



AUT

AUT BUSINESS SCHOOL

**MARKETING
DEPARTMENT**

Welcome to the Marketing
Department at AUT

MARS

Marketing

Whakatairanga



MARKETING DEPARTMENT RECEPTION,
LEVEL 4, WY BUILDING, AUT

The Marketing Department is set firmly on two pillars: integration and social impact. Our undergraduate programme is named MARS which stands for Marketing, Advertising, Retailing and Sales and in a single word, sums up our integration philosophy. Businesses and organisations require more of their staff members these days than they used to. Most of all they expect their new graduate employees to have a grasp not just of a particular aspect of marketing such as strategy or advertising, but to have a wider understanding of how businesses survive and prosper. This may be through innovating great new services and products, researching and identifying market segments and communicating to customers through electronic, visual or face-to-face modes.

The second pillar recognises that every business and organisational decision has an impact that often goes far beyond the problem of the moment. Of course the business of business is to make profit and to operate as efficiently as possible, but decision-makers who ignore the societal aspects of their decisions do so at their peril and to the detriment of society at large. We strive to make students take a longer term view than immediate returns and to consider the spillover effects of every decision they make.

The MARS major sits within the AUT Business School's flagship programme, the Bachelor of Business, which has about 3,000 students at any given moment. This MARS major is newly designed and is constantly evolving to meet the changing world. The structure has three levels as described in the section "Reimagining the Classroom." The first basic level is simply to imbue a market- and consumer-oriented philosophy in the students, the second to acquire tools and frameworks, and the third gives an opportunity to apply these concepts.

We have two streams of learning at postgraduate level – the applied and the theoretical. The former, applied programmes, are twofold – the MBA (Master of Business Administration) and the Master of Marketing. These are similar programmes but the MBA is not "ours," in that although Marketing faculty members do service the programme with half a dozen papers, the MBA does not have a major but rather the students take an eclectic selection of papers that suits their interests and addresses their requirements. MBA students are often senior or middle-managers and this experience in the marketplace requires a very different learning approach than that of undergraduate classes. MBA classes are small and each meeting is predicated on the concept of learning how to apply some theoretical aspect of marketing to become more efficient, more profitable and more effective in everyday business. Many MBA students are working full-time so classes are typically held in the late evening.

The Master of Marketing is a similar course, but this programme is very much a marketing specialisation. Students are postgraduate and many are also business experienced. Classes are very interactive and kept small so that students can be offered individual tuition. The classes comprise a mixture of postgraduate diploma students and those continuing for another trimester to complete the full Master of Marketing degree. This programme has only been mounted for a few years but has already become a major programme for the department, into which we pour much resource and of which we are very proud.

The Master of Business in Marketing and the PhD programmes are quite different. Here the emphasis is on the development of new theoretical disciplinary knowledge. At the master's level, students are required to take papers in both qualitative and quantitative research methods and several advanced papers designed to bring participants to the brink of the established domain knowledge. The master's thesis then makes a substantial contribution to the theoretical body of knowledge in MARS. A doctoral degree, of course, takes a student to the very cutting edge and opens doors to an advanced research degree in business, the public sector or tertiary education. Our master's and PhD programmes are thriving.

We have talented, highly qualified and dedicated academic staff, a great body of engaged and enthusiastic students, and are backed by a strong community of business people and vibrant university environment – a great combination!

Roger Marshall
Head of Department
Marketing, AUT

MARS Studio

Reimagining the Classroom

In an ever-shifting, fast-paced business environment, companies are looking more and more for multidisciplinary skillsets in future employees. In order to prepare students for this highly digital and technological world, the AUT Business School has combined four separate business majors to create Market Insights: Marketing, Advertising, Retailing and Sales.

The recently introduced three-year course works on the premise that marketing, advertising, retailing and sales don't operate in isolation or in single marketplaces. Consumers and organisations are interacting in completely new ways and, to be able to compete in today's business environment, graduates need an understanding of all of these closely related fields.

"We realised that businesses want integrated generalists, so we thought we'd do it a different way," says Professor Roger Marshall, one of the leaders of the MARS (Marketing Insights: Marketing, Advertising, Retailing & Sales) major. "For instance, you can't be a good advertising person unless you've got a good grasp of the psychology of marketing management."

The first year serves as an introduction to fundamental business concepts, while the second year equips students with the tools and ideas to go forward. The third year is all about applications, which is where market insights' dedicated studio comes in. The studio is a space for students to study, learn and work on their group projects.

"All the students are encouraged to do primary research, such as surveying their peers or surveying people online," says MARS lecturer Drew Franklin. "They're also encouraged to do things like prototyping and concept testing. One group working on a sports drink have

been prototyping bottle shapes and sizes, and then using the colour 3D printer to print and test these out."

Also in the third year, students work in teams of four on a real project alongside the help of a business mentor. "We've got over 40 business mentors and they keep the students grounded in reality by asking the hard questions, such as whether they have a sustainable supply chain," explains Professor Marshall. "Then at the end of the semester, we have a conference where all of the student teams present their projects to mentors, fellow students and staff. It's sort of a friendly Dragons' Den."

With real-life projects and workplace experiences, the course aims to reflect industry applicability, allowing students to be more effective when they hit the workplace. "We have all sorts of industry involvement, from insurance to manufacturing, and they're able to lend a real tactical eye to the project," says Franklin, who brings his own marketing and media insights, and experience to his teaching.

"It's got to be practical. As well as being business thought-leaders, we're training young people for business," adds Professor Marshall. "It's part of the university's approach to link more with business, and this is a very good way for students and academics to build a profile and find out what it is that the industry wants in new recruits."



MARS STUDIO, LEVEL 11,
AUT TOWER (WT BUILDING)



Sensory Lab

The sensory laboratory supports various research activities related to the impact of sensory aspects and their relationship to marketing, advertising, retailing and sales. As people acquire knowledge of the world through their senses, understanding how the senses impact consumer perception and behaviour has become critically important for marketers. The lab focuses on research that can fulfil these needs.

