

Dr Kevin Ernest Voges

Department of Management

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E-mail: kevin.voges@canterbury.ac.nzWeb site: <http://www.mang.canterbury.ac.nz/people/voges.shtml>**PRESENT APPOINTMENT**

Head, Department of Management

Senior Lecturer, Marketing Group, Department of Management

University of Canterbury, Christchurch, New Zealand

EDUCATIONAL QUALIFICATIONSBA (*Tas*); MA, PhD (*Massey*); MBA (*Qld*); DipTeach (*PNTC*).

- 1988 - 1992 • Master of Business Administration
University of Queensland, Australia.
A postgraduate degree in management with studies in marketing, organisational behaviour and development, production and operations management, finance, accounting, and economics, and with a thesis titled: *Individual and organisational models within organisations: Implications for organisational change.*
- 1981 - 1983 • Doctor of Philosophy in Psychology
Massey University, New Zealand.
A doctoral degree in psychology with a thesis titled: *The effects of occupational stress on the family in five occupations.*
- 1977 - 1979 • Master of Arts (First Class Honours in Psychology)
Massey University, New Zealand.
A postgraduate degree in psychology with studies in research techniques and methods, principles of behaviour modification, intelligence and cognition, and the psychology and education of atypical children, and with a thesis titled: *Some theoretical studies of intelligence: Extensions and tests of aspects of Piaget's model.*
- 1979 • Diploma in Teaching
Palmerston North Teachers College, New Zealand (a post-graduate diploma in primary teaching).
- 1974 - 1976 • Bachelor of Arts in Psychology
University of Tasmania, Australia (an undergraduate degree with studies in psychology, philosophy and geography).

PRESENT APPOINTMENT

- Oct 2005- Present* • *Head, Department of Management, University of Canterbury*
May 2003- Present • *Senior Lecturer in Marketing, University of Canterbury*

In October 2005, I was appointed as Head of the Department of Management, a large department within the University of Canterbury, with thirty academic staff and five administrative staff. The academic staff teach and research in the disciplines of Management Science, Marketing, Organisational Leadership and Development, and Strategic Management. The Department has an extensive postgraduate program, including Honours, Masters of Commerce, PhD, Master of Business Administration, and a Graduate Diploma of Management. The HOD's role includes staff appraisal and counselling, strategic planning, budgetary controls, external liaison, and operational planning for the delivery of teaching. The position also involves membership of the College of Business Executive Committee and the University's Academic Board.

As a member of the Marketing group within the Department of Management, I am responsible for teaching undergraduate and MBA subjects in market research, marketing management and consumer behaviour. I am currently the departmental coordinator of the PhD and Masters degree programs, and a member of the MBA Board. I have also served as acting Marketing Group Coordinator on a number of occasions.

PREVIOUS APPOINTMENTS

- Jan 2000- May 2003* • *Senior Lecturer in Marketing, Griffith University*
Jun 1995- Dec 1999 • *Lecturer in Marketing, Griffith University*

As a member of the School of Marketing within the Faculty of Commerce and Management, I was responsible for developing and presenting undergraduate and postgraduate subjects in market research methods, data mining, entrepreneurship, future directions in marketing, strategic marketing, business communication, and introductory marketing. During 1996 and 1997, I was Director of the Internship Programme, a third-year year-long placement of students in an organisation to complete a major work-related project. I was active in school administration, and was a member of the school committee for some years. I left to move to a more staff-friendly university.

- Sep 1986 – May 2003* • *Director, Rationale Pty Ltd.*

Rationale Pty Ltd was a private company owned by my wife and myself. The company conducted a range of educational and consulting activities. It provided training in effective learning techniques (Learning Performance Seminars™) for senior high school students and for staff within public and private corporations. The seminar was presented to over 5,000 high-school students over fifteen years. The company owned and operated two Kip McGrath™ franchises in the Brisbane area, providing computer-based remedial and extension activities in reading, English, and mathematics, for primary and secondary school students. From 1986 Rationale also published a series of mathematics and reading game workbooks, the *Magic Learning* series, with over 10,000 copies sold. The company also owned and maintained a database of brand names in use in the Australian fashion industry (FBI™ – Fashion Brand Index), whose main clients were patent attorneys and solicitors. Other activities included consultancies in market research, program evaluation, and organisational development. Clients included the Accident Compensation Corporation of New Zealand, the Australian Federal Department of Health and Community Services, Queensland Department of Lands, Queensland Department of Education, Queensland Master Builders' Association, Channel Nine Brisbane, the Society of Certified Accountants (Queensland Branch), and the Wide Bay Burnett Building Society. The various business activities were sold separately, all at a profit, after sixteen years operation.

Jan 1995 - Jun 1995 • *Acting Senior Lecturer in Psychology, Queensland University of Technology*

Nov 1991 - Dec 1994 • *Lecturer in Psychology, Queensland University of Technology*

As a member of the School of Social Science within the Faculty of Arts, I was responsible for developing and presenting undergraduate courses in organisational behaviour, cognitive psychology, and psychological research methods. Courses were offered in a number of different schools within the University, including Nursing, Business, Science, Built Environment, and Human Services.

From February 1994, I was Course Coordinator for the Psychology strand of the Bachelor of Social Science degree. This role involved long term planning for staffing and subject offerings, the daily management of the Psychology degree, responding to credit applications and course enrolment enquires, providing advice on subject selection, making suggestions for changes to the course structure, and responding to any specific issues that developed. I left to accept a tenured position at Griffith, where I was able to continue teaching research methods.

