

**Department of Management and Marketing, Faculty of Creative  
Industries and Business  
2009 Research and Academic Outputs – Verified 30 March 2010**

Summary:

Total – 58 outputs

Quality Assured – 34

% QA – 60%

**Book Authored**

Erasmus, H., & Nel, P. (2009). *Get on with it mate! Beat the recession Be entrepreneurial*. Auckland: Boland Publishing Ltd.

<http://getonwithitmate.com>

Nel, L., Nel, P., & Du Plessis, A. (2009). *Ethics and Organisational Culture*. Koln: Lambert Academic Publishing Ag& Co. KG.

**Book Chapter**

Simpson, K. (2009a). Exploding the myth of ecotourism. In J. Hill & T. Gale (Eds.), *Ecotourism and Environmental Sustainability: Principles and Practice* (pp. 223-238). West England: Ashgate.

[http://www.aswhgate.com/pdf/tis/9780754672623\\_ROW.pdf](http://www.aswhgate.com/pdf/tis/9780754672623_ROW.pdf)

**Book Review**

Peel, S. (2009a). Review of *Narratives of organisational change and learning: making sense of testing times*, by S. Reissner. *Journal of Educational Administration and History*, 41, 301-305.

**Conference Presentation**

Du Plessis, A. (2009a). *Session Chair: Human Resources Management Track*. Paper presented at the 23rd Australia and New Zealand Academy of Management Conference (ANZAM), 1 - 4 December, Melbourne.

Emerson, A. (2009). *Session Chair: Public Sector and Not for Profit Track*. Paper presented at the Australia and New Zealand Marketing Academy Conference (ANZMAC), 30 November - 2 December, Melbourne.

Marriott, J. (2009). *Session Chair*. Paper presented at the New Zealand Applied Business Education Conference, 28-29 September, Rotorua.

Mellalieu, P. (2009a). *Writing to learn argument and persuasion: A 'Trojan Horse' for promoting the adoption of 'Writing Across the Curriculum' (WAC) principles*. Paper presented at the Unitec Teaching and Learning Symposium, 29 - 30 September, Auckland.

Mellalieu, P. (2009b). *Shifting frontiers, new priorities, creating pathways: elevating the case for tertiary education for sustainable development in New Zealand*. Paper presented at the New Zealand Tertiary Education Summit, 28 -29 April, Wellington.

Mellalieu, P., & Emerson, A. (2009). *Developing reflective learning in a strategic thinking class*. Paper presented at the Unitec Teaching and Learning Symposium, 29 - 30 September, Auckland.

- Nel, P. (2009a). *Session Chair: Research in Teaching and Learning*. Paper presented at the Unitec Research Symposium, 30 September, Auckland.
- Peel, S. (2009b). *Session Chair: Research in Human and Animal Sciences*. Paper presented at the Unitec Research Symposium, 30 September, Auckland.
- Simpson, K. (2009b). *Session Chair: Research in The Master of Business Programme*. Paper presented at the Unitec Research Symposium, 30 September, Auckland.

### **Conference Presentation (Quality Assured)**

- Bretherton, P., & Simpson, K. (2009). *Regional marketing: Is tourism a double-edged sword?* Paper presented at the Academy of Marketing Conference, 7 - 8 July, Leeds, United Kingdom.
- Du Plessis, A., Paine, S., & Visagie, J. (2009). *Human Resource Practitioners' Expectations and Challenges: Some Empirical Comparisons between New Zealand and South Africa*. Paper presented at the 21st Annual Conference of the South African Institute for Management Scientists (SAIMS), 13 - 16 September, Port Elizabeth.
- Lockyer, A. (2009). *Portugal and New Zealand take a Positive Stance in their Development of Wind Energy as an Important Contributor on their Journey to Sustainability*. Paper presented at the Sustainability Conference 2009, 12 - 13 November, Auckland.
- Mellalieu, P. (2009c). *Between the Rock and the Hard Place: The Quest for Financial with Ecological Sustainability at a Tertiary Educational Institution*. Paper presented at the Sustainability Conference 2009, 12 - 13 November, Auckland.
- Mellalieu, P. (2009d). *Preparing to Engage in Education for Sustainability: A Critique of the New Zealand Tertiary Education Strategy*. Paper presented at the Sustainability Conference 2009, 12 - 13 November, Auckland.
- Shephard, K., & Mellalieu, P. (2009). *Rountable discussion - Virtual, collaborative and multinational universities for sustainability?* Paper presented at the 5th World Environmental Educational Congress, 10 - 14 May, Montreal.

