TUESDAY 13 JULY 2004
4:15 pm - 7:45 pm

Registration
4:15 pm - 6:15 pm

Venue: Fitzroy Desk

Welcome Cocktail Party
6:30 pm - 7:45 pm

Venue: Margots

Registration time during Conference:

Venue: Fitzroy Desk

Tuesday 13th July 2004: 4:15 pm - 6:15 pm

Wednesday 14th July 2004: 8:30 am - 11:30 am

Wednesday 14th July 2004: 2:00 pm - 3:30 pm

Thursday 15th July 2004: 8:30 am - 11:30 am
WEDNESDAY PROGRAM

WEDNESDAY 14 JULY 2004
8:30 am – 9:30 am

Welcome and Keynote Speech

Chair: Ronel Ewree
Venue: Gallery

Welcome by Professor David Harvey – Dean Faculty of Business University of Southern Queensland

Keynote Speech by Professor Graham Hubbard - Head Adelaide Graduate School of Business

WEDNESDAY 14 JULY 2004
9:30 am – 10:30am (Sessions 1-3)

SESSION 1: Services Marketing and Relationship Marketing (Track 32) and Others

Chair: Robyn Ouschan
Venue: Gallery

Papers for Presentation:

Negotiation and Marketing—Converging Around Relationships
Craig Ewan (Paper No 40)

When Does a Smile and an Apology Offset a Wait for Service? The Role of Social Regard
Ken Butcher & Troy Heffernan (Paper No 64)

The Impact of Internet-Based Technologies on Franchisor-Franchisee Relationships: Building a Conceptual Framework
Sally Rao (Paper No 90)

SESSION 2: Health Care Marketing and Management, Occupational Health and Safety (Tracks 19 and 41) and Others

Chair: Gabriel Ogunmokun
Venue: Moreton

Papers for Presentation:

Demarketing Illegal Drugs: A Marketing Message
Pavel Štrach & Jan Hejda (Paper No 46)

Marketing in the Health Care Industry: An Australian Exploratory Study
Hoda McClymont, Gabriel Ogunmokun & Judith AliAkbari (Paper No 24)

A Pilot Study of Parent’s Sensitivity to Commercial Marketing Information about Healthy Eating Patterns for Children
Megan Davis & George Bell (Paper No 79)
SESSION 3: Tourism and Hospitality Management (Track 34) and Others

Chair: Janelle McPhail  
Venue: North Stradbroke

Papers for Presentation

Malaysian Pleasure Tourists: Travel Motives & Lifestyles
Azmi M. Ariffin, Norzalita Abd. Aziz & Osman Zain (Paper No 13)

Thoughts of the Local Residents of Espiritu Santo on Australian Visitors
Frances Cassidy (Paper No 60)

Kangaroos, Outback and Indigenous Culture: The Development of ‘Australian’ Brands for the International Market
Caroline Winter & Janelle McPhail (Paper No 61)

MORNIMG TEA BREAK 10:30 am – 11:00 am

WEDNESDAY 14 JULY 2004
11:00 am – 1:00 pm (Sessions 4-6)

SESSION 4: Current Issues in Business, Marketing and Management in North America and Europe (Tracks 7 & 9) & Others

Chair: Sonny Nwankwo  
Venue: Gallery

Papers for Presentation

American and Australian Business Practices Compared – A Meta Analysis of Comparative Research Since Hofstede
Murray Rees (Paper No 30)

Japanese Companies and Expatriates in Central Europe: Experience from the Czech Republic Pavel Štrach André M. Everett Matthew Belk (Paper No 123)

The Role of Marketing Strategic Thinking and the Use of Methodology in Hungarian SMEs László Józsa & Zoltán Veres (Paper No 8)

Worker Morale in Russia: An Exploratory Study
Susan J. Linz & Linda K. Good (Paper No 12)

Reducing Nurse Turnover Using Customer Retention Strategies
Jim Murrow & Paul Nowak (Paper No 48)

Public Finance Management Reform in Uzbekistan
Alisher Akhmedjonov & Maskhur Yuldashev (Paper No 6)