Our sensory lab is equipped with a range of gear including eye-tracking devices, a portable EEG machine, scent dispensers with over 50 scents available, a virtual supermarket and eight computers.

One of the latest studies conducted in the laboratory by staff members and students allowed participants to physically experience odour through hidden scent machines, as well as visually experience colour and imagery on the walls via a video game styled virtual supermarket. Participants recruited from the community completed a scenario-based grocery-shopping trip through a 3D simulator virtual supermarket. Each participant was asked to conduct a typical shop for three days' worth of groceries (including food and drink). The aim of the study was to use store atmospherics such as scent, colour and imagery to act as a prime to nudge shoppers toward healthier food choices. It was found that exposure to a herbs and spices scent encouraged increased purchasing of a healthier basket of goods compared to exposure to a sweet bakery scent where healthy basket composition was lower.

Future research studies could investigate the effects of music, temperature, lighting, textures (including flooring and shelving), materials (including wood and metal), product placement, and merchandising. Essentially any store environmental elements and their impact on shoppers and their decision making can be researched in this sensory lab.

In the area of marketing and advertising, the impact of sensory-associated brand cues on the attitude and subsequent behaviour of consumers is also investigated. Sensory research findings are essential in developing a deep understanding of consumer behaviour. Likewise, as sensory research tools become more accessible and available to the public, research in this area is becoming more sought after and common. This makes our department's sensory lab a real asset.

To give our students a hands-on learning experience, students are given the opportunity to participate in studies within the laboratory as part of their research methods papers. Students are given a full debrief that enables them to learn about the research process from beginning to end. This is invaluable to students and commendable feedback is always received.



MOBILE EYE-TRACKER



EMOTIV EEG



SCENT DISPERSION MACHINE



Siew-Yan Wung

Department Co-ordinator



Siew-Yan Wung is the Department Co-ordinator for Marketing. She works closely with Professor Roger Marshall, the head of department, to provide administration support to the department. She is the first point of contact for any enquiries about the department.

Siew-Yan was born in Malaysia and speaks fluent English, Mandarin, Cantonese and a bit of Malay. She came to New Zealand in 2000 to study a bachelor's degree in international business. Since then she has spent her entire career in the education industry – she knows the ins and outs of university workings. She has been involved in project management, international student recruitment and administration.

Her current job with the Marketing Department sees her running the everyday happenings around the department. From helping all staff with everyday tasks, to booking travel and events, Siew-Yan is the go to person for any information about the Marketing Department.

Niki Thorne

Executive-in-Residence



After over 20 years working for agencies and in specialist customer experience, and data and technology roles client side, Niki is now focused on supporting brands to design customer experience strategy that drives business transformation through digital, data and ongoing technology as an Independent Strategic Marketing Consultant.

Niki's background is a unique mix of client side and digital, data, technology, direct, creative and media agency side in both NZ and the UK. This wide experience base has enabled Niki to develop and nurture a broad network globally.

Niki has a passion for mentoring and is a VIP member of the NZ Women's Entrepreneur Network, a 9000+ network of businesses and mentors where social marketing is often the foundation for brand building and marketing. Niki is also highly motivated to support ongoing education within the marketing industry serving on the Communication Council Industry Advisory Board 2016-2017.

Niki holds a BSc and BA Hons from Canterbury University and Certificate of Direct Marketing (Hons).



ENTRANCE TO WY BUILDING, AUT



AUT BUSINESS BUILDING (WF)

A portrait of Philip Dennett, a middle-aged man with short, light-colored hair, wearing a black zip-up top. He is looking directly at the camera with a neutral expression. The background is a wall covered with numerous colorful, overlapping posters and documents.

Philip Dennett

Senior Lecturer

Philip Dennett is a senior lecturer in marketing at AUT and has just submitted his PhD thesis exploring creativity in a team environment. Philip has taught business and marketing at universities in the Middle East and Australia and has over 30 years business and consultancy experience in Australia and New Zealand.

Philip has a strong commitment to student-centric teaching and encourages students to challenge accepted thinking by actively contributing to the dialogue. He believes his mission is to teach students skills that will enable them to be successful in the future rather than merely pass on today's knowledge.

Philip has held senior positions in advertising, both in account management and creative roles; in publishing and technology as a Sales & Marketing Director and as CEO of a business training organisation. Philip's practical experience is backed up by a Postgraduate Diploma in Business Marketing and a master's degree in management from the University of Auckland.



SELECTED PUBLICATIONS:

Academic

Dennett, P (2016) The 4E's Socratic Model—a framework to foster creativity in teams. *In Creativity in Arts, Science and Technology*, Reisman, FK, editor. KIE Conference Publications, 4, 46–57.

Dennett, P (2014) A Socratic approach to managing creativity in business. *Creativity in Business*. Reisman, FK, editor. KIE Conference Publications, 2, 80–93.

Commercial

Customer Savvy ISBN: 0 9758433 0 3

Sales Fit ISBN: 9780975843314

Building an Entrepreneurial Skillset ISBN: 9780975843321

How to Win More Tenders ISBN: 978-0-9758433-3-8

Marketing Essentials: Planning Toolkit ISBN: 9780975843345

Creative Leadership Techniques ISBN: 9780975843352

A portrait of Dr Rouxelle De Villiers, a woman with short blonde hair and glasses, wearing a white blazer and a colorful patterned scarf. She is smiling slightly and looking towards the camera. The background is a blurred bookshelf filled with many books.

Dr Rouxelle De Villiers

Senior Lecturer

Dr Rouxelle De Villiers has management and consultancy experience of over 20 years in South Africa and New Zealand. Originally a trained teacher, Rouxelle has many years of experience in teaching students of all experience levels from high school, to postgraduate and business executives. Her passion is marketing and sales management and cognitive and decision competency development.