Sep 1989 - Oct 1991 • *Manager, Rationale Pty Ltd.*

I worked full time for my company. During this time, I operated a remedial education centre with three separate locations, nine staff, and an average enrolment level of 200. This required skills in marketing, hiring staff, dealing with clients (children and parents), and all of the usual administrative trivia that accompanies a business. The centre was sold at a profit after six years operation. In addition, the consultancy arm of my business has conducted nine major consultancy projects since 1986, with fees ranging from \$10,000 to \$100,000. Eight of these projects were undertaken individually by me, and one of the projects was undertaken in New Zealand.

Jan 1988 - Aug 1989 • *Assistant Director, Centre for the Development of Entrepreneurs, Graduate School of Management, University of Queensland.*

The Centre for the Development of Entrepreneurs was located within the Graduate School of Management at the University of Queensland. My position was at the Senior Lecturer level. My responsibilities in this position included:

- the daily administration of the Centre,
- the supervision of a number of consultant staff and research assistants,
- the promotion and coordination of the Queensland Enterprise Workshop, an intensive course in business planning which was part of a national competition to develop a business plan for an innovative idea,
- the development and presentation of a number of short courses in business planning,
- teaching in the areas of organisational development and organisational behaviour and intrapreneurship within the School's MBA program.

Results included the repositioning of the Queensland Enterprise Workshop in a higher marketing niche, the development of computer-based administrative procedures for the Centre, and the successful delivery of a varied range of courses. I left this contract position to undertake a major consultancy project for the Accident Compensation Corporation of New Zealand, and to work full-time in my own business.

April 1983 - Jan 1988 • *Lecturer in Educational Psychology, Brisbane College of Advanced Education.*

The Brisbane College of Advanced Education (now Queensland University of Technology) provided pre-service training for teachers. My responsibilities included:

- preparing and presenting a Human Development and Learning unit,
- the administration and coordination of two first year units,
- presenting units in Research Methods and Assessment in the Bachelor of Education,
- the development of external studies notes and teaching material,
- membership of various college committees.

I left to take up the position at the University of Queensland.

Jan 1981 - Dec 1982 • Senior Research Fellow, Psychology Department, Massey University, New Zealand.

This position involved the planning and organisation of a major study, funded by the New Zealand Department of Justice, into the sources and effects of occupational stress among prison officers. My responsibilities involved:

- the coordination of a questionnaire and interview survey of six hundred officers and three hundred wives from eighteen institutions from all parts of the country,
- the statistical analysis of the data obtained, using the computer-based statistical analysis package, SPSS,
- significant contributions to the final written report.

A number of recommendations were made, the majority of which were adopted by the steering committee. In 1989, the Roper Report on Prison Reform in New Zealand commented very favourably on this study and the resulting report. The position was a short term contract, and on its completion I returned to Australia.

RESEARCH INTERESTS

- Applications of computational intelligence in business and marketing.
- Data mining algorithms such as evolutionary algorithms, rule-based systems, and neural networks. I have developed a new data analysis technique, rough clustering, which is based on the rough sets theory of Pawlak.
- Applications of complexity science in marketing, use of computational science techniques to model theoretical aspects of market behaviour.
- Applied cognitive psychology and consumer behaviour.
- Research techniques, research methodology, and multivariate analysis, specifically factor analysis, discriminant analysis and multiple regression. Extensive experience in using SPSS (Statistical Package for the Social Sciences) as well as various other computer-based analysis programs. Competent C++ and Fortran programmer.

PROFESSIONAL SOCIETY MEMBERSHIP

Member, Australian and New Zealand Marketing Academy.

Member, International Society for Genetic and Evolutionary Computation.

Member, Society for the Study of Artificial Intelligence and the Simulation of Behaviour.

PUBLICATIONS

Refereed Journal Articles and Book Chapters

2007

Duarte, M. F. and **Voges, K. E.** (2007). Enterprise systems: Innovation, development, and advantages. In M. Cunha, B. Cortes, and G. Putnik (Eds.). *Adaptive Technologies and Business Integration: Social, Managerial and Organizational Dimensions* (pp. 80-100). Hershey, PA: Idea Group Publishing.

2006

Pope, N. K. Ll., and **Voges, K. E.** (2006). Ankle bones, rogues and sexual freedom for women: Computational intelligence in historical context. In K. E. Voges and N. K. Ll. Pope (Eds.). *Business Applications and Computational Intelligence* (pp. 461-468). Hershey, PA: Idea Group Publishing.

Takaoka, T., Pope, N. K. Ll., and **Voges, K. E.** (2006). Algorithms for data mining. In K. E. Voges and N. K. Ll. Pope (Eds.). *Business Applications and Computational Intelligence* (pp. 291-314). Hershey, PA: Idea Group Publishing.

Voges, K. E. and Pope, N. K. Ll. (2006). Computational intelligence applications in business - A cross section of the field. In K. E. Voges and N. K. Ll. Pope (Eds.). *Business Applications and Computational Intelligence* (pp. 1-18). Hershey, PA: Idea Group Publishing.

2005

Voges, K. E. (2005). Cluster analysis using rough clustering and *k*-means clustering. In M. Khosrow-Pour (Ed.). *Encyclopedia of Information Science and Technology* (pp. 435-438), Hershey, PA: Idea Group Publishing.

2004

Pope, N. K. Ll., **Voges K. E.**, and Brown, M. R. (2004). The effect of provocation in the form of mild erotica on attitude to the ad and corporate image: Differences between cause-related and product-based advertising. *Journal of Advertising*, 33(1), 69-82.

2003

Brown, M. R., Pope, N. K. Ll., and **Voges, K. E.** (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37 (11/12), 1666-1684.

2002

Voges, K. E., Pope, N. K. Ll., and Brown, M. R. (2002). Cluster analysis of marketing data examining on-line shopping orientation: A comparison of *k*-means and rough clustering approaches. In H. A. Abbass, R. A. Sarker, and C. S. Newton (Eds.). *Heuristics and Optimization for Knowledge Discovery* (pp. 207-224). Hershey, PA: Idea Group Publishing.

