2006 Annual Report
Department of Management and Marketing
Committed to excellence in research and teaching in the disciplines of Management and Marketing. Achieving excellence through our award winning teaching as well as our strong links with industry.
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THE DEPARTMENT OF MANAGEMENT AND MARKETING

MISSION STATEMENT

THE DEPARTMENT OF MANAGEMENT AND MARKETING IS COMMITTED TO EXCELLENCE IN RESEARCH AND TEACHING IN THE DISCIPLINES OF MANAGEMENT AND MARKETING. WE ACHIEVE EXCELLENCE THROUGH OUR AWARD WINNING TEACHING AS WELL AS OUR STRONG LINKS WITH INDUSTRY.

The Department of Management and Marketing provides integrated education in the disciplines of Management and Marketing. The main competence areas in Management are Human Resource Management and Industrial Relations, International Management, Organisation Studies and Operations Management. The main competence areas in Marketing are Marketing Management and Consumer Behaviour.

At the undergraduate level, the Department offers a Bachelor of Commerce (Management). This offering will be expanded to include a Bachelor of Commerce (Marketing) in 2008. There are also a number of professional and practitioner Masters-level degrees offered by the Department. The overarching pedagogical aim of the Department is to develop in students strong leadership capabilities in the practice of Management and Marketing.

The student load in the Department is over 1000 full-time equivalents, with over 750 undergraduate and 250 postgraduate students. There are 12 honours students and over 65 PhD students in a wide range of areas reflecting the diverse theoretical traditions and methodologies represented in the Department. Full-time academic staff numbered 42 in 2006.

The Department of Management and Marketing was initially formed in January 1998. Originally the Department of Management, in May 2006 our name changed to Department of Management and Marketing in recognition of the unique identities of the two disciplines.

The University of Melbourne has a strong commitment to providing world class management and marketing education. Staff in the Department of Management and Marketing have been appointed from among the finest Australian and international academics and are:

- award winning teachers
- leading researchers in their fields
- consultants to businesses, government and other organisations
- active contributors to the development of management and marketing theory and practice.

We have an active PhD program with the largest cohort of students in the Faculty of Economics and Commerce. The Department also hosts five Research Centres:

- ACIB - The Australian Centre for International Business (in conjunction with the University of New South Wales);
- CGIE - The Centre for Global Innovation and Entrepreneurship;
- The Centre for Human Resource Management
- FSED - Foundation for Sustainable Economic Development
- ICRODSC - International Centre for Research on Organizational Discourse, Strategy and Change

www.managementmarketing.unimelb.edu.au
MESSAGE FROM THE HEAD

I TAKE GREAT PLEASURE IN PRESENTING YOU WITH THE 2006 DEPARTMENT OF MANAGEMENT AND MARKETING ANNUAL REPORT. THE YEAR 2006 WAS SHAPED BY TWO STRATEGIC EMPHASES, PRODUCTIVITY AND GROWTH.

Increasing the productivity of the subject portfolio offered by the department became a major focus in 2006, this included adding new subjects in areas with high student demand and identifying subjects with consistently low enrolment numbers. The latter subjects were either eliminated or redesigned.

With the introduction of the Melbourne Model in 2008, our department has had to have a good look at how we can grow and develop in line with the stated priorities of this model. Our focus has been to create new subject clusters that would represent attractive breadth options for students in other faculties and to create a framework for offering double majors in the department for our Bachelor of Commerce students (a marketing and management major). We have also put a lot of work into implementing a framework for the development of new programmes.

Further, a framework has been developed to assist in the development of new graduate programmes, an initiative that will be more fully executed in 2008.

In addition, my aim as incoming Head of Department was to make the department a friendlier place, a place colleagues enjoy working in. I believe innovations such as a clear statement of responsibilities, available on the web site, work to make the academic responsibilities of members of the department transparent, which in turn leads to more trust and happiness.

I hope and trust that you will find the report useful in revealing the detail in our direction and reflecting the ongoing commitment to deliver the best research and teaching in finance.

Head of Department
Associate Professor Bryan Lukas
Established in 1853, the University of Melbourne is a public-spirited institution that makes distinctive contributions to society in research, teaching and knowledge transfer. The University is consistently ranked as Australia’s premier tertiary institution and achieved an international ranking of 22nd in the world in 2006 by the Times Higher Education Supplement.

Melbourne is a globally significant research institution. It is the largest in terms of both research expenditure and income and is the second largest research and development organisation in Australia, a position enhanced by its proximity to so many of the nation’s independent medical research institutes in Parkville.

The University’s research culture infuses, informs and enhances all aspects of our teaching and learning. University of Melbourne staff include Nobel laureates, eminent scholars, award-winning researchers and other internationally renowned academics. Across the spectrum of teaching disciplines, Melbourne is part of an international network of scholarship, offering its students excellent academic and research prospects.

The University of Melbourne is a vibrant institution with a reputation for excellence built over 150 years. Our success has been achieved by insisting on international excellence, and alignment with global best practice in teaching and research.

The University community is made up of 40,000 students including more than 9,000 international students from at least 100 different countries. There are more than 6,500 staff.

The Faculty of Economics and Commerce is one of 12 faculties. The others are the faculties of Architecture, Building and Planning; Arts; Education; Engineering; Law; Medicine, Dentistry and Health Sciences; Music; Science; Veterinary Science, Land and Food Resources and the Victorian College of the Arts. Each faculty offers a range of degrees ranging from bachelors, masters, graduate and postgraduate diplomas. A high proportion of undergraduate students take subjects from more than one faculty and many are concurrently enrolled in degrees from two faculties. The University also confers the Doctor of Philosophy degree and higher doctorates.

The University of Melbourne is a member of the prestigious Group of Eight, comprised of the leading comprehensive research-intensive universities in Australia. In addition, the University is a member of Universitas 21. Universitas 21 is an international network of leading research-intensive universities. Its purpose is to facilitate collaboration and cooperation between the member universities and to create entrepreneurial opportunities for them on a scale that none of them would be able to achieve operating independently or through traditional bilateral alliances.

The main University campus covers 20 hectares and is located at Parkville, adjacent to the Melbourne central business district and near Carlton’s vibrant Lygon Street precinct. A number of residential colleges and student apartments are located close to the campus.
THE FACULTY OF ECONOMICS AND COMMERCE

HISTORY

Building on its long history, the Faculty has a proud record of innovation in teaching, and excellence in research. Economics has been taught at the University of Melbourne since its foundation, commencing with the appointment of W.E. Hearn as professor of history and political economy in 1855. The Faculty itself was established in 1924 and teaching for the Bachelor of Commerce degree commenced the following year. The founding Dean of the Faculty was Professor Sir Douglas Copland who remained a leading figure in Australian economics and politics until his death in 1971. The Faculty’s 500 seat Copland Lecture Theatre perpetuates his memory.

