohol consumption in pregnancy among New Zealand women. *International Journal of Drug Policy*, 21(4), 302-305. <http://dx.doi.org/10.1016/j.drugpo.2009.10.006>

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Tanakinjal, G. H., **Deans, K. R.**, & **Gray, B. J.** (2010). Third screen communication and the adoption of mobile marketing: A Malaysia perspective. *International Journal of Marketing Studies*, 2(1), 36-47.

**Watkins, L.** (2010). The cross-cultural appropriateness of survey-based value(s) research: A review of methodological issues and suggestion of alternative methodology. *International Marketing Review*, 27(6), 694-716. <http://dx.doi.org/10.1108/02651331011088290>

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## Journal - Research Other (D2)

**Gray, B. J.**, & McNaughton, R. (2010). Knowledge, values and internationalisation: Introduction to the special edition. *Journal of International Entrepreneurship*, 8(2), 115-120. <http://dx.doi.org/10.1007/s10843-010-0060-z>

**Insch, A.**, & Florek, M. (2010). Marketing cities: Controversies, contradictions and consequences: A special issue of the Journal of Town and City Management [Guest editorial]. *Journal of Town & City Management*, 1(3), 233-238.

**Lawson, R.**, & Beckmann, S. (2010). Contemporary perspectives on sustainability and marketing in a financially challenged environment [Editorial]. *Australasian Marketing Journal*, 18(3), 179-180. <http://dx.doi.org/10.1016/j.ausmj.2010.06.001>

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