2000

Pope, N. K. Ll. and **Voges, K. E.** (2000). The impact of sport sponsorship activities, corporate image, and prior use on consumer purchase intention. *Sport Marketing Quarterly*, 9(2), 96-102.

1999

Pope, N. K. Ll. and **Voges, K. E.** (1999). Sponsorship and image: A replication and extension, *Journal of Marketing Communications*, 5 (1), 17-28.

1997

Pope, N. K. Ll. and **Voges, K. E.** (1997). An exploration of sponsorship awareness by product category and message location in televised sporting events. *Cyber-Journal of Sport Marketing*, 1(1), 16-27.

Voges, K. E. (1997). Using evolutionary algorithm techniques for the analysis of data in marketing. *Cyber-Journal of Sport Marketing*, 1(2), 66-82.

1995

Biggs, H. C., Flett, R. A., and **Voges, K. E.** (1995). Rehabilitation practitioner competencies: Some New Zealand data. *International Journal of Rehabilitation Research*, 18, 56-59.

Biggs, H. C., Flett, R. A, **Voges, K. E.**, and Alpass, F. (1995). Job satisfaction and distress in rehabilitation professions: The role of organisational commitment and conflict. *Journal of Applied Rehabilitation Counseling*, 26(1) 41-46.

Pope, N. K., Pitman, K., and **Voges, K. E.** (1995). The implications of changing education and gender inputs for police decision making and supervisory roles. *Australian Journal of Social Issues*, 30(3), 325-334.

1994

Pope, N. K. and **Voges, K. E.** (1994). Sponsorship evaluation: Does it match the motive and the mechanism? *Sports Marketing Quarterly*, 3(4), 37-45.

1987

Long, N. R. and **Voges, K. E.** (1987). Can wives perceive the source of their husbands' occupational stress? *Journal of Occupational Psychology*, 1987, 60(3), 235-242.

1986

Long, N., Shouksmith, G., **Voges, K.**, and Roache, S. (1986). Stress in prison staff: An occupational study. *Criminology*, 1986, 24(2), 331-345.

Submitted

Pope, N. K. Ll., Voges K. E., and Brown, M. R. An investigation of the effect of a sponsorship stimulus on consumer perceptions of brand attributes and corporate image. Submitted to *Journal of the Academy of Marketing Science*. (Under second review).

Voges, K. E. Rough clustering of destination image data using an evolutionary algorithm. Chapter submitted to L. Moutinho and R. Rita (Eds.). *New Quantitative Models in Travel and Tourism Research*. London: Haworth Press.

Voges, K. (2006). *Using an evolutionary algorithm for rough clustering*. Paper submitted for presentation at the Sixth International Conference on Simulated Evolution And Learning (SEAL'06), October 15-18, 2006, Hefei, China

In Preparation

Assael, H., Pope, N., Brennan, L., and Voges, K. *Consumer Behaviour* (First Asia-Pacific Edition). Brisbane: John Wiley and Sons. Due for publication in 2008.

Books / Edited Books

2006

Voges, K. E. and Pope, N. K. Ll. (2006). (Eds.). *Business Applications and Computational Intelligence*. Hershey, PA: Idea Group Publishing.

1995

Pope, N. K. Ll. and **Voges, K. E.** (1995). *Sporting Queensland: Viewing, attendance and participation habits*. Brisbane: Rationale.

Refereed Conference Papers

2006

Renton, M., Fortin, D. R., and **Voges, K. E.** (2006). *An experiment on the effects of message factors with advertising for genetically modified foods*. Paper to be presented at ANZMAC2006: Australian and New Zealand Marketing Academy Conference, December 4 - 6, 2006, Queensland University of Technology, Brisbane, Australia

Voges, K. E. and Pope, N. K. Ll. (2006). *Computational marketing approaches to dynamic market modelling using an agent-based methodology*. Paper presented at the 31st Annual Macromarketing Seminar, June 6 - 8, 2006, Queenstown, New Zealand.

2005

Voges, K. E. (2005). *Research techniques derived from rough sets theory: Rough classification and rough clustering*. Paper presented at ECRM2005: Fourth European Conference on Research Methods in Business and Management, April 21 - 22, 2005, Universite Paris-Dauphine, Paris, France.

2004

Gyan, B., **Voges, K. E.**, and Pope, N. K. Ll. (2004). *Artificial neural networks in marketing from 1999 to 2003: A region of origin and topic area analysis*. Paper presented at ANZMAC2004: Australian and New Zealand Marketing Academy Conference, November 29 - December 1, 2004, Victoria University of Wellington, Wellington, New Zealand.

Pope, N. K. Ll., **Voges, K. E.**, and Brown, M. R. (2004). *Consumer response to bushfood stimulus under taste test conditions*. Paper presented at the British Academy of Marketing Conference, July 6-9, 2004, Cheltenham University of Gloucester, United Kingdom.

Pope, N. K. Ll., **Voges, K. E.**, Brown, M. R., and Forrest, E. (2004). *Consumer attitudes towards genetically modified foods: Development of a multidimensional scale*. Paper presented at ANZMAC2004: Australian and New Zealand Marketing Academy Conference, November 29 - December 1, 2004, Victoria University of Wellington, Wellington, New Zealand.

Voges, K. E., and Pope, N. K. Ll. (2004). Generating compact rough cluster descriptions using an evolutionary algorithm. In K. Deb et al. (Eds.) *GECCO2004: Genetic and Evolutionary Algorithm Conference - LNCS 3103* (June 26-30, 2004, Seattle, Washington State, USA), pp. 1332–1333. Berlin: Springer-Verlag.

2003

Brown, M. R., Pope, N. K. Ll., and **Voges, K. E.** (2003). *An examination of the effect of sponsorship stimuli on consumer perceptions of concrete and abstract brand attributes*. Paper presented at ANZMAC2003: Australian and New Zealand Marketing Academy Conference, December 1-3, 2003, University of South Australia, Adelaide, South Australia.