SESSION 5: Food Marketing, Agribusiness Management / Marketing (Tracks 1 & 42 ) & Others

Chair: Terry Gatfield  
Venue: Moreton

Papers for Presentation

On International Agricultural Trade Reform
Mark McGovern & Cassandra Pace (Paper No 80)

Eric Ng, Meredith Lawley & Jane Summers (Paper No 84)

Why They Buy and Why They Don’t: Examination of Consumer Factors Affecting Organic Food Purchase

Geon Shim-Prydon (Paper No 97)

Accessing the Japanese and Taiwanese Markets for Australian Food Quality Soybeans and Corn: A Case Example

Les Brown & Andrew McCarrol (Paper No 116)

Sex Differences in Absenteeism among Blue-Collar Agricultural Workers in Malaysia

Hassan Ali (Paper No 131)

SESSION 6 : Consumer Behaviour (Track 3) & Others

Chair: Hume Winzar
Venue: North Stradbroke

Papers for Presentation:

Purchasing Motives of Young Chinese Consumers for Foreign Products: The Dynamics of Prestige, Perceived Quality, and Perceived Value

Amy Wong & Lianxi Zhou (Paper No 41)

Consumer Decision-Making Styles and Clothing Choice Criteria: Young Fashion Consumers in Mainland China

CY Kwan, KW Yeung & KF Au (Paper No 55)

Customer Relationship Management: A Study of the Service Sector in Mauritius

Thanika Devi Juwaheer (Paper No 75)

The Role of Hedonic and Utilitarian Factors in Repurchase Decisions: A Performing Arts Context

Margee Hume, Gillian Sullivan Mort & Hume Winzar (Paper No 99)

The Tyranny of Choice: Revisiting the Consumer Sovereignty Test

Isabelle Szmigin & Marylyn Carrigan (Paper No 132)

Determinants of Business Faculty Research Productivity in the Middle East

Fazal J. Seyyed, Yakubu Al-Haji Umar & Mohsen Al-Hajji (Paper No 107)

LUNCH 1:00 pm – 1:40pm

WEDNESDAY 14 JULY 2004

1:40 pm – 3:20 pm (Sessions 7-9)

SESSION 7: Current Issues in Business, Marketing and Management in Asia (Track 6) and Others

Chair: Gabriel Ogunmokun
Venue: Gallery

Papers for Presentation

Knowledge Creation Process of Project Teams: A Study of Singapore-Based Telecommunications Companies

Lee-Guan Poh & Ronel Erwee (Paper No 3)

The Influence of Organizational Culture and Politics on Job Satisfaction and Organizational Commitment: A Study of Managers in Malaysian Firms

Md. Zabid Abdul Rashid (Paper No 11)
Audit Lags and Financial Reporting of Scottish Local Authorities
Asmah Binti Hj Abdul Aziz (Paper No 121)

Audit Incidents and Audit Lags in Organizations: A Study of Malaysian Organizations
Asmah Binti Hj Abdul Aziz, Emilin Binti Abdul Wahid & Dyg Nazari
Binti Awg Drahman (Paper No 122)

Production Sourcing: A Study of the Difference between Small and Large Enterprises in the Hong Kong Clothing Industry
Temmy F. Y. Tam, Karen K. L. Moon, Fency S. F. Ng & Patrick C. L. Hui (Paper No 133)

SESSION 8: Track 35: Technology/Research and Development & Others
Chair: Allam Ahmed  Venue: Moreton

Papers for Presentation

Determining the Extent of the Adoption of the Internet by Commercial Retailers in the Motor Industry in Gauteng
William Spencer Grimes (Paper No 42)

A Study of the Adoption of Advanced Manufacturing Technology (AMT) in Malaysia Manufacturing Firms and its Relationships with Management Accounting Practices
Che Ruhana Isa & Foong Soon Yau (Paper No 57)

African Universities as Partners for Technology Development: Policies and Practice from Sudan
Allam Ahmed (Paper No 93)

Manufacturing Low-Cost and High-Performance Metal Composites from Industrial Wastes and Natural Resources Using Conventional Foundry Technologies in Africa
Abel Adekola, Rajiv Asthana and Babatunde J. Ayeni (Paper No 137)

