Department of Applied & International Economics

1. Refereed Journal Paper


3. Book Edited by Staff Member


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


Rae, A. N., & Strutt, A. (2002). The current round of agricultural trade negotiations: Should we bother about domestic support? In 5th Conference on Global Economic Analysis (pp. 1B1-1B21). June 5-7, Taipei, Taiwan. Hsin Chu, Taiwan: National Tsing Hua University, Center for Sustainable Development.


8. Book Review


9. Other Research/Technical Publications


Engelbrecht, H.-J. (2002). Of indices and rankings: From the bottom half of the OECD to the top of the world. *Asymmetric Information, 14*, 10-12.


**13. Software**

14. Addresses to Professional Bodies


Banks, T. (2002). Kazak nomads and settlement in Xinjiang. *Central Eurasian Studies Society, University of Wisconsin*, October 17-20, University of Wisconsin, Madison, WI.


Campbell, N. A. (2002). Training and technology transfer. *Department of Economics, Otago University*, April 12, Dunedin, NZ.


Chatterjee, S. (2002). Some issues of concern in the current WTO round. *Faculty of Business, Charles Sturt University, July 12, Bathurst, NSW.*


Engelbrecht, H.-J. (2002). Human capital and knowledge spillovers in economic growth. *New Zealand Treasury, December 6, Wellington, NZ.*

Engelbrecht, H.-J. (2002). What really matters and where to now? *Reserve Bank of New Zealand, October 30, Wellington, NZ.*


Gounder, R. (2002). Effective globalization and economic growth: A case study of Fiji. *Department of Commerce, Massey University, April 24, Massey University, Albany, NZ.*


Scott, G. (2002). Writing research grant applications. *Training and Development Unit, Massey University*, March 22, Massey University, Wellington, NZ.


15. Extension Activity


18. Professional Consultancy


19. Radio, Television and Newsprint Interviews


Department of Commerce (Albany)

1. Refereed Journal Paper


3. Book Edited by Staff Member


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


6. Non-refereed Journal Paper


9. Other Research/Technical Publications


Moyle, B. J. (2002). Nest poaching in neotropical parrots: Comments (Working Paper Series No. 02.01). Albany, NZ: Massey University, Department of Commerce.


14. Addresses to Professional Bodies


Bulmer, S. L. (2002). Credulous or critical?: Children's reactions to advertising. Australian and New Zealand Marketing Academy (ANZMAC) 2002 Conference, December 2, Deakin University, Melbourne, VIC.


de Bruin, A. M. (2002). Self-employment and entrepreneurial capital. *New directions in researching New Zealand's small and medium enterprises: New Zealand Centre for SME Research Symposium*, November 6, Massey University, Wellington, NZ.


Elayan, F. A. (2002). The impact of receiving debtor-in-possession financing on the probability of successful emergence and time spent under Chapter 11 bankruptcy. *Department of Finance, University of Technology*, February 6, University of Technology, Sydney, NSW.
Elayan, F. A. (2002). Leverage effect or signaling effect?: An empirical investigation of bank credit agreements to non-taxable. *University of Saskatchewan*, January 5, University of Saskatchewan, Saskatoon, SK.


Murphy, B. D. (2002). The societal context of organizational foresight in the knowledge economy. *University of Strathclyde Graduate School of Business International Conference*, July 13, University of Strathclyde, Glasgow, UK.

Murphy, B. D. (2002). Using foresight research in strategic marketing planning. *Australian and New Zealand Marketing Academy Conference*, December 4, Deakin University, Melbourne, VIC.


Shergill, G. S. (2002). Does industry matter?: The evidence from New Zealand study. *5th International Business and Economics Conference*, October 12, St Norbert College, De Pere, WI.


15. Extension Activity


17. Addresses to Community Organisations


Murphy, B. D. (2002). Business ethics: How modern businesses are meeting their economic, social and environmental responsibilities to society. *St Peter’s Anglican Church*, May 7, Auckland, NZ.