### **Conference Proceedings (Quality Assured)**

- Bhat, R., & Gaur, S. (2009). Factors Responsible for Indian IT Entrepreneurs' Ability to Deliver Superior Customer Value. In S. Luxton (Ed.), *2009 ANZMAC Annual Conference*. Melbourne: Australia and New Zealand Marketing Academy. Paper presented at the Australian and New Zealand Marketing Academy 2009 Annual Conference.  
<http://www.anzmac2009.org/resources/program-ANZMAC-2009.pdf>
- Davis, R. (2009a). Do Consumers Experience a Reversal State When Encountering Mobile Commerce Services. In S. Luxton (Ed.), *2009 ANZMAC Annual Conference*. Melbourne: Australia and New Zealand Marketing Academy. Paper presented at the Australian and New Zealand Marketing Academy 2009 Annual Conference.  
<http://www.anzmac2009.org/resources/program-ANZMAC-2009.pdf>

- Du Plessis, A., & Marx, A. (2009). Suggestion system as a perfect tool for entrepreneurs to be successful in New Zealand: Some empirical evidence. In G. L. Murray (Ed.), *Regional Frontiers of Entrepreneurship Research 2009*. Adelaide, Australia. Paper presented at the 6th Australian Graduate School of Entrepreneurship (AGSE) International Entrepreneurship Research Exchange.  
<http://www.swinburne.edu.au/hosting/agseconference/proceedings.htm>  
 |
- Du Plessis, A., Paine, S., & Botha, C. (2009). Challenges for Human Resource Practitioners: Some Empirical Evidence of New Zealand Organisation's Expectations. In N. Beaumont (Ed.), *ANZAM 2009 Conference*. Melbourne: Promaco Conventions PTY LTD. Paper presented at the 23rd Australia and New Zealand Academy of Management Conference  
[http://www.anzam.org/\\_data/assets/pdf\\_file/0020/172325/ANZAM-2009-program-complete.pdf](http://www.anzam.org/_data/assets/pdf_file/0020/172325/ANZAM-2009-program-complete.pdf)
- Emerson, A., Cardow, A., & Gunaratne, A. (2009). Managing the tensions in the marketing military heritage as visitor attractions. In S. Luxton (Ed.), *2009 ANZMAC Annual Conference*. Melbourne Australia and New Zealand Marketing Academy. Paper presented at the Australia and New Zealand Marketing Academy 2009 Annual Conference.  
<http://www.anzmac2009.org/resources/program-ANZMAC-2009.pdf>
- Frederick, H. (2009). A Principal Component Analysis of New Zealand Board Composition: Factors that Influence an Export Strategy. In G. L. Murray (Ed.), *Regional Frontiers of Entrepreneurship Research 2009*. Adelaide, Australia. Paper presented at the 6th Australian Graduate School of Entrepreneurship (AGSE) International Entrepreneurship Research Exchange.  
<http://www.swinburne.edu.au/hosting/agseconference/proceedings.htm>  
 |
- Gunaratne, A. (2009a). Barriers to internationalisation of SMEs in a developing country. In S. Luxton (Ed.), *2009 ANZMAC Annual Conference*. Melbourne: Australia and New Zealand Marketing Academy Paper presented at the Australia and New Zealand Marketing Academy 2009 Annual Conference.  
<http://www.anzmac2009.org/resources/program-ANZMAC-2009.pdf>
- Mitchell, H., & Viehland, D. (2009). Intellectual Capital: The Link to Organisational Strategy for Sustainability. In N. Beaumont (Ed.), *ANZAM 2009 Conference*. Melbourne: Promaco Conventions PTY LTD. Paper presented at the 23rd Australia and New Zealand Academy of Management Conference  
[http://www.anzam.org/\\_data/assets/pdf\\_file/0020/172325/ANZAM-2009-program-complete.pdf](http://www.anzam.org/_data/assets/pdf_file/0020/172325/ANZAM-2009-program-complete.pdf)
- Nel, P., Du Plessis, A., & Rodrigues, W. (2009). An empirical analysis of international staff retention employed by health boards in New Zealand. In N. Beaumont (Ed.), *ANZAM 2009 Conference*. Melbourne: Promaco Conventions PTY LTD. Paper presented at the 23rd Australia and New Zealand Academy of Management Conference  
[http://www.anzam.org/\\_data/assets/pdf\\_file/0020/172325/ANZAM-2009-program-complete.pdf](http://www.anzam.org/_data/assets/pdf_file/0020/172325/ANZAM-2009-program-complete.pdf)