Voges, K. E., Pope, N. K. Ll., and Brown, M. R. (2003). *A rough cluster analysis of shopping orientation data*. Paper presented at ANZMAC2003: Australian and New Zealand Marketing Academy Conference, December 1-3, 2003, University of South Australia, Adelaide, South Australia.

2001

Voges, K. E. and Pope, N. K. Ll. (2001). *Computational marketing using an AppleSeed cluster*. Paper presented at e-Xplore 2001: A Face-to-Face Odyssey (Apple University Consortium Academic and Developer Conference 2001), James Cook University, Townsville, Australia, September.

2000

Voges, K. E. and Pope, N. K. Ll. (2000). *An overview of data mining techniques from an adaptive systems perspective*. Paper presented at ANZMAC2000: Australian and New Zealand Marketing Academy Conference, Griffith University, Gold Coast, Australia, November.

1998

Voges, K. E. (1998). *Adaptive systems techniques in marketing research*. Paper presented to the Customer-based Marketing Conference, Groningen, The Netherlands, September 1998.

1996

Voges, K. E. (1996). *The use of genetic algorithms in determining standardized coefficients of linear and higher order functions in nonlinear regression analysis*. Paper presented at the Second Nordic Workshop on Genetic Algorithms and their Applications, University of Vaasa, Finland, August 1996.

Voges, K. E. and Pope, N. K. Ll. (1996). Student involvement in first year marketing: A structural analysis. *Proceedings of the 1996 Australia New Zealand Marketing Educator's Conference*, Auckland, New Zealand, November 1996, pp. 752-756.

1995

Pope, N. K. Ll. and **Voges, K. E.** (1995). *Short term recall and recognition of advertising and signage in telecast stadium sporting events*. Paper presented at the Seventh Bi-Annual World Marketing Congress, Melbourne, July 1995.

1994

Biggs, H., Long, N., Flett, R., and **Voges, K. E.** (1994). An investigation of the rehabilitation skills inventory in an Australiasian sample. *Advancing Rehabilitation: Proceedings of the Inaugural Conference of the Faculty of Health Sciences*, 312-320.

1993

Voges, K. E. (1993). *Applications of computer-generated artificial environments in education and psychology*. Paper presented at the Fourth National Conference of the Australian Guidance and Counselling Association, Adelaide, September 1993.

Case Studies

Peffer, R. E. and **Voges, K. E.** (In Press). Screwcap Closures in New Zealand: Taming the Screw: Diffusion of a new innovation. In R. P. Fisk, S. J. Grove, and J. John *Interactive Services Marketing* (First Asia Pacific Edition). Brisbane: John Wiley and Sons.

Voges, K. E. and Peffer, R. E. (In Press). Christchurch City Litter Reduction: 'Don't Be a Tosser' -- Promoting a cause. In R. P. Fisk, S. J. Grove, and J. John *Interactive Services Marketing* (First Asia Pacific Edition). Brisbane: John Wiley and Sons.

Voges, K. E. and Peffer, R. E. (In Press). Home & Family: Competing for funds in the not-for-profit sector: Re-brand to survive. In R. P. Fisk, S. J. Grove, and J. John *Interactive Services Marketing* (First Asia Pacific Edition). Brisbane: John Wiley and Sons.

Other Publications

2006

Voges, K. E. (2006). *Applications of artificial intelligence techniques in business*. Seminar presented to the Department of Applied Mathematics, University of Venice, Italy, January 25, 2006.

Voges, K. E. (2006). *Business applications of computation intelligence techniques*. Seminar presented to the Department of Industrial Engineering and Engineering Management, National Tsing Hua University, Hsinchu, Taiwan, ROC, June 26, 2006.

Voges, K. E. (2006). *Dynamic market modelling using agent-based methodologies*. Seminar presented to the Departments of Business Administration and Finance, Hsuan Chuang University, Hsinchu, Taiwan, ROC, June 26, 2006.

2005

Voges, K. E. (2005). *Christchurch Arts Festival 2005: An analysis of promotional activities, attendee characteristics, program mix, and satisfaction levels*.

Voges, K. E. (2005). *Christchurch Arts Festival: An analysis of the economic impact of the 2005 Christchurch Arts Festival*.

Voges, K. E. (2005). *Taranaki Festival of the Arts 2005: An analysis of promotional activities, attendee characteristics, program mix, and satisfaction levels*.

Voges, K. E. (2005). *Taranaki Festival of the Arts: An analysis of the economic impact of the 2005 Taranaki Festival of the Arts*.

2003

Voges, K. E., Pope, N. K. Ll., and Brown, M. R. (2003). *The effect of sport sponsorship stimuli on consumer perceptions of a cola brand*. Paper presented at the 9th Annual SMAANZ Conference, November 27-29, 2003, University of Otago, Dunedin, New Zealand.

2001

Brown, M. R., Pope, N. K. Ll., and **Voges, K. E.** (2001). *Shopping orientation, gender, product type, prior purchase and intention to purchase via the Internet*. Applied Business Research Conference Proceedings, Cancun, Mexico, March 14-21, 2001.

2000

Voges, K. E. and Pope, N. K. Ll. (2000). Coping with complexity in the marketing environment through agent-based modelling. *South East Queensland Marketing Educators Group Annual Conference Proceedings*, University of Sunshine Coast, Maroochydore, December 1999, pp. 141-152.

1998

Voges, K. E. (1998). *Adaptive systems in marketing research*. Seminar presented to the Edinburgh Research Group in Optimization (ERGO), University of Edinburgh, Scotland, February 1998.

1997

Voges, K. E. (1997). *Managing Human Resources*. (Module 2 of Management Studies in Policing, Management Development Program Level 2). Brisbane: Queensland Police Service.

