

LIST OF PUBLICATIONS

Pascale G QUESTER

Refereed Publications:

Refereed journal articles:

1. "A test of coupons effectiveness by experimental design", The Asia-Australia Marketing Journal, Vol. 1 (January), 1993, pp 29-40.
2. "Country-of-origin effects: An Australian experiment in shelf labelling", The International Review of Retail, Distribution and Consumer Research. Vol. 6(1), 1996, pp 115-135. (with Marr N. and Yeoh P.S.)
3. "Standardisation, centralisation and international marketing management." The International Business Review, Vol. 5(4), 1996, pp 395-421. (with Conduit J.),
4. "Asian students: Their experiences and perceptions of Australian universities", The Journal of Marketing for Higher Education, Vol. 7(3), 1996, pp 65-80. (with Wilkinson J. and Mahara A.),
5. "Consumer's perceptions of sponsorship sources: A case study of mistaken identity", Asia-Pacific Advance in Consumer Research, Vol. 2 (July), 1996, pp 13-18.
6. "The impact of categorising continuous variables on information retention", Australasian Journal of Market Research, Vol. 4 (2), 1996, pp 21-26. (with Dion E.),
7. "A study of accredited and unaccredited Australian advertising agencies", International Journal of Advertising, Vol. 15(4), 1996, p 359-372.
8. "Size and marketing centralisation in multinational companies", Journal of Market-Focused Management, Vol. 1(3), 1996, pp 231-247. (with Conduit J.)
9. "Product involvement in consumer wine purchases: Its demographic determinants and influence on choice attributes", International Journal of Wine Marketing, 1996, Vol. 8(3/4), pp 37-56. (with Smart J.)
10. "Service quality in the Australian advertising industry. A methodological study", Journal of Services Marketing, Vol. 11(3), 1997, pp 178-188. (with Romaniuk S.)
11. "Awareness as measure of sponsorship effectiveness: The Adelaide Formula One Grand Prix and evidence of incidental ambush effects", Journal of Marketing Communication, Vol. 3(1), 1997, pp 1-20.
12. "The impact of scaling numerical variables on information retention: An appraisal of Morrison's work", Marketing Bulletin, Vol. 8 (May), 1997, pp 59-65. (with Dion E.)
13. "Integrating sports sponsorship into the corporate marketing function: An international comparative study", International Marketing Review, Vol. 14 (3), 1997, pp 170-182. (with Farrelly F. and Burton R.)
14. "Balance in analysing open-ended questions: how to yield richer information", Australasian Journal of Market Research, July 1997, pp 3-8. (with Dion E.)
15. "Sponsorship Returns: Unexpected findings and the value of naming rights", Corporate Communications: An International Journal, Vol. 2(13), 1997, pp 101-108.

