


Exploring the Perceived Practical Value of Social Practice Theories for Business Practitioners


Publication Type: Articles in Refereed Journals
Area of Research: Management

Understanding structures and practices of meaning-making in industrial networks


Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Customer perceptions of frontline employee service delivery: a study of Russian bank customer satisfaction and behavioral intentions


Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Toward a Theory of Marketing Law Transgressions


Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Unfair Play in Confederational World Cup Qualification? An Analysis of the 1998 – 2010 FIFA World Cup Performances and the Bias in the Allocation of Tournament Berths


Publication Type: Articles in Refereed Journals

Context into text into context: marketing practice into theory; marketing theory into practice


Publication Type: Articles in Refereed Journals
Area of Research: Marketing
The impact of hospital customer orientation on burnout of public hospital service workers in New Zealand
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

The Impact of Team Tenure and Relational Embeddedness on Performance: An Analysis of Social Capital in the National Basketball Association
Publication Type: Articles in Refereed Journals
Area of Research: Management

Does Successful Marketing of Intellectual Property Necessitate an Entrepreneurial Marketing Orientation?
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Coping with stress: a study of retail banking service workers in Russia
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

The ties that bind? Online musicians and their fans
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Conventional and Islamic Banking: Perspectives from Malaysian Islamic Bank Managers
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Toward a Theory of Marketing Law Transgressions

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** Marketing

**Coping with stress: a study of retail banking service workers in Russia**

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** Marketing

**Context into text into context: marketing practice into theory; marketing theory into practice**

**Publication Type:** Articles in Journals  
**Area of Research:** Marketing

**The impact of hospital customer orientation on burnout of public hospital service workers in New Zealand**

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**The ties that bind? Online musicians and their fans**

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**The Impact of Team Tenure and Relational Embeddedness on Performance: An Analysis of Social Capital in the National Basketball Association**

**Publication Type:** Articles in Refereed Journals  
**Area of Research:** Management

**Does Successful Marketing of Intellectual Property Necessitate an Entrepreneurial Marketing Orientation?**
Conventional and Islamic Banking: Perspectives from Malaysian Islamic Bank Managers


A Study of Service Worker Burnout in Russia


Using discourse analysis in case study research in business-to-business contexts


Autoethnography


The market potential of grape waste alternatives


Managerial perceptions of service-infused IORs in China and India: A discursive view of value co-creation

Area of Research: Marketing

Understanding attitude and behaviour of Canadian consumers toward organic wine
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

The Experience of New Zealand in the Evolving Wine Markets of Japan and Singapore
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Intellectual Property Management: Assessing stakeholder knowledge regarding obtaining valid patent rights
Publication Type: Articles in Refereed Journals
Area of Research: IP Management

The impact of call centre stressors on inbound and outbound call centre agent burnout
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Customer development in knowledge intensive business service firms: an exploratory study and working propositions
Publication Type: Articles in Journals
Area of Research: Marketing

Cell phone product-market segments using product features as a cluster variate: a multi-country study
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Chilean Wine Producer Market Orientation: Comparing MKTOR versus MARKOR

Publication Type: Articles in Refereed Journals

Area of Research: Marketing

Call Centre Stressors and Burnout: Perceived Differences between Inbound and Outbound Call-Centre Agents


Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

Effectuation, Discourse and Multisector Collaboration


Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

Understanding SME entry into emerging markets using institutional and resource-based theory


Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

Overcoming barriers to practical effectiveness in marketing management research


Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

Understanding attitude and behaviour of Canadian consumers toward organic wine


Publication Type: Papers in Refereed Conference Proceedings

Area of Research: Marketing

networks’
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Brand network maps: a multidimensional approach to brand-consumer relationships in the New Zealand pharmacy industry
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Discursive constructions of the role of cultural intermediaries in the wine markets of Japan and Singapore
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Constructing Indian Network Identities: Discourses of Marketing Practice in Inter-Organizational Relationships
Ellis, N., Rod, M., Beal, T. and V. Lindsay (2011),"Constructing Indian Network Identities: Discourses of Marketing Practice in Inter-Organizational Relationships", Industrial Marketing Management, 40(8).
Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Research Methods