1996

Voges, K. E. (1996). *Marketing Research Report*. Brisbane, Australian Society of Certified Practising Accountants, Professional Development Division, Queensland.

1995

Jellett, S., Pope, N. K., and **Voges, K. E.** (1995). The stress of litigation: Fear of litigation as a stressor in Queensland Police Officers. *Queensland Police Union Journal*, July, 17-21. (A reprint of the 1994 *Australian Police Journal* article).

Pope, N. K. and **Voges, K. E.** (1995). Short term recall and recognition of advertising and signage in telecast stadium sporting events. In Grant, K. and Walker, I. (Eds.) *Proceedings of the Seventh Bi-Annual World Marketing Congress*. Melbourne: Academy of Marketing Science.

Voges, K. E. (1995). *Current issues in Australian marketing: The Olympics and sports marketing*. Invited panellist at the National Conference of the Market Research Society of Australia, Melbourne, July 1995.

Voges, K. E. (1995). *The Olympics and the marketing of sport*. Invited session chair at the Seventh Bi-Annual World Marketing Congress, Melbourne, July 1995.

Voges, K. E. and Pope, N. K. (1995). *Recall of sports sponsorship advertising messages: The influence of personality and value orientation*. Paper presented at the inaugural SMAANZ Conference, Melbourne, November 1995.

Voges, K. E., Pope, N.K., and Jellett, S. (1995). Fear of litigation. *South Australian Police Journal*, 76(5), 18 – 27. (A reprint of the 1994 *Australian Police Journal* article).

1994

Jellett, S., Pope, N. K., and **Voges, K. E.** (1994). The stress of litigation: Fear of litigation as a stressor in Queensland Police Officers. *Australian Police Journal*, 48(4), 163-167.

1992

Voges, K. E. (1992). *Computers and Gender: A report on the equity and technology project*. Brisbane, Queensland Department of Education.

Voges, K. E. (1992). *Strategies for Providing Adult Literacy Services: A report on the innovative adult literacy/numeracy projects*. Brisbane, Department of Employment, Vocational Education, Training and Industrial Relations.

1990

Report of the Queensland Health Council Working Party on Research. Brisbane, Queensland Health Council.

1989

Biggs, H. C. and **Voges, K. E.** (1989). *Strategies for the Development of a Professional Rehabilitation Service within the Accident Compensation Corporation*. Wellington, New Zealand, Accident Compensation Corporation.

Voges, K. E. (1989). *An Evaluation of the Graduate Diploma in Teaching (Secondary) for McAuley College*. Brisbane.

1987

Voges, K. E. (1987). *Department of Community Services Queensland Demonstration Projects: Implementation report to November 1986*. Disability Services, Brisbane.

Voges, K. E. (1987). *A Survey of Potential Students for a Master of Education Degree at McAuley College, Brisbane*. Brisbane.

Voges, K. E. (1987). (Ed.) *Problems and promises: Proceedings of a conference on the implementation of demonstration projects in Queensland*. Department of Community Services, Brisbane.

Voges, K. E. (1987). *An evaluation of Commonwealth funded disability demonstration projects undertaken in Queensland*. Paper presented at the Fourth National Evaluation Conference, Canberra.

Voges, K. E. (1987). *An evaluation of community based demonstration projects in Queensland*. Paper presented to the Department of Psychology, University of Queensland, Brisbane.

1986

Voges, K. E. (1986). *An Evaluation of the Graduate Diploma of Religious Education offered at McAuley College Brisbane*. Brisbane.

Voges, K. E. (1986). Classroom invaders: The coming education computer revolution. *Simply Living*, 2(11), June/July.

1984

Shaw, B.J., Collyer, W., Coomber, G., Embelton, G., George, L., Russell, A., **Voges, K.**, Whybird, H., and Howard, M. (1984). *Report of the audio-visual services working party 14th June 1984*. Brisbane College of Advanced Education.

Voges, K. E. (1984). *Differences in sources, effects and moderators of occupational stress among five New Zealand occupational groups*. Brisbane College of Advanced Education, Brisbane.

Voges, K. E. (1984). *Interactions between work and the family*. Paper presented at a Seminar on Stress in Emergency Services organised by the Social Biology Resources Centre, Melbourne.

1983

Voges, K. E. (1983). *An assessment of the level of community commitment for a proposed "Aunts and Uncles" informal fostering scheme: A report prepared for Sunnybank Family Care and Support*. Brisbane.

Voges, K. E. and Long, N. R. (1983). *Life event stress and occupational stress in Waiouru military camp*. Report prepared for the New Zealand Ministry of Defence (Report 4/83), Massey University.

1982

Shouksmith, G. A., **Voges, K. E.**, Roache, S., and Long, N. R. (1982). *Stress in prison officers: Progress report for the period 1 July 1981 - 31 December 1981*. Department of Psychology, Massey University.

Voges, K. E., Long, N. R., Roache, S., and Shouksmith, G. A. (1982). *The perception of stress by prison officers and their wives: An occupational study*. Department of Psychology, Massey University.

Voges, K. E. (1982). *The effects of occupational stress on the lawyer and his family*. Paper presented at the Annual conference of the Wellington District Law Society, Palmerston North, NZ.

Voges, K. E. (1982). *Occupational stress and the family*. Paper presented at a Seminar on Occupational Stress organised by the Manawatu Mental Health Association, Palmerston North, NZ.

1981

Voges, K. E. (1981). *An information processing approach to cognitive development*. Paper presented at the Annual Conference of the New Zealand Psychological Society, Wellington, NZ.

Voges, K. E. (1981). *NSQSCORE: A Pascal program for calculating raw scores and sten scores for the Neuroticism Scale Questionnaire (NSQ)*. Massey University, Occasional Papers in Psychology, No. 7.

