

# ANZMAC 2021 Doctoral Colloquium - Agenda

**Day 1:**  
**27<sup>th</sup> November 2021**

Platform opens for attendees to familiarize themselves with the system and chat

8:00am to 8:45am

Poster session<sup>1</sup>

9:00am - 10:15am

**Opening Address**

**Plenary Session: Unconventional paths to an impactful academic career**

Paul Henry (U. of Sydney)

Don O’Sullivan (Melbourne Business School)

Lauren Gurrieri (RMIT University)

10:15am - 10:30am

Morning Tea Break

10:30am - 12:00pm

**Session 1: Social Media & Marketing**

**Session 2: Advertising**

**Session 3: Institutional logics in markets**

**Session 4: Branding**

**Session 5: Marketing and Social Spheres**

Student Presentations

Block 1

12:00pm - 1:00pm

Lunch

1:00pm - 2:30pm

**Session 6: Marketing and social good**

**Session 7: Food Waste & Interventions**

**Session 8: Ethics, Well-being & Consumption**

**Session 9: Consumer Decision Making**

Student Presentations

Block 2

2:30pm - 2:45pm

Afternoon Tea

2:45pm - 4:30pm

Research Challenge: Compete in a team to develop a winning research proposal!

4:30pm - 4:45pm

Break

---

<sup>1</sup> Poster session runs through the entire event

4:45pm - 6:00pm

**Special Session 1A: Academic Isolation vs. Integration - How to become an active member of your research field**

Bernardo Figueiredo (RMIT)

Daiane Scaraboto (Unimelb)

Marcia Christina Ferreira (Brunel University)

**Special Session 1B: Reviewing and Revising**

Nitika Garg (UNSW)

Davide Orazi (Monash University)

**Day 2:**  
**28<sup>th</sup> November 2021**

Platform opens for attendees to chat

8:30am to 9:00am

9:00am - 10:15am

**Plenary Session: "Ask me anything about the academic job market"**

Ken Roberts (CEO at Forethought)

Marian Makkar (RMIT)

Erik Mooi (Unimelb)

Gerri Spassova (Monash University)

10:15am - 10:30am

Morning Tea

10:30am - 12:00pm

**Session 10: Customer Engagement**

**Session 11: Branding and Firms**

**Session 12: Sustainability and marketing**

**Session 13: Technology in Marketing 1**

Student Presentations

Block 3

12:00pm - 1:00pm

Lunch

1:00pm - 2:30pm

**Session 14: Societal Issues**

**Session 15: Business owners and leaders**

**Session 16: Services Marketing**

**Session 17: Technology in Marketing 2**

Student Presentations

Block 4

2:30pm - 2:45pm

Afternoon Tea

2:45pm - 3:45pm

**Special Session 2A: “Storytelling your research: How to position a paper at leading journal level.”**

Tom van Laer (U of Sydney)

**Special Session 2B: Research diffusion: how to share your research with the general public**

Jason Pallant (Swinburne University)

Brent Coker (Unimelb)

Misha Ketchell, *The conversation* (<https://theconversation.com/au>)

3:45pm - 4:00pm

Break

4:00pm - 5:15pm

**Plenary Session: A future research agenda for marketing**

John Roberts (UNSW)

Stephan Ludwig (Unimelb)

Valentyna Melnyk (UNSW)

Francis Farrelly (RMIT)

5:15pm - 5:30pm

**Closing Address - Awards and Research challenge winner**

[Student Presentation Sessions - Details Below](#)

