

Department of Marketing: 2013 Publications

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

Authored Book - Research

Kotler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2013). Marketing (9th ed.). Frenchs Forest, Australia: Pearson, 715p.

Chapter in Book - Research

Ballantyne, D., Caple, S., & Thyne, M. (2013). Convergence and differentiation in regional know-how: The case of Central Otago Pinot noir. In G. Tesar & J. Bodin (Eds.), Marketing management in geographically remote industrial clusters: Implications business-to-customer marketing (pp. 419-434). Singapore: World Scientific.

Biggemann, S., & Everett, A. M. (2013). Learning from experience: Purchasing industrial machinery from China. In P. Ramburuth, C. Stringer & M. Serapio (Eds.), Dynamics of international business: Asia-Pacific Business Cases (pp. 187-195). Cambridge University Press.

Journal - Research Article

Anderson, D., Halberstadt, J., & Aitken, R. (2013). Entitlement attitudes predict students' poor performance in challenging academic conditions. *International Journal of Higher Education*, 2(2), 151-158.

Avis, M., Forbes, S. & Ferguson, S. (forthcoming) The Brand Personality of Rocks: A Critical Evaluation of a Brand Personality Scale. Marketing Theory.

Biggemann, S., Kowalkowski, C., Maley, J., Brege, S., Development and implementation of customer solutions: A study of process dynamics and market shaping, *Industrial Marketing Management*, 42 (2013) 1083-1092.

Biggemann, S., Williams, M., & Kro, G. (forthcoming). Building in Sustainability, Social Responsibility and Value Co-creation. *Journal of Business & Industrial Marketing*.

Biggemann, S., Kowalkowski, C., Maley, J., & Brege, S. (2013). Development and implementation of customer solutions: A study of process dynamics and market shaping. *Industrial Marketing Management*. Advance online publication. doi: 10.1016/j.indmarman.2013.07.026

Bowden, B., & Inch, A. (2013). A study of resource dependency: The coal supply strategy of the Japanese steel mills: 1960-2010. *Journal of Management History*, 19(1), 73-86. doi: 10.1108/17511341311286204

Burton, S., Spanjaard, D., & Hoek, J. (2013). An investigation of tobacco retail outlets as a cue for smoking. *Australasian Marketing Journal*, In press.

- Carter, M.-A., Signal, L., Edwards, R., Hoek, J., & Maher, A. (2013). Food, fizzy, and football: Promoting unhealthy food and beverages through sport: A New Zealand case study. *BMC Public Health, 13*(126). doi: 10.1186/1471-2458-13-126
- Coats, A., & Ferguson, S. (2013). Rubbernecking or rejuvenation: Post earthquake perceptions and the implications for business practice in a dark tourism context. *Journal of Research for Consumers, 23*. Retrieved from http://www.jrconsumers.com/Consumer_Articles/issue_23/."
- Feetham, P & Gendall, P. (2013). The positioning of premium private label brands. *Market & Social Research, 21*(1), 28-37.
- Felzensztein, C., & Deans, K. R. (2013). Marketing practices in wine clusters: Insights from Chile. *Journal of Business & Industrial Marketing, 28*(4), 357-367. doi: 10.1108/08858621311313947
- Ganglmair-Wooliscroft, A., & Wooliscroft, B. (2013). "Part of me": National parks integration into the extended self of domestic tourists. *Journal of Hospitality Marketing & Management*. Advance online publication. doi: 10.1080/19368623.2013.768188
- Gao, H., Knight, J. G., Yang, Z., & Ballantyne, D. (2013). Toward a gatekeeping perspective of insider-outsider relationship development in China. *Journal of World Business*. Advance online publication. doi: 10.1016/j.jwb.2013.06.002
- Gendall, P., Hoek, J., Maubach, N., Edwards, R. (in press). Public Support for More Action on Smoking. *New Zealand Medical Journal*.
- Gnoth, J., & Zins, A. H. (2013). Developing a tourism Cultural Contact Scale. *Journal of Business Research, 66*(6), 738-744. doi: 10.1016/j.jbusres.2011.09.012
- Gray, B., Stein, S. J., Osborne, P., & Aitken, R. (2013). Collaborative learning in a marketing strategy education context. *Practice & Evidence of the Scholarship of Teaching & Learning in Higher Education, 8*(1), 35-55.
- Harwood, T. and Garry, T. (forthcoming) 'Co-Creation and Ambiguous Ownership within Virtual Communities: The Case of the Machinima Community', *Journal of Consumer Behaviour*
- Healey, B., Hoek, J., Wilson, N., Thomson, G., Taylor, S., & Edwards, R. (2013). Youth exposure to in-vehicle second-hand smoke and their smoking behaviours: trends and associations in repeated national surveys (2006-12). *Tobacco Control*, In press.
- Hede, A-M., Garma, R., Josiassen, A., & Thyne, M. (Forthcoming, 2014). Perceived authenticity of the visitor experience in museums: conceptualization and initial empirical findings, *European Journal of Marketing*.
- Hoek, J. A., Hoek-Sims, A., & Gendall, P. (2013). A qualitative exploration of young adult smokers' responses to novel tobacco warnings. *BMC Public Health, 13*(609). doi: 10.1186/1471-2458-13-609