Segmenting and “Unsegmenting” for Customer-Centric Marketing in the Context of Not-for-Profit Educational Services
Joo-Gim Heaney & Marilyn Beamish (Paper No 31)

SESSION 9: Economic Development Policies (Track 11) & Others
Chair: Rod St Hill  Venue: North Stradbroke

Papers for Presentation:

Identity, Image and Reputation: A Conceptual Model of the Three Sides of the Corporate Identity Pyramid
Popy Rufaidah, Mohammed A. Razzaque & Allan Walpole (Paper No 36)

Benchmarking and Policy Transfer: Two of a Kind
Mahmod Sabri Haron & Khairiah Salwa Mokhtar(Paper No 54)

Government Intervention Practices and Policy Development in the Market Place: An Empirical Evaluation of Sister State Agreements as a Marketing Device
Terry Gatfield (Paper No102)

Corporate Identity: Some Research Hypotheses
TC Melewar & Fiona Chan (Paper No103)

Business Cycles Synchronisation: What is the Prospect for Asia Pacific Economic Integration?
Hway-Boon Ong & Muzafar Shah Habibullah (Paper No104)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm
SESSION 10: Current Issues in Business, Marketing and Management in Africa (Track 4)

Chair: Rachel Barker  
Venue: Gallery

Papers for Presentation:
Globalization and International Relations: South Africa - The Human Rights Approach Post 1994  
C.M. van der Bank (Paper No 19)

Profiling an Informal Settlement for Retailing Purposes: A Comparative Study in South Africa  
M Potgieter & JW Strydom (Paper No 38)

Assessment of Integrated Web-Based Marketing Communication: A South African Case Study  
Rachel Barker & George Angelopulo (Paper No 52)

Understanding the International Tourist Market using Cluster Analysis: A Case Study of Hotels of Mauritius  
Thanika Devi Juwaheer (Paper No 58)

African Entrepreneurship in the UK: Towards Mainstreaming and Transnationalism  
Sonny Nwankwo (Paper No 69)

SESSION 11: Current Issues in Business, Marketing and Management in Australia & New Zealand (Track 5)

Chair: Rony Gabbay  
Venue: Moreton

Papers for Presentation:
Australia’s Gone Chicken! An Examination of Consumer Behaviour and Trends Related to Chicken and Beef Meats in Australia  
Terry Gatfield (Paper No 20)

A Comparison of Australian and Anglo Firms Strategic Preparedness to deal with Crisis  
Murray Rees (Paper No 32)

Advertising Standardisation in Australia: Some Preliminary Results  
David S. Waller & Alan T. Shao (Paper No 53)

Marketing Research Practices and Company Performance  
Gabriel Ogunmokun, Iris Chin & Janelle McPhail (Paper No 92)

Strategic Predispositions and Export Performance: A Study of Organizations with an Ethnocentric Versus Non-Ethnocentric Worldview of International Marketing  
Gabriel Ogunmokun & Fiona M.Y. Chong (Paper No 96)

SESSION 12: Current Issues in Business, Marketing and Management in the Middle East and in Transitional Economies (Tracks 2, 8 & 36) & Others

Chair: Sadiq Sohail  
Venue: North stradbroke

Papers for Presentation:
Organizational Coordination Mechanisms Applied of Manufacturing Firms Located in Transitional Economies  
Stig B. Taps (Paper No 35)

Lebanese Exporters and Non-Exporters Perceptions of the Various Barriers to Export
Zafar U. Ahmed, Imad Baalbaki, Craig C. Julian & Tamar V. Hadidian (Paper No 113)

Electronic Commerce Customer Relationship Management: (Case Study Petrochemical Industry)
Ali Sanayei & G. Zargarkharazi (Paper No 114)

Retailer Nationality: Country of Origin Effects in a Transition Economy
Brent McKenzie, Bill Merrilees & Ho-yin Wong (Paper No 120)

The Business Strategies of an Overseas Hightechnology Venture Capital Enterprise in China – A Study of Cellular System Market in Transitional Economy
Yeung Tak Hung Arthur (Paper No 66)
THURSDAY PROGRAM

