

## **COLLEGE OF BUSINESS**

### **Department of Applied & International Economics**

#### **Authored Book - Research**

Alvey, J. E. (2003). *Adam Smith: Optimist or pessimist?: A new problem concerning the teleological basis of commercial society*. Aldershot, UK: Ashgate.

#### **Book - Chapter In, Research**

Chatterjee, S., Podder, N., Mukhopadhyaya, P. (2003). Equity, efficiency and social welfare: An application of generalised Lorenz dominance to New Zealand incomes data 1984-1998. (265-287). In Y. Amiel, J.A. Bishop (Eds.). *Inequality, welfare and poverty: theory and measurement*. Amsterdam, Netherlands: Jai.

Engelbrecht, H. A J. (2003). Data issues in the new economy. (57-76). In D. C. Jones (Ed.) (Eds.). *New economy handbook*. San Diego, CA: Academic Press.

#### **Journal Article - Research**

Alvey, J. E. (2003). Adam Smith's teleological, or proto-Hegelian, view of history. *Language, Information, Text*, 10 23-40.

Alvey, J. E. (2003). Adam Smith's view of history: Consistent or paradoxical?. *History of the Human Sciences*, 16 (2), 1-25.

Alvey, J. E. (2003). Globalization as the cause of secularization of the modern commercial community: Revisiting the view of Adam Smith. *Societas: A Journal for Philosophical Study of Public Affairs*, 6 27-63 September An article written in chinese characters.

Auld, T., Mcarthur, S. (2003). Does event-driven tourism provide economic benefits?: A case study from the Manawatu region of New Zealand. *Tourism Economics*, 9 (2), 191-201.

Campbell, N. A. (2003). Does trade liberalization make the Porter Hypothesis less relevant?. *International Journal of Business and Economics*, 2 (2), 129-140.

Campbell, N. A., Vousden, N. (2003). Training and technology transfer. *Australian Economic Papers*, 42 (1), 35-49.

Engelbrecht, H. A J. (2003). Human capital and economic growth: Cross-section evidence for OECD countries. *Economic Record*, 79 (Special issue), S40-S51 June.

Engelbrecht, H. A J., Mahon, A. (2003). Information workforce in New Zealand, 1991-2001. *New Zealand Population Review*, 29 (2), 19-33.

Goodyear-smith, F., Birks, K. S. (2003). Gendered approaches to health policy: How does this impact on men's health?. *New Zealand Family Physician*, 30 (1), 23-29 February  
[http://www.rnzcp.org.nz/news/nzfp/Feb2003/Goodyear\\_Smith-Feb03.pdf](http://www.rnzcp.org.nz/news/nzfp/Feb2003/Goodyear_Smith-Feb03.pdf).

Gounder, R. (2003). Causality analysis of development assistance and economic growth in Solomon Islands. *Pacific Economic Bulletin*, 18 (1), 31-40.

Gounder, R. (2003). Effectiveness of globalization: A case study of Fiji. *Sri Lankan Journal of Agricultural Economics*, 5 (1), 47-68.

Meister, A. D. (2003). Poverty and Christian microlending: Good news and good works. *Stimulus: The New Zealand Journal of Christian Thought and Practice*, 11 (3), 29-32.

Obben, J., Magagula, P. (2003). Firm and managerial determinants of the export propensity of small and medium-sized enterprises in Swaziland. *International Small Business Journal*, 21 (1), 73-91.

Petersen, E., Gounder, R. (2003). Closer economic relations between Australia and New Zealand: Specialisation, competitiveness, complementarity. *Economic Papers*, 22 (3), 20-34.

Rae, A. N., Josling, T. E. (2003). Processed food trade and developing countries: Protection and trade liberalization. *Food Policy*, 28 (2), 147-166.

Rae, A. N., Strutt, A. (2003). The current round of agricultural trade negotiations: Should we bother about domestic support?. *Estey Centre Journal of International Law and Trade Policy*, 4 (2), 98-122 [http://www.esteyjournal.com/j\\_pdfs/raestrutt4-2.pdf](http://www.esteyjournal.com/j_pdfs/raestrutt4-2.pdf).