The Faculty of Economics and Commerce has always been a pioneer in business education in Australia. It led the way in teaching marketing since the 1930’s and in appointing, in 1954, the first full-time professor of accounting in the country, A.A. Fitzgerald.

The Faculty commenced teaching the MBA degree in 1963 (now taught in the Melbourne Business School). More recently, master degrees in business and IT, applied finance, international business, applied commerce and accounting have been introduced and a new generation Bachelor of Commerce will be offered from 2008.

During its long history, the Faculty’s student population has changed, from an initial intake in 1925 of predominantly part-time students working in commerce in the city of Melbourne to a significant cohort of full-time students drawn from high-performers both in Australia and overseas.

The Faculty has an extensive alumni body, numbering some 25,000 students who have graduated since its foundation 80 years ago. Many of these graduates now occupy senior positions in business, government and academia, both within Australia and around the world.

Since 1925, over 23,000 students have graduated from the Faculty. Many of these graduates now occupy senior positions in business, government and academia, both within Australia and internationally.

CURRENT PROFILE

The Faculty of Economics and Commerce ranked #1 in Business and Economics in a 2006 rating of disciplines in Australian Universities conducted by the Melbourne Institute of Applied Economic and Social Research.

The aims of the Faculty are to:

- Conduct and disseminate research of international standing in the disciplines of accounting, actuarial studies, business information systems, economics, econometrics, finance, human resource management, international business, management and marketing;
- Provide the highest quality of teaching and training to students drawn from the uppermost cohort in Australia and overseas; and
- Develop close and mutually beneficial relationships with business, government, the not-for-profit sector and the professions, both nationally and internationally.
CENTRES IN THE DEPARTMENT

THE AUSTRALIAN CENTRE FOR INTERNATIONAL BUSINESS

ACIB seeks to conduct leading-edge research in international business, to educate future leaders in international business and to consult with business and government on matters of policy. The Centre is eclectic in its interdisciplinary areas but has particular expertise in international business strategy and management, international/cross-cultural human resource management, international business ethics and business and economic history.

A major initiative to be realised early in 2007 is publication of Dick & Merrett (eds), The Internationalisation Strategies of Small-Country Firms: The Australian Experience of Globalisation (Elgar, Cheltenham, UK). Members of the Australian Centre for International Business have also published over 20 books and 200 research papers, conference proceedings, chapters in books and consulting reports spanning all fields of international business research. During 2006 three new ACIB working papers and one new Melbourne Asia Policy Paper were published on the website http://www.ecom.unimelb.edu.au/acib/.

ACIB is represented at the Academy of International Business (AIB)/ANZIBA, PACIBER and AUSPECC. It also hosts the joint editorship of the Australian Economic History Review (Stephen Morgan) and the Southeast Asia Publications Series of the Asian Studies Association of Australia (Howard Dick).

Co-Directors of the Centre are Professors David Merrett and Howard Dick.

CENTRE FOR GLOBAL INNOVATION MANAGEMENT
(Incorporating the Euro-Australian Cooperation Centre)

The Centre for Global Innovation and Entrepreneurship is located in the Department of Management and Marketing. The Director of the Centre is Associate Professor Milé Terziovski.

The Centre has an Advisory Board drawn from industry and has strong links with Australian government departments and the private sector. The Centre is concerned with research on global innovation management and entrepreneurship.

The Centre carries out research funded by the Australian Research Council (ARC) and the Department of Education Science and Training (DEST), and undertakes contract and joint project research with collaborators through the European Union research framework programme.

In December 2006, the Centre was awarded a DEST grant under the International Linkages programme to undertake a collaborative research program with European partners funded under the EU 6th Framework Program. The project is titled ‘Ambient Intelligence technology for Systematic Innovation in Manufacturing SMEs.’

FOUNDATION FOR SUSTAINABLE ECONOMIC DEVELOPMENT

The Operations Management area also hosts the Foundation for Sustainable Economic Development. The Foundation was established in 2000 with a mission to create and disseminate research to increase the awareness and effectiveness of management practices that deliver better organisational performance and less wasteful products and processes.

The Foundation has produced a number of research papers and commissioned reports. The Foundation published The Collaborative Games in 2001. A significant project has been on corporate sustainable development, funded by the Australian Business Foundation. The Foundation’s latest project involves a significant multi-university ARC Linkage project on ‘Work and Social Cohesion’.

The Director of the Centre is Professor Danny Samson.
THE CENTRE FOR HUMAN RESOURCE MANAGEMENT

The Centre researches human resource management and employment relations in the Asia-Pacific region, North America and Europe.

In line with its international outlook, the Centre encourages collaborative research projects with leading overseas universities and arranges research of international scholars in the fields of human resource management and employment relations. The Centre also works with Australian businesses and government institutions on both collaborative and consultative projects and facilitates research opportunities with the professions, employers, trade unions and governments (including government departments). Research findings are disseminated through academic publications, working papers, seminars and conferences.

The Director of the Centre is Associate Professor Michelle Brown.

THE INTERNATIONAL CENTRE FOR RESEARCH IN ORGANIZATIONAL DISCOURSE, STRATEGY AND CHANGE

The International Centre for Research in Organizational Discourse, Strategy and Change was launched in 2001 with the aim of establishing itself as a world leader in organizational discourse. The Centre is located in the Department of Management and Marketing, and is headed in Melbourne by Professor Cynthia Hardy.

From the original institutional partners – the University of Melbourne, the University of Sydney and McGill University (Centre for Strategy Studies in Organizations) – the Centre has grown to include the University of Cambridge, the University of Leicester, Lund University, Texas A & M University, Cardiff Business School, and the University of Colorado.

The Centre’s objectives are:

➔ to establish a leading group of world class scholars in organizational discourse in order to facilitate research on organizational discourse, strategy and change
➔ to encourage collaborative research projects among leading universities in the field of organizational discourse
➔ to disseminate research findings on discourse analysis and its applications through academic publications, seminars and conferences
➔ to facilitate research and teaching interchanges among scholars who work in this area
➔ to increase opportunities for researchers interested in discourse analysis to interact through specific initiatives, such as workshops, conferences, etc.
➔ to facilitate collaborative links regarding research and postgraduate training in the field of organizational discourse.

The Centre holds regular workshops and exchanges that bring leading international scholars to Australia; it provides opportunities for academics and doctoral students to engage with institutional partners; and its members have contributed to an ongoing stream of research publications on the role of discourse in organizations.
HIGHLIGHTS OF 2006

STAFFING
Professor Graham Sewell returned from a year’s leave as visiting professor at Imperial College, London.

DEPARTURES IN 2006:
Professor Carol Kulik
Lecturer Jennifer Davies
Associate Professor John Benson
Lecturer Vimolwan Yukongdi
Senior Lecturer John Selzsky

ARRIVALS
Mr Ben Neville was appointed as Lecturer in Marketing.

