

## Department of Marketing Publications 2011

### Edited Book – Research (B1)

Wijland, R. (Ed.). (2011). *Coyotes confessions totems*. St Bathans, New Zealand: University of St Bathans Press.

### Chapter in Book – Research (C1)

Aitken, R. (2011). Shifting brands: Reception, resistance and revision. In M. Uncles (Ed.), *Perspectives on brand management* (pp. 291-305). Prahan, Vic: Tilde University Press.

Campelo, A., & Aitken, R. (2011). Travelling to the past: Narratives of place and national identity on the Chatham Islands. In E. Frew & L. White (Eds.), *Tourism and national identities: An international perspective* (pp. 190-201). Abingdon, UK: Routledge.

Gao, H., Knight, J. G., & Zhang, H. (2011). Real Italian: Is it what Chinese consumers want? [Case study]. In R. Fletcher & H. Crawford (Eds.), *International marketing: An Asia-Pacific perspective* (5th ed.). (pp. 305-309). Sydney, Australia: Pearson.

Henry, J. (2011). Itinerary planning. In M. Vogel et al (Eds.), *The business and management of ocean cruises* (pp. 167-183). CAB International.

Hoek, J. (2011). Critical marketing: Applications. In G. Hastings, K. Angus, & C. Bryant (Eds.), *Sage handbook of social marketing* (pp. 241-252). London, UK: Sage.

Insch, A. (2011). Branding the city as an attractive place to live. In K. Dinnie (Ed.), *City branding: Theory and cases* (pp. 8-14). Basingstoke, UK: Palgrave Macmillan.

Insch, A. (2011). Leveraging nation branding for export promotion: 100% sustainable? [Case study]. In R. Fletcher & H. Crawford (Eds.), *International marketing: An Asia-Pacific perspective* (5th ed.). (pp. 616-619). Sydney, Australia: Pearson.

### Journal - Research Article (D1)

Aitken, R., & Campelo, A. (2011). The four R's of place branding. *Journal of Marketing Management*, 27(9-10), 913-933. <http://dx.doi.org/10.1080/0267257X.2011.560718>

Ballantyne, D., Frow, P., Varey, R. J., & Payne, A. (2011). Value propositions as communication practice: Taking a wider view. *Industrial Marketing Management*, 40(2), 202-210. <http://dx.doi.org/10.1016/j.indmarman.2010.06.032>

Ballantyne, D., Williams, J., & Aitken, R. (2011). Introduction to service-dominant logic: From propositions to practice. *Industrial Marketing Management*, 40(2), 179-180. <http://dx.doi.org/10.1016/j.indmarman.2010.06.025>

Biggemann, S. (2011). Intrinsic value of business-to-business relationships: an empirical taxonomy. *Journal of Business Research*. Advance Online Publication. <http://dx.doi.org/10.1016/j.jbusres.2011.08.004>