Scott, G. G. (2003). Income squeeze on New Zealand universities. *Journal of American Academy of Business, Cambridge*, 3 (1&2), 224-229 September.

Su, J. (2003). Convergence clubs among 15 OECD countries. *Applied Economics Letters*, 10 (2), 113-118 <http://www.ingentaconnect.com/content/routledg/rael/2003/00000010/00000002/art00011>.

Su, J. (2003). On the power of the multivariate KPSS test of stationarity against fractionally integrated alternatives. *Applied Economics Letters*, 10 (10), 637-641 <http://www.ingentaconnect.com/content/routledg/rael/2003/00000010/00000010/art00009>.

#### **Journal Contribution - Professional & Other - Review**

Scott, G. G. (2003). Health economics an international perspective. *Applied Health Economics and Health Policy*, 2 (3), 171-171.

#### **Conference Contribution - Full Paper In Published Proceedings- Book**

Gounder, R. (2003). Globalization and governance: Institutions, management and economic growth nexus in Fiji. (pp. 1445-1456). In N. Delener & C. Chao (Eds) (ed(s).). *Global Business and Technology Association International Conference: Challenging the Frontiers in Global Business and Technology: Implementation of changes in Values, Strategy and Policy.*, July 8-12, Budapest, Hungary. Budapest, Hungary: Global Business and Technology Association.

Pham Do, K. H., Folmer, H. (2003). International fisheries agreements: The feasibility and impacts of partial cooperation. *10th Ulvön Anniversary Conference on Environmental Economics & Karl-Gustaf Löfgren Symposium*, June 16-19, Umea, Sweden. Uppsala, Sweden: Swedish University of Agricultural Sciences. Available at: <http://www-sekon.slu.se/~bkr/ulv03pham.pdf>

Rae, A. N., Strutt, A. (2003). Agricultural trade reform and environmental pollution from livestock in OECD countries. (pp. 45-55). *Ninth Annual Conference of the New Zealand Agricultural and Resource Economics Society*, July 4-5, Blenheim, NZ. Canterbury, NZ: Lincoln University, Agribusiness and Economics Research Unit.

#### **Conference Contribution - Full Abstract in Published Proceedings - Book**

Scott, W. G., Scott, H. M. (2003). Minimising public policy failure in health (2-2). *Public Policy Network Conference*, January 30-31, Victoria University, Wellington, NZ. Victoria University.

#### **Conference Contribution - Full Abstract in Published Proceedings - Journal**

Scott, G. G., Scott, H. M., Turley, M., Baker, M. (2003). Economic cost of pneumonia in New Zealand adults (38-38). In Swan, B. (Ed) (ed(s).). *Abstracts of 4th iHEA World Congress: Global Health Economics - Bridging Research and Reforms*, June 15-18, San Francisco, USA. Oxford University Press.

#### **Conference Contribution - Oral Presentation**

Chatterjee, S. (2003). A five retrospective roundtable on 'the new politics: A third way for New Zealand'. *45th Western Social Science Association Annual Conference*, 9-12 April, , Las Vegas, NV.

Folmer, H., Pham Do, K. H. (2003). The feasibility and impacts of partial cooperation for regional fisheries agreements. *10th Ulvön Anniversary Conference on Environmental Economics & Karl-Gustaf Lofgren Symposium*, June 16-19, , Ulvön, Sweden.

Iyer, K. G., Rambaldi, A., Tang, K. K. (2003). An empirical search for linkages between foreign direct and portfolio investment in Australia. *The 8th Australasian Macroeconomics Workshop*, September 22-23, , Hong Kong Institute for Monetary Research, Hong Kong.

Pham Do, K. H., Folmer, H. (2003). International fishery agreement: A game in partition function form approach. *12th Annual Conference of the European Association of Environmental and Resource Economists*, June 28-30, , Bilbao, Spain.