Burnout Processes in Non-Clinical Health Service Encounters
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Subjective, Personal Introspection in Action-Oriented Research
Publication Type: Articles in Refereed Journals
Area of Research: Management, Research Methods

Government/Business Relations: An Agency-Theory Perspective on the Procurement of
Market Research

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

The market orientation of Chilean Wine producers: A comparison of MKTOR versus MARKOR

Publication Type: Papers in Refereed Conference Proceedings

Network Pictures

Publication Type: Papers in Refereed Conference Proceedings

Knowing and Doing Action-Orientated Research in Business Networks: The Use of Subjective Personal Introspection

Publication Type: Papers in Refereed Conference Proceedings

Poland Needs Your Ideas and Inventions

Publication Type: Presentations at Conferences

Case Study: Vista Entertainment Solutions Ltd – Market Entry Strategies for India

Publication Type: Teaching Aids

Test Item File

Publication Type: Teaching Aids

Service Success in Asia – Building a Sustainable Competitive Advantage for New Zealand Service Firms in Asia: Spotlight on China and India

**Publication Type:** Monographs and Reports

**Service Success in Asia – Building a Sustainable Competitive Advantage for New Zealand Service Firms in Asia: Spotlight on China and India**


**Publication Type:** Monographs and Reports

**The Effect of Customer Orientation on Frontline Employees’ Job Outcomes in a New Public Management Context**


**Publication Type:** Articles in Journals

**Area of Research:** Management, Marketing

**Management Commitment to Service Quality and Service Recovery Performance: A Study of Public and Private Hospitals**


**Publication Type:** Articles in Refereed Journals

**Area of Research:** Marketing

**Agents of Globality: The Role of Cultural Intermediaries in the Wine Markets of Japan and Singapore**


**Publication Type:** Papers in Refereed Conference Proceedings

**The Effect of Customer Orientation on Frontline Employees Job Outcomes in a New Public Management Context**


**Publication Type:** Papers in Refereed Conference Proceedings

**New Faculty Research Event**
Publication Type: Invited Speakers

Welcome to “Principles of Marketing for Chemistry Students”;
Publication Type: Invited Speakers

Knowledge Management in a Business-to-Business Context: An Indian Exemplar?
Publication Type: Articles in Refereed Journals
Area of Research: Management

Considering Implementing Major Strategic Change? Lessons From a Joint Venture in the UK Health Technology Sector
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Job Resourcefulness, Job Burnout and Service Recovery Performance: An Examination of Call Centre Frontline Employees
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Multisector Collaboration: An Action Research Approach
Publication Type: Articles in Refereed Journals
Area of Research: Research Methods

A Model for the Effective Management of Joint Ventures: A Case Study Approach
Publication Type: Articles in Refereed Journals
Area of Research: Management
Marketing: Philosophy of Science and ‘Epistobabble Warfare’
Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Other

The Informative and Persuasive Components of Pharmaceutical Promotion: An Argument for Why the Two Can Co-exist?
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Symptoms Of Burnout and Service Recovery Performance: The Influence of Job Resourcefulness
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

An Examination of the Antecedents and Outcomes of Internet Banking Service Quality: A New Zealand Study
Publication Type: Articles in Refereed Journals
Area of Research: e-Business, Marketing

Doing Business in Asia: Discursive Constructions of Managerial Practices in Relationships Between Indian and New Zealand Organizations
Rod, M., N. Ellis, V. Lindsay and T. Beal (2009), "Doing Business in Asia: Discursive Constructions of Managerial Practices in Relationships Between Indian and New Zealand Organizations". 3rd IMP Asia Conference, Kuala Lumpur, Malaysia, December 6-9.
Publication Type: Papers in Refereed Conference Proceedings

Summary Brief - Marketing Law Transgressions: A Hazard Model Analysis
Publication Type: Papers in Refereed Conference Proceedings

Pushing the Boundaries: A New Zealand Case Study of Developing an ICT-enabled Flexible
Learning Programme

Publication Type: Presentations at Conferences

Riding social change: The New Zealand experience in the evolving wine markets of Japan and Singapore