18. Professional Consultancy


19. Radio, Television and Newsprint Interviews


Department of Communication and Journalism

1. Refereed Journal Paper


2. Book Authored by Staff Member


3. Book Edited by Staff Member


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


6. Non-refereed Journal Paper


8. Book Review


9. Other Research/Technical Publications


14. Addresses to Professional Bodies


Fountaine, S. (2002). Writing case study reports. *Student Centre Training Day, Massey University*, June 26, Massey University, Palmerston North, NZ.


Olsson, S. (2002). Teamwork and communication in groups. *Monogastric Research Centre (Pork Production Block Course)*, May 20, Palmerston North, NZ.


19. Radio, Television and Newsprint Interviews


Department of Finance, Banking and Property

1. Refereed Journal Paper


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


Tripe, D. (2002). Have New Zealand banks really become more efficient. In *6th New Zealand Finance Colloquium* [CD-ROM], February 8-9, Massey University, Auckland, NZ. Auckland, NZ: Massey University, College of Business.


6. Non-refereed Journal Paper


9. Other Research/Technical Publications


13. Software


14. Addresses to Professional Bodies


Anderson, H. D. (2002). Does depth help explain the asymmetric price response puzzle? Department of Finance, Banking and Property Seminar, Massey University, September 18, Massey University, Palmerston North, NZ.


Drylie, S., Matthews, C., & Tripe, D. (2002). Do mortgage brokers have clients' best interests at heart. 15th Annual Australasian Finance and Banking Conference, December 17, Sydney, NSW.

Malone, C. (2002). The financial impacts of fraud and litigation. Department of Finance, Banking and Property Seminar, Massey University, November 15, Massey University, Palmerston North, NZ.

Matthews, C. (2002). Evolving payment patterns in New Zealand. E-Commerce Seminar, Department of Information Systems, Massey University, November 18-19, Massey University, Palmerston North, NZ.


Matthews, C. (2002). Problems in promoting efficient banking services in a developing country: The case of Papua New Guinea. Department of Finance, Banking and Property Seminar, Massey University, November 20, Massey University, Palmerston North, NZ.

Matthews, C. (2002). IT issues in the New Zealand banking industry. Departmental Seminar, Department of Information Systems, Massey University, May 21, Massey University, Palmerston North, NZ.


Tripe, D. (2002). Examining global developments in the credit market and their impact on credit practices in New Zealand. 3rd Annual Credit Summit, February 14, Auckland, NZ.


15. Extension Activity


Crews, G. L. (2002). (Seminar). Opening more doors to your future. Harcourts International Ltd, May 9, Auckland, NZ.


Fortes, R. (2002). (Course). Buying and selling a house. Night School, Queen Elizabeth College, October-November, Queen Elizabeth College, Palmerston North, NZ.


18. Professional Consultancy


19. Radio, Television and Newsprint Interviews


Hargreaves, R. V. (2002, February 8). Rental housing [Interview by A. Gibson]. *New Zealand Herald*.


Matthews, C. (2002). Brokers discuss whether Kiwibank is a threat to their businesses [Interview by P. Macalister]. *New Zealand Mortgage Mag*, 1(1), 11.


Department of Human Resource Management

1. Refereed Journal Paper


2. Book Authored by Staff Member


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


Foster, A. B., & Mackie, B. L. (2002). Icing on the cake - but where's the cake?: Experiences of working parents in micro and small organisations in provincial New Zealand. In I. McAndrew, & A. Geare (Eds.), Proceedings of the 16th Conference of the Association of Industrial Relations Academics of Australia and New Zealand (Vol. 1, pp. 159-166). February 6-8, Queenstown, NZ. Dunedin, NZ: University of Otago.


6. Non-refereed Journal Paper


8. Book Review

9. Other Research/Technical Publications


14. Addresses to Professional Bodies


Foster, A. B. (2002). Practical men and sanitarian surveillance: The professionalising of the plumbing trade. *School of History, Philosophy and Politics Seminar, Massey University*, September 19, Massey University, Palmerston North, NZ.