Rae, A. N., Strutt, A. (2003). Doha proposal for domestic support: Assessing the priorities. *International Conference: Agricultural Policy Reform and the WTO: Where Are We Heading?*, June 23-26, , Capri, Italy.

Shakur, S. (2003). Asian economic crisis, Indonesia and lessons for other regional economics. *4th International Conference on Development*, December 16-19, , Sanur Bali, Indonesia.

#### **Report for External Body-Commissioned**

Meister, A. D., Shakur, S. (2003). The New Zealand agricultural sector: Policy approaches and initiatives used to help farmers adapt. Massey University, Applied and International Economics, Palmerston North, NZ. Report for: National Audit Office. 67 pp.

#### **Oral Presentation - Professional**

Shakur, S. (2003). *Agenda for textile and leather sector reform in WTO*. Presented to: North South University, Department of Economics, Dhaka, Bangladesh. North South University, Dhaka, Bangladesh, December 9. .

#### **Discussion Papers**

Engelbrecht, H. A. J., Mahon, A. (2003). Maori and the information workforce, 1991-2001. Discussion paper. Massey University, Department of Applied and International Economics, Palmerston North, NZ. 1174-2542 17 pp. <http://econ.massey.ac.nz/publications/discuss/dp03-03.pdf>

Obben, J., Nugroho, A. E. (2003). Determinants of the funding volatility of Indonesian banks: A dynamic model. Discussion Paper. Department of Applied and International Economics, Massey University, Palmerston North, NZ. 1174-2542 21 pp.

Pham Do, K. H., Folmer, H. (2003). International fisheries agreements: The feasibility and impacts of partial cooperation. CentER Discussion Paper. Tilburg University, Business and Economics Research Institute, Tilburg, The Netherlands. 0924-7815 26 pp.  
<http://greywww.kub.nl:2080/greyfiles/center/2003/doc/52.pdf>

Su, J. (2003). A note on spurious regression in panels with cross-section dependence. Discussion Paper No. 03.04 - June 2003. Department of Applied and International Economics, Massey University, Palmerston North, NZ. 1174-2542 10 pp.  
<http://econ.massey.ac.nz/publications/discuss/dp03-04.pdf>

## Department of Commerce

### Book - Chapter In, Research

Chetty, S. S. (2003). Marine industry of New Zealand: Evolution of a cluster. (174-186). In K.Pavlovich M.Akooie (Eds) (Eds.). *Strategic alliances and collaborative partnerships: A case book*. Palmerston North, NZ: Dunmore Press.

Chetty, S. S., Eriksson, K. (2003). Depth versus diversity of knowledge and its influence on the integration of foreign business network relationships. (157-174). In A.Blomstermo, D. Sharma (Eds.). *Learning in the Internationalisation Process of Firms*. Cheltenham, UK: Edward Elgar.

Chetty, S. S., Eriksson, K., Hohenthal, J. (2003). Collaborative experience in internationalising firms. (56-73). In A. Blomstermo, D. Sharma (Eds.). *Learning in the internationalisation process of firms*. Cheltenham, UK: Edward Elgar.

de Bruin, A. M. (2003). Electronic entrepreneurship. (76-91). In A. M. de Bruin & A. Dupuis(Eds) (Eds.). *Entrepreneurship: New perspectives in a global age*. Aldershot, England: Ashgate.

de Bruin, A. M. (2003). State entrepreneurship. (148-168). In A. M. de Bruin, & A. Dupuis(Eds.) (Eds.). *Entrepreneurship: New Perspectives in a global age*. Aldershot, England: Ashgate.

de Bruin, A. M., Dupuis, A. A. (2003). Constrained entrepreneurship. (25-42). In A. M. de Bruin & A. Dupuis(Eds.) (Eds.). *Entrepreneurship: New Perspectives in a Global Age*. Aldershot, England: Ashgate.

de Bruin, A. M., Dupuis, A. A. (2003). Introduction: Concepts and themes. (1-24). In A. M. de Bruin & A. Dupuis(Eds.) (Eds.). *Entrepreneurship: New Perspectives in a Global Age*. Aldershot, England: Ashgate.