- Biggemann, S., & Fam, K-S. (2011). Business marketing in BRIC countries. *Industrial Marketing Management*, 40(1), 5-7. <http://dx.doi.org/10.1016/j.indmarman.2010.09.004>
- Carter, M-A., Signal, L., Edwards, R., & Hoek, J. (2011). Availability and marketing of food and beverages to children through sports settings: a systematic review. *Public Health Nutrition*. Advance Online Publication. <http://dx.doi.org/10.1017/S136898001100320X>
- Chimhundu, R., Hamlin, R. P., & McNeill, L. (2011). Retailer brand share statistics in four developed economies from 1992 to 2005: Some observations and implications. *British Food Journal*, 113(3), 391-403. <http://dx.doi.org/10.1108/00070701111116455>
- Fam, K.S., Shukla, P., Sinha, A., Parackal, M., & Yean Chai, J. (2011). Rankings in the eyes of the beholder: A vox populi approach to academic journal ranking. *Asian Journal of Business Research*, 1(1), 1-17.
- Ferguson, S. (2011). A global culture of cool? Generation Y and their perception of coolness. *Young Consumers*, 12(3), 265-275. <http://dx.doi.org/10.1108/17473611111163313>
- Ferguson, S. (2011). A quest for a story. Special issue: Multimedia research and the consumption of popular culture. *International Journal of Culture, Tourism and Hospitality Research*, 5(4), 354-363. <http://dx.doi.org/10.1108/17506181111174637>
- Florek, M., & Insch, A. (2011). When fit matters: Leveraging destination and event image congruence. *Journal of Hospitality Marketing & Management*, 20(3), 265-286. <http://dx.doi.org/10.1080/19368623.2011.562413>
- Ganglmair-Wooliscroft, A., & Lawson, R. (2011). Subjective wellbeing and its influence on consumer sentiment towards marketing: A New Zealand example. *Journal of Happiness Studies*. Advance Online Publication. <http://dx.doi.org/10.1007/s10902-011-9255-9>
- Ganglmair-Wooliscroft, A., & Wooliscroft, B. (2011). A cross-cultural application of the Affective Response to Consumption Scale: Investigating US-American and Austrian passengers on long-haul flights. *Journal of Business Research*. Advance Online Publication. <http://dx.doi.org/10.1016/j.jbusres.2011.09.016>
- Gao, H., Knight, J., Zhang, H., & Mather, D.W. (2011). Guilt by association: Heuristic risks for foreign brands during a product-harm crisis in China. *Journal of Business Research*. Advance Online Publication. <http://dx.doi.org/10.1016/j.jbusres.2011.12.029>
- Gendall, P., Hoek, J., Thomson, G., Edwards, R., Pene, G., Gifford, H., et al. (2011). Young adults' interpretations of tobacco brands: Implications for tobacco control. *Nicotine & Tobacco Research*, 13(10), 911-918. <http://dx.doi.org/10.1093/ntr/ntr094>
- Ghandour, A., Benwell, G. & Deans, K.R. (2011). Measuring the performance of eCommerce websites: an owner's perspective. *Pacific Asia Journal of the Association for Information Systems*, 3(1), 1-27.
- Gnoth, J., & Zins, A. (2011). Developing a tourism Cultural Contact Scale. *Journal of Business Research*. Advance Online Publication. <http://dx.doi.org/10.1016/j.jbusres.2011.09.012>

Hall, D. V., Jones, S. C., & Hoek, J. (2011). Direct to consumer advertising versus disease awareness advertising: Consumer perspectives from down under. *Journal of Public Affairs*, 11(1), 60-69. <http://dx.doi.org/10.1002/pa.379>

Hoek, J., Gendall, P., Gifford, H., Pirikahu, G., McCool, J., Pene, G., Edwards, R., & Thomson, G. (2011). Tobacco branding, plain packaging, pictorial warnings and symbolic consumption. *Qualitative Health Research*. Advance Online Publication. <http://dx.doi.org/10.1177/1049732311431070>

Hoek, J., Gendall, P., & Louviere, J. (2011). Rationalisation as delusion: Pictorial health warnings and tobacco industry arguments. *Journal of Consumer Marketing*, 28(7), 476-483. <http://dx.doi.org/10.1108/07363761111181455> (Lead article in special issue of best ANZMAC 2010 papers).

Hoek, J., Gendall, P., Rapson, L., & Louviere, J. (2011). Information accessibility and consumers' knowledge of prescription drug benefits and risks. *Journal of Consumer Affairs*, 45(2), 248-274. <http://dx.doi.org/10.1111/j.1745-6606.2011.01202.x>

Hoek, J., & Jones, S. C. (2011). Regulation, public health and social marketing: A behaviour change trinity. *Journal of Social Marketing*, 1(1), 32-44. <http://dx.doi.org/10.1108/20426761111104419>

Hoek, J., Newcombe, R., & Walker, S. (2011). Promoting youth smokefree behaviour: An evaluation of a social norms campaign. *Australasian Marketing Journal*, 19(1), 58-64. <http://dx.doi.org/10.1016/j.ausmj.2010.11.008>

Hoek, J., Vaudrey, R., Gendall, P., Edwards, R., & Thomson, G. (2011). Tobacco retail displays: A comparison of industry arguments and retailers' experiences. *Tobacco Control*. Advance Online Publication. <http://dx.doi.org/10.1136/tc.2011.043687>