Hoek, J., Roling, N., & Holdsworth, D. K. (2013). Ethical claims and labelling: An analysis of consumers' beliefs and choice behaviours. *Journal of Marketing Management*, 29(7-8), 772-792. doi: 10.1080/0267257X.2012.715430

Insch, A. & Jackson, E. (forthcoming, October 2013). Consumer understanding and use of country-of-origin in food choice. *British Food Journal*, 115(11).

Insch, A. & Sun, B. (2013) "University students' needs and satisfaction with their host city", *Journal of Place Management and Development*, Vol. 6, No. 3, pp. 178-191. doi: [10.1108/JPMD-03-2013-0004](https://doi.org/10.1108/JPMD-03-2013-0004)

Kadirov, D, Varey, R, Wooliscroft, B. Authenticity: A Macromarketing Perspective, *Journal of Macromarketing* 0276146713505774, first published on October 1, 2013 as doi:10.1177/0276146713505774.

Knight, J, Clark, A, & Mather, D. (forthcoming). Potential Damage of GM Crops to the Country Image of the Producing Country. *GM Crops & Food*.

Lang, B & Lawson, R. (2013) Dissecting Word-of-Mouth's Effectiveness and How to Use It as a Proconsumer Tool, *Journal of Nonprofit & Public Sector Marketing*, Volume 25, Issue 4, 2013.

Larsen, G., & Lawson, R. (2013). Consumer rights: A co-optation of the contemporary consumer movement. *Journal of Historical Research in Marketing*, 5(1), 97-114. doi: 10.1108/17557501311293370

McCool, J., Hoek, J., Edwards, R., Thomson, G., & Gifford, H. (2013). Crossing the smoking divide for young adults: Expressions of stigma and identity among smokers and nonsmokers. *Nicotine & Tobacco Research*, 15(2), 552-556. doi: 10.1093/ntr/nts136

McLean, R., & Hoek, J. (2013). Sodium and nutrition labelling: A qualitative study exploring New Zealand consumers' food purchasing behaviours. *Public Health Nutrition*. Advance online publication. doi: 10.1017/s1368980013001079

McNeill, L. and Graham, T. (in press) Mother's Choice: An Exploration of Extended Self in Infant Clothing Consumption, *Journal of Consumer Behaviour*.

McNeill, L. (forthcoming). The Place of Debt in Establishing Identity and Self-Worth in Transitional Life Phases. *International Journal of Consumer Studies*.

McNeill, L., Fam, K., & Chung, K. (forthcoming). Applying Transaction Utility Theory to Sales Promotion – the Impact of Culture on Consumer Satisfaction. *The International Review of Retail, Distribution and Consumer Research*.

McNeill, L. S., & Turner, L. (2013). Parental financial role modelling and fiscal behaviour of young home leavers. *Young Consumers*, 14(2). Retrieved from <http://www.emeraldinsight.com/journals.htm?articleid=17084938>.

