

ANZMAC MID-YEAR DOCTORAL COLLOQUIUM 2016

**CURTIN UNIVERSITY
28 - 30 JUNE**

COLLOQUIUM PROGRAM

WELCOME NOTE

DOCTORAL COLLOQUIUM CO-CHAIRS



Welcome to the Australia and New Zealand Marketing Academy (ANZMAC) Mid-Year Doctoral Colloquium 2016, proudly hosted by the School of Marketing, Curtin University. This colloquium is structured around the theme of *Learning, Engaging, Nurturing*, and places strong emphasis on creating a supportive learning environment for research students at all stages of their studies. This year we have delegates from Australia, Ghana, Malaysia and Vietnam, making this a truly international colloquium. We hope the delegates will learn more about the world of research, gain valuable feedback on their theses, share research ideas and concepts, and nurture long-lasting friendships and networks among fellow delegates. Our hope is that every delegate will walk away from the Colloquium with fresh insights on their research, and renewed passion to pursue a career in marketing research.



The co-chairs would like to take this opportunity to recognize ANZMAC Executive board members for their leadership and advice on the Colloquium. We offer hearty thanks to our hard working track chairs and reviewers for their excellent contributions. Sincere thanks also to our extremely generous sponsors. Without you, the Colloquium would not have been possible.

We express our special appreciation to the Asia Business Centre, Curtin Business School and the School of Marketing staff for their outstanding support of the organizing committee. Above all, we owe a huge debt of gratitude to the dedicated organizing committee and the small army of volunteers who have put up their hands to make this event a reality.

On behalf of everyone involved, we wish you a very rewarding and engaging three days at the Colloquium.

Ian Phau

Professor Ian Phau
Doctoral Colloquium Co-Chair

Nigel de Bussy

Professor Nigel de Bussy
Doctoral Colloquium Co-Chair

PROGRAM SCHEDULE

DAY ONE

28 JUNE, TUESDAY

09:00 AM - 10:00 AM	Registration	407 Level 3 <i>Reception Area</i>
10:00 AM - 10:30 AM	Welcome by Doctoral Colloquium Co-Chairs <i>Professor Nigel de Bussy and Professor Ian Phau</i>	407 Level 3 <i>Reception Area</i>
10:30 AM	Bus Departs for Sittella Winery, Swan Valley	
11:00 AM - 11:30 AM	Tour for Sittella Winery	Sittella Winery
11:30 AM - 12:30 PM	Team Building Activity 1	
12:30 PM - 2:00 PM	Lunch at Sittella Winery, Swan Valley	
2:00 PM - 2:45 PM	Team Building Activity 2	
2:45 PM - 4:00 PM	Panel Discussion 1 <i>Early Career Researcher Insights: Discussion on "How to Survive the PhD Journey" and "How to Manage Your Supervisor"</i>	
4:00 PM - 5:00 PM	Bus Departs for Curtin University	
5:00 PM - 6:00 PM	Break	
6:00 PM - 7:00 PM	AirAsia Talk <i>Best Paper Award</i>	408.1019 <i>Lance Twomey</i>
7:00 PM - 8:30 PM	VIP Dinner <i>Sponsored by Asia Business Centre Curtin University</i>	School of Marketing <i>Lunch Area</i>

PROGRAM SCHEDULE

DAY TWO

29 JUNE, WEDNESDAY		
9:30 AM - 10:00 AM	Registration	407 Level 3 <i>Reception Area</i>
10:00 AM - 10:30 AM	Official Welcome Speech <i>Professor Nigel de Bussy, Doctoral Colloquium Co-chair</i>	407 Level 3 <i>Reception Area</i>
10:30 AM - 12:00 PM	Parallel Session Set A	407.305 407.307
12:00 PM - 1:00 PM	Lunch	Board Room
1:00 PM - 2:30 PM	Parallel Session Set B	407.305 407.307
2:30 PM - 2:45 PM	Break	407 Level 3 <i>Reception Area</i>
2:45 PM - 6:30 PM	Freedom Foods Workshop <i>20 min talk 10 min Q&A</i>	407.305 48 Seats
6:30 PM - 7:30 PM	Dinner	407.305 48 Seats