Hoek, J., Wong, C., Gendall, P., Louviere, J., & Cong, K. (2011). Effects of dissuasive packaging on young adult smokers. *Tobacco Control*, 20(3), 183-189. <http://dx.doi.org/10.1136/tc.2010.037861>

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Kowalkowski, C., Kindström, D., Alejandro, T. B., & Biggemann, S. (2011). Service infusion as agile incrementalism in action. *Journal of Business Research*. Advance Online Publication. <http://dx.doi.org/10.1016/j.jbusres.2010.12.014>

Lloyd, N., Henry, J., & Thyne, M. (2011). Do passengers listen to their crew? The use of word-of-mouth recommendations on board a cruise ship. *Journal of Hospitality and Tourism Management*, 18(1), 88-94. <http://dx.doi.org/10.1375/jhtm.18.1.88>

McLeod, G. F., Insch, A., & Henry, J. (2011). Reducing barriers to sun protection: Application of a holistic model for social marketing. *Australasian Marketing Journal*, 19, 212-222. <http://dx.doi.org/10.1016/j.ausmj.2011.05.008>

McNeill, L., & Douglas, K. (2011). Retailing masculinity: gender expectations and social image of male grooming products in New Zealand. *Journal of Retailing and Consumer Services*, 18(5), 448-454. <http://dx.doi.org/10.1016/j.jretconser.2011.06.009>

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Mainvil, L. A., Horwath, C. C., McKenzie, J. E., & Lawson, R. (2011). Validation of brief instruments to measure adult fruit and vegetable consumption. *Appetite*, 56(1), 111-117. <http://dx.doi.org/10.1016/j.appet.2010.09.008>

Mather, D.W., Knight, J.G., Inch, A., Holdsworth, D.K., Ermen, D.F., & Breitbarth, T. (2011). Social stigma and consumer benefits: Trade-offs in adoption of GM foods. *Science Communication*. Advance Online Publication. <http://dx.doi.org/10.1177/1075547011428183>

Miroso M., Lawson, R., & Gnoth, D. (2011). Linking personal values to energy efficient behaviors in the home. *Environment & Behavior*. Advance Online Publication, <http://dx.doi.org/10.1177/0013916511432332>

Robertson, K. J., & Forbes, S. (2011). Maximum consumption: Heavy quantity drinking amongst university students. *Australasian Marketing Journal*, 19(3), 196-202. <http://dx.doi.org/10.1016/j.ausmj.2011.05.006>

Robertson, K., McNeill, L., Green, J., & Roberts, C. (2011). Illegal downloading, ethical concern, and illegal behavior. *Journal of Business Ethics*. Advance Online Publication. <http://dx.doi.org/10.1007/s10551-011-1079-3>

Robertson, K., & Murachver, T. (2011). Women and men's use of coercive control in intimate partner violence. *Violence and Victims*, 26(2), 208-217. <http://dx.doi.org/10.1891/0886-6708.26.2.208>

Tanakinjal, G.H., Deans, K.R., & Gray, B.J. (2011). Intention to adopt mobile marketing: an exploratory study in Labuan, Malaysia. *Asian Journal of Business Research*, 1(1), 62-79.

Twomey, K. L., Knight, J. G., & McNeill, L. S. (2011). Damage control: Limiting the fall-out from deceptive advertising. *Journal of Advertising Research*, 51(2), 394-403. <http://dx.doi.org/10.2501/jar-51-2-394-403>

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Wijland, R. (2011). Anchors, mermaids, shower-curtain seaweeds and fish-shaped fish: The texture of poetic agency. *Marketing Theory*, 11(2), 127-141. <http://dx.doi.org/10.1177/1470593111403217>

Wijland, R. (2011). Graceland: A found pantoum. *Consumption, Markets & Culture*, 14(2), 215. <http://dx.doi.org/10.1080/10253866.2011.562022>

Wijland, R. (2011). Elegy of the knee. *Consumption, Markets & Culture*, 14(4), 401.  
<http://dx.doi.org/10.1080/10253866.2011.604499>

Williams, J., & Aitken, R. (2011). The service-dominant logic of marketing and marketing ethics. *Journal of Business Ethics*, 102(3), 439-454. <http://dx.doi.org/10.1007/s10551-011-0823-z>

Wooliscroft, B. (2011). Marketing theory as history. *Marketing Theory*. Advance Online Publication.  
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<http://dx.doi.org/10.1136/tc.2010.041327>.