THURSDAY 15 JULY 2004
8:50 am-10:30 am (Sessions 13-15)

SESSION 13: Ethics and Social Responsibility, Environmental Management/Environmental Marketing Issues and Not-for-Profit Research (Track 12, 14 and 27) and Others

Chair: Ian Eddington  
Venue: Gallery

Papers for Presentation:

The Muslim Students’ Attitudes Towards Unethical Business Practices in Malaysia  
*Rusnah Muhamad & Wan Sabri Wan Hussin (Paper No 65)*

1997 OECD Convention Against Bribery of Foreign Officials in International Business Transactions: The Response by the Republic of Italy and Major Italian Companies  
*Angelo N. Tarallo & Barbara Reilly (Paper No 74)*

Organizational Justice and Organizational Citizenship Behavior: The Mediating Impact of Leader-Member Exchange  
*Noormala A. Ishak & Zainal A. Ahmad (Paper No106)*

An Exploratory Study of Parental Social Roles of Gift Giving at Christmas: What Motives, Strategies, and Intent are Reflected in Parental Gift Giving?  
*Peter Clarke & Tino Fenech (Paper No 128)*

Business Ethics: Boardroom Pressures in an Age of Moral Relativism  
*Ian Eddington, John Searle and Richard Temple – Smith (paper No 129)*

SESSION 14: Entrepreneurship and Small Business Development (Track13) and Others

Chair: Abel Femi Adekola  
Venue: Moreton

Papers for Presentation:

Entrepreneurship and Multinational Subsidiaries in Malaysia: An Exploratory Study  
*M. Sadiq Sohail & Selvamalar Ayadurai (Paper No 45)*

The Interaction between Business Students’ Anglo-Saxon Enculturation, Cultural Values, and Learning Style Preferences: An S.E.M Exploration  
*Ann Mitsis & Patrick Foley (Paper No 49)*

Growth Stages and the Business Management Practices of SME’s: An Australian Manufacturing Sector Perspective  
*Max Smith (Paper No 68)*

Comparative Performance Evaluation of Small, Medium and Large U.S. Commercial Banks: 1997-2002  
*Chiaku Chukwuogor Ndu & Jill L. Wetmore (Paper No 100)*

Internal Marketing Practices: A Comparative Study of SME and Large Manufacturing Businesses in Australia  
*Helen Stevenson, Graham Jocumsen & Gabriel Ogunmokun (Paper No 101)*
SESSION 15: Current Issues in Business, Marketing and Management in Latin America (Track 10) and Others

Chair: Hyun - Sook Lee  
Venue: North Stradbroke

Papers for Presentation:

Azteca America TV Channel: Identifying the Hispanic Market in the U.S.A.  
Hyun-Sook Lee (Paper No 21)

Private Sector Business in the Infra-Structure Services: An Investigation in the Brazilian Context  
Claudia Rosa Acevedo, Barroso De Siqueira, Antônio Carlos, Jouliana Nohara & Ana Laura Arruda (Paper No 70)

How Does Cause-Related Marketing (CRM) Affect the Decisions of the Ultimate Consumer: England, Mexico and Spain Case  
Victoria Elena Montes Torres, Claudia Verónica Medina Abarca & José Luis Martinez Covarrubias (Paper No 91)

Women Perceptions of Female Images in Advertisements in Brazil  
Claudia Rosa Acevedo, Ana Laura Arruda, Jouliana Nohara, César Basta & José Mauro Hernandez (Paper No 94)

Cultural Dimensions of Doing Business in Mexico: Perceptions of U.S. and Mexican Executives  
Juan B Garcia Sordo (Paper No 118)

Some Factors of Personality that Characterize Entrepreneurs, such as Need for Achievement (NACH) and Locus of Control (LC)  
Alma Delia Pérez Otero (Paper No 17)

MORNING TEA BREAK 10:30 am – 11:00 am

THURSDAY 15 JULY 2004

11:00 am-12:40 pm (Sessions 16-18)

SESSION 16: Management and Marketing Education/Training (Track 15) and Others

Chair: Abel Femi Adekola  
Venue: Gallery Room

Papers for Presentation:

