

Publications - Refereed Journals

- Chen, X, Bruwer, J, Cohen, J and Goodman, S (2015) A wine tourist behaviour model for Australian winery cellar doors. *Tourism Analysis* (forthcoming)
- Chen, X, Goodman, S, Cohen, J and Bruwer, J (forthcoming), 'Beyond better wine: the impact of experiential and monetary value on wine tourists loyalty intentions', *Asia Pacific Journal of Tourism Research*
- Altschwager, T, Goodman, S, Conduit, J and Habel, C (2015) 'Branded Marketing Events: a proposed 'experiential needs' conceptual framework', *Event Management: An International Journal*, (forthcoming)
- Goodman, S and Remaud, H (2015) 'Store choice: How understanding consumer choice of where to shop may assist the small retailer', *Journal of Retailing and Consumer Services*, 23(March), pp. 118-124
- Nelson-Field, K and Goodman, S (2011) 'Identifying and lowering student attrition risk: a counselling interventionist approach', *Higher Education Review*, 43 (3)
- Goodman, S (2009), 'An international comparison of retail consumer wine choice', *International Journal of Wine Business Research*, 21(1), pp.41-49
- Casini, L, Corsi, A and Goodman, S (2009), 'Consumer preferences of wine in Italy applying best-worse scaling', *International Journal of Wine Business Research*, 21(1)
- You, Y, Ma, H and Goodman, S, (2009) 'Chinese Choice: A Study of the Beijing Wine Market', *International Journal of Wine Business Research*, 21(2)
- Habel, C and Goodman, S (2009) 'Complexity Modeling in Marketing: A look "under the hood" of the NBD', *Marketing Bulletin*, 19
- Goodman, S, Lockshin, L and Cohen, E (2008) 'Examining market segments and influencers of choice for wine using the Best-Worst choice method', *Revue Internationale des Sciences Sociales –Special Wine Marketing Edition, February*
- Jarvis, W, Rungie, C, Goodman, S and Lockshin, L (2006) 'Using Polarisation to Evaluate Loyalty to Price Tiers in Revealed Preference', *Journal of Product and Brand Management*, 15(4)
- Jarvis, W and Goodman, S (2005) 'Effective Marketing of Small Brands-Niche Positions, Attribute Loyalty and Small Brands', *Journal of Product and Brand Management*, 14(5), 292-299
- Goodman, S (2005) 'A Proposed Activity and Outcome Framework for Marketing in the New Economy', *Internet Business Review*, 2004 1(1)
- Goodman, S (2000) 'Online to go Global?' *Wine Industry Journal - Special Wine Marketing Edition, July/August*, 3-10

Publications – Book & Book Chapter

- Goodman, S (2012), 'Principles of Wine Marketing', *Winetitles*, Adelaide
- Xia Z, Lindsay N, Seet P-S, Goodman S, The Faster Things Change, the More They Stay the Same: The influence of cultural norms, customs and traditions on venture capital in China, in Andressen, C (ed) (2015) 'Changing Economies: the interplay between global and Chinese economic change and their impact on Australia. Routledge. London.