Developing people's sense and decision-making competencies, and their ability to exceed even their own expectations of themselves, is her primary focus. It is thus not surprising that much of her research focus on nurturing decision competencies, effective feedback and trans-formative leadership.

Rouxelle started her own consultancy company (The Marketing Workshop™) in 2002 in South Africa and has continued her consultancy work in New Zealand while lecturing at AUT. A past Toastmaster and Chartered Marketer of the year, Rouxelle is known for her interactive approach to facilitation and coaching, and has won several teaching excellence awards at three universities she has taught at. Rouxelle has been working in tertiary education for 12 years. She is currently a senior lecturer and teaches marketing management, marketing research, sales management, creativity and innovation, international sales management, executive coaching and mentorship, and decision competencies to MBA students. She is also a business mentor for New Zealand Trade and Enterprise through the Auckland Chamber of Commerce.



SELECTED PUBLICATIONS:

De Villiers, R., & Kirstein, M. (2017). Developing Soft Skills in Business Accounting Graduate Programs: The Theory and Practice of Peer-Mentoring for International Students. *Journal of International Business Education*, 12 (1), 5-28.

De Villiers, R., & Rigby, C. (2017). Denizen Leaders as Radical Negotiators of Third Alternatives in Complex Societies: Not Yours, Not Mine, But Ours. In *Breaking the Zero-Sum Game: Transforming Societies through Inclusive Leadership* (pp. 79-101). Emerald Publishing Limited.

Woodside, A., De Villiers, R., & Marshall, R. (2016). Incompetency and Competency Training. *Springer: Improving Executive Skills in Sensemaking, Framing Issues, and Making Choices*, Springer, 281pgs.

De Villiers, R. (2016). Marketing's metamorphosis: From marketing's chrysalis to marketing's butterfly effect. *Australasian Marketing Journal*, 24 (4), 309-313.

De Villiers, R.; Woodside, A., & Marshall, R. (2016). Making tough decisions competently: Assessing the value of product portfolio planning methods, devil's advocacy, group discussion, weighting priorities, and evidenced-based information. *Journal of Business Research*, 69 (8) : 2849-2862.

De Villiers, R. (2015). Consumer brand enmeshment: Typography and complexity modeling of consumer brand engagement and brand loyalty enactments. *Journal of Business Research*, 68 (9), 1953-1963.

AUT BUSINESS BUILDING (WF)



STUDENT LIFE IN THE AUT
BUSINESS BUILDING (WF)



A portrait of Drew Franklin, a man with short dark hair, smiling. He is wearing a dark suit jacket over a pink and white striped shirt. The background is a blurred wall covered in various colorful logos and brand names.

Drew Franklin

Lecturer

Drew Franklin is a lecturer in the Marketing Department in the Faculty of Business, Economics and Law. Drew is currently completing his PhD in the area of business-to-business marketing relationships. Drew joined AUT in 2012 after a successful career in marketing and media management, both in New Zealand and overseas.

Drew is enjoying his second career as an academic after a professional career in marketing and media that took him to markets as diverse as the United States, China, Italy, Germany and Australasia. Central to these roles was developing insight within distinct markets, relationships and competitive environments – all of which contribute to his research and teaching agenda at AUT.

His current research agenda includes topics in business-to-business relationship building, relationship trust recovery, industrial marketing and advertising effectiveness. Drew also enjoys membership in the Behavioural Insights Group at AUT, exploring consumer decision making in many different contexts. He has successfully co-supervised, to completion, master's students in the Marketing Department at AUT. Drew also serves on the editorial team for the *Australasian Marketing Journal*.

His teaching tends to feature experiential elements, simulated decision-making exercises and case studies in an effort to replicate, as closely as possible, the markets his students will be operating in at the conclusion of their studies. Drew has a close association with local and international industry and enjoys a consultative relationship with leading marketing practitioners. In 2013, Drew was awarded the AUT Faculty of Business, Economics and Law Award for Excellence in Teaching for his efforts.



SELECTED PUBLICATIONS:

Lucchini, M., Marshall, R., & Franklin, D., (2018, July). Experiments in Emotion, Co-creation and Trust. Global Marketing Conference, Tokyo, Japan, 19–22 Jul 2018.

Kim, J., Hwang, E., Franklin, D., Hoang Anh Truong, B., Lian, J. & Kapitan, S. (2017, December). *Preference for Pattern Seeking in Food Choices*. Australia and New Zealand Marketing Academy Conference, Melbourne, Australia, 4–6 Dec 2017.

Franklin D., Marshall R., (2016, December). *Building Trust in Business-to-Business Relationships: The Enabling Role of Co-creation and Integrity*. Australia and New Zealand Marketing Academy Conference, Christchurch, New Zealand, 5–7 Dec 2016.

Marshall, R., WoonBong, N., Franklin, D. (2016, March). *Double Jeopardy, Alive and Well. A Preliminary Assessment of Price Expectations in Korea and New Zealand*. International Conference on Strategic Management, Chengdu, China, 10–11 Mar 2016.

Koshksaray, A. A., Franklin, D., & Hanzabee, K. H. (2015). The Relationship Between e-lifestyle and Internet Advertising Avoidance. *Australasian Marketing Journal*, 23(1), 38–48.

A portrait of Dr Marilyn Giroux, a woman with blonde, wavy hair, smiling. She is wearing a dark top. The background is a blurred image of shelves filled with colorful books or papers.

Dr Marilyn Giroux

Senior Lecturer

Dr Marilyn Giroux completed her PhD in marketing at the John Molson Business School, Concordia University in 2016. She has presented papers at several prestigious academic conferences in North America, Europe and Asia-Pacific including Association of Consumer Research and American Marketing Association. In addition, Marilyn has several papers already published, accepted and under review in A-rated international academic journals.