16. "Business orientation of Australian managers", The New Zealand Journal of Business, November 1997, pp 15-30. (with Wilkinson J.)
17. "Sports Sponsorship Management: A multi-national comparative study", Journal of Marketing Communications, Vol. 4 (2), 1998, pp 115-128. (with Farrelly F. and Burton R.)
18. "In the name of the Games", Asia-Australia Marketing Journal, Vol. 5(1), 1997, pp 5-8. (with Farrelly F.)
19. "The influence of consumption situation and product involvement over consumers' use of product attributes", Journal of Consumer Marketing, Spring 1998, pp 220-238. (with Smart J.)
20. "Sport sponsorship investments: Organizational power games", Marketing Management, Vol. 7(1), 1998, pp 27-36. (with Burton R. and Farrelly F.),
21. "Antecedents of anti-smoking advertisements' effectiveness: A Bi-Cultural Study", Journal of International Consumer Marketing, Vol. 10(4), 1998, pp 29-48.
22. "Hierarchical Log Linear Analysis: An Application to Sponsorship", The Cyber-Journal of Sports Marketing, Vol. 2, July, 1998, pp 1-14. (with Rungie C.),
23. "Mapping Corporate Relationships in the Sports Industry", Corporate Communications: An International Journal, Vol. 3 (4), 1998, pp 150-156. (with Farrelly F.),
24. "Association, brand memorisation and decay, a study of sponsor' impact", Journal of Product and Brand Management, Vol.7(6), 1998, pp 539-557. (with Farrelly F.)
25. "Corporate Marketing and Sports", Mapketnht (Marketing Journal Moscow), March 1998, pp 57-69. (with Farrelly F. and Smolianov P.)
26. "International Marketing Ethics: A Cross Cultural study", Australasian Journal of Marketing, Vol. 6(2), 1998, pp 51-62. (with Simpson J.)
27. "Clusterwise Regression: Concept and Application", Australasian Journal of Market Research, Vol.7(1), 1999, pp 25-32. (with Aurifeille J.M.)
28. "Country-Of-Origin effects on purchasing agents' product perceptions: An Australian perspective", Industrial Marketing Management, Vol 28, 1999, pp 165-175. (with Dzever S.),
29. "A Cross Cultural Study of Juvenile Response to Anti-smoking advertisements", Euro-Journal of Marketing, Vol. 7(2), 1999, pp 29-46.
30. "Internal marketing practices in Australia", Journal of Applied Management Studies, Vol. 8(2), 1999, pp 217-230. (with Kelly A.),
31. "Country-of-Origin Perception and Industrial Purchase Decision-making in New Zealand", European Journal of Purchasing and Supply Management, Vol.5, 1999, pp 185-196. (with Dzever S. and Chetty S.)
32. "Investigating Situational Effects in Wine Consumption: A Means-End Approach", European Advances in Consumer Research, Vol. 4, 2000, pp 104-111. (with Aurifeille J-M , Hall J. and Lockshin L.)
33. "Country-of-Origin effects on purchasing agents' product perceptions: An International Perspective", Journal of Business and Industrial Marketing, Vol. 15(7), 2000 pp. 479-490. (with Dzever S. and Chetty S.),

34. "Self-Congruity and Product Evaluation: A cross Cultural Study", Journal of Consumer Marketing, Vol. 17(6), 2000, pp. 525-537. (with Karunaratna A. and Goh L.K.)
35. "Exploring the curious demand for athletes with controversial images: A study of product endorsement advertising" The International Journal of Sports Marketing & Sponsorship, Vol. 2(4), 2000/2001, pp 315-330. (with Burton R. and Farrelly F.)
36. "Evidence of the Impact of Advertising and Promotion leverage on Arts Sponsorship Effectiveness", Journal of Advertising Research, Vol. 41(1), 2001, pp 33-47. (with Thompson B.)
37. "Attitudinal Effects of Sponsorship on Television Audiences and the Influence of Sponsors' Prominence: Interaction and Main effects of two types of sponsorship", Journal of Advertising Research, Vol. 41(1), 2001, pp 48-58, (with Lardinoit T.)
38. "Factors Affecting Industrial Procurement Decisions in the Asia-Pacific Region: A Comparative Study of Australia, New Zealand, China and Thailand", Journal of Asia-Pacific Economy, Vol. 6(2), 2001, pp 194-211, (with Dzever S. and Chetty S.)
39. "Consumers' Attitudinal profiles: An Examination of the Congruence between Cognitive, Affective and Conative Spaces", Advances in Consumer Research, Vol. 28, 2001, pp 301-308 (with Aurifeuille J-M. and Clerfeuille F.)
40. "Australian Chinese Consumers: Does Acculturation Affect Consumer Decision Making", Journal of International Consumer Marketing, Vol. 13(3), 2001, pp 7-28 (with Karunaratna A and Chong I.).
41. "Validating Acculturation Models: The Case of the Australian Chine Consumer", Journal of Consumer Marketing, Vol. 18(3), 2001, pp 203-218 (with Chong I.).
42. "Sponsorship in the Wine Industry: Opportunities and Guidelines", The Autralian and New Zealand Wine Industry Journal, (Academic Supplement), Vol 16(6), 2001, pp 130-137 (sole author)
43. "Segmentation by involvement or nationality for Global retailing: A cross national study of wine shopping behaviour", The Journal of Wine Research, Vol. 12(3), 2001, pp 223-236 (with Lockshin L. and Spawton T.)
44. "The Influence of perceived Cultural differences on Marketing Managers' Strategic decision making", Journal of Asia-Pacific Marketing, Vol. 1(2), 2002, pp 47-62 (with von Wendt-Eccles J.).
45. "Global vs International Segmentation: A Cross National exploratory study", International Marketing Review, Vol. 19(4), 2002, pp 369-386. (with Aurifeuille J-M., Lockshin L. and Spawton T.),
46. "Relational Norms as a Means of Coordination: A Relationship Process Model and Empirical Results", Journal of Business Research, 2002, page details pending.(with Medlin C. and Aurifeuille J-M.).
47. "The Effects of Market Orientation on Trust and Commitment: The case of the sponsorship business-to-business relationship", European Journal of Marketing, Vol. 37(3/4), 2003, pp 530-553 (with Farrelly F.)
48. "Country-of-Origin effects on industrial buyers' product perception in the Asia-Pacific Region: A comparative Study of Australia, New Zealand, Thailand and China", Discourse on Intercultural Competence, No 4, November 2002, pp 33-50 (with Dzever S. and Chetty S.).
49. "Product Involvement/Brand Loyalty: Is there a link?", Journal of Product and Brand Management, Vol. 12(1), 2003, pp 22-36 (with A. Lin).