RESEARCH GRANTS

2004

Marketing applications of computational intelligence. Department of Management Grant, University of Canterbury (\$3,975).

1996

Classification in marketing research: An experimental comparison of regression-based and neural-based analysis techniques. Commerce and Administration Faculty Grant, Griffith University (\$2,095).

1994

Cognitive applications within consumer behaviour research. Queensland University of Technology New Researcher Award (\$4,004).

1993

An investigation of the effects of various modes of presentation on the comprehension and retention of complex visual material communicating basic mathematical concepts. Faculty of Arts Research Grant (\$1,907).

FELLOWSHIPS

2005/6

Erskine Fellowship, University of Canterbury - 18th November 2005 to 5th February 2006. Visits to University of Queensland, and Griffith University, Australia; University College Dublin, Trinity College Dublin, and University of Limerick, Ireland; Oxford University and University of Surrey, United Kingdom; and University of Ca' Foscari Venezia, Venice, Italy.

POSTGRADUATE SUPERVISION

2006+

Russell, Kelly M. Uncovering key decision processes used by the travel consumer: An empirical segmentation approach. Master of Commerce, University of Canterbury.

2005+

Cooper, Kristen. Does CEO leadership style impact on the adoption of the marketing concept in SMEs? Master of Commerce, University of Canterbury.

2005/2006

Chung, NaiWen. (2006). Factors influencing the use of information technology in small and medium business enterprises. Master of Commerce, University of Canterbury *Degree awarded*.

2005

Donaldson, Bruce. Sponsorship effectiveness: Activities involving minors. BCom (Honours), University of Canterbury. *Degree awarded*.

2004+

de Vries, Herb. A study of the culturalist and structuralist factors influencing immigrant entrepreneurs: A New Zealand small business context. Doctor of Philosophy, University of Canterbury.

Gunaratne, Asoka. Support for small business development and growth at the start-up and post start-up stages. Doctor of Philosophy, University of Canterbury.

2003+

Renton, Michelle. Investigating consumer reactions to the advertising of genetically modified food products. Doctor of Philosophy, University of Canterbury. *Thesis submitted for marking*.

2004/2005

Bohn, Ricardo. Pacific Ocean Trade Limited: Commercial opportunity assessment. Master of Business Administration, University of Canterbury. *Degree awarded*.

- Clark, Stuart R. Normative and attitudinal influences on observed recycling behaviour - An integrated model. Master of Commerce, University of Canterbury. *Degree awarded.*
- Shearer, David. Strategic roadmap to high quality: A strategic analysis of the University of Canterbury MBA programme. Master of Business Administration, University of Canterbury. *Degree awarded.*
- Wei, Simon. A feasibility study of the BrowserCRM customer relationship management software entering the China market. Master of Business Administration, University of Canterbury. *Degree awarded.*

2004

- Russell, Kelly M. Marketing applications of expert and decision support systems: A tourism case study. BCom (Honours), University of Canterbury. *First Class Degree awarded.*

2003/2004

- De Souza, Patricia. A descriptive market research study of customer satisfaction for MainPower New Zealand Limited. Master of Business Administration, University of Canterbury. *Degree awarded.*
- Li, Jing (James). An investigation of the China market for Visual Pronunciation Software Ltd. Master of Business Administration, University of Canterbury. *Degree awarded.*
- Tong, Shanbin. An investigation of how Nichols (NZ) can win customers in the Chinese animal skin market. Master of Business Administration, University of Canterbury. *Degree awarded.*
- van Loenen, Eddo. A financial and marketing analysis of postgraduate courses in the Christchurch School of Medicine and Health Sciences. Master of Business Administration, University of Canterbury. *Degree awarded.*
- Yong, Jing Kuok (James). Qualitative market research of existing and potential customers of SMC Building Society. Master of Business Administration, University of Canterbury. *Degree awarded.*

1996

- Mak, G. (1996). An investigation of different background factors on the visualisation and interpretation of 3-D diagrams. Master of Arts, Queensland University of Technology. *Degree awarded.*
- Olivieri, Colin (1996). Relationship marketing: Satisfaction, loyalty and perceived quality: An examination of the link between the perceived implementation of relationship marketing and anticipated customer satisfaction, loyalty and perceived quality. An application within the Queensland brewing industry. BCom (Honours), Griffith University. *First Class Degree awarded.*
- Pope, Nigel K. (1996). An investigation of cognitive factors associated with the recall and recognition of corporate sponsorship of sporting events. Doctor of Philosophy, Griffith University. *Degree awarded.*
- Thomas, Wayne (1996). Perception of the sportscape through different communications media and its impact on attitudes. BCom (Honours), Griffith University. *First Class Degree awarded.*

1995

- Inglis, S.J. (1995). Cognitive characteristics associated with the successful implementation of accrual accounting in the public sector. Master of Arts, Queensland University of Technology. *Degree awarded.*

EDITOR APPOINTMENTS

- 2006 – Invited Guest Editor for the *International Journal of Entrepreneurship and Small Business* (IJESB) Special Issue on "Marketing in Small and Medium Sized Enterprises," published by Inderscience.

CONFERENCE SESSION CHAIR

- 2007 – Co-chair of a session on "Customer Relationship Management Systems" at the *Information Resources Management Association (IRMA) International Conference* to be held in Vancouver, Canada in May.
- 2006 – Co-chair of a session on "Soft Computing and its Applications" at the 36th *International Conference on Computers and Industrial Engineering* held June 20-23 in Taipei, Taiwan.