Prior to her academic career, Marilyn had experience in brand management, sales management and sponsorships within the sports marketing industry. Combining her postgraduate studies in marketing and her professional experience, Marilyn is interested in how consumers' identities influence the development of brand relationships. The emphasis of this research is to examine how brands can influence and strengthen their connections with consumers.

Marilyn is particularly interested in the impact of relationship norms and ambivalent emotions in the development of brand relationships. In addition, her other research projects examine sports marketing including sponsorship effectiveness, endorsement deals and creation and management of human brands as consumers' morality, retailing and sustainability.



SELECTED PUBLICATIONS:

Vredenburg, J., & Giroux, M. (2018). What Did Ryan Lochte Do? The Double-Edged Sword of Endorsers Behaving Badly. *International Journal of Sports Marketing and Sponsorship*. (forthcoming).

Giroux, M., Pons, F., & Maltese, L. (2017). The role of perceived brand personality in promotion effectiveness and brand equity development of professional sports teams. *International Journal of Sports Marketing and Sponsorship*, 18(2), 180-195.

Pons, F., Giroux, M., Mourali, M., & Zins, M. (2016). *The relationship between density perceptions and satisfaction in the retail setting: Mediation and moderation effects*. *Journal of Business Research*, 69(2), 1000-1007.

Pons, F., Mourali, M., & Giroux, M. (2014). The density-satisfaction relationship revisited: The role of scarcity and consumers affective reactions in a crowded retail situation. *Journal of Retailing and Consumer Services*, 21(1), 54-60.





A portrait of Dr Mark Glynn, a middle-aged man with light brown hair and a friendly smile, wearing a dark suit jacket over a light blue checkered shirt. The background is a blurred wall covered with numerous small, colorful photographs or cards.

Dr Mark Glynn

Associate Professor

Dr Mark Glynn is an Associate Professor in the Faculty of Business, Economics and Law. He has a PhD in Marketing from the University of Auckland and has won the Emerald/EFMD Best Thesis Award for outstanding doctoral research in marketing strategy.

His research addresses the area of marketing strategy, with special interests in brand management, private-label branding, manufacturer-retailer relationships and business-to-business marketing. Mark teaches brand management, strategic brand management and advanced brand management.

Mark's research has been published in many A-rated international journals including the *European Journal of Marketing*, *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Business & Industrial Marketing* and *Marketing Theory*.



SELECTED PUBLICATIONS:

Glynn, M.S., & Brodie, R.J. (2016). Theories of Value and Brand equity. In Baker, M. J. & Saren, M. (Eds.) *Marketing Theory: A Student Text*, (p344–360). Auckland: Sage Publications.

Glynn, M.S., & Widjaja, T. (2015). Private label personality: Applying brand personality to private label brands. *The International Review of Retail, Distribution and Consumer Research*, 25(4), 362–378.

Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165.

Zhang, A. L., Baxter, R., & Glynn, M. S. (2013) How salespeople facilitate buyers' resource availability to enhance seller outcomes. *Industrial Marketing Management*. 42(7), 1121–1130.

Glynn, M.S., Brodie, R. J., & Motion, J. (2012). The benefits of manufacturers' brands to retailers. *European Journal of Marketing*, 46(9), 1127–1149.

A portrait of Dr Eunjoo Han, a woman with long dark hair, smiling. She is wearing a dark blazer over a light-colored top. The background is a blurred display of various colorful products, possibly in a store or office setting.

Dr Eunjoo Han
Lecturer



Dr Eunjoo (EJ) Han is a lecturer in the Marketing Department within the AUT Business School. She studies consumer goals and motivation. Over the past five years, she has developed a unified research programme with three primary streams: motivational effects of moods (dissertation), motivation and performance in competitive goal pursuit, and motivation for philanthropy and prosocial behaviours. She earned her PhD in Marketing from the University of Texas at Austin (USA) and her BA from Yonsei University (South Korea) as a business major and an economics minor.

EJ is interested in consumer behaviour (mood effects on consumer motivation and the effects that others have on motivation for prosocial consumer behaviour) as well as marketing strategies for charities and non-profit organisations. She has taught classes for both undergraduate and postgraduate students and enjoys teaching consumer behaviour, business analytics, marketing research and marketing strategy classes. EJ has experience as a business analyst and a market researcher, which has led to her interest in teaching and researching in these areas.

SELECTED PUBLICATIONS:

Han, E., & Kim, H. (2016). Children on sale?: The interactive roles of donation appeal and prosocial identity on charitable intent. in *North American Advances in Consumer Research Volume 44*, Duluth, MN: Association for Consumer Research, in press.

Han, E., & Gershoff, A. (2015). Lots to do or lots of ways to do it? The role of mood and mindset on motivation. in *North American Advances in Consumer Research Volume 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.

Han, E., & Zhang, Y. (2013). Beat Competitors Or Beat Yourself: Differential Effects of Goal Focus on Players' Motivation in Different Stages of Competitive Goal Pursuit. *ACR North American Advances*.





A portrait of Dr Ken Hyde, a middle-aged man with a receding hairline and a light beard, smiling. He is wearing a dark suit jacket over a purple and white striped shirt. The background is a blurred indoor setting with green plants.

Dr Ken Hyde

Associate Professor

Dr Ken Hyde's academic background is in psychology. This colours his approach to research and the research topics he is interested in.

His research interests revolve around the individual consumer in society – how they think, feel and behave. His published research spans consumer behaviour and services, including research on tourist behaviour and service encounters. Ken has skills in both quantitative and qualitative research methods; both teaching and using these research methods.

Ken has successfully supervised 10 PhD candidates to completion on topics as diverse as word-of-mouth, consumer identity, tourism behaviour of the elderly, luxury accommodation experiences, and consumer engagement on a C2C platform. Ken looks forward to and enjoys working with master's and doctoral students who want to research today's consumer.