Publications – Refereed Conferences

- Szolnoki, G, Taits, D, Hoffmann, C, Ludwig, R, Thach, L, Dolan, R, Goodman, S, Habel, C, Forbes, S, Marinelli, N, Wilson, D, Mantonakis, A, Zawada, P, Szabo, Z, Csak, I, Ritchie, C, Birch, S and Thompson, S, (2014) "A cross-cultural comparison of social media usage in the wine business". *Academy of Wine Business Research*, Geisenheim
- Altschwager, T. Conduit, J. and Goodman, S. (2014) "Dinner or Music: Which Events Enhance Customer Brand Engagement?" *Australian & New Academy of Marketing*, Brisbane, Australia
- Dolan, R., Conduit, J., Fahy, J. and Goodman, S. (2014) "Customer Brand Engagement Behaviour in Online Social Network A Conceptual Framework" *Australian & New Academy of Marketing*, Brisbane, Australia
- Altschwager, T. Conduit, J. Bouzdine-Chameeva, T., and Goodman, S. (2014) "Customer Engagement: A comparison between Australian and French Wine Events" *Academy of Wine Business Research International Conference*, Geisenheim, Germany. WINNER BEST PAPER
- Dolan, R, Goodman, S, Habel, C (2013) Australian Wine Brands on Facebook: An Exploration of Communication Orientations and Consumer Perceptions. *Academy of Wine Business Research (AWBR) 2013*, St Catharines, Ontario, Canada
- Alshatry, S, Goodman, S and Clarke, M (2013), "Antecedents and consequences of employer brand equity: toward a conceptual framework". *World Marketing Congress*, Melbourne
- Chen, X., Goodman, S., & Li, E. (2013) "Modelling the impact of the cellar door experience on visitor satisfaction and loyalty intentions", *Australian & New Zealand Marketing Academy Conference*, Auckland,
- Dolan, R. Goodman, S. Habel, C (2012), 'Engaging Friends and Influencing People: Consumer Perceptions of Brand Communication Strategies on Facebook', ANZMAC, Adelaide, South Australia
- 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
- Altschwager, T, Habel, C and Goodman, S (2011), 'The Servicescape Response: do Brand Committed Consumers Respond Differently to the Cellar Door Experience?' *Academy of Wine Business Research*, Bordeaux, France
- Matthews, C, Goodman, S, Habel, C and Simogyi, S (2011) 'Wine product bundling: a strategy for a new segment of wine consumers?' *Academy of Wine Business Research*, Bordeaux, France
- Reddaway, M, Goodman, S and Graves, C, (2011), 'The role of accounting information in the management of winery SMEs: a review of the broader existing literature and its implications for Australia's wine industry' *Academy of Wine Business Research*, Bordeaux, France
- Altschwager, T, Habel, C and Goodman, S (2010) 'Measuring Winery Cellar Door Servicescape: Testing the Validity of a Visual Content Analysis Approach', *Australian and New Zealand Academy of Marketing Conference*, Christchurch
- Goodman, S, Lockshin, L and Cohen, E (2010) 'Where to Shop? The influence of store choice characteristics on retail market segmentation' *Academy of Wine Business Research*, Auckland, New Zealand
- Stokes, M, Goodman, S and Rao-Hill (2010), 'Front of package nutritional icons and their influence on adolescent consumers' attitude towards and purchase intentions of packaged food', *Australian and New Zealand Academy of Marketing Conference*, Christchurch
- Goodman, S, Lockshin, L, Cohen, E, Fensterseifer, J, Ma, H, D'Hauteville, F, Siriex, L, Orth, U, Casini, L, Corsi, A, Jaeger, S, Danaher, P, Brodie, R, Olsen, J, Thach, L & Perrouy, JP (2008) 'International Comparison of Consumer Choice for Wine: A Twelve Country Comparison' *Academy of Wine Business Research*, Sienna, Italy
- Casini, L, Corsi, A, Lockshin, L, Cohen, E and Goodman, S (2008) 'Consumer Preferences of Wine in Italy applying Best-Worse and Ordinal Regression Methods' *Academy of Wine Business Research*, Sienna, Italy
- Mueller, S, Rungie, C, Goodman, S, Lockshin, L and Cohen, E (2008) 'Is there more Information in Best Worst Choice Data? Using the Variance-covariance Matrix to Consider Respondent Heterogeneity' *Academy of Wine Business Research*, Sienna, Italy
- Cohen, E, D'Hauteville, F, Goodman, S, Lockshin, L and Siriex, L (2008) 'A Cross-Cultural Comparison of Choice Criteria for Wine in Restaurants' *Academy of Wine Business Research*, Sienna, Italy
- Cohen, E, d'Hautedeville, F, Goodman, S, Lockshin, L and Siriex, L (2008), 'Une étude interculturelle des critères de choix d'un vin au Restaurant', 24th International Congress of the French Marketing Association, Paris
- Casini, L, Cohen, E, Corsi, A, Lockshin, L & Goodman, S (2008) 'Wine Preferences and Market Segmentation: an application of the BEST: WORST Method to Italian consumers', 31st World Congress of Vine and Wine, 6th General Assembly of the O.I.V., Verona, Italy