Publication Type: Other Professional Publications

Management Commitment to Service Quality and Service Recovery Performance in a State Owned Enterprise

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Mapping the New Zealand Agricultural Technology Sector: An Exploratory Network Approach

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

The Relationship Between Job Demand Stressors And Service Recovery Performance In A State-Owned Enterprise

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Consumer Behaviour, Organisational Markets and Buyer Behaviour

Publication Type: Book Chapters
Area of Research: Marketing

Asymmetrical Knowledge Management in a Cross-Cultural Business Alliance: L&T’s Engagement with New Zealand
Rod, M. and T. Beal (2008), "Asymmetrical Knowledge Management in a Cross-Cultural Business Alliance:"
L&T’s Engagement with New Zealand”. Doing Business in India Conference, IFIM Business School, Bangalore, India, Dec 19.

Publication Type: Papers in Refereed Conference Proceedings

The Factors that Influence Intent to Transgress Marketing Law

Publication Type: Papers in Refereed Conference Proceedings

Job Resourcefulness And Employee Burnout: Frontline Service Recovery Performance Efforts In A Call Centre Context

Publication Type: Papers in Refereed Conference Proceedings

The Relationships between Job Demand Stressors, Job Support Resources, Burnout and Job Outcomes: A Study of TelstraClear Contact Centre Employees

Publication Type: Monographs and Reports

The Relationships between Job Demand Stressors, Job Support Resources, Burnout and Job Outcomes: A Study of TelstraClear Contact Centre Employees

Publication Type: Invited Speakers

Pharmaceutical Marketing Return-on-Investment: A European Perspective

Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Purchaser-Provider Interaction in UK Public Health: Improving Stakeholder Cooperation

Publication Type: Articles in Refereed Journals

The Effect of Management Commitment to Service Quality on Frontline Employees’ Service
Recovery Performance in a ‘New Public Management’ Context
Publication Type: Papers in Refereed Conference Proceedings

Can Operations Research Inform the Exploitation of Business-to-Business Knowledge Networks
Publication Type: Papers in Refereed Conference Proceedings

Multi-Party, Multi-Sector Knowledge Creation: Maximizing Outcomes through Stakeholder Collaboration
Publication Type: Articles in Refereed Journals
Area of Research: Management

Antecedents and Outcomes of Service Recovery Performance: Insights from an Organisation Post-corporatisation and Post-deregulation
Publication Type: Articles in Refereed Journals
Area of Research: Marketing

An Innovative Biotechnology Start-Up Company Approach: When Entrepreneurs Leverage University Resources
Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Small Business and Entrepreneurship

The Sealing of University Intellectual Property Boundaries and the Ceiling of Academic Entrepreneurial Tolerance
Publication Type: Articles in Refereed Journals
Area of Research: Public Policy

Purchaser-Provider Relationships in the UK Public Healthcare Sector: Mapping and Assessing the Key Management and Organizational Issues Influencing Stakeholder
Cooperation

Publication Type: Articles in Refereed Journals
Area of Research: Management

Subjective, Personal Introspection: Autoethnographic Collaborative Network Insights

Publication Type: Papers in Refereed Conference Proceedings

The Antecedents and Consequences of Marketing Law Transgressions

Publication Type: Papers in Refereed Conference Proceedings

Multi-Party, Multi-Sector Knowledge Creation: Maximising Outcomes through Stakeholder Collaboration

Publication Type: Papers in Refereed Conference Proceedings

Antecedents and Outcomes Of Service Recovery Performance In Retailing: A New Zealand Study

Publication Type: Papers in Refereed Conference Proceedings

Service Recovery Performance in a Post-Corporatisation and Post-Deregulation Environment

Publication Type: Papers in Refereed Conference Proceedings

The Antecedents and Consequences of Marketing Law Transgressions

Publication Type: Papers in Refereed Conference Proceedings

Antecedents and Outcomes of Service Recovery Performance in a Retail Environment

**Publication Type:** Papers in Refereed Conference Proceedings

**The Application of Network Theory to the New Zealand Agricultural Technology Industry: An Exploratory Investigation**


**Publication Type:** Papers in Refereed Conference Proceedings

**How Aware are Firms of Marketing Law and Why do they Transgress it?**

Rod, M., Gazely A. and A. Sinha (2005), "How Aware are Firms of Marketing Law and Why do they Transgress it?". ANZMAC 2005, University of Western Australia, Perth, Dec 5-7.