Ken is the department's deputy head of department, working closely with Professor Roger Marshall to make the department a success. He also works closely with the department's teaching and research assistants to help staff with teaching and research loads.



SELECTED PUBLICATIONS:

Xu, Y., Yap, S. F., Hyde, K. (2016). Who is talking, who is listening? Service recovery through online customer-to-customer interactions. *Marketing Intelligence & Planning*, 34(3), 421– 443.

Lang, B. & Hyde, K.F. (2013). Word of mouth: What we know and what we have yet to learn. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 26, 1–18.

Abdul-Ghani, E., Hyde, K.F., & Marshall, R. (2011). Emic and etic interpretations of engagement with a consumer-to-consumer online auction site. *Journal of Business Research*, 64, 1060–1066.

A portrait of Dr Katharine Jones, a woman with curly grey hair, wearing blue-rimmed glasses and a black blazer, smiling. The background is a blurred wall covered in many colorful sticky notes.

Dr Katharine Jones

Lecturer

Dr Katharine (Kate) Jones graduated with her PhD in December 2015, having focused on researching how children use social media platforms to interact with consumer brands. Her interest in children's use of social media was initially sparked by how much her son used Facebook as a teen, and she wanted to understand more about how social media platform use encouraged young children to engage with brands.

Her research interests span a much wider range, from sustainable fashion consumption possibilities, to investigating how mobile gaming can be used as a tool to help children learn healthy eating habits (obesity avoidance), to thinking and writing about children's online experiences. This latter project is focused on understanding how marketers can be encouraged to adopt more protective practises to avoid exploiting children's vulnerabilities as online consumers.

Kate believes learning is a journey; sometimes a very uncomfortable one which she strives to help students by helping them gain confidence in their own abilities to problem solve. Kate has supervised to completion two master's theses, one master's dissertation, and is currently on the supervision team for two further master's theses.

Kate is from Ngati Apa/Nga Wairiki from the Whanganui rohe. Her early career experiences were as a brand and marketing manager in food, wine and pharmaceuticals. She came into university teaching and research from a psychologist background, where she facilitated return to work sessions with people who had become seriously disengaged from any type of formal learning, some of whom had just been released from jail.



SELECTED PUBLICATIONS:

Jones, K.R., Kennedy, A.M., & Williams, J. (2017, June). *Children as Vulnerable Consumers*. Macromarketing Conference, Queenstown, New Zealand, 19-23rd June, 2017.

Jones, K. R., & Glynn, M. (2017). *Children and their Social Media Experiences: the Shaping of Long-Term Brand Relationships*. (Article in progress).

Jones, K.R. & Glynn, M. (2015, November). *How Children Use Social Media for Brand Interactions*. International Conference – Internet Technologies and Society, Florianopolis, Santa Catarina, Brazil, 30 Nov – 02 Dec 2015. Best Paper Award.

AUT BUSINESS BUILDING (WF)





A portrait of Dr Sommer Kapitan, a woman with long blonde hair, smiling. She is wearing a dark blazer. The background is a blurred wall covered with many colorful sticky notes.

Dr Sommer Kapitan

Senior Lecturer

Dr Sommer Kapitan is a senior lecturer in marketing in the Marketing Department. She started her career as a marketing and PR specialist before being drawn into deeper marketing research questions as an academic.

Her research centres on sustainability, consumer wellbeing, persuasion and advertising effectiveness. She earned her PhD in 2014 from the University of Texas at San Antonio. As a rugged Canadian kid growing up in the east coast maritime provinces who earned three degrees from American universities, Sommer holds both US and Canadian citizenship.

She presently works with researchers from the University of Massachusetts-Lowell, University of Texas at San Antonio, University of Canterbury, Texas State University, and Virginia Tech, as well as dedicating teaching and thinking time to the New Zealand advertising and marketing industry via connections with Commercial Communications Council, Spark, and ad:tech. Sommer has also featured on several TVNZ news-related programmes, including Fair Go, as a guest expert on different consumer affairs topics. She also currently supervises two PhD and three master's students, guiding them through their own research.



SELECTED PUBLICATIONS:

Ross, S. M., & Kapitan, S. (2018). Balancing self/collective-interest: Equity theory for prosocial consumption. *European Journal of Marketing*, 52(3/4), 528-549.

Yap, S. F. & Kapitan, S. (2017). Consumption Coping and Life Transitions: An Integrative Review. *Australasian Marketing Journal*, 25(3), 194-205.

Kennedy, A. M., Kapitan, S., Bajaj, N., Bakonyi, A., & Sands, S. (2017). Uncovering wicked problem's system structure: Seeing the forest for the trees. *Journal of Social Marketing*, 7(1), 51-73.

Kapitan, S. & Silvera, D. H. (2016). Consumers Under the Influence: Attributions Trigger Endorser Effectiveness Through Internalization and Identification. *Marketing Letters*, 27, 553-567.

A portrait of Dr. Jungkeun Kim, a man with dark hair and glasses, wearing a blue blazer over a light blue striped shirt. He is standing in front of a wall covered with colorful posters or maps.

Dr Jungkeun Kim

Senior Lecturer

Dr Jungkeun Kim is a senior lecturer in the Marketing Department in the Faculty of Business, Economics and Law. After he received his PhD degree from the University of Minnesota, USA in 2008, he started his professional career at AUT in 2009. His main research interests are in consumer decision-making and consumer behaviour.

His research has been published in the *Journal of Marketing Research*, *Journal of Consumer Psychology*, *European Journal of Marketing*, *Journal of Business Research*, *Journal of Travel Research*, and *Marketing Letters*.