de Bruin, A. M., Firkin, P. (2003). Elder entrepreneurship. (185-205). In A. M. de Bruin & A. Dupuis(Eds.) (Eds.). *Entrepreneurship: New perspectives in a global age*. Aldershot, UK: Ashgate.

de Bruin, A. M., Mataira, P. (2003). Indigenous Entrepreneurship. (169-184). In A. M. de Bruin & A. Dupuis(Eds.) (Eds.). *Entrepreneurship: New Perspectives in a global age*. Aldershot, England: Ashgate.

Dupuis, A. A., de Bruin, A. M. (2003). Community entrepreneurship. (109-127). In A. M. de Bruin & A. Dupuis(Eds) (Eds.). *Entrepreneurship: New perspectives in a Global Age*. Aldershot, England: Ashgate.

Dupuis, A. A., de Bruin, A. M., Cremer, R. (2003). Municipal-Community Entrepreneurship. (128-147). In A. M. de Bruin & A. Dupuis(Eds.) (Eds.). *Entrepreneurship: New Perspectives in a Global Age*. Aldershot, England: Ashgate.

Moyle, B. J. (2003). Regulation, conservation and incentives. (41-51). In S. Oldfield (Ed.) (Eds.). *The trade in wildlife: Regulation for conservation*. London, UK: Earthscan Publications Ltd.

Patterson, A., Chetty, S. (2003). Co-operating to compete internationally: The case of a joint action group in the telecommunications industry in New Zealand. (193-211). In A. Blomstermo, D. Sharma (Eds.). *Learning in the internationalisation process of firms*. Cheltenham, UK: Edward Elgar Publishing.

## Journal Article - Research

Arin, K. P., Okten, C. (2003). The determinants of privatization prices: evidence from Turkey. *Applied Economics*, 35 (12), 1393-1404.

Chetty, S. S., Campbell-hunt, C. (2003). Explosive international growth and problems of success amongst small to medium-sized firms. *International Small Business Journal*, 21 (1), 5-27.

Chetty, S. S., Campbell-hunt, C. (2003). Paths to internationalisation among small- to medium-sized firms: a global versus regional approach. *European Journal of Marketing*, 37 (5-6), 796-820.

Chetty, S. S., Wilson, H. I M. (2003). Collaborating with competitors to acquire resources. *International Business Review*, 12 61-81.

Chung, H. (2003). International standardization strategies: The experience of Australian and New Zealand firms operating in the greater China markets. *Journal of International Marketing*, 11 (3), 48-82.

de Bruin, A. M., Flint-Hartle, S. L. (2003). A bounded rationality framework for property investment behaviour. *Journal of Property Investment and Finance*, 21 (3), 271-284.

Eagle, L. C., Bulmer, S. L., de Bruin, A. M. (2005). Marketing communications implications of children's new electronic media use: A survey of parental opinion and perceptions. *Journal of Marketing Communications*, 9 (3), 129-146 September.

Eagle, L. C., Kitchen, P. J., Rose, L. C., Moyle, B. J. (2003). Brand equity and brand vulnerability: The impact of gray marketing/parallel importing on brand equity and values. *European Journal of Marketing*, 37 (10), 1332-1349 October.

Eriksson, K., Chetty, S. S. (2003). The effect of experience and absorptive capacity on foreign market knowledge. *International Business Review*, 12 673-695 <http://www.sciencedirect.com/science?>.

Li, X. (2003). China: Further evidence on the evolution of stock markets in transition economics. *Scottish Journal of Political Economy*, 50 (3), 341-358 August.

Li, X. (2003). Time-varying informational efficiency in China's A-share and B-share markets. *Journal of Chinese Economic and Business Studies*, 1 (1), 33-56 January.

Meyer, T. O., Rose, L. C. (2003). The persistence of international diversification benefits before and during the Asian crisis. *Global Finance Journal*, 14 (2), 217-242.