15. Extension Activity


Springett, D. V. (2002). (Workshop). 'Weak' and 'strong' conceptions of sustainable development. Centre for Business and Sustainable Development Core Leadership Group, June 13, Wellington, NZ.

19. Radio, Television and Newsprint Interviews


Department of Information Systems

1. Refereed Journal Paper


3. Book Edited by Staff Member


### 4. Chapter in a Book


### 5. Refereed Paper in Conference/Meeting/Symposia Proceedings


### 6. Non-refereed Journal Paper


### 8. Book Review


### 9. Other Research/Technical Publications


### 14. Addresses to Professional Bodies


Goh, T. T., & Kinshuk (2002). A discussion on mobile agent based mobile web-based ITS. *International Conference on Computers in Education (ICCE '02)*, December 3, Auckland, NZ.


Kinshuk (2002). Does intelligent tutoring have future? *International Conference on Computers in Education (ICCE ’02)*, December 3, Auckland, NZ.


Link, S. (2002). Capturing dependency classes in conceptual databases,. *Annual Meeting, Australasian Association for Logic*, December 1, Canberra, ACT.


Shareef, A. F., & Kinshuk (2002). Towards a distance education model in Maldives. *International Conference on Computers in Education (ICCE ’02)*, December 3-6, Auckland, NZ.

Sridharan, B., & Kinshuk (2002). Application of knowledge management in reusable web-based learning systems. *International Conference on Computers in Education (ICCE ’02)*, December 3-6, Auckland, NZ.

Sridharan, B., & Kinshuk (2002). Knowledge management and reusability in internet based learning [Poster]. *International Conference on Computers in Education (ICCE ’02)*, December 6, Auckland, NZ.


Su, W. Q., & Kinshuk (2002). Web-based computer assisted language learning. *Distance Education Association of New Zealand (DEANZ) 2002 Conference*, April 10-12, Wellington, NZ.


Whiddett, R. J., & Hunter, I. (2002). Psychological and organisational factors influencing the acceptance of electronic medical records systems by primary care practitioners. *37th Annual Conference of the Australian Psychological Society*, September 27-October 10, Gold Coast, QLD.


1. Refereed Journal Paper


2. Book Authored by Staff Member


3. Book Edited by Staff Member


4. Chapter in a Book


### 5. Refereed Paper in Conference/Meeting/Symposia Proceedings


6. Non-refereed Journal Paper


9. Other Research/Technical Publications


14. Addresses to Professional Bodies


Higgins, C. P. (2002). Triple bottom line reporting: The importance of consistency. 11th International Congress of Social and Environmental Accounting, April 12, Melbourne, VIC.


Higgins, C. P., & Lee, L. (2002). Making a difference: The importance of trust to triple bottom line reporting and partnerships. Department of Management, Massey University, November 6, Palmerston North, NZ.


Liu, C., Smith, R. W., & Barnes, D. (2002). The application of SERVQUAL as an initial tool for the implementation of QFD for small tourism attractions in New Zealand. International Tourism Students Conference, December 2, Waiariki Institute of Technology, Rotorua, NZ.


Lockhart, J. C. (2002). Governance and management: A division of labour or self-perpetuated incompetence? Department of Management, Massey University, October 30, Massey University, Palmerston North, NZ.

Lockhart, J. C. (2002). The new paradigm of strategic management. Human Resources Institute of New Zealand, October 30, Massey University, Palmerston North, NZ.

Lockhart, J. C. (2002). Strategic planning with your partners: Understand how an effective strategy can work for your organisation. Inaugural Professional Services Practice Management Conference, June 19, Auckland, NZ.


Martin, A. J. (2002). Developing a holistic and creative approach to program design. 9th Outward Bound World Conference, October 15-17, Singapore.

Martin, A. J. (2002). Outdoor education in New Zealand. *Physical Education Faculty, Charles University*, November 6, Charles University, Prague, Czech Republic.


Rudzki, R. E. J. (2002). The internationalization of universities: Where are we going (wrong)? *Vice Chancellor Leadership Programme, Massey University*, October 22, Massey University, Palmerston North, NZ.