Based on successful aspects of research, Jungkeun won the Faculty of Business, Economics and Law Emerging Researcher Award 2013 in recognition of high-quality research publications. He received three research grants from the AUT Faculty of Business, Economics and Law for conducting research projects and a research grant from National Research Foundation of Korea. He successfully supervised two PhD students, two master's and five honours students since 2010 and is currently supervising one PhD student.

He has shared his research with various audiences by invitation from academic universities including Hong Kong Polytechnic University, University of Melbourne, Monash University, Korea University, Sogang University, and KAIST as well as non-academic organisations, such as The Korea New Zealand Business Council, the New Zealand Korean Association, and LG CNS. He currently serves as an Associate Editor of the *Australasian Marketing Journal*.



SELECTED PUBLICATIONS:

Kim, J., Spence, M. T. & Marshall, R. (2018). The color of choice: The influence of presenting product information in color on the compromise effect. *Journal of Retailing*. (forthcoming).

Kim, J., Kim, P. B., & Kim, J. E. (2018). Different or similar choices: The effect of decision framing on variety seeking in travel bundle packages. *Journal of Travel Research*, 57(1), 99-115.

Kim, J., Kim, J. E., & Marshall, R. (2016). Are two arguments always better than one? Persuasion knowledge moderating the effect of integrated marketing communications. *European Journal of Marketing*, 50(7/8), 1399-1425.

Kim, J., Rao R., Kim, K. & Rao, A. (2011). More or less: A model and empirical evidence on preferences for under and over-payment in trade-in transactions. *Journal of Marketing Research*, 48 (February), 157-171.

Park, J., & Kim, J. (2005). The effects of decoys on preference shifts: The role of attractiveness and providing justification. *Journal of Consumer Psychology*, 15(2), 94-107.



AUT TOWER

MARS STUDIO IS LOCATED ON LEVEL 11 OF AUT TOWER (WT BUILDING)

STUDENTS OUTSIDE THE
AUT BUSINESS BUILDING CAFÉ
(THE COUNTER)



A portrait of Professor Roger Marshall, an older man with white hair and glasses, wearing a dark blue turtleneck and a dark blue jacket. He is smiling slightly. The background is a blurred wall covered with many small, colorful photographs or cards.

Professor Roger Marshall

Professor and Head of Department

Professor Roger Marshall is head of the Marketing Department and Professor of Marketing. He is the editor-in-chief of the Australasian Marketing Journal, the research vehicle of all Australian and New Zealand marketing academics.

Roger is re-shoed. In a former life, Roger was called up in the New Zealand armed forces, and served as an artillery officer. This experience shook him up and made him realise that leaving school early had not been a good choice, so he worked his way through a trainee scheme with Woolworths, ending up after ten years or so at group level, before starting to work on his undergraduate degree. During this time, he worked as a salesman and later marketing manager for a local stainless steel company, J. Mercer & Sons. This worked well so he also finished a master's degree in consumer behaviour. At that point Roger became a junior marketing academic working at the University of Auckland.

After completing a (part-time) doctorate, in cognitive information processing (how people think) from the University of Western Australia, the new Dr Marshall went to Singapore for 13 years, teaching as a senior lecturer and then an associate professor at Nanyang Technological University. Roger also conducted a great deal of consulting there for a number of companies such as DHL and Motorola, before coming back to New Zealand as a professor in 2006, to build the Marketing Department at AUT.

Roger stepped back from management to focus on research for some years, and has published well over 100 research papers, but has now taken the department's reins again. Professor Marshall's research interests are wide, but he keeps coming back to the persuasion and decision-making area he was trained in, although these days he is more interested in business-to-business applications than consumer behaviour.



SELECTED PUBLICATIONS:

Walker, R., Marshall, R., Howard, K., Morton, R. & Marshall, M. (2016). Who matters most? Clinician perspectives of influence and recommendation on home dialysis uptake. *Nephrology*, doi: 10.1111/nep.12920. [Epub ahead of print] PMID: 27599361

Kim, J., Kim, J. & Marshall, R. (2016). Are two arguments always better than one? Persuasion Knowledge moderating the effect of integrated marketing communications. *European Journal of Marketing*, 50 (7/8):1399-1425.

De Villiers, R., Woodside, A. G., & Marshall, R. (2016). Making tough decisions competently: Assessing the value of product portfolio planning methods, devil's advocacy, group discussion, weighting priorities, and evidenced-based information. *Journal of Business Research*, 69(8), 2849-2862.

A portrait of Dr Megan Phillips, a woman with glasses and a maroon top, smiling. The background is a blurred display of colorful products, likely in a retail setting.

Dr Megan Phillips

Lecturer

Dr Megan Phillips completed her PhD at Auckland University of Technology in 2017. She has recently been appointed in the Marketing Department as a retail specialist and member of the Māori and Pacific Early Career Academic Programme.

Megan has always had a love for artistically designed spaces, beautiful clothing, and fashion. She enjoys working in creative spaces where innovation and opportunity can be harnessed. Megan is endlessly curious and fascinated by shoppers and how they are so readily influenced by their shopping environments.

As an emerging researcher in retailing, Megan has started to build a research platform focusing on promotions, shopper attention, information processing, priming, store atmospherics, and food choice. She is currently working on multiple projects with colleagues across the university and internationally. Megan uses technology such as scent machines and virtual stores to aid in the research process, which has led to collaborations with companies such as Fonterra, Foodstuffs North Island Ltd and Raydar.

Megan is currently supervising masters, and applied project students. She is a passionate teacher who dedicates a lot of her time to mentoring and helping students to succeed. Megan enjoys teaching in interactive spaces that provide students with the opportunity to think creatively, debate and work on real-life business problems.



SELECTED PUBLICATIONS:

Kim, J., Franklin, D., Hwang, E., & Phillips, M., Exploring the impact of price dispersion and reference pricing strategies on online price comparison websites (in progress).

Phillips, M., Sommer & K., Rush, E. Store atmospherics and healthy food choices: An integrative framework and directions for future research. (in progress).