Miroso, M., Lawson, R., & Gnoth, D. (2013). Linking personal values to energy-efficient behaviors in the home. *Environment & Behavior*, 45(4), 455-475. doi: 10.1177/0013916511432332

Moore, R. & McNeill, L. (forthcoming). Sustainable Fashion Consumption and the Fast Fashion Conundrum – Fashionable Consumers & Attitudes to Sustainability in Clothing Choice. *Journal of Fashion Marketing and Management*.

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

Rosenstreich, D., & Wooliscroft, B. (Forthcoming). "An Improved Method for Assessing Management Journal Impact", *Asian Academy of Management Journal* Vol 18 No 2 (accepted, page numbers to follow).

Söderqvist, A., & Chetty, S. (2013). Strength of ties involved in international new ventures. *European Business Review*, 25(6).

Stephenson, J., & Lawson, R. (2013). Giving voice to the 'silent majority': Exploring the opinions and motivations of people who do not make submissions. *Policy Quarterly*, 9(1), 26-33.

Tigre-Moura, F, Gnoth, J. and Deans, K. R. (accepted for publication), Localizing Cultural Values on Tourism Destination Websites: The Effects on Users' Willingness to Travel and Destination Image. *Journal of Travel Research*.

Truong, V, Hall, C.M. and Garry, T. (forthcoming), 'Tourism and Poverty Alleviation: Perceptions and Experiences of Poor People in Sapa, Vietnam', *Journal of Sustainable Tourism*.

Turner, K., Ferguson, S., Craig, J., Jeffries, A., & Beaton, S. (2013). Gendered identity negotiations through food consumption. *Young Consumers*, 14(3). Advance online publication.

Tyrie, A., & Ferguson, S. (forthcoming 2013). Understanding value from arts sponsorship: A Social Exchange Theory perspective. *Arts Marketing: An International Journal* 3(2).

Whyte, G., Gendall, P., & Hoek, J. (2013). Advancing the retail endgame: Public perceptions of retail policy interventions. *Tobacco Control*. Advance online publication. doi: 10.1136/tobaccocontrol-2013-051065

Williams, S. Inch, A. & Knight, J. G. (forthcoming). Managerial Perceptions of Country-of-Origin: An Empirical Study of New Zealand Food Manufacturers. *Journal of Food Products Marketing*.

Wooliscroft, B., Ganglmair-Wooliscroft, A., Noone, A. The Hierarchy of Ethical Consumption Behavior: The Case of New Zealand *Journal of Macromarketing* 0276146713508560, first published on October 21, 2013 as doi:10.1177/0276146713508560.

Zonneveld, L., & Biggemann, S. (Forthcoming). Emotional Connections to Objects as shown through Collecting Behaviour: the Role of Ardour. *Australasian Marketing Journal*.

Journal - Research Other

Brashear Alejandro, T., & Biggemann, S. (Forthcoming). Guest Editorial CBIM 2011 Academic Workshop Special Issue. *Journal of Business & Industrial Marketing*.

Gendall, P., Hoek, J., Maubach, N., & Edwards, R. (2013). Public support for more action on smoking [Viewpoint]. *New Zealand Medical Journal*, 126(1375). Retrieved from <http://journal.nzma.org.nz/journal/126-1375/5673/content.pdf>.

Healey, B., Edwards, R., Wilson, N., Thomson, G., Hoek, J., & Taylor, S. (2013). The important persisting problem of smoking in cars with children: New data from a multi-year national survey of young people [Letter]. *New Zealand Medical Journal* 126(1369). Retrieved from <http://journal.nzma.org.nz/journal/126-1369/5518/content.pdf>.

Maubach, N., Hoek, J., Edwards, R., & Crane, J. (2013). Response to Paynter and Chapman's letter "Is censorship of films a useful solution to the problem of covert tobacco advertising" [Letter]. *New Zealand Medical Journal*, 126(1376). Retrieved from <http://journal.nzma.org.nz/journal/126-1376/5692/content.pdf>.