- Remaud, H, Goodman, S, Lockshin, L and Cohen, E (2007) 'Using Consumer Best-Worst Ratings of Wine Stores for Enhanced Store Positioning', European Institute of Retailing and Service Studies, San Francisco.
- Goodman, S, Lockshin, L and Cohen, E (2006) 'Using the Best-Worst method to examine market segments and identify different influences of consumer choice' *3rd International Wine Business and Marketing Conference Proceedings*, Montpellier
- Zucca, G, Cohen, E, Goodman, S and Lockshin, L (2006) 'Using Best-Worst Scaling Surveys to Assess Customer Wine Purchasing Decisions in Small Wineries' *Wines in the World: Markets, Tourism and Globalization Conference Proceedings*, University of Florence
- Goodman, S, Lockshin, L and Cohen, E (2005) 'Best:Worst Scaling: A Simple Method for Determining Drink and Wine Style Preferences' *2nd International Wine Marketing Symposium Proceedings*, Sonoma
- Hemphill, E, Dubelaar, C, Geursen, G and Goodman, S (2005), 'Interaction between the Saleperson and the customer: A Framework for Improving the Sales Outcome', *American Marketing Association Winter Educators Conference Proceedings*, March
- Nelson, K and Goodman, S (2005) 'Reducing Attrition Rates: A Student Counselling Approach', *Australian and New Zealand Academy of Marketing Conference Proceedings*, Fremantle
- Goodman, S (2004) 'Competitive: Advantage or Benefit?', *Australian and New Zealand Academy of Marketing Conference Proceedings*, Wellington
- Goodman, S (2004) 'Increasing Marketing's Contribution through Value Creation', *Australian and New Zealand Academy of Marketing Conference Proceedings*, 2004 Wellington
- Jarvis, W, Goodman, S and Rungie, C (2004) 'Using the Polarisation Index to explain the Structure of Price Tiers', *Australian and New Zealand Academy of Marketing Conference Proceedings*, Wellington
- Hemphill, E, Dubelaar, C, Geursen, G and Goodman, S (2004) 'What gives Salespeople their Competitive Edge?', *Australian and New Zealand Academy of Marketing Conference Proceedings*, Wellington
- Habel, C, Rungie, C and Goodman, S (2004) 'An Agent Based Modelling Perspective of the Dirichlet Model', *Australian and New Zealand Academy of Marketing Conference Proceedings*, Wellington
- Goodman, S (2003) 'Time as a Factor in the Firm Adopting and Realising Benefits from Internet Marketing', *Australian and New Zealand Academy of Marketing Proceedings*, Adelaide
- Goodman, S (2003) 'Competitive Benefits: An Outcome Approach to Marketing in the New Economy', *British Academy of Management Conference Proceedings*, Harrogate
- Goodman, S (2003) 'A Marketing Activity Framework for the New Economy', *British Academy of Management Conference Proceedings*, Harrogate
- Goodman, S (2003) 'A Framework for Implementation of (internet) Marketing by the Wine Business', *International Wine Marketing Symposium Proceedings*, Adelaide

- Goodman (2002) 'Using the Internet to Develop Competitive Benefits', *Australian and New Zealand Academy of Management Conference Proceedings*, Beechworth
- Goodman, S and Robins, F (2002) 'Marketing Use of the Internet', *Australian and New Zealand Academy of Marketing Conference Proceedings*, Melbourne

Grants – Category 1

- Goodman, S, Habel, C and Dolan, R (2012) 'Interactive Media: A Pathway for Wine Brand Growth', Grape and Wine Research and Development Corporation (GWRDC) Ref: UA12/04
- Goodman, S (2009) 'Mapping the Decision Influencers along the Wine Industry Supply Chain' – Grape and Wine Research and Development Corporation (GWRDC) Ref: UA09/03
- 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

- Altschwager, T. Conduit, J. and Goodman, S. (2014) "Wine Events: A Way to Engage Customers?" *Wine and Viticulture Journal*, Nov/Dec
- Dolan, R. Goodman, S. Habel, C. 2014 (September). 'Consumer perceptions of wine brands on Facebook' *Australian and New Zealand Grapegrower and Winemaker National Journal*.
- Dolan, R. Goodman, S. Habel, C. 2014 (September). Facebook: A Place to Make Friends or a Place to Sell Wine? *Australian and New Zealand Grapegrower and Winemaker National Journal*.
- Goodman, S and Habel, C, (2014) 'How much do Off-Premise retailers vary across markets?' *Australian and New Zealand Grapegrower and Winemaker Journal*, May
- Goodman, S and Habel, C, (2014) 'On-Premise: Decision making differences across 3 markets' *Australian and New Zealand Grapegrower and Winemaker Journal*, July
- Goodman, S and Habel, C, (2014) 'Differences of distributor's decisions across the US, Australia and China' *Australian and New Zealand Grapegrower and Winemaker Journal*, June
- Goodman, S (2014) 'Still plenty of bang left in the baby-boomer bubble' *Australian and New Zealand Grapegrower and Winemaker Journal*, January
- Goodman, S and Habel, C, (2013) 'Australian Off-Premise: what influences their buying decision?' *Australian and New Zealand Grapegrower and Winemaker Journal*, November