Pinfold, J. F. (2003). Agency theory and the MBO. *Journal of Interdisciplinary Economics*, 14 (1), 13-33.

Young, B. M., de Bruin, A. M., Eagle, L. C. (2003). Attitudes of parents toward advertising to children in the UK, Sweden and New Zealand. *Journal of Marketing Management*, 19 (3-4), 475-490 April.

## Conference Contribution - Full Paper In Published Proceedings- Book

Bulmer, S. L. (2003). Meaningless or meaningful?: Interpretation and intentionality in post-modern communication. (pp. 21-32). In R. Bennett (Ed.) (ed(s).). *New challenges for corporate and marketing communications: Proceedings of the Eighth International Conference on Corporate and Marketing Communications*, April 7-9, London Metropolitan University, London, UK. London, UK: London Metropolitan University.

Chetty, S. S., Campbell-hunt, C. (2003). The internationalisation process of regional, global and born global firms. (pp. 1-16). *32nd European Marketing Academy (EMAC) Conference: Proceedings*, Glasgow. May 20 - 23, Glasgow, UK. Glasgow, UK: University of Strathclyde.

de Bruin, A. M., Moore, C. I. (2003). Ethics and values of SMEs: Issues and research directions. (pp. 1-12). In C. Berrow, M. Hall (Compilers) (ed(s)). *48th World Conference of the International Council for Small Business*, <http://www.sbaer.uca.edu/research/icsb/2003/papers/187.doc>, June 15-18, Belfast, Northern Ireland, UK. Harrogate, UK: ICSB World Conference Secretariat.

Eagle, L. C., Bulmer, S. L., de Bruin, A. M. (2003). Observations on obesity: Rhetoric and recommendations on advertising bans and taxes. (pp. 115-132). In R. Bennett (Ed.) (ed(s)). *New challenges for corporate and marketing communications: Proceedings of the Eighth International Conference on Corporate and Marketing Communications*, April 7-8, London Metropolitan University, London, UK. London, UK: London Metropolitan University.

Eagle, L. C., Bulmer, S. L., de Bruin, A. M. (2003). The children-nutrition-marketing ethics conundrum: The efficacy of proposed bans and restrictions on advertising to children. (pp. 645-649). In J. Lewin (Ed.) (ed(s)). *World Marketing Congress: Marketing across Borders and Boundaries: Understanding cross-functional and interdisciplinary interfaces within an increasingly global market*, June 11-14, Perth, WA. Perth, WA: Academy of Marketing Science Curtin University of Technology.

Hawkins, J. C., Bulmer, S. L., Eagle, L. C. (2003). Food in the children's media environment. (pp. 63-72). In R. Kennedy (Ed.) (ed(s)). *Australian and New Zealand Marketing Academy Conference: Celebration of Ehrenberg and Bass*, December 1-3, Adelaide, SA. Kent Town, SA: Australian and New Zealand Marketing Academy.

Murphy, B. D., Maguiness, P. R., Pescott, C. J., Wislang, S. (2003). Augmenting relationship marketing with a stakeholder and triple bottom line orientation to enhance business profitability. (pp. 979-984). *Australian and New Zealand Marketing Academy Conference: Proceedings*, December 1-3, Adelaide, SA. Adelaide, SA: Australian and New Zealand Marketing Academy.

Pinfold, J. F., Qiu, M. (2003). Price and trading volume reactions to index composition changes: the Australian evidence. (pp. 42-42). In C. Rayhorn (ed(s)). *17th Academy of Financial Services Conference*, October 8-9, Denver, Colorado, USA. Denver, Colorado, United States of America: Academy of Financial Services.

Schumacher, C. R. (2003). Trust versus control in co-operative relationships of small and medium-sized enterprises. (pp. unpagued- *New Zealand Association of Economists Annual Conference*, <http://www.nzae.org.nz/conferences/2003/>, June 25-27, Sheraton Hotel, Auckland, NZ. Wellington, NZ: New Zealand Association of Economists. Available at: 5-SCHUMACHER.doc

Shergill, G. S., Chen, Z. (2003). Shopping on the internet: - Online purchase behavior of New Zealand consumers. *Second Global Conference on Business and Economics*, July 5-7, London, UK. London, UK: Association for Business and Economic Research.