Rudzki, R. E. J. (2002). The internationalization of university business schools. *Department of Management, Massey University*, October 2, Massey University, Palmerston North, NZ.

Smith, R. W. (2002). Using SERVQUAL as an initial tool for the implementation of QFD for small tour operators. *7th International Conference on ISO 9000 & TQM*, April 2, RMIT University, Melbourne, VIC.


15. Extension Activity


17. Addresses to Community Organisations


Palmer, F. R. (2002). Practical and strategic ideas on how to complete a PhD plus issues for Maori girls in school sport and physical education. *Maori PhD Group*, October 19, Wellington, NZ.


Palmer, F. R. (2002). Sport and education: The benefits and pitfalls. Massey University Blues and Cultural Awards Evening, October 7, Massey University, Palmerston North, NZ.


Palmer, F. R. (2002). What is management and why do sports management and coaching? Massey University Year 13 Campus Visits, August 7, Massey University, Palmerston North, NZ.


Palmer, F. R. (2002). Why study management and sport management and coaching at Massey? Welcome to the Bay Promotional Evening, October 22, Massey University, Hawkes Bay, NZ.


18. Professional Consultancy


19. Radio, Television and Newsprint Interviews


Department of Management and Enterprise Development

1. Refereed Journal Paper


3. Book Edited by Staff Member


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


9. Other Research/Technical Publications


### 14. Addresses to Professional Bodies


Campbell, J. (2002). Socialisation experiences of a group of international students attending college. *Mana College Teaching Staff*, October 23, Porirua, NZ.


### 15. Extension Activity


### 17. Addresses to Community Organisations


### 18. Professional Consultancy


### 19. Radio, Television and Newsprint Interviews

Department of Management & International Business

1. Refereed Journal Paper


### 2. Book Authored by Staff Member


### 3. Book Edited by Staff Member


### 4. Chapter in a Book


### 5. Refereed Paper in Conference/Meeting/Symposia Proceedings


8. Book Review


9. Other Research/Technical Publications


14. Addresses to Professional Bodies


Kirkley, W. (2002). Walking the tightrope of business. *Institute of Life Brokers*, July 4, Queenstown, NZ.


Warriner, V. (2002). The challenge of researching Maori business. *New directions in researching New Zealand's small and medium enterprises: New Zealand Centre for SME Research Symposium*, November 6, Massey University, Wellington, NZ.

**17. Addresses to Community Organisations**


Orams, M. B. (2002). What we should expect from ourselves and how we influence others. *Sport Auckland, April 24, Auckland, NZ.*

Orams, M. B. (2002). Why marine reserves are important for Aotearoa/New Zealand. *Royal Forest & Bird Protection Society World Oceans Day, June 8, Auckland, NZ.*

**19. Radio, Television and Newsprint Interviews**


Department of Marketing

1. Refereed Journal Paper


Hoek, J., & Gendall, P. (2002). To have or not to have?: Ethics and regulation of direct to consumer advertising of prescription medicines. *Journal of Marketing Communications*, 8, 71-85.


2. Book Authored by Staff Member


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


Garland, R., & Gendall, P. (2002). Further tests of Dick and Basu's customer loyalty model. In R. N. Shaw, S. Adam, & H. McDonald (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy Conference* [CD-ROM] (pp. 91-97). December 2-4, Deakin University, Melbourne, VIC. Melbourne, VIC: ANZMAC.

Garland, R., & Gendall, P. (2002). Testing a customer loyalty typology. In J. Hendry, C. Jevons, & C. Dubelaar (Eds.), *Proceedings of the Fourth Australasian Services Research Workshop* (pp. 54-62). February 7-8, Monash University, Melbourne, VIC. Melbourne, VIC: Monash University, Department of Marketing.

Gendall, P. (2002). The effect of likeable questionnaire cover designs on mail survey response rates. In R. N. Shaw, S. Adam, & H. McDonald (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy Conference* [CD-ROM] (pp. 3331-3336). December 2-4, Deakin University, Melbourne, VIC. Melbourne, VIC: ANZMAC.

