

# CONFERENCE PROGRAM

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

<b>Registration</b>	4:15 pm-6:15 pm
<b>Venue:</b>	Fitzroy Desk
<b>Welcome Cocktail Party</b>	6:30 pm-7:45 pm
<b>Venue</b>	Margots

### Registration time during Conference:

**Venue:** Fitzroy Desk

Tuesday 13 <sup>th</sup> July 2004:	4:15 pm - 6:15 pm
Wednesday 14 <sup>th</sup> July 2004:	8:30 am -11:30 am
Wednesday 14 <sup>th</sup> July 2004:	2:00 pm -3:30 pm
Thursday 15 <sup>th</sup> 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)*

***MORNING 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)*

An Exploratory Study of Australian Agribusiness Organisations and their Selection of E-Business Models for Conducting B2B E-Commerce

*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, Frency 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**

**WEDNESDAY 14 JULY 2004**  
**3:50 pm – 5:30 pm (Sessions 10-12)**

**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 Chukuwuogor Ndu & Jill L. Wetmore (Paper No 100)*

Internal Marketing Practices: A Comparative Study of SME and Large Manufacturing Businesses in Australia  
*Helen Stevenson, Graham Jocusen & 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 Martínez 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 García 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. Tasié (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 Tigor 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)*

Preliminary Assessments of New Product Ideas and its Effect on Export Performance: A Study of Exporting Companies in the People's Republic of China  
*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  
*Norzalita Abd. Aziz & Norjaya Mohd. Yasin (Paper No 10)*

### **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 PROGRAM

## 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)*

Impact of Country-of-Origin [COO] on the Perceptions and Marketing of Banking Products: An International Marketing Perspective  
*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)*

Small and Medium Enterprises in India: Challenges and Strategy for Global Competition  
*Nawal Kishor (Paper No 125)*

The Global Corporation: Global Integration Versus Local Flexibility  
*S. Ananda Reddy & P. Bucha Reddy (Paper No 127)*

## **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***

**END OF CONFERENCE**