- Peel, S. (2009c). Assessing employment structure choice: When to contract and when not to. In *BAM2009 Conference Proceedings: The end of the pier? Competing perspectives on the challenges facing business and management*. Brighton, United Kingdom: British Academy of Management. Paper presented at the BAM2009: The end of the Pier? Competing perspectives on the challenges facing business and management.
- Ram, S., Hodges, D., & Bhat, R. (2009). The integration of knowledge in New Zealand work-integrated learning programs in business and management. In R. K. Coll & K. Zegwaard (Eds.), *NZACE 2009: Using Experience and Research to Inform the Practice of Work-Integrated Learning* (Vol. 16-19). Auckland: New Zealand Association for Cooperative Education Paper presented at the New Zealand Association of Cooperative Education 2009 Conference.  
[http://www.nzace.ac.nz/conferences/papers/proceedings\\_2009.pdf](http://www.nzace.ac.nz/conferences/papers/proceedings_2009.pdf)

### **Conference Proceedings**

- Byrski, M., & Simpson, K. (2009). Implications of personal technologies in the workplace: distinctions between employer and employee perceptions. In *Proceedings: 13th Annual Waikato Management School Student Research Conference*. Hamilton Paper presented at the 13th Annual Waikato Management School Student Research Conference.
- Cardoza, M., & Simpson, K. (2009). Recruitment and induction of organisational board members: a case study of the non-profit sector. In *Proceedings: 13th Annual Waikato Management School Student Research Conference*. Hamilton Paper presented at the 13th Annual Waikato Management School Student Research Conference.
- Sun, J., Du Plessis, A., & Beaver, B. (2009). Human resource management practices in a joint venture organisation versus a Chinese owned organisation. In *Proceedings: 13th Annual Waikato Management School Student Research Conference*. Hamilton Paper presented at the 13th Annual Waikato Management School Student Research Conference.

### **Editorship (Quality Assured )**

- Du Plessis, A. (2009b). Review Panel Member. *South African Journal of Labour Relations*.
- Du Plessis, A. (2009c). Assistant Editor. *International Journal of Organisational Innovation*.
- Nel, P. (2009b). Review Panel Member. *South African Journal of Labour Relations*.
- Nel, P. (2009c). Editorial Board Member. *South African Business Review*.
- Nel, P. (2009d). International Editorial Board Member. *International Retail and Marketing Review*.
- Du Plessis, A. (2008-2009). Associate Editor. *Commercium Journal*
- Nel, P. (2008-2009). Associate Editor. *Commercium Journal*

### **General Media**

- Cruickshank, P., & Mellalieu, P. (2009). Howard Frederick: Aca-preneur, This is your life: Unitec 2000-2009. *Enterprise in Action*, 2 October.
- Mellalieu, P. (2009e). Elizabeth Coleman: The IDEA Pipeline at IAG. *Enterprise in Action*, 11 August.

### **Interview - audiovisual**

- Davis, R. (2009b). *Forum launched to discuss competing with Australian economy - Interview by*. ASB Business Show. TV3. 7 October.