Session 1: Social Media & Marketing	Tom van Laer (Sydney U)	Gerri Spassova (Monash)		Social Media Engagement: What Makes People Engage with Political Content on Social Media?	Jason Weismueller (UWA)	The Influence of User-generated Content on Chinese Tourists' Trip Planning. The Role of Tourist Inspiration and Confucian Values	Wei Yao (U of Newcastle)	The role of social advertising in delivering change: An examination of appeals and processes	Murooj Yousef (Griffith)
Session 2: Advertising	Ian Wilkinson (Sydney U)	Tim Fry (RMIT)		Combining Distribution and Advertising for Brand Growth	Aaron Michelin (U of South Australia)	Mobile Marketing Effects on Customer Restaurant Selection in Saudi Arabia	Mshari Aljabr (Victoria U)	Explore the construction of functional and experiential advertisements from a graphic design perspective	Yuanyuan Zhu (UWA)
Session 3: Institutional logics in markets	Karen Fernandez (U of Auckland)	Tom Chen (U of Canberra)	Robin Canniford (Unimelb)	Dark Dynamics and institutional inequalities: exploring the production of harm in the online pornography market	Laura McVey (RMIT)	Understanding the Formation of Legitimacy in an Illicit Market	Jianwen Wei (U of Melbourne)	The marketization of arts and culture: untangling logics	Ksenia Kosheleva (U of Auckland)
Session 4: Branding	Angela Dobele (RMIT)	Paul Harrigan (UWA)		A Vibrant but Transparent Visual Language: A Re Evaluation of Breakfast Cereal Packaging Design, Marketing Methods and Decision-Making.	Madison Renee Pasquale (Curtin)	Brand-to-consumer digital storytelling: The influence of authenticity	Penny Keogh (U of Wollongong)	Co-creation of Nation Brand Meaning in Crisis: Impact of COVID 19	Mai Pham (U of Auckland)
Session 5: Marketing & Social Spheres	Felix Mavondo (Monash)	Carlos Ruiz Diaz (U of Auckland)		Perceived Destination Coolness: Antecedents and Consequences	Ankita Sahai (Indian Institute of Management)	Examining Consumers' Place Attachment in Digital Retail Environment	Julie Horáková (U of Jyväskylä - Finland)	Designing for Self-Discovery: Responding to dissatisfaction and disengagement in higher education by facilitating transformative experiences	Alexandra Zimbato (QUT)
Session 6: Marketing and social good	Paul Henry (U of Sydney)	Sharyn Rundle-Thiele (Griffith)		Understanding veganism in the context of fashion consumption	Rachel Lamarche-Beauchesne (RMIT)	Consumer Sentiment Towards Marketing for Social Good	Jinling Lin (UQ)	Exploring the financial wellbeing of Australian millennial women through superannuation	Bronwyn Bruce (RMIT)
Session 7: Food Waste & Interventions	Scott Murray (QUT)	Valentyna Melnyk (UNSW)		Can Expiry-based Promotions Help Reduce Food Waste?	Bharati Lele (Monash)	Waste and psychological distance in online grocery shopping	George Panas (Monash)	Hope is never wasted: hope as a tool to reduce food waste	Mary Khalil (U of Auckland)
Session 8: Ethics, Well-being & Consumption	Harmen Oppewal (Monash)	Billy Sung (Curtin)		Made you think twice! The mediating effect of moral evaluations on preventative measures and consumer (un-)ethical intentions	Aimee Eleanor Smith (UTS)	Fruitful Engagement: Framing the Value of Imperfect Produce	Laura Peachey Burgess (QUT)	Making Friends or Finding Love: When Loneliness Elicits Different Consumption Strategies as Tools For Social Connection	Emma-Jane McCourt (QUT)
Session 9: Consumer Decision Making	Jungkeun Kim (Auckland U of Tech)	Yuri Seo (U of Auckland)		Progress Framing in Loyalty Card Programs	Yuming Tang (Monash)	The Influence of the Buy-now-pay-later Payment Method on Consumer Spending Decisions	Rhys Ashby (Macquarie)	Does Healer God Boost Preference for Ultra-processed Foods	Ali Gohary (Monash)

