Dr Steven Goodman  BIntBus(Hons),GradCertEd(HigherEd),PhD

Publications - Refereed Journals

Publications – Book & Book Chapter


Publications – Refereed Conferences

- Dolan, R & Goodman, S (2011), ‘Building brand resonance: an exploration of brand presence on social media sites’ Australian & New Academy of Marketing, Perth, Australia
• Goodman, S (2011), ‘Which winery to represent: what influences the distributor’s choice?’ *Academy of Wine Business Research*, Bordeaux, France


Dr Steven Goodman  
*BI*ntBus(Hons),*GradCertEd(HigherEd),*PhD


**Grants – Category 1**

- Goodman, S (2006) ‘Mapping the Influencers of Consumer Choice for Wine Selection (On and Off-Premise) in Key export markets’ – Grape and Wine Research and Development Corporation (GWRDC) Ref:USA05/01

**Publications – Editor Reviewed Journals**

Dr Steven Goodman  
BIntBus(Hons), GradCertEd(HigherEd), PhD

  *Australian and New Zealand Grapegrower and Winemaker Journal*, February
  *Australian and New Zealand Grapegrower and Winemaker Journal*, October
  *Australian and New Zealand Grapegrower and Winemaker Journal*, March
  *Australian and New Zealand Grapegrower and Winemaker Journal*, January
  *Australian and New Zealand Wine Industry Journal*, November/December
  *Australian and New Zealand Wine Industry Journal*, May-June
  *Australian and New Zealand Wine Industry Journal*, December
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, December
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, July, 109-112
  *Australian Vignerons*, Jan/Feb, 38-39
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, December, 43-49
- Jarvis, W and Goodman, S (2003) ‘To Niche or not to Niche’  
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, September, 106-111
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, October, 95-97
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, November, 75-78
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, May, 25-28
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, December, 43-46
  *The Australian and New Zealand Grapegrower and Winemaker Journal*, April, 67-69
Dr Steven Goodman  *BIntBus(Hons),GradCertEd(HigherEd),PhD*


**Other Publications**


**Keynote Presentations**

- Institute of Chartered Accountants (2006) ‘What’s Driving Consumer Choice for Wine (and How do you get to them?)’ Keynote Presentation, Adelaide, Australia
- Institute of Chartered Accountants (2006) ‘What’s Driving Consumer Choice for Wine (and How do you get to them?)’ Keynote Presentation, Melbourne, Australia
- Chilean Wine Tourism Association (2005), ‘Attributes for Successful Wine Tourism Strategy’ Santiago, Chile
Dr Steven Goodman  
*BiIntBus(Hons), GradCertEd(HigherEd), PhD*

- CPA (Australia) and Institute of Chartered Accountants (2002), ‘Marketing Australia Wines’ Keynote Presentation, Adelaide