50. "Predicting business ethical tolerance in international markets: A concomitant Clusterwise Regression Analysis", The International Business Review, Vol. 12 (2003) , pp 253-272. (with J-M Aurifeille)
51. "Collaborative communications in sponsors relations", Corporate Communications: An International Journal, Vol.8(2), 2003, pp 128-138 (with Farrelly F. and Mavondo F.)
52. "The Ethicality of Using Fear for Social Advertising", Australasian Marketing Journal, Vol. 11(1), 2003, pp12-27. (with D. Arthur).
53. "What Drives Renewal of sponsorship principal/agent relationships?", Journal of Advertising Research, Vol. 43(4), 2003, pp 353-360 (with F. Farrelly).
54. "Do Product Components and their Country-of-Origin influence Product evaluations?", Journal of Asia-Pacific Business, Vol. 5(2) 2004, pp 33-56. (with Karunaratna A. and Johnson L.)
55. "Product Involvement and Humour in advertising: An Australian empirical study", Journal of Asia Pacific Marketing, Vol. 3(1), 2004, pp pending (with Cochran L.)
56. "Who's afraid of that Ad? Applying Segmentation to the Protection Motivation Model", Psychology and Marketing, Vol. 21(9), 2004, pp 671-698 (with Arthur D.)
57. "Sponsorship management: Can a resource based perspective help decision makers", European Journal of Marketing, vol. 38, No 8, 2004, (with Fahy J. and Farrelly F.).
58. "Investigating Large Scale Sponsorship relationships as co-marketing alliances", Business Horizon, Vol., (2004) page detail pending (with Farrelly F.)
59. "The influence of product/nudity congruence on the effectiveness of advertising", Journal of Promotion Management, 2005, page detail pending (with Sherman C.)
60. "Examining Important Relationship Quality Constructs of the focal sponsorship exchange", Industrial Marketing Management, 2005, page detail pending (with Farrelly F.)
61. "What drives relationships in an export business-to-business context? An empirical study of the Australian wine industry", Journal of Marketing Channels, 2005, page details pending (with A. Beaujeant and L. Lockshin).

Under review or in revisions:

1. "Fear in Advertising: The influence of consumers' product involvement and culture", International Journal of Advertising, submitted October 2003, (with Cochrane L.).
2. "The role of sexual orientation and degree of nudity in advertising effectiveness", Journal of Advertising, submitted October 2003 (with C. Sherman).
3. "Developing a Value Based Measure of Market Orientation in an Interactive Relationship", Journal of Marketing Management, submitted June 2003 (with SC Chen), under 1st revision.
4. "A Model of Customer Store Loyalty for Retail Service: Perceived Value in Market Orientation Practice", Journal of Retailing, submitted July 2003 (with SC Chen). Under 1st revision.

Chapters in books:

1. A Cross Cultural Study of Juvenile Response to Anti-Smoking Advertisements, in *Newer Insights into Marketing: Cross Cultural and Cross National Perspective* (eds Camille P. Schuster and Phil Harris), International Business Press, New York, 1999, pp 29-46.

