

Dagger, Tracey, Danaher, Peter, Sweeney, J. C., & McColl-Kennedy, J. R. (Online). Selective halo effects arising from improving the interpersonal skills of frontline employees. *Journal of Service Research*.


Gountas, Sandra (PhD graduate), Gountas, J., & Mavondo, Felix. (Online). Exploring the associations between standards for service delivery (organisational culture), co-worker support, self-efficacy, job satisfaction and customer orientation in the real estate industry. *Australian Journal of Management*.


Huang, Yan (PhD graduate), Oppewal, Harmen, & Mavondo, Felix. (Online). The influence of ethnic attributes on ethnic consumer choice of service outlet. *European Journal of Marketing*.


Rajaguru, Rajesh (PhD graduate), & Matanda, Margaret. (Online). Effects of inter-organisational compatibility on supply chain capabilities: Exploring the mediating role of inter-organisational information systems (IOIS) integration. Industrial Marketing Management.


Book


Book chapters


Conference presentations


Yao, Jun (PhD candidate), & Oppewal, Harmen. How task conditions affect unit pricing influences on consumer behaviour. Presented at the Public Policy and Marketing Conference, Washington DC, USA, 30 May-1 June 2013.
Accepted for publication

**Journals**

Danaher, Peter, & Dagger, Tracey.
Comparing the relative effectiveness of advertising channels: A case study of a multimedia blitz campaign. *Journal of Marketing Research.*

Jie, F., Ding, M. D., Parton, K., & Matanda, Margaret.

Leung, Larry (PhD candidate), & Matanda, Margaret.
This impact of basic human needs on the use of retailing self-service technologies: A study of self-determination theory. *Journal of Retailing and Consumer Services.*

Matanda, Margaret, & Ndubisi, N. O.
Internal marketing, internal branding and organisational outcomes: The moderating role of perceived goal congruence. *Journal of Marketing Management.*

Matanda, Margaret, Ndubisi, N., & Jie, F.
Effects of relational capabilities and power asymmetry on innovativeness and flexibility of Sub-Sahara Africa small exporting firms. *Journal of Small Business Management.*

Palmeira, Mauricio.

Palmeira, Mauricio, & Srivastava, J.
Free ≠ Cheap: A selective accessibility account on the valuation of free offers. *Journal of Consumer Research.*

Saleh, M. A., Ali, Yunus, & Andaleeb, S. S.
Explaining industrial importers’ commitment from an emerging market perspective: Theoretical and managerial insights. *Journal of Business and Industrial Marketing.*

Saunders, Stephen, & Borland, R.

Sharif, H. M., Yeow, Paul, Ahmad, K., & Hashemi, J. H.
Low cost, portable and adjustable ergonomic armrests for computer operators. *Ergonomics in Design.*

Snell, L., White, L., & Dagger, Tracey.

Spassova, Gerri, & Iaen, A. M.
Positive affect moderates the impact of assortment size on choice satisfaction. *Journal of Retailing.*

Steel, Marion (PhD graduate), Dubelaar, C., & Ewing, Michael.
Developing customized CRM projects: The role of industry norms, organizational context and customer expectations on CRM implementation. *Industrial Marketing Management.*

**Grants**

Jan Brace-Govan and Harmen Oppewal were awarded a research grant of $29,000 from Ergon Energy (Queensland) with Liam Smith, BehaviourWorks Australia, for their project “Mapping decision making processes by home buyers”.

Mike Ewing and Fiona Newton as members of an interdisciplinary team were awarded an Australian Research Council grant of $169,605 for their project “Harnessing recreational infrastructure to improve physical activity and community well-being”.

Samir Gupta and Michael Polonkeysy, Deakin University, were awarded a research grant of $90,000 by VEOGRAF Refractory Management Services for their project “Moving to a supplier of choice in Australian manufacturing networks”.

Fiona Newton and Joshua Newton were awarded a research grant of $22,730 by the Ministry of Internal Affairs, Kingdom of Tonga, for their project “Evaluation of Phase 2 of the ‘Kau Mai Tonga’ Campaign”.

Joshua Newton was awarded the following grants.

- Environment Protection Authority (Victoria) research contract for $50,000 with Liam Smith, BehaviourWorks Australia, for their project “Charity store dumping deterrence and prevention project phase 1”.
- Environmental Protection Agency (Victoria) research grant of $150,236 with Liam Smith, BehaviourWorks Australia, for their project “Illegal Charity store dumping prevention phase 2”.
- Enterprise Connect and Grey Innovation research grant of $49,428 for his project “Commercialisation of game based tool for assessing development delay in children”.

Satheesh Seenivasan and Dominic Thomas were awarded a Faculty of Business and Economics research grant of $19,253 for their project “Are nutrition labels effective in curbing unhealthy food consumption?”.

Srinivasa Sridharan and Stephen Saunders were awarded an AusAID Development Research Awards Scheme grant of $971,000 for their research project “Water and Sanitation Markets in the Pacific: Understanding demand and fostering sustainable WASH marketplaces.”

Steve Worthington was awarded a grant of $10,000 by the Australian Centre for Financial Studies for its commissioned paper series titled “The history of and the grounds for the regulatory intervention in the payments system in Australia”.

**Professional engagement**

Jan Brace-Govan has reviewed for the Journal of Marketing Management, *Journal of Macromarketing* and the *Association of Consumer Research Conference and Consumer Culture Theory Conference*. She is also a member of the *Editorial Review Board for Consumer Culture Theory Conference*.

Fiona Newton has reviewed for the *Industrial Marketing Review*, *Journal of Marketing Management* and *Journal for the Advancement of Marketing Education*.

Srinivas Sridharan has reviewed for the *Journal of Macromarketing*, *Journal of Service Research*, *Journal of Public Policy & Marketing and Human Relations*. Srinivasa has also become a member of the Poverty and Profitability Research Group, a multi-disciplinary, multi-institutional research group hosted by the University of Sydney.

Dewi Tojib has reviewed for the *Journal of Business Research* and the *Journal of Organizational and End User Computing*. 
### In the media


### Higher Degree by Research Student Completions

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**More Information**

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