RESEARCH AND PRIZES
Associate Professors Scott Seibert and Maria Kraimer successfully obtained a 3-year, US$74,997 (AU$97,496) grant from the Graduate Management Admission Council (GMAC) Management Education Research Institute. The GMAC MER Institute is based in the USA and funds data-driven research related to graduate management education around the world so that higher education administrators can have access to evidence-based research for decision-making. Their project is titled: The Role of MBA Education and Management Development Programs in Manager’s Early Career Paths.

Dr Liliana Bove, Senior Lecturer, won the Australian & New Zealand Marketing Academy (ANZMAC) 2006 Emerging Researcher Award. The Award is made to an academic staff member of an Australian or New Zealand University, judged to have demonstrated the most outstanding research performance no more than five years after the completion of a PhD. This is only the second year of the Marketing research award. Last year Dr Michael Beverland, also a Senior Lecturer in the Department was presented the award.

Dr Angela Paladino’s textbook Marketing (with W.M Pride, Greg Elliott, Sharyn Rundle-Thiele, O.C. Ferrell) was published by John Wiley & Sons publishing house.

Professor Danny Samson and Suzy Goldsmith’s (PhD candidate) book Sustainable Development and Business Success was published by Thomson publishing house.

Patrick Miller, an undergraduate management student, won the 2006 Corporate Responsibility Essay Competition, run by the Prime Minister’s Community Business Partnership. Patrick was awarded $2000 in prize money as well as $3000 in CSR resources for the University. He was flown to Canberra to receive the award from Minister for Families, Community Services and Indigenous Affairs, Mal Brough, and later attended a dinner held by the Prime Minister.
PROMOTIONS

Liliana Bove was promoted to Senior Lecturer
Prakash Singh was promoted to Senior Lecturer
Maria Kraimer was promoted to Associate Professor and Reader
Chris Cregan was promoted to Associate Professor
Ying Zhu was promoted to Associate Professor
Michelle Brown was promoted to Associate Professor
Lea Waters was promoted to Associate Professor

PUBLIC LECTURES

The 21st Foenander Lecture held on 28 August 2006 was delivered by Emeritus Professor Joe Isaac AO entitled ‘Reforming Australian Industrial Relations.’

The Elisabeth Murdoch Theatre A was nearly full to capacity with a diverse audience including some very senior IR/union representatives, academic staff and students.

The excitement, exchange of information, sharing of views, and questions continued at the post lecture reception and beyond. Professor Isaac’s lecture was the perfect example of research, teaching and knowledge transfer.

Mr. Geoff Allen, Chairman of the Australian Centre for Corporate Public Affairs delivered a public lecture to a full-house on Wednesday 26 July in the Wood Theatre, Economics and Commerce building. The lecture was jointly organised by the Department of Management and Marketing and the Melbourne Business School. The topic was ‘The Corporate Political Environment, and Big Business Response’.

World class management and marketing education
RESEARCH GRANTS AWARDED IN 2006 FOR PROJECTS COMMENCING IN 2007

AUSTRALIAN RESEARCH COUNCIL – DISCOVERY PROJECT SCHEME

Administered by the University of Melbourne

Managing Transformational Change: A Discursive Approach,
Professor C Hardy, Dr S Maguire
Awarded to the University of Melbourne Law Faculty with Faculty of Economics and Commerce Chief Investigator

Enforcement of Chinese Employment Law: Regulatory Innovation and Wage Arrears
Dr S Cooney, Dr SC Biddulph, A/Professor Y Zhu*

THE UNIVERSITY OF MELBOURNE EARLY CAREER GRANTS

Management and Marketing Emotion: The Missing Ingredient in the Ethical Decision-Making Process, Dr Virginia Bratton

FACULTY RESEARCH GRANTS

Righting the wrong: Repairing organisational relationships after psychological contract violations, Professor Carol Kulik, A/Professor Christina Cregan

Challenges to Devolving Human Resource Responsibility in China: Investigating the Psychological and Contextual Antecedents of Supervisory Deviation from Corporate Policy, Dr Ying Zhu, Dr Adam Barsky

Design Orientation – A Grounded Theory of Decision-Marketing Interface, Dr Michael Beverland

The Internationalisation of the world’s largest multinational companies over time, Dr Thomas Osegowitsch, Dr Andre Sammartino

Green Supply Chain Practices in Australian Manufacturing Industry, Dr Damien Power

FACULTY EARLY CAREER RESEARCHER GRANTS

An Examination of the Customer-Employee Dyadic Fit in Service Relationships, Dr Elison Lim

FACULTY HONOURS (RESEARCH) SCHOLARSHIPS

In 2006, three Honours students from the Department of Management and Marketing were awarded studentships to work with academics to develop their research essays into publishable journal articles.

S Mangan, Gender Role Orientation in the Boundaryless Career

S McArdle, The Psycho-Social Construct of Employability: Investigating the Role of Proactive Personality, Identify Awareness and Human and Social Capital During Unemployment

L Wang, An Investigation of the Magnitude of Customer and Service Worker Relationships

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ASSOCIATE PROFESSOR AND HEAD OF DEPARTMENT
(from June 2006)

LUKAS, BRYAN: MBA Nebraska, PhD Memphis
Research Interests: Strategic marketing (brand strategy and product innovation strategy), brand valuation, marketing-finance interface, international marketing.

PROFESSOR AND HEAD OF DEPARTMENT
(from January 2006)

ZAMMUTO, RAYMOND: PhD Illinois
Research Interests: Organisational adaptability to changing industry conditions.

PROFESSORS

DICK, HOWARD: BEc (Hons) Monash, MEc, PhD ANU
Research Interests: Asian business, corruption and governance, institutional development, global logistics, urbanisation in the Asia-Pacific, maritime history and policy.
Country expertise: Indonesia, Southeast Asia, Japan.

HARDY, CYNTHIA: BSc (MgtSc), PhD Warwick
Research Interests: Organisation theory, strategy power and politics in organisation, strategic change, inter organisational collaboration, organisational discourse theory.

KULIK, CAROL: PhD Illinois
Research Interests: HR management, workforce diversity, fairness in organisations.

MERRETT, DAVID: BEc (Hons), MEc Monash
Research Interests: Internationalisation of Australian firms, evolution of big business, in Australia, headquarter-subsidiary relations in multinationals, principal-agent issues within firms.

SAMSON, DANNY: BE (Chem) UNSW, PhD AGSM, UNSW
Research Interests: Business competitiveness drivers, operations strategy, risk management, sustainable development, e-business, decision making under uncertainty.

SEWELL, GRAHAM: BSc (Hons), PhD Wales
Research Interests: Workplace surveillance, teamwork, business ethics, recent developments in organisation and management theory, qualitative research methods, evolutionary psychology, sociology of work and organisations.

ASSOCIATE PROFESSOR AND READER

Benson, John: BEc, MEd Monash, MA, PhD
Research Interests: HRM/employment relations in Japan and China, Japanese management, trade unions, enterprise restructuring and outsourcing, employee commitment, knowledge workers.

KRAIMER, MARIA: PhD (Illinois)
Research Interests: Managing expatriate employees, career issues, and the employee-employer relationships. Teaching interests include human resource management, compensation, and international management.