### **Journal Paper (Quality Assured)**

- Davis, R., & Sajtos, L. (2009). Anytime, Anywhere: Measuring The Ubiquitous Consumer's Impulse Purchase Behaviour. *International Journal of Mobile Marketing*, 4 (1 June), 15-22.  
<http://mmaglobal.com/resources/international-journal-mobile-marketing>
- Du Plessis, A. (2009d). An Overview of the Influence of Globalisation and Internationalisation on Domestic Human Resource Management in New Zealand. *International Review of Business Research Papers*, 5 (2 March), 1-18. <http://www.bizresearchpapers.com>

- Du Plessis, A., & Huntley, K. (2009). Challenges in a Globalised Context for International Human Resource Managers in South African Organisations. *International Review of Business Research Papers*, 5 (1 January), 413-427. <http://www.bizresearchpapers.com>
- Scholefield, G., & Peel, S. (2009). Managers' attitudes to teleworking. *New Zealand Journal of Employment Relations*, 34 (3), 1-13.
- Simpson, K., & Bretherton, P. (2009). The Impact of Community Attachment on Host Society Attitudes and Behaviours Towards Visitors. *Tourism and Hospitality Planning and Development*, 6 (3), 235-246.
- Simpson, K., & Tan, W. (2009). A Home Away from Home? Chinese Student Evaluations of an Overseas Study Experience. *Journal of Studies in International Education*, 13 (1 Spring), 5-21. <http://jsi.sagepub.com>

### **Presentation (non-conference)**

- Mellalieu, P. (2009f). *Graduation Address - Our graduation is a landmark in our journey towards building our wealth and caring for our environment.* Paper presented at the Tamaki Makaurau Graduation 2009 Te Wananga a Aotearoa, 14 May Manukau City.

### **Report**

- Davis, R., Solomona, M., & Gunaratne, A. (2009). *Benchmarking Entrepreneurial Behaviour in the Pacific Gem Tonga 2009 Volume 1 - Policy Recommendations*. (Contracted by Australian Agency for International Development – AUSAID in cooperation with the Global Entrepreneurship Research Association, London). Auckland: New Zealand
- Davis, R., Solomona, M., & Gunaratne, A. (2009). *Benchmarking Entrepreneurial Behaviour in the Pacific Gem Tonga 2009 Volume 2 – Adult Population Survey*. (Contracted by Australian Agency for International Development – AUSAID in cooperation with the Global Entrepreneurship Research Association, London). Auckland: New Zealand
- Davis, R., Solomona, M., & Gunaratne, A. (2009). *Benchmarking Entrepreneurial Behaviour in the Pacific Gem Tonga 2009 Volume 3 – National Experts Survey and Qualitative Results*. (Contracted by Australian Agency for International Development – AUSAID in cooperation with the Global Entrepreneurship Research Association, London). Auckland: New Zealand
- Davis, R., Solomona, M., & Gunaratne, A. (2009). *Benchmarking Entrepreneurial Behaviour in the Pacific Gem Tonga 2009 Volume 4 – Appendix* (Contracted by Australian Agency for International Development - AUSAID in cooperation with the Global Entrepreneurship Research Association, London). Auckland: New Zealand

Nel, P., & Simpson, K. (2009). *Business Enterprise Capability in the New Zealand Flooring Industry*. (Report to New Zealand Flooring Training Organisation). Auckland: New Zealand Flooring Training Organisation.

Simpson, K., Nel, P., & Baker, M. (2009). *A survey to gather initial perceptions of business management capability in the New Zealand Flooring Industry*. (Report to New Zealand Flooring Training Organisation). Auckland: New Zealand Flooring Training Organisation, October.

### **Thesis**

Gunaratne, A. (2009b). *Conceptualising a Model to Promote Post Start-up Small Business Growth in Sri Lanka*. Unpublished Doctor of Philosophy thesis, University of Canterbury, Christchurch.

### **Working Paper**

Frederick, H., & Monsen, E. (2009, 21 January). *The Outlier Phenomenon in Entrepreneurship and Economic Growth: Mollycoddling Policies Create New Zealand's Perfect Storm*. Social Science Research Network. Retrieved from <http://ssrn.com/abstract=1331092>.

### **Previous Years Work (not previously recorded)**

#### **Journal Paper (Quality Assured)**

Nordvang, A., Rolland, D., & Simpson, K. (2008). Organisational change management through effective internal communication. *International Journal of Information Systems and Change Management*, 3 (3), 220-245.  
<http://www.inderscience.com/browse/index.php?journalID=79&year=2008&vol=3&issue=3>

Verified by:

**Professor Pieter Nel**

DoMM Research Committee Chair

Date: