



**Research and Scholarly Activity  
Jan-June 2017**

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**Contents:**

- 1 Refereed Journal Articles
- 2 Conference and Other Presentations

## 1 Refereed Journal Articles

**De Vos, S.,** Crouch, R., Quester, P. and Ilicic, J. 2017, Examining the Effectiveness of Fear Appeals in Prompting Help-Seeking: The Case of At-Risk Gamblers. *Psychology and Marketing*, 34: 648–660. doi:10.1002/mar.21012

Jaleel A, **Grewal D.** 2017 A Perspective on Safety and Governance Issues of Fishing Vessels. *Ocean Yearbook* 31: 472–501.

Shin Y, Thai VV, **Grewal D,** Kim Y 2017 Do corporate sustainable management activities improve customer satisfaction, word of mouth intention and repurchase intention?: Empirical evidence from the shipping industry. *International Journal of Logistics Management* Vol. 28 Issue: 2, pp.-, doi: 10.1108/IJLM-11-2015-0220.

**Rajaguru, R.** and Rajesh, G. 2016. Value for Money and Service Quality in Customer Satisfaction. *The Social Sciences*, 11: 4613-4616

Verdonk, N , **Wilkinson, J,** Culbert, J, Ristic, R, Pearce, K, Wilkinson, K, 2017 "Toward a model of sparkling wine purchasing preferences", *International Journal of Wine Business Research*, Vol. 29 Iss: 1, pp.58 - 73.

Christ, K., Burritt, R. and **Varsei, M.** 2017 'Coopetition as a Potential Strategy for Corporate Sustainability', *Business Strategy and the Environment*

Margiono, A., **Zolin, R.,** & Chang, A., 2017. A typology of social venture business model configurations. *International Journal of Entrepreneurial Behaviour and Research*

## 2 Conference and Other Presentations

**Bhardwaj, S** 2017, 'Sustainable Manufacturing Servitisation and Product-service system (PSS) innovations in Asia,' at *IST 2017 International Conference on Innovation and Sustainability*, Sweden, 18 June-21 June 2017

**De Vos, S** 2017 'Social Marketing and Non-profit Marketing for 2017 AMS World Marketing Congress', *2017 AMS World Marketing Congress*, Christchurch, New Zealand 27 June 2017 to 1 July 2017

**De Vos, S** Crouch, R Quester, P and Ilicic, J 2017 'Investigating the effectiveness of fear appeals to prompt help-seeking in at-risk gamblers: The moderating role of problem gambling status.' *World Marketing Congress 2017*, Christchurch, New Zealand, 27 June-1 July.

**Kalendra, D** 2017, 'Senior Marketer's Monitor 2017', *Australian Marketing Institute Workshop*, 6 June 2017, Adelaide, Australia

**Marchand, J.** & Sood, S. 2017, 'A Framework of Dynamic Capabilities for Student Entrepreneurs', *Australian Centre for Entrepreneurship Research Exchange Conference 2017*, Melbourne

**Narendran, R** 2017 'Perception of government and NGO officials - An enquiry into female entrepreneurs in Kerala, *2017 The Australia and New Zealand International Business Academy (ANZIBA)*, University of South Australia, 15-17 February 2017.

- Nerandran, R & Narendranathan, M**, 2017 'The Impact of caste system on female entrepreneurship: The Kerala experience, 2017 Babson College Entrepreneurship Research Conference, The University of Oklahoma, 7-10 June 2017.
- Patel, P., & Bhanugopan, R.** 2017 'Internationalisation, International Entrepreneurship and the Emerging Markets'. Growth Strategies and Institutional Constraints of Indian IT Multinationals Operating in Australia: A Review of Literature and Exploration of Antecedents, *Proceedings of the Australia and New Zealand International Business Academy (ANZIBA) Conference*, Adelaide, Australia, 15-17 February 2017
- Patel, P., & Bhanugopan, R.** 2017. Growth Strategies and Institutional Constraints of Indian IT Multinationals Operating in Australia: A Review of Literature and Exploration of Antecedents, *Proceedings of the Australia and New Zealand International Business Academy (ANZIBA) Conference – "Internationalisation, International Entrepreneurship and the Emerging Markets"*, Adelaide, Australia, 15-17 February 2017.
- Rasul, T** and Ong, E 2017, 'An Investigation into the Applicability of Customer Relationship Marketing in the Banking Sector', *Proceedings of the 1<sup>st</sup> International Conference on Advanced Research (ICAR)*, 25<sup>th</sup>-26<sup>th</sup> January, Manama, Bahrain
- O'Connor, A **Reed, G A** 2017, 'From Helices to Multiverse Theory: Exploring the diversity within entrepreneurial ecosystems', *University Industry Engagement - International Asia-Pacific Conference*, Adelaide, 15 – 17 February 2017
- Shafei, I and Rasul, T** 2017, 'The Awareness and Understanding of Sugar-Related Nutrition Among Australian Consumers', *Proceedings of the 15<sup>th</sup> World Congress on Public Health*, 3rd-7th April 2017, Melbourne, Australia
- Shafei I**, 2017, 'Engaging the consumer to improve quality of healthcare service', *15<sup>th</sup> World Congress on Public Health*, 3-7 April 2017, Melbourne, Australia.
- Onwuegbuzie, Henrietta & **Zolin, Roxanne** 2017 How do Indigenous entrepreneurs scale grassroots innovations? *Australian Centre for Entrepreneurship Research Exchange*, Melbourne, Australia, 7-10 February 2017.