PROGRAM SCHEDULE

DAY THREE

30 JUNE, THURSDAY

9:30 AM - 10:00 AM	Registration	407 Level 3 <i>Reception Area</i>
10:00 AM - 11:30 AM	Parallel Session Set C	407.305 407.307
11:30 PM - 12:30 PM	Lunch	Board Room
12:30 PM - 2:00 PM	Parallel Session Set D	407.305 407.307
2:00 PM - 2:15 PM	Break	407 Level 3 <i>Reception Area</i>
2:15 PM - 3:45 PM	Special Workshop <i>PhD: From Plan to Publish</i>	407.307
3:45 PM - 4:00 PM	Break	407 Level 3 <i>Reception Area</i>
4:00 PM - 5:30 PM	Panel Discussion 2 <i>Crossing the Final Hurdle</i> <i>Speakers: Geoff Soutar, Vanessa Quintal, Ben Thomas, Steve Crawford</i> <i>facilitated by Professor Nigel de Bussy</i> <i>Wrap up session and thanks to delegates and speakers by Doctoral Colloquium Co-chair, Professor Nigel de Bussy</i>	408.2038 <i>Case Study Room</i>
6:30 PM - 9:00 PM	Doctoral Colloquium Closing Dinner <i>Awards Ceremony</i>	Red Chilli Restaurant

A

10:30 AM - 12:00 PM

Online Branding

407.305

Chair - Dr Luke Butcher

Violetta Wilk

Online Brand Advocacy (OBA): An Exploratory Study into its Constituents and Brand-Related Drivers

David Monk

Superpowers in a Can: A Visual Journey through Energy Drinks on Social Media

Revadee Vyrvavene

The Social Aspect of Customer Online Experience: An Investigation of its Dimensions, Drivers and Outcomes

Counterfeit and Mimicry

407.307

Chair - Dr Park Thaichon

Weiwei Zhang

Why do People Buy Luxury Imitation Products in Cosmetics?

Joann Ang

A Conceptual Framework for Pouyannian Mimicry in Luxury Branding

Cheryl Tien

Consumers' Willingness to Purchase Non-deceptive Counterfeit Luxury Brands Online

B

1:00 PM - 2:30 PM

Advertising and Sponsorship

407.305

Chair - Dr Graham Ferguson

Brian 't Hart

Does Genuinity Sell, or is it not Considered Genuine? An Exploratory Study into How Consumers Perceive Genuine Claims in Advertising and its Effect on Consumers Purchase Intention

Joshua Young

Consumer Fanaticism: A Brand Congruency Approach towards Sponsorship

Oliver Tucker

Conceptualizing "Willingness to Sacrifice" for Luxury Brand Acquisition

Industrial and Business Relationship Marketing

407.307

Chair - Dr Thomas Lee

Nguyen Nhi

Factors Affecting Customer Perceived Value for Professional B2B Services in General Insurance Sector: An Empirical Investigation in Vietnam

Sara Quach

Dynamics of Customer Loyalty within a Highly Regulated Industry Context: An Exploration of the Triadic Interplay among the Seller, Buyer and the Regulator

Davidson Okai

Conceptualising the "Looking Glass Self" towards Consumers Purchase and Ownership of Luxury Brands

ACADEMIC SESSIONS

30 JUNE

10:00 AM - 11:30 AM

Brand and Brand Management

407.305

Chair - Dr Karen Miller

Anwar Sadat Shimul

Exploring Luxury Brand Attachment

Jared Lloyd

Consumers' Need for Subtlety in Luxury Brands

Siobhan Hatton-Jones

Conceptualising Brand Charisma

Luxury Lifestyle Consumption

407.307

Chair - Dr Aneeshta Gunness

Abhinav Sood

Hedonic Adaptation's Impact on Repeating
Cosmetic Procedures

Zorana Soldat

Hedonic Binging and its Impact on Tourists' Desire
and Intention to Engage in Indulgent Consumption

Israel Nai

The Influence of Nostalgia Proneness,
Consumers' Need for Authenticity and Variety
Seeking Behaviour towards Nostalgic Lifestyle

C

12:30 PM - 2:00 PM

Social Marketing

407.305

Chair - Dr Fazlul Rabbanee

Hussain Al Bin Shaikh

Innovation in Emerging Economies: A Case of
Saudi Arabia

Nathan Currie

Cultural Capital: Is it Irrelevant in Today's Society?