Wilson, W. R., Rose, L. C., Pinfold, J. F. (2003). Market discipline: New Zealand's experiment in banking regulation. (pp. unpagued- *17th Academy of Financial Services Conference*, October 8-9, Denver, CO, USA. Denver, CO: Academy of Financial Services.

Zou, L., Rose, L. C. (2003). Volatility forecasting of overnight options using GARCH models. (pp. unpagued- *17th Academy of Financial Services Conferences*, October 8-9, Denver, CO. Denver, CO: Academy of Financial Services.

#### **Conference Contribution - Full Paper In Published Proceedings- Journal**

Chen, K., Li, X. (2003). China's stock markets: Does technical analysis incorporating data on volumes and returns provide additional evidence of return predictability?. (pp. unpagued- In W. R. Wilson, C. B.

Malone, & J. G. Powell (Eds.) (ed(s).). *7th New Zealand Finance Colloquium*, February 7-8, Palmerston North, NZ. Palmerston North, NZ: NZ Universities Finance Colloquium.

Rose, L. C., Pinfold, J. F., Zou, L. (2003). The trading behaviour of Australian treasury bond futures overnight options and the impact of their introduction. In W. R. Wilson, C. B. Malone & J. G. Powell (Eds.) (ed(s).). *New Zealand Finance Colloquium*, February 7-8, Massey University, Palmerston North, NZ. Palmerston North, NZ: Massey University, Department of Banking, Finance & Property.

Xu, Q., Li, X. (2003). Do the New Zealand daily exchange rates behave nonlinearly or like chaos. (pp. unpagued- In W. R. Wilson, C. B. Malone, & J. G. Powell (Eds.) (ed(s).). *7th New Zealand Finance Colloquium*, February 7-8, Palmerston North, NZ. Palmerston North, NZ: NZ Universities Finance Colloquium.

#### **Conference Contribution - Full Abstract in Published Proceedings - Book**

Buhr, K., Rose, L. C. (2003). Does modern technology really lower the cost of transacting? The effects of automating exchanges on locals, price discovery and volatility in Australia (67-67). *New Zealand Association of Economists Annual Conference 2003*, [http://www.nzae.org.nz/conferences/2003/ABSTRACTS\\_2003.doc](http://www.nzae.org.nz/conferences/2003/ABSTRACTS_2003.doc) June 25-27, Auckland, NZ. New Zealand Association of Economists.

Buhr, K., Rose, L. C. (2003). Stock market implied volatility and 90 day bank bill rate: A dynamic relationship representation (48-48). *New Zealand Association of Economists Annual Conference 2003*, [http://www.nzae.org.nz/conferences/2003/ABSTRACTS\\_2003.doc](http://www.nzae.org.nz/conferences/2003/ABSTRACTS_2003.doc) June 25-27, Auckland, NZ. New Zealand Association of Economists.

Chetty, S., Campbell-Hunt, C. (2003). A strategic approach to internationalization: A traditional versus born global approach (90). In U. Zander & H. Arbelaez (Eds.) (ed(s).). *Academy of International Business Annual Meeting: The Power of Ideas and International Business*, July 5-8, Hyatt Regency Monterey, Monterey, CA. Academy of International Business.

Chung, H. (2003). An investigation of the influences of marketing environmental factors on the choice of immigrant effects (34-34). In Dr R. Kennedy (Ed.) (ed(s).). *Australian and New Zealand Marketing Academy Conference: Celebration of Ehrenberg and Bass: Marketing Discoveries, Knowledge and Contribution*, December 1-3, Adelaide, SA. Australian and New Zealand Marketing Academy.