**Publication Type:** Papers in Refereed Conference Proceedings

**The New Zealand Agricultural Technology Industry: An Exploratory Investigation of Stakeholder Relationships**


**Publication Type:** Papers in Refereed Conference Proceedings

**Applied and Participative Multi-Sector Research: Mitigating the Gap Between Theory and Practice**


**Publication Type:** Papers in Refereed Conference Proceedings

**Collaborative Multi-Sector Knowledge Creation - The Institute of Health Economics**


**Publication Type:** Papers in Refereed Conference Proceedings

**An Examination of Stakeholder Relationships in the UK Public Healthcare Sector**


**Publication Type:** Papers in Refereed Conference Proceedings
Hearing Stories of Practice - Multi Organisational Networks in Action
Publication Type: Papers in Refereed Conference Proceedings

The Management Challenge of Realising Purchaser-Provider Cooperation in the UK Public Healthcare Sector
Publication Type: Papers in Refereed Conference Proceedings

A Descriptive Framework for Managing Purchaser-Provider Cooperation: An Empirical Investigation of the UK Public Healthcare Sector
Publication Type: Papers in Refereed Conference Proceedings

University-Industry Cooperation: Perspectives from a Non-University Biotechnology Start-Up Company
Publication Type: Papers in Refereed Conference Proceedings

Multi-Party, Multi-Sector Collaboration: Stakeholder Perspectives
Publication Type: Papers in Refereed Conference Proceedings

Action Oriented Research: Reducing the Gap Between Theory and Practice
Publication Type: Papers in Refereed Conference Proceedings

Introduction to the New Zealand Marketing Environment
Publication Type: Book Chapters
Area of Research: Marketing
Conclusion: Trends and Future Directions in New Zealand Marketing Practice
Publication Type: Book Chapters
Area of Research: Marketing

Multi-Sector Collaboration: A Stakeholder Perspective on a Government, Industry & University Collaborative Venture
Publication Type: Articles in Refereed Journals
Area of Research: Public Policy

Informing, Persuading and Reminding: Why is Pharmaceutical Promotion So Controversial?
Publication Type: Papers in Refereed Conference Proceedings

Multi-Sector Inter-Organisational Collaboration and Knowledge Creation - A Canadian Case Study
Publication Type: Presentations at Conferences

Multi-Sector Collaboration: A Stakeholder Perspective on a Government, Industry & University Collaborative Venture
Publication Type: Papers in Refereed Conference Proceedings

Comparing Some of the Issues Facing University and Non-University Biotechnology Start-Up Companies
Publication Type: Articles in Refereed Journals
Area of Research: Small Business and Entrepreneurship
Comparing Some of the Issues Facing University and Non-University Biotechnology Start-Up Companies


Publication Type: Papers in Refereed Conference Proceedings

Pharmaceutical Marketing: Transactional or Relational Exchange?


Publication Type: Papers in Refereed Conference Proceedings

Value Based Marketing for Transitional Economies


Publication Type: Articles in Refereed Journals
Area of Research: Marketing

Interorganizational Relationships within Strategic Alliances/Joint Ventures


Publication Type: Papers in Refereed Conference Proceedings

Transitions: From Marketing as Transactional Exchange to Marketing as Relational Exchange in Societies Replacing Planned Economies with Market-Based Structures.

Rod, M. and S. Paliwoda (1997), "Transitions: From Marketing as Transactional Exchange to Marketing as Relational Exchange in Societies Replacing Planned Economies with Market-Based Structures.". Dana-Nicoleta Lascu, Iacob Catoiu, Nikhilesh Dholakia, and Sanford Grossbart (Eds.), Sixth International Conference on Marketing & Development, Black Sea University, Mangalia, Romania, July, 332.

Publication Type: Papers in Refereed Conference Proceedings

The Use of Research in Developing Advertising Strategies


Publication Type: Articles in Refereed Journals
Area of Research: Marketing, Research Methods