Md Borak Ali

Social Exchange Process in Ecotourism: Realizing
Benefits for the Local Community

Consumer Behaviour

407.307

Chair - Dr Riza Casidy

Alex Belli

Beating the Clock: How Imposed Time Constraints
Trigger Overconsumption

Saadia Shabnam

Distant is Desirable, Near is Not! An Investigation
into Psychological Distance Factors Influencing
Consumers' Pro-environmental Product Purchase
Intention

Elaine Sutrisna

A Study of Agonistic Behaviour in
Luxury Brand Consumption

D

NON-PRESENTING DELEGATES

Emma Regolini

Australia

Faranita Mustikasari

Australia

Kah Hian Yong

Australia

Kevin Teah

Malaysia

Nurfareena Zahari

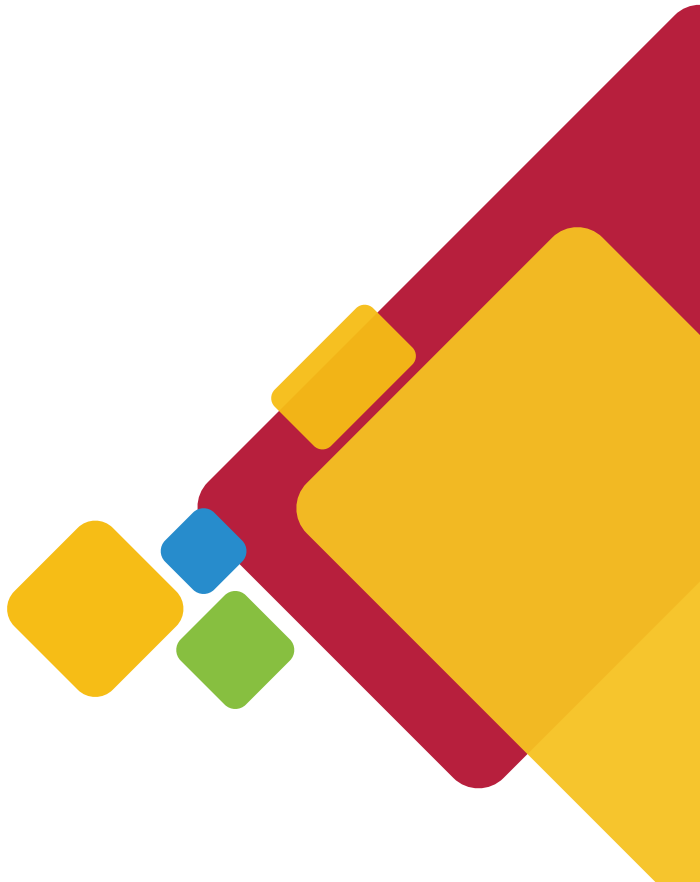
Australia

Sean Lee

Australia

Xujia Wang

Australia





SITTELLA WINERY

Founded in 1998, Sittella is one of Western Australia's newest, privately-owned wineries. They produce high-quality traditional wine styles from both their own and contract vineyards throughout the Swan Valley and Margaret River Region and the Deep South. The winery is named after a small Australian bird, the Sittella, which abounds in the nearby tree-lined Swan River. Nestled among the vines on a gently winding road near the upper reaches of the Swan River lies the Sittella winery and restaurant, a jewel of the historic Swan Valley.

Delegates will be invited to see the valley and vineyard views from the verandah and they will dine at Sittella's restaurant to enjoy the high-quality cuisine and award-winning wines. Delegates will then participate in team-building activities with the aim of developing networks with their peers. Later in the day, there will also be a panel discussion with early career researchers on how to survive the PhD journey and how to manage your supervisor.



BENYAMIN ISMAIL

AirAsia X
CEO

Challenging the Aviation
Status Quo: Building a
Distinct Airline Brand and
Business Model

JUNE 28 | 6 - 8 PM
BUILDING 408:1019
LANCE TWOMEY
LECTURE THEATRE



Benjamin Ismail was appointed Chief Executive Officer of the AirAsia X on 1st September 2015. He brought with him a vast knowledge of various industry areas under his portfolio at a number of financial institutions. Before joining AirAsia, he worked for the CIMB Investment Bank in Kuala Lumpur for three years, focusing on Debt Capital Markets.

Benjamin played a critical role in AirAsia's growth into one of the most attractive companies on the Bursa Stock Exchange in Malaysia in terms of transparency, investor

returns and corporate governance. He successfully guided AirAsia into a highly coveted stock in both domestic and international broking houses.

Consequently, AirAsia was duly awarded the Best Investor Relations (IR) Company and Best CEO four years in a row by Corporate Governance Asia. Benjamin also clinched the Best IR Officer award four consecutive times. In 2011 and 2012, Bursa's Malaysian Investor Relations Association awarded him the Best IR Professional Award.