Maubach, N., Hoek, J., Edwards, R., Crane, J., & McCool, J. (2013). Smoking in children's films: Covert tobacco advertising causing smoking uptake or much ado about nothing? [Letter]. *New Zealand Medical Journal*, 126(1375). Retrieved from <http://journal.nzma.org.nz/journal/126-1375/5666/content.pdf>.

Thomson, G., Wilson, N., & Maubach, N. (2013). Switch to large pictorial health warnings on cigarette packs [Letter]. *BMJ*, 346(2084). doi: 10.1136/bmj.f2084"

Conference Contribution - Published Proceedings: Full Paper

Fam, K-S. and McNeill, L. (2013) Sales Promotion and Transaction Utility Theory in China, The Society of Asian Retailing and Distribution (SARD), 11th Asian Retailing Distribution Workshop, November 29th to December 1st. Kaoshung, Taiwan.

Gendall, P., Hoek, J., Taylor, R. and Mann, J. (2013). Social Marketing and 'Wicked' Problems: A New Perspective on Obesity. Australian & New Zealand Marketing Academy (ANZMAC) Conference. Auckland, 01-03 December, 2013.

Ghandour, A., Benwell, G. L., & Deans, K. R. (2013). An 'elevator pitch' value proposition for eCommerce websites of SMEs. Proceedings of the International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-Tech) [CD-ROM], (pp. 59-68). Taipei, Taiwan: Knowledge Association of Taiwan.

Gray, R., Hoek, J., Edwards, R. (forthcoming). Exploring an oxymoron: do young adults make an "informed choice" about smoking? Society for Nicotine & Tobacco Research Conference, Seattle, February 2-5, 2014.

Healey, B., Hoek, J., Edwards, R. (2013). Posting behaviour patterns in an online smoking cessation social network: Implications for intervention design and development. Australian & New Zealand Marketing Academy (ANZMAC) Conference. Auckland, 01-03 December, 2013.

Hoek, J., Gendall, P., Kemper, J. (forthcoming). How do brand variant names affect perceptions of risk and quitting ease? Society for Nicotine & Tobacco Research Conference, Seattle, February 2-5, 2014.

Hoek, J., Maubach, N., Gifford, H. et al. (forthcoming). Interpretations of smoke-free messages to prompt cessation during pregnancy. Society for Nicotine & Tobacco Research Conference, Seattle, February 2-5, 2014.

Insch, A. (2013) "Elements of the City Branding Process to Support Global City Status", City Branding Symposium 2013, Tsinghua University, Beijing, October 23-25, 2013.

Knobloch, U., Robertson, K. & Aitken, R. (forthcoming 2013). Understanding Tourist Experiences. In Proceedings of the Australian and New Zealand Marketing Academy Conference, (pp. xx-xx). Auckland, New Zealand.

Lloyd, N., Aitken, R., Watkins, L., and Thyne, M. (forthcoming 2013). Online Dating: How do successful online daters close the sale? In Proceedings of the Australian and New Zealand Marketing Academy Conference, (pp. xx-xx). Auckland, New Zealand.

Maubach, N., Hoek, J., Gendall, P., Mather, D. (2013). Interpretive front of pack nutrition labels: Comparing competing recommendations. Australian & New Zealand Marketing Academy (ANZMAC) Conference. Auckland, 01-03 December, 2013.

Schulz, M., Biggemann, S., Gnoth, J. (2013). *The Role of Emotional Reactive Understanding in Relationship Management*. Paper presented at the 2013 B2B International Workshop, Sao Paulo - Brazil, FGV.

Waa, A., Hoek, J., Edwards, R. (forthcoming). Plain packs and slippery slopes: an analysis of tobacco industry media tactics in New Zealand. Society for Nicotine & Tobacco Research Conference, Seattle, February 2-5, 2014.

Watkins, L. and Aitken, R. (forthcoming). From Breast to Brand: A Consideration of Corporate Social Responsibility and the Ethics of Marketing Milk in Schools, CTC 2014 Conference – Being, Becoming and Belonging, Edinburgh (9-11 April 2014)

Whyte, G., Gendall, P. and Hoek, J. Smokers' and Non-Smokers' Assessments of Tobacco Policy Interventions. Australian & New Zealand Marketing Academy (ANZMAC) Conference. Auckland, 01-03 December, 2013.