Hoek, J., & Gendall, P. (2002). The effects of usage and brand perception on estimates of "ambush marketing". In R. N. Shaw, S. Adam, & H. McDonald (Eds.), *Proceedings of the Australian and New Zealand Marketing Academy Conference* [CD-ROM] (pp. 2191-2196). December 2-4, Deakin University, Melbourne, VIC. Melbourne, VIC: ANZMAC.


Holdershaw, J., & Gendall, P. (2002). The conceptualisation and measurement of "knowledge". In R. N. Shaw, S. Adam, & H. McDonald (Eds.), *Proceedings of the Australian and New Zealand Marketing


9. Other Research/Technical Publications


14. Addresses to Professional Bodies

Buchanan, R. (2002). Developing an industry. Alpaca Association Breeders Conference, June 1, Waikato University, Hamilton, NZ.


Buchanan, R. (2002). Finish faster without fear: How to do graduate business research projects in less time, with better results, and more confidence: A post-modernist approach. 2002 Hawaii International Conference on Business, June 21, Honolulu, HI.


15. Extension Activity

Buchanan, R. (2002). (Presentation). Why businesses are not doing as well as they should be. 2002 Coming together: Video Ezy International New Zealand Conference, April 16, Auckland, NZ.

17. Addresses to Community Organisations


18. Professional Consultancy


19. Radio, Television and Newsprint Interviews


Graduate School of Business

14. Addresses to Professional Bodies

Bull, D. (2002). Employing key linkages to develop and align an operational plan and day-to-day management from the strategic plan. *Strategic Planning in the Public Sector Conference*, July 23, Wellington, NZ.


Pitchforth, R. (2002). Distributive bargaining games. *Arbitrators’ and Mediators’ Institute of New Zealand*, October 8, Auckland, NZ.


18. Professional Consultancy

School of Accountancy

1. Refereed Journal Paper


2. Book Authored by Staff Member


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


6. Non-refereed Journal Paper


8. Book Review


9. Other Research/Technical Publications


14. **Addresses to Professional Bodies**


Bradbury, M. E., & Hooks, J. (2002). Financial statement disclosures and increasing competition in the electric utility industry. *Auckland Region Accounting Conference*, December 6, Massey University, Albany, NZ.


Tooley, S., & Guthrie, J. (2002). Re-shaping disclosures in New Zealand school annual reports. European Critical Accounting Studies Conference, July 18, University of Leicester, Leicester, UK.


15. Extension Activity

Bradbury, M. E., & Hooks, J. (2002). (Seminar). Financial statement disclosures and the deregulation of increasing competition in the electric utility industry. Department of Accounting and Finance, University of Auckland, April 5, University of Auckland, Auckland, NZ.


Hooks, J. (2002). (Seminar). The information gap in annual reports. School of Accountancy Research Seminar Series, Massey University, August 7, Massey University, Albany, NZ.

Kirton, I. (2002). (Seminar). Recalibrating our sights: Ascribing meaning to financial information. Massey University, June 12, Massey University, Palmerston North, NZ.

Smith, N. M. (2002). (Seminar). Equality as a moral, political and legal concept. University of Auckland Law School, October 16, University of Auckland, Auckland, NZ.

Smith, N. M. (2002). (Seminar). Equality as a moral, political and legal concept. School of Accountancy, Massey University, November 26, Massey University, Albany, NZ.
Varnham, S. (2002). (Seminar). Privacy issues in New Zealand schools. *Law Faculty, University of New South Wales, October 8, University of New South Wales, Sydney, NSW.*

Varnham, S. (2002). (Seminar). Copping and copying - do cheats prosper?: An exploration of the legal issues relating to decisions of academic judgment and discipline. *School of Accountancy Research Seminar Series, Massey University, October 30, Massey University, Palmerston North, NZ.*

**16. Professional Practice in Arts and Design**

School of Aviation

1. Refereed Journal Paper


4. Chapter in a Book


5. Refereed Paper in Conference/Meeting/Symposia Proceedings


9. Other Research/Technical Publications


14. Addresses to Professional Bodies