ASSOCIATE PROFESSORS

BROWN, MICHELLE: BCom (Hons), MA, PhD Wisconsin

CREGAN, CHRISTINA: BA Leeds, DipEd Oxford, MSc, PhD (LSE)
Research Interests: Trade union membership, young people in the labour market, internal labour markets, industrial democracy.

HARLEY, WILLIAM: BA (Hons), PhD Qld
Research Interests: Industrial relations, HRM, work organisation, high performance work systems, teamwork, precarious employment, trade unions.
HARZING, ANNE-WIL: BA Hogeschool Enschede, MA Maastricht, PhD Bradford
Research Interests: HQ-subsidiary relations, international HRM, cross-cultural management, the role of language in international business, the impact of culture on student learning styles.

SIEBERT, SCOTT: BS SUNY, MS PhD Cornell
Research Interests: Personality, interpersonal behaviour and career success, psychological climate and work motivation, personality and entrepreneurship, social capital, proactive personality.

TERZIOVSKI, MILE: BE (Hons), ME (Hons) W’gong, MBA RMIT, PhD

WATERS, LEA: BA (Hons), PhD Deakin
Research Interests: The psychological consequences of unemployment and retrenchment, training and development programs for unemployed people, occupational stress, work-family conflict, mentoring.

WHITWELL, GREGORY: BSc Monash, PhD
Research Interests: Environmental uncertainty, the marketing/finance interface, the role of real options thinking in marketing strategy, marketing’s contribution to business strategy and the role of intangible marketing assets, international marketing, especially exporting, understanding customer needs through techniques such as ZMET, social capital and its relevance to marketing activities, electronic marketing.

ZHU, YING: BSc Peking, PhD
Research Interests: HRM, international HRM, international business management, economic development in Asia (China, Japan, South Korea, Taiwan and Vietnam), political economy of globalisation.

SENIOR LECTURERS

BEVERLAND, MICHAEL: BCom, DipCom, MCom (Hons) Auckland, PhD (Bus and Man) Univ SA
Research Interests: Values-based branding, brand management over the long run, luxury branding, the marketing of authenticity, relationship transformation and trajectories overtime (both business-to-business and business-to-consumer), implementing marketing programs, how consumers respond to design aesthetics, value creating processes in industrial firms.

BOVE, LILIANA: BAgSci (Hons) LaTrobe, BBus (Marketing) RMIT, PhD Monash
Research Interests: Services marketing, relationship marketing, customer loyalty, customer citizenship behaviour.

JOHNSON, STEWART: BA Well, MSc Lond, PhD
Research Interests: All aspects of management in multinational corporations – strategy, structure, control, innovation, HQ-subsidiary relations, Japanese management and Japanese business groups.

MOOSA, SHARAFALI: BSc, MSc Madras, PhD NUS and Madras
Research Interests: Supply chain management, reverse logistics, warehousing queues, inventory and reliability.

MORGAN, STEPHEN: BA Monash, MA HK, PhD ANU
Research Interests: Foreign direct investment and international business, business economic and social history of China, 19th and 20th centuries, the history of management and organisation in China in the 20th century, anthropometric history of China and Taiwan (stature, health and nutrition).

NAPOLI, JULIE: BBus (Hons), MCom(Marketing) Curtin, PhD Monash
Research Interests: Creating and managing brand meaning, brand management across contexts and cultures, brand orientation and performance, music effects in advertising and marketing.

POWER, DAMIEN: BBus, MBus, PhD Monash, CFPIM
Research Interests: Business to business e-commerce, supply chain systems/virtual integration, business process redesign, operations strategy.

SARGENT, LEISA: BA, MOrgPsych Qld, PhD Toronto
Research Interests: The effects of job changes on identity

SINGH, PRAKASH: BE (Hons) BBusQUT, PhD
Research Interests: Operations management, supply chain management, quality management, innovation management.

LECTURERS

BARSKY, ADAM: BA (Psychology and Sociology) Wisconsin-Madison, Masters in I/O Psychology, PhD Tulane
Research Interests: Social issues in management, business ethics, workplace fairness, discrimination, job related effects and work stress, personality and well being, research methodology and statistics.

BRATTON, VIRGINIA: BA Moorhead, MA Florida, PhD Florida
Research Interests: Impression management, business ethics, organisational identity and politics.

CHMIELEWSKI, DANIELLE: BA/BCom (Hons), PhD
Research Interests: Strategic marketing, strategic management, timing of entry, brand introduction strategy, resource-based view and capabilities, strategic orientation.

DAVIES, JENNIFER: BBusMgt(Hons), PhD Candidate Qld
Research Interests: Inter-organisational relationship, strategic networks, rivalry, strategic groups, knowledge and innovation.
FRAHM, JENNIFER: BBus
Communication (Hons), PhD QUT
Research Interests: Organisational change and development, organisational communication, workplace communication, employees experience of change, innovation, strategic change, process research methods, mixed methodology.

HANNA, VICTORIA: BEng (Hons), PhD
Loughborough
Research interests: Small firm cooperation, innovation and competitiveness

LIM, ELISON: BBA (Hons), PhD, NUS BusSchool Singapore
Research Interests: Information processing, language effects in advertising, cross-cultural consumer differences, behavioural decision theory and career related outcomes, stress and stress management strategies, team interventions and team effectiveness.

MAGUIRE, CATHERINE: BCom(Hons), PhD candidate
Research interests: Effects of union membership status and union-management climate, relationship between job and life satisfaction, reshaping organisations based on e-commerce.

METZ, ISABEL: BSci (CompSci) U Wit S Africa, MBA MBS, PhD Monash
Research Interests: gender and careers, organisational culture and leadership, work related stress and toxin handling, and psychological contracts.

MOL, JOERI: MSc Erasmus, PhD(Mgmt Sci) Groningen
Research Interests: Selection mechanisms in markets, power and appropriation in organizations, classification systems and genre formation, diffusion processes, broadcasting and creative industries.

NAGPAL, ANISH: BSc (Hons)MechEng, MSc (Hons) Econ, BITPilani, PhD (Mktg) Houston
Research Interests: Consumer behavior, information processing, decision frames and choice, decision conflict.

NEVILLE, BEN: BCom, PGradDip, PhD candidate
Research Interests: Corporate social responsibility and business ethics, stakeholder theory and stakeholder management, climate change and environmental issues, consumer issues and marketing ethics, cross-cultural issues in marketing and management.

OSEGOWITSCH, TOM: BA (Hons)Wirtschafts Wien, MCom (by Research), PhD UWA
Research Interests: Strategies of multinational companies, international business, strategy, HQ-subsidiary relationship.

PALADINO, ANGELA: BCom (Hons), PhD
Research Interests: Consumer behaviour, environmental marketing, innovation and corporate performance, resource-based view and capabilities strategies, market orientation, strategic management and marketing.

SAMMARTINO, ANDRE: BCom(Hons), PhD
Research Interests: International business, regionalisation and globalisation, internationalisation of Australian firms and of retailers, transformation of subsidiary roles, vertical scope and competitive advantage, business history.

ZALAN, TATIANA: BEd (Hons)Moscow, MBA Adel, PhD, 5th Aust
Research Interests: Failure of firms in international markets, International diversification and firm performance, international competitiveness of firms from smaller economies, knowledge management in multinational firms.

PROFESSOR EMERITUS

ISAAC, JOSEPH AO: BComBA(Hons) Melb, PhD Lond, Hon DEcon Monash, Hon DCom Melb, Hon LLD Macquarie, FASSA
Research Interests: Labour market institutions, industrial relations, wages policy, small business.
PROFESSIONAL STAFF

SHORT, WENDY: AssDipApSci (Sci Lab) Swin, GradDipEd Admin HIE, MEdAdmin UNE
Position: Department Manager

BERGMAN, KRISTEL: BA/BSc
Position: Front Office Administrator

BISHOP, LIZA: BBus Mgt Pending RMIT
Position: Executive Assistant / Undergraduate Coordinator

BROWN, OLGA
Position: Front Office Administrator

COX, MARY: ALAA
Position: Administrative Services Manager

GILBERT, KERRIE
Position: Executive Assistant

HALL, BRADLEY
Position: Budgets and Resources Officer

HEDDLE, NICOLE: AdvDip(Photography) Chch
Position: Undergraduate Coordinator

JENKINS, RACHEL: GradCertBusSwin
Position: Undergraduate Coordinator

KENTON, SUSAN: BA, DipEd, BEd LaTrobe
Position: Research Coordinator

McCORMICK, CHRISSEY
Position: Front Office Administrator

SIMON, DENISE
Position: Executive Assistant

WILSON, REBECCA: BA(Hons)
Position: Student Administration and Events coordinator

Associate Professor Li Guiyan, Dongbei University of Finance and Economics, Dalian, China
Hosted by David Merrett

Professor David Harrison
Department of Management and Organisation, Pennsylvania State University, USA
Hosted by Maria Kraimer

Professor Gary Johns
John Molson School of Business, Concordia University, Montreal, Canada
Hosted by Adam Barsky

Associate Professor Stephen Kates
Simon Fraser University, British Columbia, Canada
Hosted by Michael Beverland

Associate Professor Tetsu Kobayashi
Graduate School of Business, Osaka City University, Osaka, Japan
Hosted by Associate Professor Bryan Lukas

Professor Kathrin Koester
University of Applied Sciences, Heilbronn, Germany
Hosted by Anne-Wil Harzing

Associate Professor Adam Lindgreen
Eindhoven University of Technology, the Netherlands
Hosted by Michael Beverland

Associate Professor Suchi Mouly
Department of Management and Employment Relations, University of Auckland, New Zealand
Hosted by Chris Cregan

Professor Cheri Ostroff
Department of Psychology, University of Maryland, USA
Hosted by Adam Barsky

Professor Raghuvar Pathak
School of Management and Public Administration, University of the South Pacific, Fiji
Hosted by Danny Samson

Dr. Premaratne Samaranake
School of Management, University of Western Sydney
Hosted by Victoria Hanna

VISITING ACADEMICS

The Department enjoyed the contributions of the following visitors throughout 2006:

Associate Professor Ko Arai
Graduate School of Business, Osaka City University, Osaka, Japan
Hosted by Danny Samson

Associate Professor Li Guiyan, Dongbei University of Finance and Economics, Dalian, China
Hosted by David Merrett

Professor David Harrison
Department of Management and Organisation, Pennsylvania State University, USA
Hosted by Maria Kraimer

Professor Gary Johns
John Molson School of Business, Concordia University, Montreal, Canada
Hosted by Adam Barsky

Associate Professor Stephen Kates
Simon Fraser University, British Columbia, Canada
Hosted by Michael Beverland

Associate Professor Tetsu Kobayashi
Graduate School of Business, Osaka City University, Osaka, Japan
Hosted by Associate Professor Bryan Lukas

Professor Kathrin Koester
University of Applied Sciences, Heilbronn, Germany
Hosted by Anne-Wil Harzing

Associate Professor Adam Lindgreen
Eindhoven University of Technology, the Netherlands
Hosted by Michael Beverland

Associate Professor Suchi Mouly
Department of Management and Employment Relations, University of Auckland, New Zealand
Hosted by Chris Cregan

Professor Cheri Ostroff
Department of Psychology, University of Maryland, USA
Hosted by Adam Barsky

Professor Raghuvar Pathak
School of Management and Public Administration, University of the South Pacific, Fiji
Hosted by Danny Samson

Dr. Premaratne Samaranake
School of Management, University of Western Sydney
Hosted by Victoria Hanna

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**RESEARCH SEMINAR SERIES**

**Associate Professor Stephen Vargo**  
University of Hawaii at Manoa  
*The Service-Dominant Logic Mindset: Overview and Directions*  
(8 December)

**Associate Professor Frank Den Hond**  
Free University, The Netherlands  
*What is institutional entrepreneurship? A relevant question with many answers*  
(27 November)

**Professor Cheri Ostroff**  
University of Maryland, US  
*Multi-Level Perspectives in Organizational Behaviour: Group Context Effects and P-E Value Congruence*  
(9 November)  
*Linking theory and methods across Levels of Analysis*  
(8 November)  
*Fitting theory to methods in Fit Research*  
(26 October)

**Professor David Harrison**  
Penn State University, US  
*Navigating the Review Process: Publishing in top management journals*  
(25 October 25)

**Dr Peter Verhezen**  
Leuven University  
*Reputational risk and integrity strategies*  
(18 October)

**Professor Kathrin Koester**  
University of Applied Sciences, Heilbronn, Germany  
*What soft skills are needed in international management*  
(14 September)

**Dr Eduardo Moron**

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**Universidad Pacifico, Lima, Peru**  
*Assessing the Macro Consequences of Free Trade Agreements with DSGE Models*  
(3 August)

**Dr Yakov Ben-Haim**  
Israel Institute of Technology  
*Info-gap economics: Knightian uncertainty, modelling and policy*  
(July 24, 2006)

**Dr Rebekah Bennett & Professor Charmine E J Hartel**  
QUT and Monash University  
*Emotions and Consumer Complaints*  
(July 14)

**A/Prof Jay Sankaran & Associate Professor Suchi Mouly**  
University of Auckland  
*Innovation in an emerging sector: the case of marine-based nutraceuticals*  
(May 25)

**Associate Professor Steven Kates**  
Simon Fraser University (B.C.), Canada  
*Do consumers forgive and forget brands that do them harm?*  
(May 24)

**Associate Professor Tetsu Kobayashi**  
Osaka City University  
*Study on the Heterogeneity of Brands’ Cognitive Structures between Users and Non-users*  
(March 30)