Predicting Undergraduate Students’ Acceptance and Use of Learning Resources on CD-ROM: Test of an Extended Technology Acceptance Model  
Janelle McPhail & Jacquelin McDonald (Paper No 15)

Integrating Research into Teaching – A Literature Review Evaluating the Advantages and Disadvantages  
Raechel Hughes (Paper No 26)

Papers for Presentation:

The Role of Future Technology in Education  
Mehryar Nooriafshar & Ron Williams (Paper No 50)

The Effect of Students’ Citizenship and English Language of Instruction on Course Experience Questionnaire Elements Importance Ratings  
Ann Mitsis & Patrick Foley (Paper No 56)

Should Students be Treated as Customers or Learners of Higher Institutions?  
George O. Tasie (Paper No 82)
SESSION 17: Foreign Direct Investments, Finance, Accounting and Banking (Track 16 & Track 17) and Others

Chair: Chiaku Ndu
Venue: Moreton

Papers for Presentation:

Financial Sector Reforms in India: Some Institutional Imbalances
M.K. Datar & Parikshit K. Basu (Paper No 22)

Towards Strategic Policy Rules for Public Finance
Kerry Ann Carne (Paper No 34)

An Examination of Tax Mix and Foreign Direct Investment in China
Vasanthi M Peter & Raja Peter (Paper No 86)

Post Asian Financial Crisis Day-of-the-Week Effect and Volatility in Stock Returns: Evidence from Asia Pacific Financial Markets
Chiaku Chukuwuogor Ndu (Paper No 87)

Is the Us Dollar Still the Dominant Reserve Currency?
Tommy Soesmanto (Paper No 135)

SESSION 18: Human Resource Management & Organizational Behaviour (Track 20 and 28) and Others

Chair: Ronel Erwee
Venue: North Stradbroke

Papers for Presentation:

Dynamic Capabilities and the Creation of Knowledge in Organisations: The Importance of Functional and Cognitive Diversity, and Trans-Specialist Knowledge
Rebecca Mitchell & Stephen Nicholas (Paper No 18)

Factors Influencing Sexual Harassment in the Malaysian Workplace
Mohd Nazari Ismail, Lee Kum Chee & Chan Foong Bee (Paper No 25)

The Effect of Declining Levels of Trust under the New Psychological Contract on Knowledge Sharing
Rob Sharkie (Paper No 77)

Work Value Congruence and Satisfaction at Work: Is Western Concept Applicable to a Developing Country such as Malaysia?
Kamarul Zaman (Paper No 89)

Building Organisational Culture in a New Company within a Multinational, Multicultural Context – a Case Study of Ticor South Africa
Gary Mersham (Paper No 105)

THURSDAY 15 JULY 2004 LUNCH 12:40 pm – 1:40 pm
THURSDAY 15 JULY 2004
1:40 pm-3:20 pm (Sessions 19 - 21)

SESSION 19: Inter-Disciplinary, Management Education (Tracks 15, 18, 22, 29, 40) and Other Areas.

Chair: Louis Nzegwu
Venue: Gallery

Papers for Presentation:

An Analysis of Computer-Mediated Marketing Education: The Relationship between Access to WebCT, Tutorial Attendance and Student Grades
Michael Volkov & Arabella Volkov (Paper No 67)

Institutional Isomorphism and Online Learning in Australian Higher Education
Jonathan Pratt (Paper No108)

The Moderating Role of the Environmental Variables in Relationship Marketing and Business Performance: Theoretical Framework and Propositions
Norizan M Saad, Pervaiz K Ahmed & Majdi M. M. AL-Khalili (Paper No109)

An Empirical Evidence of Audit Firms’ Merger on Audit Report Lag in Malaysia
Hilwani bt Hariri, Ayoib B Che Ahmad, Norshimah bt Abdul Rahman & Fairuz bt Fauzee (Paper No 23)

Usage of Balanced Scorecard Measures: An Empirical Study of Malaysian Manufacturing Companies
Ruzita Jusoh, Daing Nasir Ibrahim & Yuserrie Zainuddin (Paper No 134)