2. Globalisation ou Internationalisation: Une méthode d'analyse fondée sur les profils d'implication, in *Logistique et Distribution*, (with J-M. Aurifeille and L. Lockshin), Fabbe-Coste N., Colin J.& Pache G. (eds), Editions Vuibert, Paris, 2000, pp 231-248.
3. "Experiments vs surveys: Validity issues in research in marketing", *Research Methodology in Commerce and Management*, R.D. Sharma and H. Chahal (eds), Anmol Publications, New Delhi, 2004.
4. "Building global alliances: Relationship-marketing and the sponsorship of sport", *Research Issues in Sports Marketing*, B.Cornwell and J. Amis (eds), 2005.

Book Review:

1. ***Strategic Sport Marketing*** by Shilbury, Quick and Westerbeek, ALLEN & UNWIN (1998), *Australasian Marketing Journal*, Vol. 6(1), pp 95-97.

Refereed Conference Proceedings:

1. "An experimental assessment of couponing in New Zealand". *Proceedings of the EMAC/ESOMAR Symposium*, Athens, 24-27th October, 1990 and republished in the ESOMAR book series, 1990, pp 195-216.
2. "The impact of brand loyalty on consumer coupon redemption intentions". *Proceedings of the ESOMAR seminar*, Amsterdam, 22-24th April, 1991 and republished in the ESOMAR book series, 1991, pp 177-203.
3. "Asian foreign students in South Australian Universities: Their profiles and their perceptions of Australian Universities". *Proceedings of the Marketing Educators' Conference*, Bali, April 1993, pp 609-624 (with Wilkinson J. and Mahara A.).
4. "From production orientation to societal marketing: a pilot study of Australian managers". *Proceedings of the Australian Marketing Educators' Conference*, Adelaide, September 1994, pp 202-218. (with Wilkinson J.)
5. "Country-of-origin and shelf labelling: Is there a POS-COO effect?". *Proceedings of the First International Research Seminar on Marketing Communications and Consumer Behaviour*, La Londe les Maures, France, June 1995, pp 451-470. (with Yeoh P.S.)
6. "A test of four service quality measurement scales: The case of the Australian advertising industry". *Proceedings of the Seventh Bi-Annual World Marketing Congress*, Melbourne, July 1995, pp 14.133-14.140. (with Wilkinson J. and Romaniuk S.)
7. "Business Orientations of Australian Beef and Wine Producers", *Proceedings of the Australian Marketing Educators' Conference*, Adelaide, February 1996, pp 701-704. (with Wilkinson J. and Cho S.F.)
8. "Consumer's perceptions of sponsorship sources". *Proceedings of the Association for Consumer Research Second Asia Pacific Conference*, Perth, July 1996, pp 111-117.
9. "Cause-Related marketing and societal sponsorship". *Proceedings of the Australia New Zealand Marketing Educators' Conference*, Auckland, November 1996, pp 273-291.
10. "Sports and Arts Sponsors: Investigating the similarities and Differences in Management Practices" *Proceedings of the American Marketing Association Conference*, Dublin, June 1997, pp 874-886. (with Farrelly F.)