REVIEWING

- 2006 - *IEEE Transactions on Fuzzy Systems* article on an indiscernibility-based clustering technique.
- 2006 - *Data and Knowledge Engineering* article on rough clustering techniques.
- 2006 - *ECRM2006: Fifth European Conference on Research Methods in Business and Management*, July 17 - 18, Trinity College Dublin, Ireland.
- 2005 - *Adaptive Technologies and Business Integration: Social, Managerial and Organizational Dimensions*. M. Cunha, B. Cortes, and G. Putnik (Eds.). Hershey, PA: Idea Group Publishing.
- 2005 - *ANZMAC2005: Australian and New Zealand Marketing Academy Conference*, December 5-7, 2005, University of Western Australia, Perth, Western Australia.
- 2005 - *Business Applications and Computational Intelligence*. K. E. Voges and N. K. Ll. Pope (Eds.). Hershey, PA: Idea Group Publishing.
- 2005 - *Data and Knowledge Engineering* special issue on Intelligent Data Mining.
- 2004 - *ANZMAC2004: Australian and New Zealand Marketing Academy Conference*, November 29 - December 1, 2004, Victoria University of Wellington, Wellington, New Zealand.
- 2004 - *Encyclopedia of Information Science and Technology*. M. Khosrow-Pour (Ed.). Hershey, PA: Idea Group Publishing.
- 2003 - *ANZMAC2003: Australian and New Zealand Marketing Academy Conference*, December 1-3, 2003, University of South Australia, Adelaide, South Australia
- 2001 - *Heuristics and Optimization for Knowledge Discovery*. H.A. Abbass, R.A. Sarker, and C.S. Newton (Eds.). Hershey, PA: Idea Group Publishing.

MAJOR CONSULTANCIES

July 2005 - Nov 2005 • *Market Research Consultant, Christchurch Arts Festival and Taranaki Festival of the Arts.*

I undertook a project assessing the economic impact of the Christchurch and Taranaki arts festivals, assessing the level of satisfaction with the current festivals, and canvassing suggestions for program content and mix. The results were used to provide a justification for public funding, and as the basis for the planning of future festivals.

April 1997 - July 1997 • Course Development Consultant, Managing Human Resources, Management Studies in Policing II Queensland Police Service Academy.

As part of in-service training for promotion to senior sergeants, serving sergeants in the Queensland Police Service are required to complete modules in contemporary operational policing, financial accountability, and human resource management. My role was to develop one module, entitled Managing Human Resources. This consisted of a book of readings and accompanying study guide in a distance education format, satisfying the dual requirements of relevance and accessibility to the officers, and academic standards for accreditation as a university level subject.

Mar 1996 - Oct 1996 • Market Research Consultant, Professional Development Section, Australian Society of Certified Practising Accountants, Queensland Division.

I was engaged to conduct a market research project assessing the level of regional support for professional development activities undertaken by the Queensland Professional Development Section of the Australian Society of CPAs. This involved the development of a comprehensive survey form, and quantitative and qualitative analyses of the results obtained. The results were reported in a confidential report and have been used as the basis for the planning of future training activities in Queensland regional areas.

Nov 1991 - Sep 1992 • Program Evaluation Consultant, Adult Literacy/Numeracy Innovative Projects, Department of Employment, Vocational Education, Training and Industrial Relations.

I was engaged to conduct a nine-month project assisting community organisations working in the area of adult literacy and numeracy to undertake action research activities and case study development. My role involved conducting workshops and engaging in individual consultation relating to research techniques and assessment methodologies. I was also required to produce a publishable report to print ready stage, outlining the findings and conclusions of the research projects.

Dec 1991 - Mar 1992 • Course Development Consultant, First Year Constables' Community Research Project Queensland Police Service.

As part of their probationary year training, first year constables are required to undertake a community based research project assessing the policing needs of their local area. My role was to develop a booklet teaching basic research skills in a distance education format, satisfying the dual requirements of relevance and accessibility to the recruits, and academic standards for accreditation as a university level subject.

Jul 1991 - Aug 1991 • Test Development, Midas Consulting Services, Brisbane.

As part of a personnel employment and training project for a major resource industry firm in Papua New Guinea, I was engaged to develop a short and easily administered group screening test for literacy, numeracy, and spatial manipulation skills among indigenous people in the Papua New Guinea highlands.

Mar 1991 - Mar 1992 • Research Consultant, Equity and Technology Project, Brisbane North Education Region.

Consulted on a project investigating the relationship between gender and level of involvement in computer based courses in senior high school, particularly the board subject, Information Processing and Technology. Issues addressed covered the personal attitudinal and external structural reasons why girls are less likely to enrol in such courses. Final outcomes included producing a report outlining findings and recommendations for action, and conducting training workshops for high school staff.

Sep 1990 - Dec 1990 • Research Consultant, Queensland Health Council

The Queensland Health Council (QHC) is an advisory body to the Minister for Health. The first major project for the QHC was to study the extent of, and need for, health research activity in Queensland. My responsibilities included:

- the preparation of interview schedules,
- the development and delivery of questionnaires,
- the compilation and analysis of the qualitative and quantitative data obtained,
- writing the final report.

Results included the presentation of a report to the Minister which included a wide range of recommendations for the development of health research in Queensland.

Sep 1989 - Oct 1989 • Principal Consultant, Accident Compensation Corporation, NZ.

Employed as a Principal Consultant by Rationale Pty. Ltd., which was engaged in a major review of the Accident Compensation Corporation of New Zealand. This consultancy had as a desired outcome the development of a preferred staff profile for its Rehabilitation Coordinators, involving both position specifications and person specifications. The project involved literature-based research and extensive interviews with all Rehabilitation staff throughout New Zealand. The recommendations of the Consultancy were substantially accepted, and they have had significant implications for rehabilitation staff development and for the future direction of the Corporation.

Jun 1986 - Sep 1987 • Consultant Program Evaluator (on secondment), Commonwealth Department of Community Services, Brisbane.

The main responsibility in the position was to assist organisations conducting Disability Services Program Demonstration projects funded by the Department by developing and implementing an internal evaluation of those projects. I was also asked to assist the Department in implementing and maintaining its National Information System for the collection and aggregation of data on the projects.