SESSION 20: International Marketing, Exporting, Cross Cultural Management and Development (Track 24 & 39)

Chair: Gabriel Ogunmokun
Venue: Moreton

Papers for Presentation:

Analysing International Marketing Strategies for the Games Console Market
Len Tiu Wright & Benjamin Culling (Paper No 9)

Is Internationalisation of the Exporting Very Small Enterprise possible without Infra-Structural Growth, or is Big Better?
Paul Pickering & Russel P J Kingshott (Paper No 14)

“Being German” in Western Australia – The Benefits of Country Image
Werner Soontiens (Paper No 51)

From Indigenous Roots to Global Presence: A Cross Cultural Comparison of Success Factors
Tracy M. Stewart, Kristina M. Lawton, Sarah Barton &Patricia Johnston (Paper No 78)

Gabriel O Ogunmokun &Ling-yee Li (Paper No 124)
SESSION 21: Marketing, Management, Internet, Education (Tracks 25, 21 and 26) and Others

Chair: Jane Summers  
Venue: North Stradbroke

Papers for Presentation:
Attitudes Toward the Online Purchase of Fish of Urban Malaysian Consumers: An Income Comparison
Ezlika Ghazali, Adam Dilip Mutum & Nurul Azlinawatee (Paper No 2)

Market Orientation and Marketing Competency Linkage: The Moderating Effect of Internet-Marketing

Exploring Surrogate Internet Usage
Vanda Cragnolini, Joo-Gim Heaney & Hume Winzar (Paper No 33)

An Exploratory Study of the Barriers to Commercialisation of Solar Based Technology in the Indian Business Environment
Raja Peter & Laurence Dickie (Paper No 88)

Messy Divorces: Power, Dependence and Commitment in the Franchising Relationship
Lorelle Frazer (Paper No 72)

AFTERNOON TEA BREAK 3:20 pm – 3:50 pm

THURSDAY 15 JULY 2004
3:50 pm-5:30 pm (Sessions 22 - 24)

SESSION 22: Strategic Management, and Strategic Marketing (Track 30 & 31) and Others

Chair: Louis Nzegwu  
Venue: Gallery

Papers for Presentation:
Sales Optimization in Key Accounts
Philippe Coffre (Paper No 29)

The Antecedents of Collaborative Behavior in Strategic Supply Chain Network
Mei-Mei Lau, Karen K.L. Moon, Chi-Ming Zhang, Chester K.M. & Jimmy M.T. Chang (Paper No 43)

Children’s Attention towards Television Advertising
Noor Hasmini Abd Ghani & Nik Kamariah Nik Mat (Paper No 62)

The Impact of Physical Distribution Management in Nigeria Organizations
Louis I. Nzegwu & Emmanuel Ugo Enemuoh (Paper No 136)

Strategic Marketing Planning Practices of Small – Medium Sized Exporting Firms in Australia: A Proposal for Investigation
Sheila Iswariah & Gabriel Ogunmokun (Paper No 71)

SESSION 23: Inter-Disciplinary Areas

Chair: Les Brown  
Venue: Moreton

Papers for Presentation:
Exploring the Link between Goal Congruence and Satisfaction in the Franchising Channel
Jolene Lim & Lorelle Frazer (Paper No 47)
Hot Air Ballooning: Adventure, Romance or Relaxation?  
Caroline Winter, Tiffany Hardy, Chua Huishi, Christina & Ms Hjh Nur Fariza Munyati Hj Abd Aji (Paper No 81)

Factors Influencing Computer Usage and Internet Activities Among Malaysian Households  
Noor Ismawati Jaafar & Ainin Sulaiman (Paper No 37)

Perceived Design and Ambient Irritants of Food Store Shopping: A Qualitative Approach  
Patricia Huddleston, Judith Whipple & Amy VanAuken (Paper No 27)

Talking About HIV/AIDS and Culture: Design for a Discussion Forum on Links between HIV/AIDS and Culture in the South African Workplace  
Stephné Herselman (Paper No 110)

SESSION 24 : Marketing, Management, Promotion and Strategy (Track 30 & 31) & Others

