



OPPORTUNITY

Research Newsletter of the Marketing Discipline

From the Chair ...



After experiencing rapid growth, the Discipline of Marketing is now positioned as one of the leading Marketing research groups in the region. Areas of expertise include consumer decision-making and behaviour, international marketing and consumer culture. The Discipline embraces a range of research paradigms, making use of experimental design, quantitative modelling, surveys, and various qualitative interpretive techniques. Many members of the Discipline are considered world leaders in their areas in terms of top tier journal publications, editorial review board memberships, and awards won. The Discipline also has a vibrant PhD program which has grown substantially over the past four years.

Our research benefits from strong links with business, professional associations, government and not-for-profit organisations. This has resulted in research grants, consultancy projects and other forms of engagement that underpin the relevance and impact of our research.

JOURNAL PUBLICATIONS IN 2008

Allen MW, Gupta R and Monnier A 2008 'The Interactive Effect of Cultural Symbols and Human Values on Taste Evaluation', *Journal of Consumer Research*, vol.35:2, pp. 294-308.

We suggest that consumers assess the taste of a food or beverage by comparing the human values symbolized by the product to their human value priorities. When there is value-symbol congruency, they experience a better taste and aroma and develop a more favourable attitude and behaviour intention; incongruence has the opposite effect. Participants in two taste tests were told the correct identity of a product or misinformed. Participants who endorsed the values symbolized by the product (that they thought they were tasting) evaluated the product more favourably. The implications for marketing strategy, self-congruity theory, and the assimilation effect are discussed.

Cowley E 2008 'The Perils of Hedonic Editing', *Journal of Consumer Research*, vol.35:1, pp. 71-84.

Retrospective hedonic editing occurs when people combine events to frame a previous experience in its most positive light. Although reflecting positively on the past has psychological and physiological benefits, it may also be used to justify potentially irresponsible behaviour. In a gambling context the consequences may be perilous. The results of study 1 show that when they have the opportunity, potentially irresponsible gamblers use hedonic editing strategies to reconstruct the past as more positive. The more positive memory provides them with evidence to support their desired outcome—playing again. The results of studies 2 and 3 reveal that the processes underlying hedonic editing include both the temporal categorization of positive and negative events and the strategic allocation of attention. Study 3 also investigates the independence of motivation and opportunity.

Payne A and Storbacka K, Frow P 2008 'Managing the Co-Creation of Value', *Journal of the Academy of Marketing Science*, vol.36:1, pp. 83-96.

Central to service-dominant (S-D) logic is the proposition that the customer becomes a co-creator of value. This emphasizes the development of customer-supplier relationships through interaction and dialog. However, research to date suggests relatively little is known about how customers engage in the co-creation of value. In this article, the authors explore the nature of value co-creation in the context of S-D logic; develop a conceptual framework for understanding and managing value co-creation; and utilize field-based research to illustrate practical application of the framework. This process-based framework provides a structure for customer involvement that takes account of key foundational propositions of S-D logic and places the customer explicitly at the same level of importance as the company as co-creators of value. Synthesis of diverse concepts from research on services, customer value and relationship marketing into a new process-based framework for co-creation provide new insights into managing the process of value co-creation.

Styles C, Patterson P and Ahmed F 2008 'A relational model of export performance', *Journal of International Business Studies*, vol.39:3, pp. 880-900.

Export performance models anchored in the industrial organization and resource-based theories have previously been developed and tested. Thus far there have been no empirically tested export performance models that have reflected the core tenets of the relational, or behavioural, paradigm. Drawing from relational exchange theory, a model that includes reciprocal perceptions that relate to both past and future exchanges is developed. This model is tested with dyadic data from 125 West-East (Australia-Thailand) exporter-importer partnerships, reflecting the increasing importance of West-East exchange relationships. Results support the theory's contention that commitment (to future exchanges) is associated with export performance, and is itself driven by a reciprocal cycle of each partner's perception of the other's commitment, relationship-specific investments and dependence. This cycle of commitment is in turn influenced by each partner's trust in the other (from past exchanges), with different types of trust linked to different types of commitment. Trust and commitment are then found to be related both to interpersonal factors (i.e., effective communication, cultural sensitivity and likeability of partner) and to firm factors (reputation and competencies of partner).