**Professor Howard Gospel**  
King’s College, University of London  
*The Emergent Enterprise Union? A Conceptual and Comparative Analysis*  
(March 28)

**Professor Bob Vandenberg**  
University of Georgia  
*Scale Development & Common Method Concerns*  
(March 14)

**Associate Professor Stephen Tax**  
University of Victoria, Canada  
*Toward a Theory of Customer Performance*  
(March 9)

**Professor Gary Johns**  
John Molson School of Business  
*The Essential Impact of Context on Organisational Behaviour*  
(February 15)
DOCTOR OF PHILOSOPHY

Al Balushi, Shahid
Effect of supply chain management.
Supervisors: Prakash Singh and Damian Power

Ali, Muhammad
Workforce gender diversity: is it a source of competitive advantage?
Supervisors: Isabel Metz and Carol Kulik

Allen, Belinda
Identity theory and temporary workers.
Supervisors: Leisa Sargent and Bill Harley

Allen, Brett
Global Sourcing strategies in emerging economies: Behaviours of successful firms within the automotive industry.
Supervisors: Prakash Singh and Damian Power

Andreevski, Ordan
Integrated public affairs systems for stakeholder management and organisational wealth creation.
Supervisors: Ray Zammuto and Greg Whitwell

Apsey, Jeremy
Marketing symbioses and dividends: theory integration and empirical testing.
Supervisors: Bryan Lukas and Michael Beverland

Bevington, Thomas
Achieving bottom line business outcomes from building organisational capability.
Supervisors: Danny Samson and Damian Power

Bhattacharya, Ananya
A study of outsourcing practices from Agency Theory Perspective.
Supervisors: Prakash Singh and Sharafali Moosa

Boonythan, Patcharee.
An investigation of the relationship between strategic response to supply chain uncertainty, supply chain relationships and firm performance.
Supervisors: Damian Power and Sharafali Moosa

Casselman, Mitch
The impact of knowledge strategy and knowledge capability on performance.
Supervisors: Danny Samson and Damian Power

Chin, Jon Wei Sen
Comparing market and controlling orientations to explain Firm performance.
Supervisors: Angela Paladino and Greg Whitwell

Chung, Emily
Exploring consumer fanaticism: conceptualisations, processes and outcomes.
Supervisors: Michael Beverland

Del Rio, Victor
The effect of a media management strategy on corporate crisis management and firm survival.
Supervisors: Mile Terziovski and Danny Samson

Domberger, Shelley
The social construction of career: A comparative case study.
Supervisors: Leisa Sargent and Cynthia Hardy

Esteves, Ana Maria
Using decision analysis to evaluate social investment.
Supervisors: Danny Samson and Sharafali Moosa

Evans, Paul
Location behaviour of multinational corporations.
Supervisors: Howard Dick and David Merrett

Foon, Shyong Wai
Knowledge management as strategy in business organisations.
Supervisors: Mile Terziovski and Prakash Singh
Fouvy, David  
To explore the relationship between marketing activities and brand equity.  
Supervisors: Michael Beverland and Julie Napoli

Garcia, Primo  
Shifting organisational identities and identifications in a university: A discursive perspective.  
Supervisors: Bill Harley and Cynthia Hardy

Garma, Romana  
Consequences of Consumer Citizenship Behaviour on Service Organisations.  
Supervisors: Liliana Bove and Virginia Bratton

Gibbard-Gilchrist, Rodney  
Applying synchronous chat technology to the business of trade facilitation.  
Supervisors: Greg Whitwell and Anish Nagpal

Glenane-Antoniadis, Alicia  
The importance of member orientation for the member organisation.  
Supervisors: Greg Whitwell and Bryan Lukas

Gloet, Marianne B.  
Exploring the relationship between knowledge management approaches and innovation performance.  
Supervisors: Mile Terziovski and Danny Samson

Goldsmith, Suzy  
Corporate risk - a new theoretical framework.  
Supervisor: Danny Samson and David Merrett

Gowans, Sheila  
Ethics education and management of cross-cultural ethical issues in Multinational Corporations.  
Supervisors: Danny Samson and Peter Verhezen

Gunawardana, Samanthi  
Gender and the employment system of the Katunayake export processing zone, Sri Lanka.  
Supervisor: Christina Cregan

Gurrieri, Lauren K.  
The social construction of cool: implications for consumers and organisations.  
Supervisors: Greg Whitwell and Cynthia Hardy

Healy, Michael J.  
Experiential retails strategies; understanding their impact on consumer in-store assessments and brand identity: an ethnographic approach.  
Supervisor: Michael Beverland

Hill, Paul  
The link between product innovation sources, network characteristics and product performance: the case of the Australian ITC industry.  
Supervisors: Greg Whitwell and Bryan Lukas

Inbar, Zivit  
Culture and strategy of the corporate governance in cross national operations: the case studies of Israeli companies operating in China.  
Supervisors: Ray Zammuto and David Merrett

Jaynes, Steven  
A discursive approach to strategic change in organisations.  
Supervisor: Cynthia Hardy

Josiasen, Alexander P  
Country-of-Origin Image  
Supervisors: Bryan Lukas and Greg Whitwell

Kailasapathy, Pavithra  
A comparative study on work-family conflict: the role of exchange relationships, family life cycle and career stages.  
Supervisors: Isabel Metz and Maria Kraimer

Karpen, Ingo O  
Service orientation: a source of competitive advantage.  
Supervisors: Bryan Lukas and Liliana Bove

Kiazad, Kohyar  
Social networks, network positioning and responses to psychological contract breach.  
Supervisor: Scott Seibert and Maria Kraimer

Lim, Victoria  
Communicating negative feedback in performance appraisal.  
Supervisors: Michelle Brown and Carol Kulik

Lo, Sonia  
An empirical investigation of the relationships among product nature, supply network priority and business performance.  
Supervisors: Damian Power and Sharafali Moosa

Morrison, Michael  
The relationship between retail management practices and performance outcomes within the retail sector.  
Supervisors: Mile Terziovski and Danny Samson

Mulholland JP  
Demystifying the Indonesian conglomerate: a transaction cost and new institutional economies perspective.  
Supervisor: Howard Dick

Newitt, Shery  
Independent directors and strategic networks.  
Supervisors: David Merrett and Stephen Morgan

Nik Hashim, Nik Modh Hazrul  
Sequential launch strategy of high technology products.  
Supervisors: Bryan Lukas and Greg Whitwell

Nyberg, Daniel  
Organisational culture reproduction and transformation.  
Supervisors: Bill Harley and Cynthia Hardy

Pablo Zelinna  
The weaving of the Web: the discursive construction, dynamics and implications of metaphors on internet portals.  
Supervisors: Cynthia Hardy and Jennifer Frahm
Pandit, Ameet
Purchase postponement: an empirical investigation examining the effects of New product announcements and perceived risk.
Supervisors: Bryan Lukas and Greg Whitwell

Poo, Henry
Employer organisations and industrial relations change: A study of the building construction industry.
Supervisors: Ying Zhu and Christina Cregan

Quintane, Eric
Structure and innovativeness: looking for balance.
Supervisors: Stewart Johnston and Tom Osegovtisch

Reiche, B. Sebastian
Knowledge sharing through inpatriate assignments in multinational corporations: a social capital perspective.
Supervisors: Anne-Wil Harzing and Maria Kraimer

Sankey, Michael J.
Examining the role of regulatory focus in escalation of commitment scenarios.
Supervisors: Adam Barsky and Lea Waters

Santos, Clarice
Same, same but different: employee perceptions of organisational diversity policies and the role of supervisor/subordinate similarity.
Supervisor: Isabel Metz

Shum, Philip
Employees commitment to change: the missing link to successful customer relationship management implementation.
Supervisor: Liliana Bove

Sitalaksmi, Sari
Managing transformations in state-owned enterprises (SOES): the case study of Jakarta.