Kim, J., Hwang, E., Phillips, M., Jang, S., Kim, J., Spence, M., & Park, J. (2018). Mediation analysis revisited: Practical suggestions for addressing common deficiencies. *Australasian Marketing Journal*. (forthcoming).

Phillips, M., & Kapitan, S. (2017, October). *Smell-o-vision: Olfactory and visual store atmospherics prime healthy food choices*. Association for Consumer Research Conference, San Diego, USA.

Phillips, M., Parsons, A., Wilkinson, H., & Ballentine, P. (2015). Competing for attention with in-store promotions. *Journal of Retailing and Consumer Services*, 26, 141-146.

MARKETING DEPARTMENT, WY BUILDING, AUT





STUDENT LIFE IN THE AUT
BUSINESS BUILDING (WF)

A portrait of Dr. Jessica Vredenburg, a woman with long blonde hair, smiling. She is wearing a dark top and a pearl necklace. The background is a blurred wall covered with many colorful sticky notes.

Dr Jessica Vredenburg

Senior Lecturer

Dr Jessica Vredenburg is a lecturer in marketing in the Marketing Department. She completed her PhD in Marketing at the Melbourne Business School, University of Melbourne in 2014. She also has a background in sport psychology and kinesiology completing her Master of Science in Sport Psychology in 2007 and Bachelor of Science in Mind Sciences in Kinesiology in 2005, both from the University of Calgary in her native Canada.

Jessica worked previously as a marketing manager for Lululemon Athletica a Vancouver, Canada-based international retailer of yoga-inspired athletic apparel. After completing her PhD, Jessica held an appointment as lecturer in marketing at the University of Melbourne before joining AUT. Based on her diverse background, Jessica's research interests and projects span professional service and relationship marketing, specifically the changing nature of the frontline service employee role due to the increasing practice of co-creating service outcomes with customers.

She is currently working in the areas of frontline technology integration and the resultant changes to customer experience and the employee role. Jessica is also interested in the marketing of wellness and sport marketing, in particular sport sponsorship decisions. Jessica has presented her research at numerous academic conferences all over the world as well as to industry audiences including Spark, a major national telecom company. She has also featured as a content expert in national media including the New Zealand Herald and TVNZ's Fair Go programme.



SELECTED PUBLICATIONS:

Vredenburg, J. & Giroux, M. (2018). What Did Ryan Lochte Do? The Double-Edged Sword of Endorsers Behaving Badly. *International Journal of Sports Marketing and Sponsorship*. (forthcoming).

Orazi, D. C., Spry, A., Theilacker, M. N., & Vredenburg, J. (2017). A multi-stakeholder IMC framework for networked brand identity. *European Journal of Marketing*, 51(3), 551-571.

Vredenburg, J., Vredenburg, H., Daellenbach, K., & Daellenbach, U. (2015). Sport sponsorship, brand association and regulation: tobacco firms using classical conditioning theory to skirt regulation. *International Journal of Public Law and Policy*, 5(2), 137-161.

Vredenburg, J., & Bell, S. J. (2014). Variability in health care services: the role of service employee flexibility. *Australasian Marketing Journal (AMJ)*, 22(3), 168-178.



Dr Yingzi Xu
Senior Lecturer

Dr Yingzi Xu's research interests are in the area of customers' roles in service delivery and the consumption process. She is not only interested in improvement for service management, but also passionate about value creation and the wellbeing of customers and employees.

Recently, she has worked on customer-to-customer interaction in service recovery; co-creation between patients and doctors; social influence in online communities focusing on opinion leadership, social identity and social capital in sports and health communities. Her work employs both qualitative and quantitative research approaches using experiments, SEM and thematic analysis.

Yingzi has experience all over the world. She was born in Shanghai, China and received her PhD from Maastricht School of Management in the Netherlands. Now working in New Zealand, Yingzi draws on her cultural background in both her teaching and research.



SELECTED PUBLICATIONS:

Liu, Y., Xu, Y., & Ling, I. (2018). The impact of backstage cues on service evaluation, *International Journal of Quality and Service Science*. (forthcoming).

Xu, Y., Yap, S. F. C., & Hyde, K. F. (2016). Who is talking, who is listening? Service recovery through online customer-to-customer interactions. *Marketing Intelligence & Planning*, 34(3), 421-443.

Xu, Y., Tronvoll, B. & Edvardsson, B. (2014). Recovering service failure through resource integration. *The Service Industries Journal*, 34(16), 1253-1271.

Xu, Y., Marshall, R., Edvardsson, B. & Tronvoll, B. (2014). Show you care: Initiating co-creation in service recovery. *Journal of Service Management*, 25(3), 368-387.

Ling, I., Marshall, R., Xu, Y. & Lin, W. (2014). Jaypatient-induced service sabotage behavior: The issue of self-esteem of hospital nurses. *Health Marketing Quarterly*, 31(3), 213-230.

Lee, A., Xu, Y., & Hyde, K. (2013). Factors influencing investor choice of retirement funds. *Journal of Financial Services Marketing*, 18(2), 137-151.



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MARKETING DEPARTMENT,
WY BUILDING, AUT



A portrait of Dr Crystal Yap, a woman with long dark hair, wearing a red top and a patterned scarf. She is smiling slightly and looking towards the camera. The background is a blurred wall with many colorful posters or notices.

Dr Crystal Yap

Senior Lecturer

Dr Crystal Yap joined the Marketing Department in 2012. Crystal is a highly motivated academic with 18 years of teaching experience at university level. She favours classroom dynamics and student-centred teaching that fosters independent learning among students. She also believes that allowing autonomy in the learning process is central to teaching and learning, and hence students should be made the protagonists of their learning experience.

