Marketing Seminar Series
Some Reflections on the 2013 ANZMAC Fellows’ Session

Geoff Soutar, Marketing Discipline, UWA Business School

Abstract: At the recent ANZMAC conference there was a Fellows’ session that discussed the ERA process and the development of the ABDC journal list (Research Quality and the ABDC Journal Rankings). Geoff was one of the participants and will discuss the issues raised in this presentation. The seminar should be of interest to marketing academics thinking about how their research might be evaluated and to research students interested in the world facing those involved in academic life.

Presenter: Winthrop Professor Geoffrey Soutar graduated in economics from the University of Western Australia (UWA) and undertook doctoral training at Cornell University before returning to teach at the UWA, from 1973 to 1986. He was Foundation Professor of Management at Curtin University of Technology from 1986 to 1994 and Executive Dean of the Faculty of Business and Public Management at Edith Cowan University from 1994 until 1999. He was also Director of the Graduate School of Management at UWA from 2000 until 2007.

W/Prof. Soutar has been a consultant to a large number of private and public sector organisations in Australia and internationally and has been active in research across a wide area, publishing more than 150 research papers in journals and in book chapters, as well as a number of research monographs, across a wide range of management and marketing areas and presenting more than 300 papers at seminars and conferences. His present research interests include cross-cultural decision-making, new product and service development and the marketing of services, especially educational and tourism services. He has a particular interest in service quality and its impact on organisational success, from which evolved a long-term study of consumption value and its impact on people's willingness to buy and their subsequent satisfaction or dissatisfaction.

Date: Wednesday, 5th March 2014
Time: 11:00am—12:00pm
Venue: BUSN201 (Case Study Room)
RSVP: Anne-Maree Wood-Gush: anne-maree.wood-gush@uwa.edu.au
Enquiries: Geoff Soutar: geoff.soutar@uwa.edu.au