Stone, Nick
Identifying and assessing elements of intercultural effectiveness.
Supervisors: Anne-Wil Harzing and Adam Barsky

Tay Kay-Woon
The alignment of electronic commerce with business strategies.
Supervisors: Mile Terziovski and Danny Samson

Van Ruth, Frances
The Internationalisation of Australian Firms: how business and social networks help overcome the psychic distance between a firm and a market.
Supervisors: David Merrett and Andre Sammartino

Webster, Penny
Sustainable approaches to grievance handling in organisations.
Supervisor: Ying Zhu

Wilkins, Nancy
Employee relations policy and organisational justice.
Supervisors: Adam Barsky and Maria Kraimer

Yang, Hailan
Business strategy and corporate governance in Chinese consumer electronics sector.
Supervisor: Stephen Morgan

Yip, Christopher
A Multi-level study of the factors affecting knowledge flow effectiveness and efficiency.
Supervisors: Danny Samson and Mile Terziovski

MASTERS IN COMMERCE

Carollo, Marianne
Assessing the future of long established international and local luxury brands within the jewellery and fashion industry.
Supervisors: David Merrett and Michael Beverland

Chiam, Sam
Supervisor: Prakash Singh
Griffin Leanne  
*Generation Y attitudes toward unionism.*  
Supervisors: Michelle Brown and Joe Isaac

**Henderson Kym**  
*Selection practices for apprenticeship programs.*  
Supervisor: Maria Kraimer

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**Smith, Coral**  
*Changing demographics and the future recruitment crises.*  
Supervisor: Virginia Bratton

**Wang, Jeffrey**  
*Operations management supply chain management.*  
Supervisors: Prakash Singh and Danny Samson

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**RESEARCH HIGHER DEGREE THESES PASSED**

**PHD THESES COMPLETED**

**Ngan Collins**, *The Transformation of Employment Relations in Transitional Economics: The Case of Vietnam*

**Mei Feng**, *The relationship between implementing ISO management systems and organisational performance.***

**Lisa Hughes**, *An Investigation of Individual and Workplace Outcomes of Trade Unions and HRM in Australia*

**Omar Merlo**, *The Influence and Strategic Standing of Marketing within Organizations*

**John Morgan**, *Innovation management in the Australian and European biotechnology industries*

**Simon Pervan**, *Reciprocity as a Fundamental Process in Relationship Marketing: Scale Development and Validation*

**Dayna Simpson**, *Greening the Supply Chain: Customers, Suppliers and Efficient Manufacturing*

**MASTER OF COMMERCE IN EMPLOYEE RELATIONS AND HUMAN RESOURCE MANAGEMENT**

**Stephanie Lagogiannis**, *The Effects of Diversity Management on Culturally Diverse Workgroups*

**MASTER OF COMMERCE BY RESEARCH**

**Jason McGovern**, *Sino-Foreign Joint Ventures: A Multi-Party Perspective on Control and Performance*
This year academics in the Department of Management and Marketing have published in the following refereed journals:

- Academy of Management Journal x 2
- Academy of Management Review
- Advances in Consumer Research
- Asia Pacific Business Review
- Asia Pacific Journal of Management
- Australian Economic History Review
- Australian Economic Review
- Australian Journal of Career Development
- Australian Journal of Management Benchmarking
- Career Development International
- Economic Papers
- European Journal of Operational Research
- ICFAI Journal of Mergers and Acquisitions
- Industrial Marketing Management
- Industrial and Labor Relations Review
- International Business Review
- International Journal of Cross Cultural Management
- International Journal of Information Systems and Change Management
- International Journal of Operations and Production Management x 2
- International Journal of Quality & Reliability Management
- International Journal of Research in Marketing
- International Journal of Value Chain Management
- Journal of Advertising
- Journal of Applied Behavioral Science
- Journal of Applied Psychology
- Journal of Business and Industrial Marketing
- Journal of Business Ethics
- Journal of Business Research x 4
- Journal of Management Development
- Journal of Management History
- Journal of Managerial Issues
- Journal of Marketing Management
- Journal of the Operational Research Society
- Management Research News
- New Technology, Work & Employment
- Organization Studies x 2
- Problems & Perspectives in Management
- Services Marketing Quarterly
- Strategic Change
- Supply Chain Management
- Technovation x 2
- Total Quality Management & Business Excellence
- TQM Magazine
In 2006 our academics attended the following conferences and published in the peer reviewed conference proceedings:

- Academy of Marketing Science, 13th Biennial World Marketing Congress
- Academy of Management Annual Meetings, Atlanta 2006
- ACR Asia Pacific Conference, Sydney
- 4th ANZAM Operations Management Symposium 2006
- 11th Annual Conference of the Asia Pacific Decision Sciences Institute, Hong Kong, China
- 13th International Product Development Management Conference, Brussels, Belgium
- 15th Annual Frontiers in Services Conference
- 20th Australia and New Zealand Academy of Management (ANZAM) Conference, Sydney, Australia
- 22nd EGOS Conference, Bergen, Norway
- ANZIBA Conference 2006, Wellington, New Zealand
- ANZMAC 2006 Conference, Brisbane, Australia
- 2006 Australasian Business and Behavioural Sciences Association International Conference
- European Advances in Consumer Research, Milan
- European International Business Academy (EIBA) 32nd Annual Conference 2006 Fribourg, Switzerland
- 5th European Marketing Academy Annual Conference, Athens
- Multinational Alliance for the Advancement of Organizational Excellence (MAAOE) 2006, Sydney, Australia
- International Conference on Business, Hawaii
- Western Decision Sciences Institute (WDSI) 35th Annual Meeting, Hawaii, United States
- Strategic Management Society Annual Conference, Vienna
SUBJECTS OFFERED BY THE DEPARTMENT OF MANAGEMENT AND MARKETING

UNDERGRADUATE

First Year Subjects
325-101 Managing People and Organisations
325-102 Business in the Global Economy