Session 10: Customer Engagement	John Roberts (UNSW)	Aron O'Cass (Macquarie)		Effective Franchise Contracts: The Role of Contract Dimensions and Contractual Relational Norms	Areej Saad Alshamrani (Monash)	Enhancing Customer Engagement in Membership Organisations	Angela Stacy (Swinburne)	Investigating the psychological demands of crowdfunding participation	Sam Bertram (Monash)
Session 11: Branding and Firms	Frank Alpert (UQ)	Vida Siahtiri (Macquarie)		Brand Generosity: From Practice, To Theory, To Construct, To Scale Development	Khaled Ibrahim (U of Otago)	Selfie or Self-Acceptance - Does Matching of Brand Communication Content to Consumer Goals Enhance Brand Evaluations?	Nadja Dollison (RMIT)	Old is not always Gold: The role of Temporal Congruence in shaping the downstream effects of Firm's Longevity	Shweta Jha (India Institute of Management)
Session 12: Sustainability and marketing	Micael-Lee Johnstone (Victoria-Wellington)	Marcus Phipps (Unimelb)		Artificial intelligence at the pulse of business sustainability, sustainable development and society 5.0	Shabana Ali (University of Otago)	Cultural Analysis of The Evolution of Status: The Prestige of Sustainability in The Luxury Electric Car Market	Stephanie Yesmukanova (RMIT)	Norms as Antecedents of Littering Behaviour in a Developing Country	Abdul Chaudhary (Deakin)
Session 13: Technology in Marketing 1	Cynthia Webster (Mcquarie)	Janet McColl Kennedy (UQ)		Human Detection of Fake Online Reviews – Identifying the Drivers and Consequences	Lujain Alkhamisi (Curtin)	How do digital technologies impact the sales process and how does this affect sales management and value creation?	Mark Micallef (RMIT)	Exoskeletons At Your Service: An Exploration of Exoskeleton Integration in Consumer Service Contexts	James Tarbit (UQ)
Session 14: Societal issues	Lauren Gurrieri (RMIT)	Angela Cruz (Monash)	Michal Carrington (Unimelb)	Millennial negatively-valenced engagement and well-being outcomes in subsistence marketplaces	Nakintu Nankya Mariah (Deakin)	Child's Play: Moving beyond the dichotomy of gendered marketing	Sadaf Sagheer (RMIT)	Career development and work pathways of trans and gender diverse individuals and the interrelation to workplace culture and organisational structures	Robin Ladwig (U of Canberra)
Session 15: Business owners and leaders	Jodie Conduit (Adelaide)	Gauri Laud (Tasmania)		Why don't small business owners take professional advice? A dyadic study from a client and adviser perspective.	Ilona Clarke (RMIT)	An Evaluation of the Franchise Model in the Australian Automotive Industry	Adiba Fattah (U of the Sunshine Coast)	Standing Out, Being Different by Leading a Market Oriented Culture: A Grounded Theory Investigation of Top Leaders	Chris Brown (Pepperdine - USA)
Session 16: Services Marketing	Jill Sweeney (UWA)	Linda Robinson (RMIT)		The Impacts of Taste in Credence Services	Sabrina Wong (UQ)	Augmented Reality and the Retail Customer Journey	Beatrice Romano (Swinburne)	The Service Trilemma: Balancing the service triad of frontline employees, service robots and customers for meaningful experiences	Chelsea Phillips (QUT)
Session 17: Technology in Marketing 2	Brent Coker (Unimelb)	Jason Pallant (Swinburne)		How Speciesism Affects AI Adoption Intent	Jee Won Kim (QUT)	Feeling Younger Increases Older Consumers' Technology Acceptance	Daniel Chaein Lee (Auckland U of Technology)	Deepfakes: Exploring interactions between behavioural biases and customer value for marketing	Lucas Whittaker (QUT)

Poster Session Mentors:

Fang-Chi Lu (University of Melbourne)  
Marian Makkar (RMIT)  
Pao Franco (Radboud University)  
Samuelson Appau (RMIT)  
Toni Eagar (ANU)

Poster Titles and Authors:

*"Higher-order dynamic capabilities: A literature review"*, Alina Czaplá (University of Economics in Katowice, Poland)  
*"Brand Perceived Social Sustainability Scale"*, Nagendra S M, (IIT Ropar, India) and Dr. Dipanjan Kumar Dey (IIM Ranchi, India)  
*"Extraordinary Experiences in Escape Rooms: The Continuum of Social Stratification"*, Lu Ren (University of Melbourne)  
*"When reading is believing": Investigating the influence of online reviews on consumer decision making"*, Aakash Shah (Monash University)  
*"Blockchain adoption in agricultural cooperative societies"*, Sharif Ahmed Habibu (James Cook University)  
*"Restorative exoticism: Marajó Island, in the Amazon, as a form of unconventional and escapist luxury"* Thamiris Magalhães de Sousa and  
Suzane Strehlau (ESPM, Brazil)  
*"Progress Framing in Loyalty Card Programs"*, Yuming Tang (Monash University)  
*"Measuring customer-based brand equity and general marketing effect in cosmetic brands"*, Shota Yabuno (Osaka City University, Japan)