### **Conference Contribution - Published proceedings: Full paper (E1)**

Ballantyne, D. (2011). Sustaining the promise of terroir: The case of the Central Otago Wine Region. 6th AWBR International Conference. Bordeaux, France: Bordeaux Management School, June 9-11.

Biggemann, S. (2011) Achieving business sustainability: the role of integrity. Proceedings of the 27th IMP Conference, Glasgow, pp. 1-14.

Bishop, F., Hoek, J., Gendall, P., Edwards, R., & Thomson, G. (2011). A New Oxymoron? Smoking as an 'Informed Choice'. Paper presented at the Marketing and Public Policy Conference, Washington DC.

Campelo, A., & Aitken, R. (2011). Sensory knowledge in place marketing. In: Patterson, A., & Oakes, S. (Eds.). Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever, Academy of Marketing, Liverpool.

Chai, J. C. Y., Deans, K. R., & Biggemann, S. (2011). How acculturation influences Chinese consumers' relational behavior in banking relationships. Proceedings of the 2011 Asia-Pacific Conference of the Association for Consumer Research, Beijing, China, 16-18 June 2011.

Felzensztein, C. & Deans, K.R. (2011). Marketing strategy, innovation and externalities: The case of the Chilean wine cluster. Business Association of Latin American Studies (BALAS), Santiago, Chile.

Ganglmair-Wooliscroft, A. (forthcoming 2011). Because it's there: New Zealand (National-) Parks, their perceived benefits and links to subjective wellbeing, 36th Macromarketing Conference, Williamsburg VA, June 5-8

Gibbons, A., & Biggemann, S. (2011). Value Chain Integrity for Competitive Advantage. Proceedings of the 17th CBIM Annual Academic Workshop, San Juan - Puerto Rico. 1-24.

Gnoth, J. (2011). Destination brand architecture. In M. J. Gross (Ed.), Proceedings of the 21st Annual Council for Australian University Tourism and Hospitality Education (CAUTHE) Conference: Tourism: Creating a Brilliant Blend. Adelaide, SA: School of Management, University of South Australia.

Gray B.J., Deans K. R., Collier A., Ahn M., & McNaughton R. B. (2011). Improving SME innovation and commercialisation through university partnerships. In Proceedings of the 4th IPSIM Innovation Symposium – Managing Innovation for Sustained Productivity: Creating Advantage and Resilience, Wellington, New Zealand.

Guthrie, J.C., Henry, J., & Devlin, D. (2011). Maximising retailing opportunities in the cruise market: The views from both sides of the counter. In Proceedings of the 18th International Conference on Recent Advances in Retailing and Services Science (p.67), San Diego, July.

Hamlin, R. (2011). Retailer branding of consumer price promotions: An experimental study. In: Patterson, A., & Oakes, S. (Eds.). Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever, Academy of Marketing, Liverpool.

Hoek, J., Maubach, N., Stevenson, R., Gendall, P., & Edwards, R. (2011). Jekyll and Hyde? Social smokers' conflicted identities. ANZMAC, Perth, Australia, 28-30 November.

Hoek, J., Gendall, P., Gifford, H., Pirikahu, G., Edwards, R., Thomson, G., McCool, J. (2011). Young Adults' Perceptions of Tobacco Branding and Plain Packaging. Paper presented at the Marketing and Public Policy Conference, Washington DC.

Hoek, J., Scott, R., Gendall, P., Louviere, J., Insch, A., & Robertson, K. (2011). Social Warning Messages: Targetting Tobacco Control to Young Women Smokers. Paper presented at the Marketing and Public Policy Conference, Washington DC.