Areni C 2008 '(Tell Me Why) I don't like Mondays: Does an overvaluation of future discretionary time underlie reported weekly mood cycles?' *Cognition and Emotion*, vol.22:7, pp. 1228-52.

Areni C and Burger M 2008 'Memories of "Bad" Days Are Biased More than Memories of "Good" Days: Past Saturdays Vary, but Past Mondays Are Always Blue', *Journal of Applied Social Psychology*, vol.38:6, pp. 1395-1415.

Caldwell M 2008 'Pet Loves, Rants and Raves: Commentary on Downey and Ellis's article', *Journal of Business Research*, vol.61:5, pp. 442-3.

Cowley E 2008 'Looking back at an experience through rose-colored glasses', *Journal of Business Research*, vol.61:10, pp. 1046-52.

Cowley E and Barron C 2008 'When Product Placement Goes Wrong: The Effects of Program Liking and Placement Prominence', *Journal of Advertising*, vol.37:1 (Spring 2008), pp. 89-98.

d'Astous A, Voss Z, Colbert F, Caru A, **Caldwell M** and Courvoisier F 2008 'Product-country Images in the Arts: A Multi-country Study', *International Marketing Review*, vol.25:4, pp. 379-403.

Henry P and **Caldwell M** 2008 'Spinning the Proverbial Wheel: Social Class in Marketing', *Marketing Theory*. Vol. 8, No. 4

Hensher DA, Rose J and **Black I** 2008 'Interactive Agency Choice in Automobile Purchase Decisions: The Role of Negotiation in Determining Equilibrium Choice Outcomes', *Journal of Transport Economics and Policy*, vol.42:2, pp. 269-96.

Jenner S, MacNab B, **Briley D**, Brislin R and Worthley R 2008 'Cultural Change and Marketing', *Journal of Global Marketing*, vol.21:2, pp. 161-72.

Kamvounias P, McGrath-Champ S and **Yip J** 2008 "'Gifts' in mentoring: mentees' reflections on an academic development program", *International Journal for Academic Development*, vol.13:1, pp. 17-25.

Miller R and Howell G 2008 'Regulating Consumption with Bite: Building a Contemporary Framework for Urban Dog Management', *Journal of Business Research*, vol.61:5, pp. 525-31.

Sparks JR and **Areni C** 2008 'Style versus Substance: Multiple Roles of Language Power in Persuasion', *Journal of Applied Social Psychology*, vol.38:1, pp. 37-60.

Styles C and Genua T 2008 'The rapid internationalization of high technology firms created through the commercialization of academic research', *Journal of World Business*, vol.43:2, pp. 146-57.

Sutton-Brady C 2008 'Achieving Relevance in Assessment through Fieldtrips', *College Teaching Methods & Styles Journal*, vol.4:4, pp. 1-6.

Sutton-Brady C 2008 'As time goes by: Examining the paradox of stability and change in business networks', *Journal of Business Research*, vol.61:9, pp. 968-73.

Treleven L and **Voala R** 2008 'Integrating the Development of Graduate Attributes Through Constructive Alignment', *Journal of Marketing Education*, vol.30:2, pp. 160-73

Special Issue Editors

- ✉ Teresa Davis – Consumption Markets and Culture- “Mirrored Histories: Consumption and work in the Asia Pacific”
- ✉ Paul Henry and Marylouise Caldwell – Qualitative Market Research- “Audio-Visual Representation in Marketing Research” *Paper Publication and a Video*
- ✉ Paul Henry and Marylouise Caldwell- International Journal of Culture, Tourism and Hospitality Research – “Multi-media research and the consumption of popular culture, *Paper Publication and a Video*
- ✉ Iain Black - Symposium Chair - How can anti-consumption research contribute to sustainability?
- ✉ Marylouise Caldwell - Joint Program Chair with Russell Belk for the ACR Film Festival
- ✉ Catherine Sutton-Brady – Track Chair, Conference Theme ANZMAX 2008