Chung, H. (2003). Analysis of marketing strategies used by Australian and New Zealand companies doing business in the European Union (EU): A cross country comparison study (work in progress) (26-26). In M. Benson-Rae (Ed.) (ed(s).). *"New Europe" Second New Zealand European Studies Conference*, August 28-30, Auckland, NZ. National Centre for Research on Europe.

Eagle, L. C., Chamberlain, K., Zou, L. (2003). DTC: Not just a doctor's dilemma: Diverse perceptions from medical professionals (555-559). In J. Lewin (Ed.) (ed(s).). *World Marketing Congress*, June 11 - 14, Perth, WA. Academy of Marketing Science.

Schumacher, C. R. (2003). Small and medium sized enterprise co-operation: The influence of trust on structure and performance (unpagued *Small Enterprise Association of Australia and New Zealand 16th Annual Conference*, [http://www.cecc.com.au/programs/resource\\_manager/September 28-October 1, University of Ballarat, Ballarat, VIC. Seaanz. Available from: accounts/seaanz\\_papers/37SchumacherSmallandmediumsizedenterprise.pdf](http://www.cecc.com.au/programs/resource_manager/September%2028-October%201,%20University%20of%20Ballarat,%20Ballarat,%20VIC.%20Seaanz.%20Available%20from:%20accounts/seaanz_papers/37SchumacherSmallandmediumsizedenterprise.pdf).

Stewart, A., Parsons, A. G. (2003). Drivers of travel choice (2-19). *26th Australasian Transport Research Forum*, <http://www.atrf.info/papers/2003/41-Parsons.pdf> October 1-3, Wellington, NZ. Australasian Transport Research Forum.

#### **Conference Contribution - Poster**

Murphy, B. D. (2003). The commonsense of good business. *2nd Annual New Zealand Sustainable Business Conference*, November 17-19, , Auckland, NZ.

### **Conference Contribution - Oral Presentation**

Berka, M. (2003). Non-linear adjustments in international prices and physical characteristics of goods. *International Workshop at University of Columbia*, November 21-22, , Vancouver, Canada.

Bulmer, S. L. (2003). Meaningless or meaningful?: Interpretation and intentionality in post-modern communication. *Eighth International Conference on Corporate and Marketing Communications*, April 7-9, , London Metropolitan University, London, UK.

Dominikovich, R., Moyle, B. J., Rose, L. C. (2003). Asymmetric information and corporate derivatives usage in a small open economy. *New Zealand Association of Economists 10th Annual Teaching Economics Conference: Diversity in Teaching and Learning*, June 25-27, , Sheraton Hotel, Auckland, NZ.

Eagle, L. C., Bulmer, S. L., de Bruin, A. M. (2003). Observations on obesity: Rhetoric and recommendations on advertising bans and taxes. *Eighth International Conference on Corporate and Marketing Communications*, April 7-8, , London, England, UK.

Eagle, L. C., Bulmer, S. L., de Bruin, A. M. (2003). The children-nutrition-marketing ethics conundrum: The efficacy of proposed bans and restriction on advertising to children. *Working Marketing Congress: Marketing across borders and boundaries: Understanding cross-functional and interdisciplinary interfaces within an increasingly global market*, June 11-14, , Perth, WA.

Hawkins, J. C., Bulmer, S. L., Eagle, L. C. (2003). Food in the children's media environment. *ANZMAC 2003: Celebration of Ehrenberg and Bass*, December 1-3, , Adelaide, AUS.

Li, X., Flenley, J. R., Rapson, G. L., Mclachlan, R. I. (2003). Testing vegetation dynamics around sponge swamp and Tiniroto Lakes: A numerical analysis. *New Zealand Ecological Society Conference*, November 16-20, , University of Auckland, Auckland, NZ.

Logt, P. V D., Rose, L. C., Jones, G. (2003). A conceptual discussion of the concurrent use of multiple currencies in a small open economy. *New Zealand Association of Economists Annual Conference 2003*, June 25-27, , Sheraton Hotel, Auckland, NZ.