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 Tianda, edited by John F. Sherry Jr, John Schouten and Hilary Downey, University of St Bathans Press, NZ.

Williams, M., & Biggemann, S. (2013). The communication effects of art on corporate reputation: An exploratory study. Paper presented at the Australian and New Zealand Marketing Academy Conference, Auckland, New Zealand.

Conference Contribution - Published Proceedings: Abstract

Carter, M.-A., Signal, L., Edwards, R., & Hoek, J. (2013). How food marketers use sport to influence children's food preferences. Proceedings of the International Society of Behavioral Nutrition and Physical Activity (ISBNPA) Annual Meeting, (pp. 421). Retrieved from <http://www.isbnpa2013.org/>."

Chetty, S., Ojala, A., & Kontinen, T. (2013). Causation, effectuation and opportunities during internationalization. In P. McDougall-Covin & T. Kiyak (Eds.), Proceedings of the 55th Annual Meeting of the Academy of International Business, Bridging the divide: Linking IB to complementary disciplines and practice, (pp. 69). Academy of International Business.

Gendall, P., Hoek, J., Taylor, R., Mann, J. (2013). New Zealanders' perceptions of obesity and measures designed to reduce it. Australian & New Zealand Obesity Society Annual Scientific Meeting, 17-19 October, Melbourne, Australia.

Parackal, M. (2013). Google Adwords: A tool to bring the market place into the classrooms. In J. McDonald, S.-K. Loke, A. McLean, & M. Rajoo (Eds.), Proceedings of the Spotlight on Teaching and Learning Colloquium, (pp. 21). Dunedin, New Zealand: HEDC, University of Otago.

Parackal, M., Biggemann, S., & Mitchell, R. (2013). Experiential education: A sales proposition with zero budget. In J. McDonald, S.-K. Loke, A. McLean, & M. Rajoo (Eds.), Proceedings of the Spotlight on Teaching and Learning Colloquium, (pp. 58). Dunedin, New Zealand: HEDC, University of Otago."

Wooliscroft, B. (2013). Student Wikipedia reports. In J. McDonald, S.-K. Loke, A. McLean, & M. Rajoo (Eds.), Proceedings of the Spotlight on Teaching and Learning Colloquium, (pp. 20). Dunedin, New Zealand: HEDC, University of Otago.

Conference Contribution - Verbal Presentation and Other Conference Outputs

Ballantyne, D. (2013), "Has relationship marketing lost its direction" Invited presentation, 21st International Colloquium in Relationship Marketing, Rennes, France, Sept 16-18.

Ballantyne, D. (2013), Invited panel member with Mike Saren (Leicester), and Rod Brodie (Auckland). Session chair, Adrian Palmer, Rennes). On the topic: "21 years of theorizing Relationship Marketing – where now?" At the 21st International Colloquium in Relationship Marketing, Rennes, France, Sept 16-18.

Ballantyne, D. (2013), "Key competencies for social media marketing". A Business Practitioner Seminar presentation associated with the 21st International Colloquium in Relationship Marketing, Rennes, France, Sept. 16-18.

Biggemann, S. Discussant at the IMP 2013 Doctoral Consortium, Atlanta, GA. 27-30th August, 2013.

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.

Biggemann, S., Gnoth, J., & Schulz, M. (2013). The Role of Emotions in Business-to-Business Marketing. Paper presented at the IMP 2013, Atlanta, GA.

Chetty, S. K., Knight, G., Kuivalainen, O., & Ozcan, P. (2013, July). Role of international entrepreneurship in global business: Present & future [Panel discussion]. Verbal presentation at the 55th Annual Meeting of the Academy of International Business. Bridging the divide: Linking IB to complementary disciplines and practice, Istanbul, Turkey.

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

Edwards, R., Hoek, J., Waa, A., Van der Deen, F., & Wilson, N. An evaluation of NZ'S smokefree media strategy and the 2025 goal. Oceania Tobacco Control Conference, Auckland, October 23-25. (Full presentation).