Hoek, J., Watkins, L., & Hedderley, D. (2011). How do sustainability labels influence consumers' choices? ANZMAC, Perth, 28-30 November.

Tupeka Kore Vision Steering Group (Hoek, J.). (2011). Setting the agenda for Tupeka Kore/Tobacco Free Nation. Symposium at Oceania Tobacco Control Conference, Brisbane, October 19-21.

Insch, A., & Black, T. (2011). Recovery from a social crisis: The halo effect of corporate social responsibility reputation. EMAC, 24-27 May, Faculty of Economics, Ljubljana, Slovenia.

Lawson, R., Barton, B., Carrington, G., Ford, R., Gnoth, D., Iannou, M., Stephenson, J., & Thorsnes, P. (2011). Energy cultures: An empirical examination of New Zealand households. Sustainable Consumption Towards Action and Impact Conference. Hamburg, 6-8 November 2011.

Lawson, R., Henry, J., & Grieve, C. (2011). Understanding resistance to the adoption of energy efficient technologies. In: Patterson, A., & Oakes, S. (Eds.). Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever, Academy of Marketing, Liverpool.

Lawson, R., & Larsen, G. (2011). How consumer rights frame justice in the marketplace. In: Patterson, A., & Oakes, S. (Eds.). Proceedings of the Academy of Marketing Conference 2011: Marketing Field Forever, Academy of Marketing, Liverpool.

Loane S., Deans K. R., & McNaughton R., (2011). Using the Internet to facilitate international marketing and international entrepreneurship research: Towards a netnographic approach. Samoa 2 Conference, Samoa.

McCool, J., Hoek, J., & Edwards, R. (2011). Defending the absurd? Interpretations of smokers and smoking. ANZMAC, Perth, Australia, 28-30 November.

McLean, R., Hoek, J., & Hedderley, D. (2011). Effects of nutrition information formats on lower-confidence consumers. ANZMAC, Perth, 28-30 November.

Pelet, J.-E., & Ballantyne, D. (2011). Synergies between digital social networks (DSN) and e-commerce: An application of the Delphi method. Proceedings for the International Colloquium in Relationship Marketing 2011, Saunders College of Business, Rochester Institute of Technology, pp. 182-216.

Rey, M. F., & Biggemann, S. (2011). Logistics Outsourcing in Emerging Economies: Drivers, Enablers and Deterrents. Proceeding of the conference Strategic Management in Latin America, Bogotá, Colombia.

Schulz, M., Biggemann, S., & Gnoth, J. (2011). New Mindsets for a Service – Oriented Marketing. Proceedings of the 17th CBIM Annual Academic Workshop, San Juan - Puerto Rico.

Sumida, K., Wooliscroft, B. & Fujimoto, J., (2011). An investigation of sports fans' ownership of a professional sports team: A case study of the disappearance of fans' team. North American Society for Sport Management Conference.

Thorsnes, P., & Lawson, R. (2011). Household preferences for energy efficient space and water heating systems. 34th IAEE International Conference: Institutions, efficiency, and evolving energy technologies, Stockholm, June 19-23.

Varey, R.J. & Ballantyne, D. (2011). Dialogical foundations for reciprocal value creation and realisation. ANZMAC Seminar and Workshop on Extending the Service-dominant Logic in Marketing, The University of Auckland Business School, 11-12 March 2011.

Wijland, R. (2011). SPCA. Presented at the 6th Consumer Culture Theory Conference, July 7-10, Northwestern University, Chicago, USA.

Wijland, R. (2011). Twice the daily bag limit. Presented at the 6th Consumer Culture Theory Conference, July 7-10, Northwestern University, Chicago, USA.

Wijland, R. (2011). Sunshine is the best disinfectant. Presented at the 6th Consumer Culture Theory Conference, July 7-10, Northwestern University, Chicago, USA.

Wooliscroft, B., & Polson, T. (2011). How WEIRD is marketing? And why should macromarketing care? Macromarketing Conference.

Yuksel, K., McNeill, L., Robertson, K., & Hamlin, R. (2011). The four pillars of brand management. ANZMAC, Perth, 28-30 November.