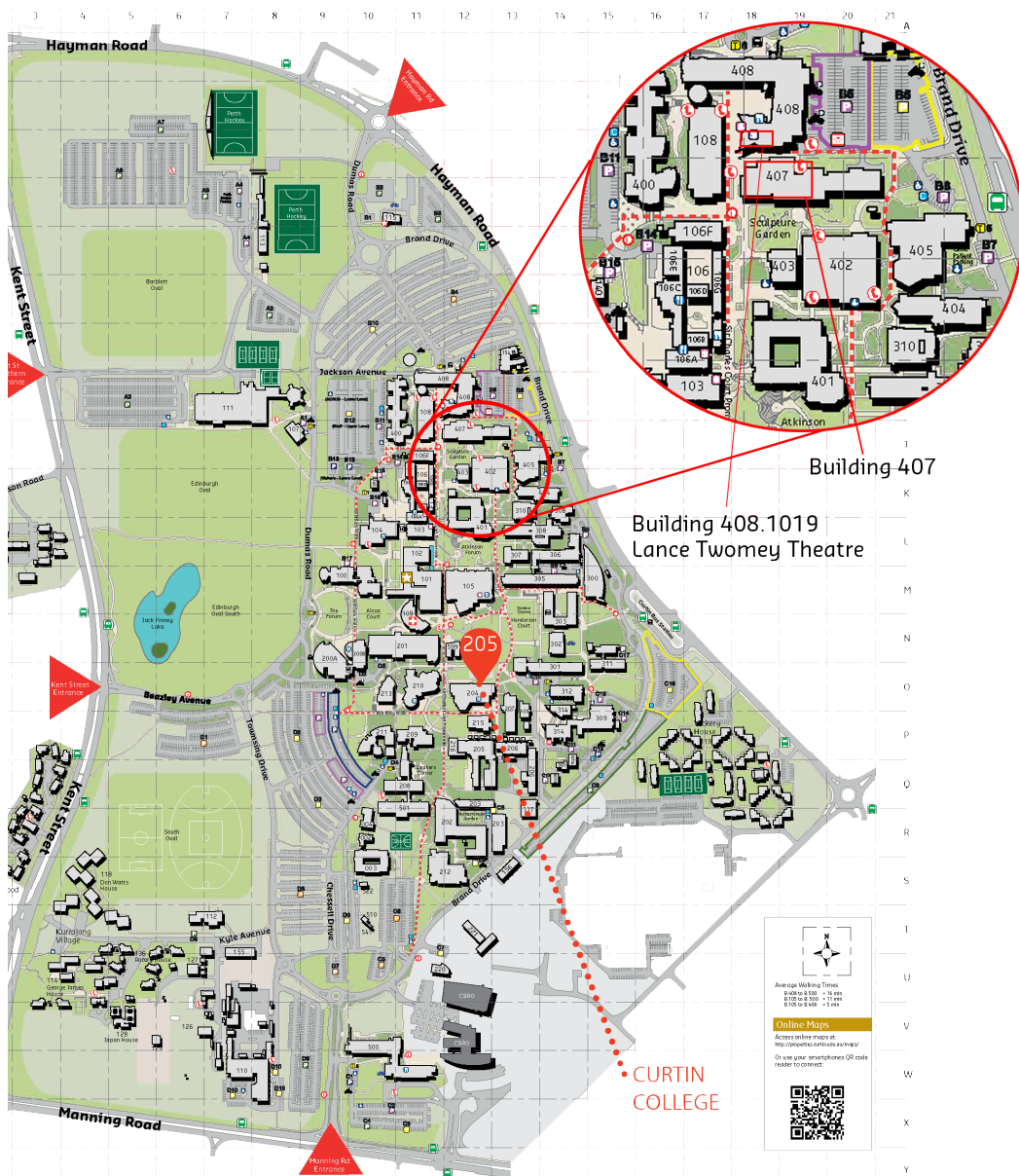
FREEDOM FOODS

Founded in 1990, Freedom Foods has been manufacturing tasty and healthy foods that are free from gluten and dairy allergens. The company specialises in nutritious and special dietary foods for the allergen-conscious and health-alert consumers. It is their mission to not only make delicious and healthy food, but to lead the 'free from' food movement in Australia. They helped to establish health sections in supermarkets and adopted the most stringent allergen testing practices in the country.

At the workshop, participants will form groups and will be given the task to solve some of Freedom Foods' business challenges. Each group will develop a brief marketing pitch to address these challenges. This will be a great opportunity to showcase marketing skills and creativity using a real-world client.



BENTLEY MAPS



CO-ORGANISERS



SPONSORS



Premium Quality Tea



NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

CONTACT US

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For Future News and Updates



Luxury Branding Research Cluster

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