Chair: Janelle McPhail  
Venue: North Stradbroke

Papers for Presentation:

The Australian Advertising Self-Regulatory Framework - Who’s Complaining?  
Michael Volkov, Debra Harker & Michael Harker (Paper No 44)

Changing Advertising Models with Changing Technology: Telescopic Advertising Opportunities with Personal Video Recorders  
Nick Reading & Hume Winzar (Paper No 112)

Cross-Functional Orientation in Supply Chains and Implications for Firm Performance.  
Teck-Yong Eng (Paper No 130)

Towards Conceptualisation and Modelling of Product Standardisation/Customisation Decision-Making by Exporters  
Nick Grigoriou & Railton Hill (Paper No 63)

The Impact of the Alignment between IS and Marketing on Business Performance: Development of a Conceptual Model  
Val A. Hooper, Peter C Thirkell & Sid L Huff (Paper No 119)

THURSDAY NIGHT CONFERENCE DINNER

THURSDAY 15 JULY 2004  
7:00 pm-12:00 pm (Conference Dinner)

Venue: Lindeman & Hamilton Room

Pre-Dinner Drinks  
7:00 pm-7:25 pm

Conference Dinner, Presentations & Entertainment  
7:30 pm-12:00 pm
FRIDAY 16 JULY 2004
8:50 am-10:50 am (Sessions 25-27)

SESSION 25: Brand Management (Track 33) and Others

Chair: Thomas Tan Tsu Wee  
Venue: Gallery

Papers for Presentation:
Can Political Parties Be Branded? Case Studies from the Australian Political Marketplace  
Andrew Hughes (Paper No 98)

Relationship and Co-Branding Alliance in Perspective  
Alex Maritz & Ravi Bhat (Paper No 16)

Life Events and Brand Preference Changes Among Older Adults: Does Ethnicity Matter?  
Ong Fon Sim & Md Nor Othman (Paper No 28)

Managing Brands from a Humanistic Approach: Brand Concept and Personality  
Thomas Tan Tsu Wee & Matthew Chua Han Ming (Paper No 115)

Zafar U Ahmed, Xia Yang, Susan Stone, Lim Lay Koon, Ng Hwee Kheng & Teo Puay Yee (Paper No 117)

Extending Human Personality to Brands: The Question of Stability  
Thomas Tan Tsu Wee (Paper No 111)

SESSION 26: Marketing, Management and Others

Chair: George Tasie  
Venue: North Stradbroke

Papers for Presentation:
An Examination of Knowledge Integration during the Knowledge Creation Process: A Case of International Telecommunications Companies in Singapore  
Lee-Guan Poh & Ronel Erwee (Paper No 7)

Hidden SME Champions: Micro Global Leaders  
Bill Merrilees, Jim Tiessen, Jill Blackburn & Ho-Yin Wong (Paper No 39)

Research on Relationship between Leadership Style of Public Sector and Organizational Citizenship Behavior  
Chia-Chen Kuo (Paper No 59)

Improvement of Relationship among Members of International Marketing Channel and Vicious Conflict Contingency  
Tsai-Lung Liu (Paper No 85)
SESSION 27: International Marketing, Exporting, Cross Cultural Management and Development (Track 24 & 39) and Others

**Chair:** Ali Sanayei  
**Venue:** North Stradbroke

**Papers for Presentation:**

- Acquisition of Marketing Knowledge in Thai International Joint Venture Firms  
  *Nit Hathaivaseawong, Osman Mohamad & T. Ramayah (Paper No 4)*

- Information Search Behavior of Malaysian Exporters: Analysis by Degree of Export Involvement  
  *Osman Mohamad, Ng Kim-Soon & T. Ramayah (Paper No 5)*

- The Internet and Export Marketing Performance  
  *Craig C. Julian & Reidar Holtedahl (Paper No 73)*

- Economic Development and Strategic Human Resource Development: The Case of Southeast Asia  
  *George O. Tasie (Paper No 83)*

- Implications of Globalisation on Organizational Structure and Culture – A Study  
  *Bucha Reddy (Paper No 126)*

*MORNING TEA 10:50 am – 11:30 am*