11. "Sponsorship Returns: Unexpected Results and the Value of Naming rights". *Proceedings of the American Marketing Association Conference*, Dublin, June 1997, pp 692-694.
12. "An exploratory study into the effects of culture on cooperative alliances", *Proceedings of the Biannual World Marketing Congress*, Kuala Lumpur, June 1997, Vol VIII, pp 493-498 (with Medlin C.).
13. "Influence of personal values and demographics on newspaper readership of young Australians", *Proceedings of the 31st Marketing Educators' Conference*, Manchester, July 1997, pp 1093-1104. (with Williams K. and McOmish M.)
14. "Consumer attitude to anti-smoking messages: A Cross Cultural Study". *Proceedings of the American Marketing Conference, Manchester*, July 1997 (with Tan T.), pp 53-64.
15. "The impact of Atlanta Olympic games sponsor: A Comparative study of South Australian and Victorian Audiences", *Proceedings of the ANZMEC Conference*, Melbourne, December 1998, pp 857-868. (with Farrelly F.)
16. "A Clusterwise Regression Analysis of Ethical Issues in International Marketing", *Proceedings of The Journees de l'ACSEG*, Poitiers, July 1998, pp 19-35. (with Aurifeille J-M.)
17. "Brand and Country-of-Origin Effects on Services: An Exploratory Study", *Proceedings of ANZMAC Conference*, Dunedin, December 1998, pp 1102-1110. (with Karunaratna A. and Johnson L.),
18. "Digitally Enhanced Relationships in Networks: Sybiz, a Case Study", *Proceedings of the ANZMAC Conference*, Dunedin, December 1998, pp 1566-1579. (with Medlin C.)
19. "Business Ethics and Clusterwise regression", *EIMBA Conference*, Jerusalem, December 1998, pp 89-111. (with Aurifeille J-M.)
20. "An examination of the dyadic relationship between Sports and Sponsors: The Case of the Sydney Olympics", *Proceedings of the 9th Bi-Annual World Marketing Congress*, Vol. IX, Malta, June 1999, pp 411-415. (with Farrelly F.)
21. "Actor Bonds and Relational Norms in Networks", *Proceedings of the 15th Annual IMP Conference*, McLoughlin, Damien and Horan C. (eds), Dublin, September 1999, pp 1-18. (with Medlin C.).
22. "A Resource-Based View of Sponsorship Management and Implementation", *Proceedings of the AMA Summer Conference 2000*, Buenos Aires, July, pp 125-13.1 (with Farrelly F. and Fahy J.)
23. "An Empirical Test of a Model of Relational Norms and Relationship Performance", *Relationship Marketing in the New Millennium: Theory, Methods and Tools (Proceedings of the Firth Research Conference on Relationship Marketing)*, 2000, Atlanta, October, Supplement, pp 3-16. (with Aurifeille J-M. and Medlin C.)
24. "Evaluating Sponsorship Effectiveness: The Adelaide Festival of the Arts", *Proceedings of the ANZMAC 2000 Conference*, The Gold Coast, November, pp 1263-1268. (with Thompson B.)
25. "Acculturation and Consumer Behaviour: The Case of the Australian Chinese", *Proceedings of the 2000 ANZMAC Conference*, The Gold Coast, November, pp 1019-1024. (with Karunaratna A. and Chong I.)
26. "A Resource-Based View of Sponsorship Management and Implementation- Resources identification and Categorisation", *Proceedings of the 2000 ANZMAC Conference, The Gold Coast*, November, 2000, pp 327-332. (with Farrelly F. and Fahy J.)

27. "A Collaborative Interest Model of relational coordination: Examining Relational norms as actor bond", *Proceedings of the IMP Conference*, Oslo, October 2001, CD ROM (with Medlin C.)
28. "The Brand Loyalty and Product Involvement Link", *Proceedings of the 2001 ANZMAC Conference*, Albany, December, CD ROM (with Lim A.L. and Karunaratna A.)
29. "Sponsors' impact on attitude and Product Involvement: A Longitudinal study of the 2000 Olympic Games", *Proceedings of the 2001 ANZMAC Conference*, Albany, CD ROM. (with Lardinoit T.)
30. "L'Internet et les liens relationnels entre entreprises : perspective dérivée du secteur du service australien", *Proceedings of the 2eme Journees de Recherche sur le E-Marketing*, Nantes, 12 September, 2003, pp 83-105 (with S. Rao)
31. "Developing a value-based scale measuring market orientation:the identical view of the firm and the customers", *Proceedings of the 32nd EMAC Conference*, M.Saren, A. Williams (eds), Glasgow, 20 May 2003 CD ROM (with Chen S-C)
32. "Evaluer l'efficacité du sponsoring: le cas du festival international des arts d'Adelaide", *Proceedings des 8emes Journees de Recherche de Bourgogne*, Dijon, 6-7 November 2003, pp 8-37 (with Rao S.)
33. "Risque perçu et servicescape: L' importance de la gestion de l'environnement physique pour le marketing des services", *Proceedings of the 3rd Atelier de Recherche sur le Risque*, 17 December 2003, pp 37-54 (with M.McOmish)

