

Year	Name	Topic
2015	Felicity Haylock	Survival of the fittest – Applying the service-profit chain lens to successful small independent retailers
2014	David Sugianto Lie	Team Identification, League Equity and Purchase Intention of League-Branded Merchandise
2013	Jake An	The Role of Customer Interaction and Customer Motivation in Delighting Customers
2012	Patrick Bevan	An appraisal of marketing actions and their influence in generating firm value
	Venisar Fernando	Enhancing perceived customer value via customer participation and customer-brand identification
2011	Janet Duong	Intentions to consume ethically: An examination of desire driven by AD valence
	Chelsy Gan	Flow as a catalysis for information diffusion in an online social network
	Maverick Nguyen	The role of reinforcement and flow during user-generated content creation
2010	Colin Li	Exploring the role of putative human pheromones in consumer behaviour
2009	William Lau	Inattentive effects and information types: A brand equity perspective
	Cindy Chan	Understanding the role of company-case fit in cause-related marketing (CRM) initiatives – Does the type of fit matter?
2008	Yating Shan	Effects of branded variants
	Bernard Visperas	Affect in consumer decision making – Study of movie choices
2007	Teresa Tan	Understanding CSR as an advertising appeal: A theory of planned behaviour analysis
2006	Anna Chu	Consumer cynicism – antecedents and consequences
	Jillian Cook	Consumer brand interactions: A case study of the relevance of interpersonal relationship types
	Anita Greenberg	Ultimate consumption
	Chao Wang	Behavioural loyalty of urban Chinese consumers in

		packages goods markets: A longitudinal study
	Charles Wong	Towards an empirical taxonomy of business market relations: An atmospheric approach
2005	Linda Robinson	Leadership and Learning in Boundary-Spanning Teams
	Kate Seidler	Measuring marketing's performance and accountability: An exploratory study in NGOs
	Sharon Sim	Demographics, travel and shopping motivations as determinants of tourist shopping behaviour in the youth traveler market
	Remiko Wong	Product placement practitioners: An Australian perspective
2004	Adrian Ng	Distribution channel structure: Structural contingency theory or transaction cost economics?
	Rehka Sundram	
2003	Chris Barron	Product placement and television commercials: A comparison of implicit and explicit effects
	Wilson Lau	Volunteers: Do they do it for the good of mankind or just themselves?
	Kay Meng Lee	Brand purchasing: The impact of age
	Shan-Lyn Ma	The relationship between market, entrepreneurial and learning orientations in large professional services firms
	Elizabeth Pridham	Product placement: Super-hero, evil villain, or just the side-kick?
	Elissa White	Marketing ethics: The relationship between ethical ideology, theory, and judgement
	Yasinta Widjojo	The effectiveness of self-referencing in advertising for Asian and non-Asian respondents
2002	Simon Kwok	The impact of culture on sales promotion effectiveness
	Jane Scott	Teenage audiences and recall
	Wendy Wagner	
	Larry Yee	Cross-category merchandising options: A wholesaler perspective
2001	Peter Drinkwater	Programs as sub-brands. The impact of extension success/failure and congruity/incongruity on family brand image: A broadcaster branding context
	Eunika Janus	Memory reconstruction: Advertising's effect on memory of a consumption episode
	Bernadette Staude	Attitudes towards websites: A replication and extension incorporating online purchase intent
	Kevin Wei-Chen Yeoh	Value creation in Chinese and European business relationships. A cross-cultural analysis of the

		relationships between social bonds, trust, commitment, cooperation, relationship functions and value creation
2000	Kevin Soon Keng Goh	An investigation into customer perceptions of airline global alliances and the impact on customer loyalty
	Roland Handel	Consumer attitudes toward web advertising
1999	Wei Nei Lee	An examination of changes in trust in international business partnerships: An exploratory study
	Rachel McFadyen	Perceived personality characteristics of attractiveness types: An examination of magazine images by females 18-24
	Wai Kuen Moureen Wong	Evaluation advertising effectiveness within a business-to-business context: The relationships between TV advertising treatment, ad clutter, ad position and product usage experience of a high-technology brand on brand awareness and effecton response
1998	Lisa Hersch	A Dyadic study of international joint venture relationships between Australian and Malaysian firms
	Natasha Joel	The relationship between corporate reputation and advertising
	Gregory Magill	On information source usage in pre-purchase information search for legal services
1996	Sarah Franks	
	David Ferrarin	Retail productivity in pharmacies
1995	Lindsey Cohen	
1994	Timothy Bock	Choice modelling for radically new products
	June Buchanan	An exploratory study of the determinants which influence global fast food organisations in their decision to adopt a standardized or customised strategy in their international marketing mix
	Marylouise Caldwell	Australian perceptions of Indonesian business behaviour during commercial negotiations
1993	Rebekah Ackerman	An examination of the role of sponsorship in firms
1979	Evan Spragg	The evolution of personal selling in the 20 th century
1978	Randolph S. Griffiths	Retail structure and the market environment – A cross-sectional study by SRAs
1976	Axel Breitreutz	Stochastic modelling of brand choice patterns. The Bass model of stochastic preference and brand switching – a case in point
	Lynelle Kirby	Behavioural model of the urban traveller's mode choice
1971	Donald Swinbourne	An exploratory study in the nature of 'interest' in television commercials
	Michael O'Farrell	A profile analysis of the earlier adopters of colour

		television
	Ebrow Kapurisis	