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ABSTRACTS

Marketing and the Public Sector: An evaluation of Sister State Agreements as an International marketing device

Terrance Gatfield and Robert Rugimbana

Government intervention practices and policy development in the market place is no new phenomenon. This is especially true of economies that are separated from the major world trade regions such as North America and North Europe. Australia due to its relative short industrial history and location is one such economy. The country is highly dependent on imports of products and services. The costs being serviced substantial by price sensitive export commodities with prices usually set by world supply and demand conditions. The State and Federal Governments by necessity have become proactive in assisting industries in export efforts. One key component of public policy and marketing is the instrumental role played by Sister State Relationships, which are high-level government-to-government agreements. However despite their international trade importance they have not been subject to extensive research. This paper explores Sister State Agreements in the Australian context. The article comprises the development and application of a two-dimensional screening grid map. The axes of the map utilises multiple construct variables. The map is designed with a view to examining how public sector marketing practitioners can advance the effectiveness of trade outcomes.

International Tourist Arrivals to Europe: A Shift-Share Interpretation

Chau Jo Vu and Lindsay Turner

The shift share analysis conducted here is an attempt to forecast the balance of trade between Europe and America in the medium term in order to determine the directions of trade shift between these two growth regions. The study examines tourist arrivals from 1990 to 2003 inclusive into a selection of America and European countries. The analysis showed that over time Europe has experienced a decreasing growth rate in tourist arrivals compared to the America. The allocation effect for Africa, Oceania and the Middle East were positive during 2000-2003 indicating that Europe was increasingly specialized in attracting tourists from these three regions and it had a competitive advantage over America. It is also interesting to note that Europe was increasingly losing ground in attracting more tourists from the Asia since 1995.

The VSE Internationalisation Process: A Social Exchange Perspective.

Russel P J Kingshott and Paul Pickering

The main purpose of this study was to investigate how social exchange (SE) based distributor relationships help the very small enterprise (VSE) internationalise. Using a single case methodology (Eisenhardt, 1989) this paper reveals how a resource stricken New Zealand VSE is able to leverage the social exchange based relationship with their foreign distributors in order to successfully enter and develop a robust market presence. Implications revolve around the manner that internationalisation of the diminutive VSE can be modelled and a number of future research directions are suggested.

It's a Thin World After All: The Influence of Media on Body Image and Its Cross Cultural Implications on International Marketing

Steven Ward and Aleksandra Lewandowska

The influence of media on body image is an area of much social controversy. Eating disorders and depression have often been linked to body image dissatisfaction. Research from Australia, The Netherlands and Singapore showed that the cognitive and affective evaluations of media and advertising are far more important than the amount of exposure. Although it appears that reactions to internet media are most salient. Research suggested three models of the development of body image. In Australia this was demographics, media and personality based model, while in The Netherlands this was a largely media driven model. The Singapore results suggested a more traditional model of demographics and personality. The results also show a similarity in the level of body image satisfaction amongst two countries in the study (Australia and Singapore) even though they had differing different average body mass indices. This supports contentions in the literature that concern over physical self-concepts are becoming prevalent in Asia as the result of further globalisation. Suggestions for future research, particularly using an experimental design are also outlined.