- Goodman, S and Habel, C, (2013) 'Australian On-Premise Wine: what influences their buying decision?' *Australian and New Zealand Grapegrower and Winemaker Journal*, September
- Dolan, R, Goodman, S and Habel, C, (2013) 'How (and WHY) are wineries using Facebook for Marketing?' *Australian and New Zealand Grapegrower and Winemaker Journal*, August
- Goodman, S and Habel, C, (2013) 'US ON-premise wine choice: what influences their buying decision?' *Australian and New Zealand Grapegrower and Winemaker Journal*, April
- Goodman, S and Habel, C, (2013) 'US Off-premise: Why do they buy what they buy?' *Australian and New Zealand Grapegrower and Winemaker Journal*, March
- Goodman, S and Habel, C, (2013) 'What influences US resellers on which winery to represent?' *Australian and New Zealand Grapegrower and Winemaker Journal*, February
- Goodman, S and Altschwager, T, (2012) 'Why Chinese On-Premise choose the wines they carry?' *Australian and New Zealand Grapegrower and Winemaker Journal*, October
- Goodman, S and Altschwager, T, (2012) 'What influences the Chinese Off-Premise Market Choice?' *Australian and New Zealand Grapegrower and Winemaker Journal*, June
- Goodman, S and Altschwager, T, (2012) 'What influences the Chinese Distributor's choice on what winery to represent?' *Australian and New Zealand Grapegrower and Winemaker Journal*, April
- Goodman, S, (2012) 'Why a distributor takes on a winery' *Practical Vineyard and Winery Journal*, Spring (invited paper)
- Goodman, S, (2012) 'What influences a distributor's decision on who to represent?' *Australian and New Zealand Grapegrower and Winemaker Journal*, January
- Dolan, R and Goodman, S (2011) 'Brand Resonance: an outcome of using facebook?', *Australian and New Zealand Grapegrower and Winemaker Journal*, October
- Goodman, S, (2011) 'What's influencing buyers in China, USA and Australia?' *Australian and New Zealand Grapegrower and Winemaker Journal*, January
- Goodman, S and Habel, C (2011) 'Connecting with the consumer using today's technology', *Australian and New Zealand Grapegrower and Winemaker Journal*, February
- Goodman, S, and Habel, C (2010) 'Twitter: the post-millennial soapbox' *Australian and New Zealand Grapegrower and Winemaker Journal*, October
- Habel, C and Goodman, S, (2010) 'Establishing a presence in social media- Facebook' *Australian and New Zealand Grapegrower and Winemaker Journal*, August
- Altschwager, T, Goodman, S and Habel, C (2010), 'Winery Cellar Door Servicescape: Testing the Validity of a Visual Content Analysis', *Australian and New Zealand Grapegrower and Winemaker Journal*, September