Editorial Board appointments

- ✉ Donnel Briley – Journal of Consumer Research
- ✉ Michael Allen - Journal of Economic Psychology
- ✉ Charles Areni - Psychology and Marketing and Journal of Advertising
- ✉ Paul Henry and Marylouise Caldwell - Qualitative Market Research
- ✉ Chris Styles - British Journal of Management, Journal of International Marketing, Advances in International Marketing and International Marketing Review
- ✉ Ulku Yuksel - E-Journal of Ethnic Marketing

Research in the Media

- ✉ Elizabeth Cowley - New York Times
- ✉ Charles Areni – Washington Post

A/Professor Rob V. Kozinets

- ☞ PhD Program instructor for “Research Design” unit
- ☞ Article in the AFR Boss Magazine, November 2008
- ☞ Keynote Speaker, Australian Marketing Institute Annual Awards

Professor Russell Belk

- ☞ Presented a seminar titled “Yours, Mine, and Ours: Owning, Extended Self and Sharing”

Professor Craig Thompson

- ☞ PhD Program instructor for “Consumer Culture Theory” unit

Christina Anthony, Postdoctoral Fellow, University of Sydney

Christina is an ARC Postdoctoral Fellow in the Discipline of Marketing. Christina is currently working in collaboration with Elizabeth Cowley on a Discovery project investigating the role of counterfactual thinking in gambling behaviour. Christina was recently awarded a PhD in Marketing from the University of Sydney. Her thesis research examines how lying and truth-telling consumers differ in their affective reactions to consumption outcomes. Christina also has a Bachelor of Economics with First Class Honours and the University Medal from the University of Sydney. Her research interests include the examination of affective evaluations of consumption experiences, affective forecasting, emotional regulation, simulation heuristics and counterfactual thinking processes.

There are currently 12 enrolled PhD scholars with the Discipline of Marketing**Tanja Schneider, Postdoctoral Fellow, James Martin Institute, Oxford University**

Tanja has completed her Phd entitled “Marketing Food, Marketing Health: Discursive Practices and the Formation of the Healthy Food Consumer In Australia”- revisions have been approved and letter of completion sent out- she will graduate formally in May (next PhD graduation). She is about to join the James Martin Institute for Science and Civilization (endowed institute by James Martin (A wired society: A Challenge for Tomorrow author) on a research Fellowship. She will be working with Prof. Steve Woolgar on a ‘Futures Project’ – aspects of nutrition and neuroscience in the future. Last week she was house hunting and met the Team she will be working with and is looking forward to living and working in ‘that sweet city with her dreaming spires’. <http://www.martinstitute.ox.ac.uk/jmi/>

Other appointments:

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| Nicole Hartley | Assistant Professor of Marketing, UTS |
| Natalina Zlatevska | Assistant Professor of Marketing, Bond University |

**Professor Charles Areni**

Charles has a very particular interest in the perception and memory of time. In its marketing context, this translates for instance into research into how consumers perceive, value, and allocate time to various consumption activities. Recent research has shown that consumers tend to overvalue future free time and assume that weekends, vacations, and other periods of free time will be far more enjoyable than they actually end. This work has been profiled in outlets such as Washington Post.

Dr Steven Lu

Steven’s research interests include pricing and promotions, branding, advertising, consumer choice modelling and Bayesian statistics. His forthcoming article in Marketing Science is titled “Measuring Brand Value in an Equilibrium Framework”

Steven and colleagues propose a structural approach to measuring brand (and sub-brand) value using observational data. Brand value is defined as the difference in equilibrium point between the brand in question and its counterfactual unbranded equivalent on search attributes. Their model allows them to make this computation rigorously, taking into account competitors and retailers reactions in the real and in the counterfactual situations. They illustrate their method using quarterly city-level data on ready-to-eat breakfast cereals, and compare their brand value estimates with those obtained from previously used reduced-form methods.

One of his current project estimates individual learning in sales people and its affect on sales person turnover. The target is Journal of Marketing Research.