Other Refereed Publications:

1. "Did I hear Marketing?", *New Zealand Agricultural Science*, Vol. 23, October 1989, pp 20-21.
2. *International Marketing at Dynix*, the EFMD European Case Study Competition, March 1995.
3. *SA Energy Forum*, registered case at Centrale de Cas et de Medias Pedagogiques, October 1995. (with Hermant J.)
4. *Refill Machine*, registered case at Centrale de Cas et de Medias Pedagogiques, October 1995. (with Hermant J.)
5. *Department of Family and Community Services*, registered case at Centrale de Cas et de Medias Pedagogiques , November 1995. (with Hermant J.)
6. *Bayree Farm*, registered case at Centrale de Cas et de Medias Pedagogiques, November 1995. (with Hermant J.),
7. *New Zealand Employment Services*, registered case at Centrale de Cas et de Medias Pedagogiques, November 1995. (with Hermant J.)
8. *V. Jennings*, registered case at Centrale de Cas et de Medias Pedagogiques, April 1996. (with Hermant J.),
9. *SCOSA*, registered case at Centrale de cas et de Medias Pedagogiques , August 1997. (with Hermant J.),

Books:

1. ***Basic Marketing: A Managerial Perspective*** by McCarthy E.J., Perreault W.D., Quester P.G, Wilkinson J.W. & Lee K.Y, 1st Australasian ed., Irwin, Sydney, 1994. (718 pages)

2. ***Consumer Behaviour: Implications for Marketing strategies*** by Neal C., Quester P.G. and Hawkins D., 1st Australasian ed., Irwin, Sydney, 1994. (572 pages)
3. ***Basic Marketing: A Managerial Approach*** by McCarthy E.J., Perreault W.D. and Quester P.G., 2nd Australasian ed., Irwin (1997). Winner of the 1997 Australian Awards for Excellence in Educational Publishing. (768 pages)
4. ***Consumer Behaviour: Implications for Marketing strategies*** by Neal C., Quester P.G. and Hawkins D., 2nd Australasian ed., Irwin/McGraw-Hill, 1998. (585 pages)
5. ***Basic Marketing: A Managerial Perspective*** by Quester P.G., McGuiggan R., Perreault W.D. and McCarthy E.J., 3rd Australasian ed., Irwin/McGraw-Hill, 2001. (743 pages)
6. ***Consumer Behaviour: Implications for Marketing strategies*** by Neal C., Quester P.G. and Hawkins D., 3rd Australasian ed., McGraw-Hill/Irwin, 2002. (590 pages)
7. ***Marketing: Creating and Delivering Value*** by Quester P.G., McGuiggan R., Perreault W.D. and McCarthy E.J., 4th Australian ed., McGraw-Hill, 2004. (682 pages)
8. ***Consumer Behaviour: Implications for Marketing strategies*** by Neal C., Quester P.G. and Hawkins D., 4th Australian ed., McGraw-Hill, 2004. (675 pages)

Non-refereed publications:

Professional articles:

1. "Did someone mention Marketing?" Manawatu Business Link, August 1988.
2. "Did I hear Marketing?" Marketing Magazine, September, 1988, pp 61-64.
3. "New product development". Manawatu Business Link, September 1988.
4. "Marketing primary products". Manawatu Business Link, October 1988.
5. "Missing the boat". Marketing Magazine, December 1988, pp 57-59.
6. "Service vs Product. Should we separate them?", Marketing Magazine, March 1989, pp 52-53.
7. "Primary products: How to inject life in the sector", Marketing Magazine, April 1989, pp 47-48.
8. "Moving away from shopkeeping", Marketing Magazine, July 1989, pp 73-75.
9. "Spare us the hard sell!", Marketing Magazine, July 1989, pp 73-75.
10. "From Generics to Neo Generics", Marketing Magazine, November 1989, pp 68-69.
11. "Information Technology", Marketing Magazine, December 1989, pp 58-60.
12. "Rigour or relevance?", Marketing Magazine, February 1990, p 60.
13. "Don't forget the fifth"P!", Marketing Magazine, March 1990, pp 45-47.
14. "Recognising the family buying unit", Marketing Magazine, April 1990, pp 37-38,
15. "Marketing for the Non-Profit Sector", Marketing Magazine, June 1990, p 57.