Second Year Subjects
325-201 Organisational Behaviour
325-207 Managing in Information Societies
325-202 Consumer Behaviour
325-203 Managing Operations
325-206 E-Marketing and Retailing
325-208 Project Management
325-209 Human Resource Management
325-210 Managerial Decision Analysis
325-211 Principles of Marketing
325-212 Market Research
325-213 Marketing Communications
325-216 Business Entrepreneurship & Leadership
325-226 Business and Economy in South East Asia
325-228 Principles of Strategic Management

Third Year Subjects
325-301 Business-to-Business Marketing
325-302 Strategic Marketing
325-303 Managing the Multinational
325-304 Managing in Contemporary Organisations
325-306 Services and Relationship Marketing
325-307 Product and Brand Management
325-308 Industrial Relations
325-309 Global Marketing
325-310 Japanese Business and Institutions
325-313 Managing Strategic Change
325-314 Managing Organisational Innovation
325-315 Managing Organisational Learning
325-316 Organisations, Ethics and Society
325-318 Quality and Business Process Management
325-321 Supply Management
325-324 Cross Cultural Management
325-325-Governance and the International Firm
325-330 Management Practicum
325-331 Employment in the Global Workplace
325-332 Chinese Business and Economy
325-334 Current Trends in Work and Employment
325-335 Career Management

Honours
325-401 Advanced Organisational Behaviour
325-402 Advanced Human Resource Management
325-406 Advanced Marketing
325-407 Advanced Management Theory
325-408 Management Research Essay
325-409 Advanced Strategic Management
325-410 Advanced Management Research
325-465 Advanced Employee Relations

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The Department of Management and Marketing teaches into the following Postgraduate programs:

- Master of Applied Commerce (Management)
- Master of Applied Commerce (Marketing)
- Graduate Diploma in Management Studies
- Master of Human Resource Management
- Master of International Business

### Postgraduate Subjects

- **325-491** Business Fundamentals
- **325-492** Business Fundamentals for Knowledge Managers
- **325-620** Employment Relations
- **325-621** Contemporary Organisational Behaviour
- **325-622** Current Human Resource Issues
- **325-623** Employee Relations Policy
- **325-637** Human Resource Management
- **325-639** Shorter Thesis-ER&HRM
- **325-640** Marketing Management
- **325-641** Strategic HRM
- **325-642** Managing Stakeholders
- **325-643** Managing Diversity
- **325-644** Evaluating HR Performance
- **325-645** Strategic Reward Systems
- **325-646** Trends in Work and Employment
- **325-647** Organisational Dynamics and Leadership
- **325-649** Special Human Resource Issues
- **325-650** Employment Systems in the Modern World
- **325-652** Human Resource Competencies
- **325-654** Conducting and Evaluating Research
- **325-655** Designing High Performance Work Systems
- **325-656** Dispute Resolution and Conflict Management
- **325-660** Marketing Plans and Strategy
- **325-661** Product Management
- **325-662** Services & Relationship Marketing
- **325-663** Human Resource Management
- **325-664** Strategic Management
- **325-665** Electronic Marketing
- **325-666** Customer Behaviour
- **325-667** Communications & Promotion Mgt
- **325-668** Managing Organisations
- **325-669** Perspectives on Managing Change
- **325-670** Management Ideas and Consultancy
- **325-671** Business-to-Business Marketing
- **325-672** Managing in Information Societies
- **325-673** Managing Organisational Learning
- **325-676** Managing E-Business Supply Chains
- **325-677** People, Organisations and Change
- **325-678** Quality of Business Process Management
- **325-679** Supply Management
- **325-680** Marketing Research
- **325-681** International Marketing Management
- **325-683** Global Management Issues
- **325-684** International Business Strategy
- **325-685** Managing the Multinational
- **325-686** International Marketing
- **325-688** Asian Business Systems
- **325-689** The Global Corporation
- **325-691** Managing Across Borders
- **325-692** Decision Analysis
- **325-693** Risk Management
- **325-694** Managing Innovation and Entrepreneurship
- **325-695** Project Management
- **325-696** Production and Operations Management
- **325-697** Technology Management
- **325-710** Research Decisions in Management
- **325-711** Research Methods in Management
ACCREDITATIONS

The Master of Human Resource Management is an Australian Human Resources Institute (AHRI) Accredited Program. Master of HRM graduates are automatically eligible for AHRI Member status (MAHRI). Master of HRM graduates with two years of AHRI membership and five years of professional HR experience are eligible for Certified Professional status (CAHRI).

The Australian Human Resource Institute has set a range of goals for the overall development of HRM as a driver of organisational success and for the career development of individual practitioners. AHRI accredits only those programs that align with these goals, which are established on the basis of ongoing research into the state of the HR profession and the competencies required for HR to fulfil its role now and into the future.

As a result of this, AHRI’s accreditation of our Master of HRM program is a strong endorsement of the professional standards communicated in our course. Hence, are eligible for Certified Professional status (CAHRI).

MANAGEMENT AND MARKETING AWARDS AND PRIZES

UNDERGRADUATE AWARDS

JE Isaac Prize for Industrial Relations
Eligibility: Student must be enrolled in 325-308 Industrial Relations
Selection Criteria: Awarded to the student with the highest result
Value and frequency: $250. Annual Award.
Recipient: Claire E Hausler

Commercial Travellers Association Exhibition in Marketing for the Principles of Marketing
Eligibility: Student must be enrolled in 325-211 Principles of Marketing
Selection Criteria: Awarded to the student with the highest result
Value and frequency: $500. Annual Award.
Recipient: Sruthi Srikanthan

Australian Chamber of Manufacturers Honours Prize for Advanced Human Resource Management & Advanced Employee Relations
Eligibility: Student must be enrolled in 325-402 Advanced Human Resource Management and 325-465 Advanced Employment Relations
Selection Criteria: Awarded to the student with the highest result
Value and frequency: $250. Annual Award.
Recipient: Monica D Haydock

Bain and Company Prize for Strategic Marketing
Eligibility: Student must be enrolled in 325-302 Strategic Marketing
Selection Criteria: Awarded to the student with the highest result
Value and frequency: $500. Annual Award.
Recipient: Katharine Voukelatos

Sir Alfred Kemsley Memorial Scholarship for Marketing Communications
Eligibility: Student must be enrolled in 325-213 Marketing Communications
Selection Criteria: Awarded to the student with the highest result
Value and frequency: $1000. Annual Award.
Recipient: Kan Ling Zheng

Ian Purves MacNeil Memorial Exhibition for Strategy
Eligibility: Student must be enrolled in 325-228 Strategic Management
Selection Criteria: Awarded to the student with the highest result
Value and frequency: $1000. Annual Award.
Recipient: Elyse Fox Hilton

Management Honours Prize for Bachelor of Commerce (Honours) in Management
Eligibility: Student must be enrolled in Bachelor of Commerce Honours in Management
Selection Criteria: Awarded to the student with the highest overall result in honours program in Management
Value and frequency: $200 Book Voucher. Annual Award.
Recipient: Monica D Haydock

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