- Goodman, S, (2010) 'Purchasing Decisions Along the Supply Chain' *Australian and New Zealand Grapegrower and Winemaker Journal*, February
- Goodman, S, (2009) 'Online Networking: Is it worth your while?' *Australian and New Zealand Grapegrower and Winemaker Journal*, October
- Goodman, S, (2009) '10 Stances on Positioning through the eyes of a marketer', *Australian and New Zealand Grapegrower and Winemaker Journal*, March
- Goodman, S, Lockshin, L and Cohen, E (2008) 'Influencers on Choice in the On-Premise Environment: More International Comparisons' *Australian and New Zealand Grapegrower and Winemaker Journal*, January
- Goodman, S, Lockshin, L and Cohen, E (2007) 'Influencers on Choice in the Retail Setting: More International Comparisons' *Australian and New Zealand Wine Industry Journal*, November/December
- Goodman, S, Lockshin, L and Cohen, E (2007) 'Influencers of Consumer Choice: An International Study' *Australian and New Zealand Wine Industry Journal*, May-June
- Goodman, S, Lockshin, L and Cohen, E (2006) 'The On-Premise Environment: What's Influencing Consumer Choice?' *Australian and New Zealand Wine Industry Journal*, December
- Goodman, S, Lockshin, L and Cohen, E (2006) 'What Influences Consumer Choice in the Retail Store?' *The Australian and New Zealand Grapegrower and Winemaker Journal*, December
- Jarvis, W and Goodman, S (2004) 'What Price Points are Effective for Small Wineries?', *The Australian and New Zealand Grapegrower and Winemaker Journal*, July, 109-112
- Goodman, S and Jarvis, W (2004) 'Issues for Marketing Your Cellar Door', *Australian Vignerons*, Jan/Feb, 38-39
- Goodman, S and Jarvis, W (2003) 'Direct Marketing: An Introductory Framework for Implementation at the Cellar Door' *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
- Goodman, S (2002) 'Where to Now?' *The Australian and New Zealand Grapegrower and Winemaker Journal*, October, 95-97
- Goodman, S (2001) 'Why Marketing Doesn't Work – or How to Make Sure yours Does!', *The Australian and New Zealand Grapegrower and Winemaker Journal*, November, 75-78
- Goodman, S (2001) 'The Internet: Increasing Efficiency AND Effectiveness', *The Australian and New Zealand Grapegrower and Winemaker Journal*, May, 25-28
- Goodman, S (2000) 'Integrated Channel Strategy for SME Wineries', *The Australian and New Zealand Grapegrower and Winemaker Journal*, December, 43-46
- Goodman, S (2000) 'Marketing-What's involved?', *The Australian and New Zealand Grapegrower and Winemaker Journal*, April, 67-69

- Goodman, S (1999) 'The Internet as a Marketing Tool', *The Australian and New Zealand Grapegrower and Winemaker Journal*, December, 36-38
- Goodman, S (1999) 'The Internet: Overcoming Export Barriers', *The Australian and New Zealand Grapegrower and Winemaker Journal*, November, 53-54
- Goodman, S (1999) 'The Internet is more than E-Commerce!', *The Australian and New Zealand Grapegrower and Winemaker Journal*, August, 76-77

Other Publications

- Geursen, G and Goodman, S (2007) 'The Goodman Model: A Strategic Framework for Learning Engagement' Special Session – Effective Learning Strategies, American Accounting Association, Chicago.
- Goodman, S (2006) 'Employer Branding: Improving the Firm's Competitive Position', in Minchington, B (ed) *Your Employer Brand: Attract Engage Retain*, Adelaide
- Goodman, S, Lockshin, L and Cohen, E (2005) 'Best:Worst Scaling: A Simple Method for Determining Drink and Wine Style Preferences' *Invited Paper Presentation in Special Session at Australian and New Zealand Marketing Academy Conference*.
- Goodman, S, Lockshin, L and Cohen, E (2005) 'Wine Variety Preferences: Choice Preferences of High and Low Involvement Wine Consumers' *ANZ Wine Marketing Conference Academic Research Poster Forum*, Adelaide
- Goodman, S (2000) 'Internet Marketing', *Guide Text for the Advanced Certificate in Wine Marketing – Trade and Management*, Curtin University of Technology- Muresk Institute of Agriculture, Chapter 5, Perth

Keynote Presentations

- Academy of Wine Business Research (2008), 'International Comparison of Consumer Choice for Wine: A Twelve Country Comparison', Keynote Presentation at the Opening Plenary, Sienna, Italy 17-19 July
- Wine Industry Outlook Conference (2007) 'International Markets: What's Driving Consumer Choice for Wine', Keynote Presentation Melbourne, Australia
- 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

- Institute of Chartered Accountants (2004) 'Consolidation in the wine industry: Is Bigger always Better?' Keynote Presentation, Perth, Australia
- Institute of Chartered Accountants (2004) 'Consolidation in the wine industry: Is Bigger always Better?' Keynote Presentation, Adelaide Australia
- CPA (Australia) and Institute of Chartered Accountants (2002), 'Marketing Australia Wines' Keynote Presentation, Adelaide