16. "Why choose sales promotions?", Marketing Magazine, July 1990, p 50.
17. "Plain Packs", Marketing Magazine, March 1991, p 47. (with Marr N.).
18. "Sponsorship effectiveness." Australian Professional Marketing, October 1993, pp 30-32.
19. "The Art and Craft of Sponsorship", Australian and New Zealand Wine Industry Journal, May/June, 2000, pp 87-91.
20. "After the Games, what have we learnt", Australian and New Zealand Wine Industry Journal, May/June, 2001, pp 88-93.

Non-refereed conference papers:

1. "Marketing is also for you", *Proceedings of the AGSCAPE Conference*, Havelock North, NZ, August 1988, pp 7-9.
2. "The management academic's dilemma", *Proceedings of the ANZAM Conference*, Launceston, 6-9th December, 1990, pp 538-540.
3. "From production orientation to societal orientation: a study of Australian manager.", *Proceedings of the New Zealand Marketing Educators' Conference*, The University of Waikato, November 1994, Hamilton, NZ, pp 491-499 (with Wilkinson J.).
4. "Using the Delphi technique to identify marketing export success factors.", *Proceedings of the New Zealand Marketing Educators' Conference*, The University of Waikato, November 1994, Hamilton, NZ, pp 500-505 (with Wilkinson J.).
5. "Standardisation and centralisation: The effect of organisational style and structure on marketing management.", *Proceedings of the Australian and New Zealand Academy of Management Conference*, December 1994, Wellington, NZ, pp 67-68 (with Conduit J.).
6. "Differences in Business Orientation between Australian beef and wine producers", *Proceedings of the New Zealand Marketing Educators' Conference*, The Victoria University of Wellington, November 1995, pp 381-385 (with Wilkinson J. and Cho S.F.).
7. "The simultaneous adoption of more than one business orientation by Australian Agricultural organisations", *Proceedings of the ANZAM Conference*, Townsville, December 1995, p 64 (with Wilkinson J. and Cho S. F.)
8. "Towards an objective methodology for determining international marketing competitiveness", *Proceedings of the ANZAM Conference*, Townsville, December 1995, p 65. (with Wilkinson J.).
9. "Business orientations of Australian beef and wine producers producers", *Proceedings of the Australian Marketing Educators' Conference*, Adelaide, February 1996, pp 701-704. (with Wilkinson J. and Cho S.F.).

Working papers:

1. "Theoretical concepts relevant to coupons: a selected review.", The Centre for Brand Management and Marketing Communication Research of the University of South Australia Working Paper Series, 1992.

2. "Assessing the effect of past brand experience on predicted coupon usage.", The Centre for Brand Management and Marketing Communications Research of the University of South Australia Working Paper Series, 1992.
3. "Assessing couponing effectiveness: a New Zealand example.", The Centre for Brand Management and Marketing Communications Research of the University of South Australia Working Paper series, 1992.
4. "Impact of brand experience on consumer's coupon redemption intentions", Les Cahiers du CREA*, Nantes, No. 42, April 1995.
5. "Country-of-origin and shelf labels", Les Cahiers du CREA, Nantes, No 40, February 1995 (with Yeoh P.S.).
6. "Standardisation, centralisation and marketing in multinational companies", Les Cahiers du CREA, Nantes, Volume No 41, March 1995 (with Conduit J.).
7. "SERVQUAL and SERVPERF, a test of service quality measurement scales", Les Cahiers du CREA, Nantes, No 39, January 1995 (with Wilkinson J. and Romaniuk S.).
8. "Statistical analysis of aided awareness of sponsors of the Adelaide Grand Prix", Technical Report of the School of Mathematics, University of South Australia, April 1996 (with Rungie C.)
9. "The Impact of Scaling Numerical variables on Information retention: An Appraisal of Martin's work" Cahiers du CREA, No 56, June 1996, (with Dion E.)
10. "The Impact of Scaling Numerical variables on Information Retention: An appraisal of Morrison's work", Cahiers du CREA, No 57, June 1996, (with Dion E.).
11. "An Experimental study of Arts Sponsorship Effectiveness: The case of the 1998 Adelaide festival of the Arts", (with B. Thompson) University of Western Sydney Working Paper Series, April 1999.
12. "Prominent vs non prominent sponsors: Their respective effect on sponsorship effectiveness", (with T. Lardinois), CERRESSEC Research paper series, October 1999.