Moyle, B. J. (2003). CITES and the tragedy of the anti-commons. *New Zealand Association of Economists 10th Annual Teaching Economics Conference: Diversity in Teaching and Learning*, June 25-27, , Auckland, NZ.

Visaltanachoti, N., Charoenwong, C., Ding, D. (2003). Spread, depth, and order flow patterns of warrants and their underlying stocks on the stock exchange of Thailand. *The 16th Australasian Finance and Banking Conference*, December 17-19, , Sydney, NSW.

Wilson, B. R., Rayhorn, C., Cox, R. (2003). P/E Ratios: What are the implications for equity analysis in Australasia. *Academy of Financial Services 17th Annual Meeting*, October 8-9, *17th Academy of Financial Services Conference*, Denver, CO.

Wilson, B. R., Rose, L. C., Pinfold, J. F. (2003). Market discipline: New Zealand's experiment in banking regulation. *Academy of Financial Services 17th Annual Meeting*, October 8-9, *17th Academy of Financial Services Conference*, Denver, CO.

Zou, L., Rose, L. C. (2003). Volatility forecasting of overnight options using GARCH models. *17th Academy of Financial Services Conference*, October 8 - 9, *17th Academy of Financial Services Conference*, Denver, CO.



### **Conference Contribution - Full Conference Paper**

Chetty, S. S., Campbell-Hunt, C. (2003). A strategic approach to internationalization: A traditional versus born global approach. Presented at the *Academy of International Business Annual Meeting: The Power of Ideas and International Business*, July 5-8, Monterey, CA. ,

Li, X. (2003). China's economic growth: What do we learn from multiple-break unit root tests?. Presented at the *Third China Economics Annual Conference*, December 20-21, Shanghai, China. ,

Rose, L. C. (2003). The trading behaviour of Australian treasury bond futures overnight options and the impact of their introduction. Presented at the *7th New Zealand Finance Colloquium*, Feb-07, Massey University, Palmerston North, NZ. ,

Zou, L., Rose, L. C., Pinfold, J. F. (2003). The trading behaviour of Australian treasury bond futures overnight options & the impact of their introduction. Presented at the *New Zealand Association of Economists Conference 2003*, June 25-27, Auckland, NZ. ,

Zou, L., Rose, L. C., Pinfold, J. F. (2003). The trading behaviour of Australian treasury bond futures overnight options and the impact of their introduction. Presented at the *Financial Management Association International 2003 Annual Meeting*, Denver, CO, USA.

### **Oral Presentation - Professional**

Murphy, B. D. (2003). *Stakeholder orientation and the triple bottom line: Managing sustainable profitable businesses*. Presented to: Service Sector Research Unit and Mercia Institute of Enterprise, The University of Birmingham, Birmingham, UK. Birmingham, UK, June 18. Seminar.

### **Other - Concise Publications**

Palakshappa, N. N. (2003). Case Study: Funny people and fuzzy logic-the art of management training. *Marketing-creating and delivering value*. Australia: McGraw-Hill

Palakshappa, N. N., Gordon, M. E. (2003). Case Study: Apples Renaissance-the agreement that works. *Marketing-creating and delivering value*. Australia: McGraw-Hill

### **Other -Extension Activities**

Arin, K. P., Koray, F. A. (2003). Are some taxes different than others? an empirical investigation of the effects of tax policy in Canada. . Massey University, Department of Commerce Department of Commerce Seminar February 14

### **Thesis - Doctoral**

Palakshappa, N. N. (2003). Collaborative relationships in New Zealand: An exploratory examination. University of Canterbury. 0

### **Thesis - Masterate**

Hawkins, J. C. (2003). A cross-cultural content analysis of the portrayal of food and nutrition, in television advertising and programmes in New Zealand and Japan in 2002/2003. Massey University, Albany. 0

### **Working Papers**

Arin, K. P. (2003). Fiscal policy, private investment and economic growth: evidence from G-7 countries. Department of Commerce, Massey University, Auckland, NZ. 1174-5320 26 pp.

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