

TUESDAY 1 DECEMBER

ANZMAC-GAMMA SYMPOSIUM

	MAT 309 GAMMA SESSION 1 Chair: Professor Tony Garrett	MAT 311 GAMMA SESSION 2 Chair: Professor Ian Phau
9.00am	Encouraging Innovativeness in Universities through Market Orientation Practices. Charles Jebarajakirthy, Sathana Vaikunthavasan	A case Study of an Australian Free Trade Agreement. Bill Chin, Jasha Bowe, Richard Lee
9.20am	The Influences of the Message of New Product Preannouncement on Consumers' Willingness to Buy. Hao Zhang, Kyung Hoon Kim	Examining a higher-order model of consumer evaluation of retailer corporate brands and impact on consumer loyalty intentions. Abhishek Dwivedi
9.40am	Coopetition Effects on Product Innovation Performance: : A Focus on Firm Size and Competition Intensity. Sungkyu Lee, Tony Garrett, Jong-Ho Lee	A Longitudinal Study of the Temporal Effects of Situational Cues. Richard Lee, Larry Lockshin, Armando Corsi, Justin Cohen
	RM 309 GAMMA SESSION 3 Chair: Professor Tony Garrett	RM 311 GAMMA SESSION 4 Chair: Dr Isaac Cheah
11am	The Effects of Indirect Learning on Market Entry Success: Evidence from Korean Exporters. Han-Mo Oh	From Korean popular culture preference to Hallyu: The effect of Hallyu on Korean product consumption. Chang-Han Lee, Dong-Mo Koo
11.20am	Managing interdepartmental government relationships: The impact of organisational culture difference and compatibility. Carolyn Plewa, Vinh Nhat Lu, Joanne Ho	A Novel Affective Account of Shelf-Based Scarcity Effect. Billy Sung, Min Teah, Isaac Cheah
11.40am	Co-creating stakeholder and brand identities: A cross-cultural consumer perspective. Benjamin G. Voyer, Minas N. Kastanakis, Ann Kristin Rhode	Consumers need for subtle branding. Jared Lloyd, Isaac Cheah

	MAT 309 GAMMA SESSION FASHION MARKET EQUITY: MEASUREMENT AND ANALYSIS Chair: Kyung Hoon Kim	MAT 311 GAMMA SESSION 2 SUSTAINABLE FASHION AND SOCIAL PLATFORM Chair: Eunju Ko
1.30pm	The Effects of Store Attributes on Customer Equity: Case of Fashion Shopping Malls in Traditional Market. Ting Zhang, Eunju Ko, Heeju Chae, Hyun Min Kong	Sustainability Index in Fashion Industry. Huanzhang Wang, Kyung Hoon Kim, Sang Jin Kim
1.50pm	Service Quality, Customer Equity and Customer Satisfaction in Chinese and Korean Traditional Market. Huanzhang Wang, Kyung Hoon Kim, Sang Jin Kim	Sustainable Purchase Decision Making Process: Focus on Consumer Behavior Model in Fashion Industry. Hyun Min Kong, Eunju Ko, Ik Choi
2.10pm	Capability, Sustainable Competitive Advantage and Customer Equity in Traditional Fashion Market. Sunghwa Yong, Eunju Ko *	Sustainable Ecological Characteristics, Strategy Fit, and Sustainable Competitive Advantage in Social Network Platform. Chang Suk Choi, So Young Heo, Kyung Hoon Kim
	RM 309 GAMMA SESSION 3 Chair: Dr Isaac Cheah	RM 311 GAMMA SESSION Chair: Professor Ian Phau
3.30pm	Do People Care about the Brand of Their Limited Edition Luxury Brand? Elaine Sutrisna, Min Teah	The effects of advertising on children's fast food consumption. Park Thaichon, Sara Quach
3.50pm	Factors affecting consumer attitude and purchase intention of luxury brands. Jared Lloyd, Isaac Cheah	An analysis of product-place co-branding: The case of Ceylon tea. Wasanee Ranasinghe
4.10pm	Measuring Service Quality And Risks In Ride-Sharing Services: Theory Of Planned Behaviour. Angela Fortunata Djayanegara, Isaac Cheah	The Influence of Country Image and Country of Origin's image on Consumer's Uncertainty, Aspiration and Purchasing Intention of High-Tech Products. Israel Nai, Isaac Cheah
*Sustainable Marketing Activities for Customer Experience & Brand Trust. Jaesu Kim, Namhee Jin, Kyung Hoon Kim		