(*Les Cahiers du CREA is a publication by ESC Nantes Atlantique which is widely distributed to a subscription base including main US and European Business Schools and Universities. The editor over this period of time was Prof. Michel Kalika, of IAE Poitiers.)

Other Published Case Studies**:

1. *Colgate Palmolive* in Basic Marketing, 1st Australasian Ed., McCarthy E.J., Perreault W.D., Quester P.G., Wilkinson J.W. and Lee K.Y., IRWIN , 1993, pp 656-659 (with Lory D.)
2. *Lotto Combo* in Basic Marketing, 1st Australasian Ed., McCarthy E.J., Perreault W.D., Quester P.G., Wilkinson J.W. and Lee K.Y., IRWIN , 1993, pp 659-663 (with Bowes S.)
3. *FloorNat* in Consumer Behaviour Implications for Marketing Strategies, 1st Australasian Ed., by Hawkins D., Neal C. and Quester P.G., IRWIN, 1994, pp 174-178.
4. *Nestle: a case of ethical marketing* in Consumer Behaviour Implications for Marketing Strategies. 1st Australasian Ed., by Hawkins D., Neal C. and Quester P.G., IRWIN, 1994, pp 539-542.
5. *Bayree Farm* in Basic Marketing: A Managerial Approach, 2nd Australasian Ed., by McCarthy E.J., Perreault W.D. and Quester P.G., IRWIN, 1997, pp 60-61.

6. *AVJennings* in Basic Marketing: A Managerial Approach, 2nd Australasian Ed., by McCarthy E.J., Perreault W.D. and Quester P.G., IRWIN, 1997, pp 266-269.
7. *Refill Machine* in Basic Marketing: A Managerial Approach, 2nd Australasian Ed., by McCarthy E.J., Perreault W.D. and Quester P.G., IRWIN, 1997 (with Harkins P.), pp 339-340.
8. *Whakapapa* in Basic Marketing: A Managerial Approach, 2nd Australasian Ed., by McCarthy E.J., Perreault W.D. and Quester P.G., IRWIN, 1997, pp 516-518.
9. *Planning for better Future* in Basic Marketing: A Managerial Approach, 2nd Australasian Edition, by McCarthy E.J., Perreault W.D. and Quester P.G., IRWIN, 1997, pp 670-671
10. *Dynix* in Basic Marketing: A Managerial Approach, 2nd Australasian Ed., by McCarthy E.J., Perreault W.D. and Quester P.G., IRWIN, 1997, pp 713-717.
11. *Ohariu Brewery (NZ) Home Brew* in Consumer Behaviour Implications for Marketing Strategies. 2nd Australasian Ed., by Neal C., Quester P.G. and Hawkins D., IRWIN/McGraw-Hill, 1999, pp cs28-12.
12. *The Department for Family and Community Services* in Consumer Behaviour Implications for Marketing Strategies. 2nd Australasian Ed., by Neal C., Quester P.G. and Hawkins D., IRWIN/McGraw-Hill, 1999, pp cs3.2-7.
13. *Jellified honey* in Consumer Behaviour Implications for Marketing Strategies. 2nd Australasian Ed., by Neal C., Quester P.G. and Hawkins D., IRWIN/McGraw-Hill, 1999, pp sc3.7-11.
14. *The Tall Australian* in Consumer Behaviour Implications for Marketing Strategies. 2nd Australasian Ed., by Neal C., Quester P.G. and Hawkins D., IRWIN/McGraw-Hill, 1999, pp cs3.13-17.
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** While these cases are included in my textbooks, they were independently submitted and assessed by reviewers before being accepted and should therefore be considered as distinct publications from that of the main text.