Garry, T., & Deans, K. (2013). Consumer Resilience and the Quest for Alternate Third Places in Post-Quake Christchurch. Proceedings of the Academy of Marketing Conference, University of South Wales, Cardiff.

Guthrie, J.C., Henry, J., & McLeod, G.F.H. (2013). "An Integrated Approach to Supermarket Pricing Behaviour in New Zealand". Proceedings of the 20th International Conference on Recent Advances in Retailing and Services Science, 7-10 July 2013, Philadelphia, USA.

Hoek, J., Gendall, P., & Kemper, J. (2013). Could evocative brand variant names undermine plain packaging? Oceania Tobacco Control Conference, Auckland, October 23-25. (Short presentation).

Hoek, J., Healey, B., Gendall, P., Edwards, R., & Jaime, R. (2013). Determinants of adolescents' perceptions of plain packaging. Oceania Tobacco Control Conference, Auckland, October 23-25. (Full presentation).

Hoek, J. ASPIRE2025 Seminar on Plain Packaging and the TPP, Wharewaka, Wellington, July 23 (<http://aspire2025.org.nz/2013/07/01/seminar-tobacco-control-and-the-law-current-issues-in-nz-and-internationally/>).

Jaime, R., Healey, B., Edwards, R., & Hoek, J. (2013). "I want to live in a country where no one smokes": Trends in adolescents' support for a smokefree 2025. Oceania Tobacco Control Conference, Auckland, October 23-25. (Short presentation).

Kadirov, D., Varey, R., & Wooliscroft B. (2013) "Authenticity: Macro-marketing perspective", in Detlev Zwick & Sammy Bonsu (eds) Proceedings of the 38th Annual Macromarketing Conference, The Macromarketing Society, Inc. Schulich School of Business, York University & The Journal of Macromarketing pp 356-364. This paper won the Fisk Award for the best conference paper.

Maubach, N., Hoek, J., Gifford, H., Erick, S., Edwards, R., & Newcombe, R. (2013). What elements improve the perceived communication effectiveness of cessation messages? Oceania Tobacco Control Conference, Auckland, October 23-25. (Poster).

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.

Mirosa, M., & Wooliscroft, B. (2013) "Experiencing vulnerability "everyday": Food choice". in Detlev Zwick & Sammy Bonsu (eds) Proceedings of the 38th Annual Macromarketing Conference, The Macromarketing Society, Inc. Schulich School of Business, York University & The Journal of Macromarketing p. 39.

Mitchell, R., & Wooliscroft, B. (2013) "Trends in recent sustainable marketing research: Progress, gaps and research opportunities" in Detlev Zwick & Sammy Bonsu (eds) Proceedings of the 38th Annual Macromarketing Conference, The Macromarketing Society, Inc. Schulich School of Business, York University & The Journal of Macromarketing pp. 380-395.

Waa, A., Hoek, J., Edwards, R. (2013). "Why can't I agree to disagree?" Tobacco industry efforts to manipulate public opinion about plain packaging. Oceania Tobacco Control Conference, Auckland, October 23-25. (Full presentation).

Wooliscroft, B. (2013) "Aldersonian sustainability" in Detlev Zwick & Sammy Bonsu (eds) Proceedings of the 38th Annual Macromarketing Conference, The Macromarketing Society, Inc. Schulich School of Business, York University & The Journal of Macromarketing pp. 396-398.

Wooliscroft, B. Track chair for Humanistic Marketing at the Macromarketing Conference 2013.

Commissioned Report for External Body

Barton, B., Blackwell, S., Carrington, G., Ford, R., Lawson, R., Stephenson, J., Thorsnes, P., Williams, J. (2013). Energy cultures: Implications for policymakers. Dunedin, New Zealand: Centre for Sustainability, University of Otago. 37p.

Gendall, P, Spoonley, P & Butcher, A. (2013). *New Zealanders' Perceptions of Asia and Asian Peoples: 1997-2011*. Asia New Zealand Foundation, Wellington, New Zealand.