Before entering academia, Crystal was regional product manager in a Singaporean-based company specialising in high-end interior soft furnishing products. This corporate exposure anchors her strengths in retail operations and marketing management. Crystal's primary research centres on health marketing, consumer wellbeing and sustainable consumption. Her research interests also span online social networking behaviours. She has published papers in international journals such as *Journal of Strategic Marketing*, *Australasian Marketing Journal*, *Behaviour and Information Technology*, *Journal of Consumer Behaviour*, *International Journal of Consumer Studies*, *Marketing Intelligence & Planning* and *Journal of Fashion Marketing & Management*.



SELECTED PUBLICATIONS:

- Makkar, M., & Yap, S. F. (2018). The anatomy of the inconspicuous luxury fashion experience. *Journal of Fashion Marketing and Management: An International Journal*, 22(1), 129–156.
- Yap, S. F. & Kapitan, S. (2017). Consumption Coping and Life Transitions: An Integrative Review. *Australasian Marketing Journal*. 25(3), 194–205.
- Lee, C. K. C., Yap, S. F., & Levy, D. S. (2016). Place identity and sustainable consumption: implications for social marketing. *Journal of strategic marketing*, 24(7), 578–593.
- Yap, S. F., & Gaur, S. S. (2016). Integrating functional, social, and psychological determinants to explain online social networking usage. *Behaviour & Information Technology*, 35(3), 166–183.
- Xu, Y., Yap, S. F., & Hyde, K. F. (2016). Who is talking, who is listening? Service recovery through online customer-to-customer interactions. *Marketing Intelligence & Planning*, 34(3), 421–443.
- Lee, C. K. C., Levy, D. & Yap, S. F. (2015). How does the theory of consumption values contribute to place identity and sustainable consumption?. *International Journal of Consumer Studies*, 39(6), 597–607.
- Ewe, S. Y., Yap, S. F., & Lee, C. K. C. (2015). Network externalities and the perception of innovation characteristics: mobile banking. *Marketing Intelligence & Planning*, 33(4), 592–611.

Student Club – MARS@AUT

MARS@AUT is a student-led initiative that began in 2013 to offer a space for students, faculty and industry leaders to come together for greater collaboration. Since then, the MARS@AUT initiative has evolved to allow for social and formal events, has been involved in several competitions across New Zealand, and is proud to offer its members networking opportunities which lead to valuable connections outside of the university. The club also encourages social gatherings to events around Auckland, as well as student-led evenings on campus.

Since 2013, MARS@AUT has been proud to be involved in competitions and formal workshops, which aim to equip our members with valuable networking connections and collaboration skills. Pass The Idea is an annual competition held online in conjunction with popular New Zealand brands, which crowdsources campaign ideas from students, encourages them to build on one another's original concepts, and gives top students the chance to present back to marketing managers; previous brands have included Coca Cola Amatil, Lion Nathan and Tourism New Zealand. Other competitions have included the Marketing Association brand challenge, which gave students a chance to present back on a brand's issues and solutions.

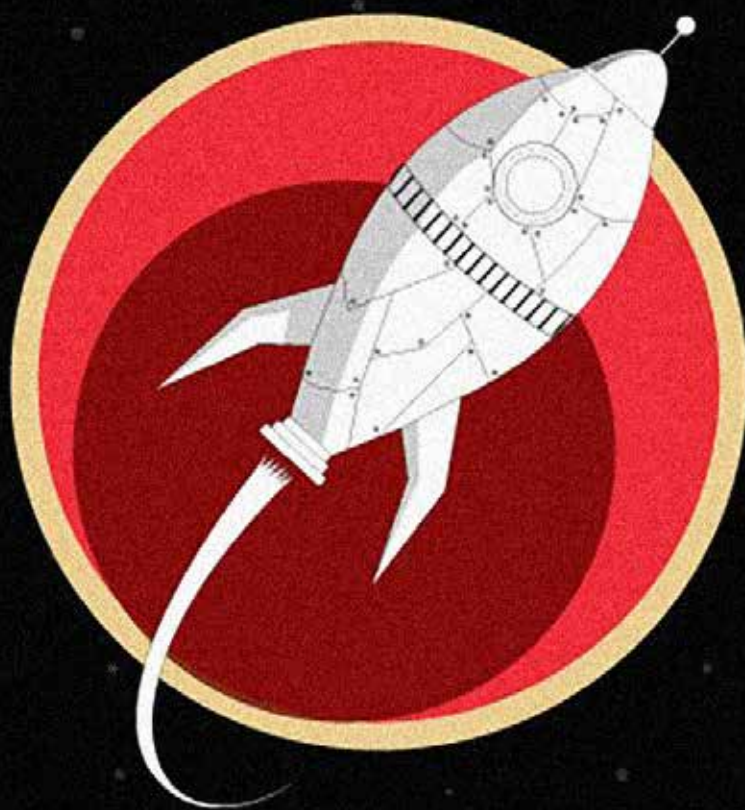
In addition to competitions, MARS@AUT holds regular formal events such as careers fairs or weekend workshops. Each year, a number of prominent industry leaders are invited to speak, which in the past has included the Marketing Association, The Warehouse Group, Auckland Council, and DB Breweries.

These workshop events often have a speed-interviewing component which gives students a chance to practice their interviewing skills, and the careers fairs give them the opportunity to speak to employers who are offering co-operative education or graduate programme positions.

As a result of MARS@AUT activities, Coca Cola Amatil, Lion Nathan and Tourism New Zealand have offered opportunities to club members, and DB Breweries and The Warehouse Group often recruit for co-operative education and graduate programme positions. A key benefit of being part of the MARS@AUT club is the foot in the door it gives students towards their first career steps.

Lastly, MARS@AUT is proud to offer informal, social events to its members. These informal events include movie nights, group gatherings such as the Social Media Club Auckland meetings, and speaker sessions. Most recently, a number of young New Zealand entrepreneurs were invited to come in to talk about their start-up success, along with a panel Q&A session.





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