Results included the production of a number of individual evaluation reports on each of the projects, interim reports, and the production of a final summary report.

MINOR CONSULTANCIES

- 2004 • Development and analysis of a client satisfaction survey, Problem Gambling Foundation, New Zealand.
- 1992 • Course Development Consultant, Organisational Theory and Management, Oxley Police Academy.
- 1989 • Methodology consultant for the Transport Branch of the South East Queensland Electricity Board, undertaking a survey of client needs.
- 1988 • Feasibility analysis of a proposed Master of Education degree course to be offered from McAuley College.
- 1987 • Evaluation of the Graduate Diploma in Teaching (Secondary) for McAuley College.
- 1978 • Data analysis for Professor G. A. Shouksmith's study of pilot selection procedures for Air New Zealand, through the Psychology Department at Massey University.

PROFESSIONAL TRAINING

- *World Competitive Manufacturing* (National Industry Extension Service)
- *Conducting Feasibility Studies* (Australian Society of Certified Practicing Accountants)
- *Introduction to Object Technology and Object Oriented Design* (Queensland University of Technology)
- *Introduction to Object Oriented Programming in C++* (Queensland University of Technology)

- *Advanced Object Oriented Design and C++* (Queensland University of Technology)
- *Leading and Managing in an Academic Environment (Leading People / Managing Resources)* (Professional Short Courses and Human Resources, University of Canterbury)
- *Social Simulation: Theory and Practice* (University of Auckland)

COMMITTEE MEMBERSHIP

- Member, College Executive, College of Business and Economics, University of Canterbury, 2005-Present.
- Member, Academic Board, University of Canterbury, 2005-Present.
- Chair, Departmental Committee, Department of Management, University of Canterbury, 2005-Present.
- Member, Conference Committee, 5th European Conference on Research Methods in Business and Management (ECRM 2006), 2005-2006.
- Member, Master of Business Administration Board, College of Business and Economics, University of Canterbury, 2004-Present.
- Member, Graduate Research Oversight Committee, Department of Management, University of Canterbury, 2004-Present.
- Member, Internship Advisory Committee, Department of Management, University of Canterbury, 2004-Present.
- Member, School of Marketing Committee, Faculty of Commerce and Management, Griffith University, 1997-1999, 2001-2002.
- Member, School of Marketing PhD Planning Sub-Committee, Faculty of Commerce and Management, Griffith University, 1999.
- Member, School of Marketing Graduate Certificate in Data Mining Planning Sub-Committee, Faculty of Commerce and Management, Griffith University, 1999.
- Member, Postgraduate Degree Subcommittee, School of Marketing, Faculty of Commerce and Management, Griffith University, 1997.
- Member, Undergraduate Degree Subcommittee, School of Marketing, Faculty of Commerce and Management, Griffith University, 1997.
- Member, Head of School Advisory Committee, School of Social Science, Queensland University of Technology, 1994-1995.
- Member, Faculty of Arts Computer Committee, Queensland University of Technology, 1992-1995.
- Member, Post Graduate Studies Committee, Faculty of Arts, Queensland University of Technology, 1992-1993.
- Chairperson, Departmental Meetings, Department of Studies in Education, Carseldine Campus (BCAE), 1987-1988.
- Member, Test Development Panel, Australian Council for Educational Research Limited, 1987-1992.
- Member, Steering Committee, Independent Living project, Endeavour Foundation, Rockhampton Branch, 1986-1987.
- Member, Steering Committee, Kingston Activity Therapy Centre, Endeavour Foundation, 1986-1987.
- College Coordinator, BEd Independent Study Subcommittee, 1985.
- Campus Coordinator, BEd Independent Study Subcommittee (BCAE), 1984-1987.

CITATION LIST

Voges, K. E. and Pope, N. K. Ll. (2006). (Eds.). *Business Applications and Computational Intelligence*. Hershey, PA: Idea Group Publishing.

Cited in:

Anonymous (2006). Business Applications and Computational Intelligence: An interview with Kevin Voges and Nigel Pope. *Information Technology Newsletter*, 17 (1), 20-21.

Brown, M. R., Pope, N. K. Ll., and Voges, K. E. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37 (11/12), 1666-1684.

Cited in:

Koiso-Kanttila, N. (2005). Time, attention, authenticity and consumer benefits of the Web. *Business Horizons*, 48 (1), 63-70.

Ige, O. (2004). Electronic shopping: young people as consumers. *International Journal of Consumer Studies*, 28 (4), 412-427.

Järveläinen, J. and Puhakainen, J. (2004). Distrust of one's own web skills: A reason for offline booking after online information search. *Electronic Markets*, 14 (4), 333-343.

Kim, J. and LaRose, R. (2004). Interactive E-Commerce: Promoting consumer efficiency or impulsivity? *Journal of Computer Mediated Communication*, 10 (1), Article 9, http://jcmc.indiana.edu/vol10/issue1/kim_larose.html

Voges, K. E., Pope, N. K. Ll., and Brown, M. R. (2003). *A rough cluster analysis of shopping orientation data*. Paper presented at ANZMAC2003: Australian and New Zealand Marketing Academy Conference, December 1-3, 2003, University of South Australia, Adelaide, South Australia.

Cited in:

Peters G. (2006). Some refinements of rough k-means clustering. *Pattern Recognition*, 39 (8), 1481-1491.

Peters, G. (2005). Outliers in rough k-means clustering. In S. K. Pal, S. Bandyopadhyay, and S. Biswas (Eds.) *PREMI 2005: Pattern Recognition and Machine Intelligence: First International Conference - LNCS 3776* (December 20-22, 2005, Kolkata, India), pp. 702-707.

Voges, K. E., Pope, N. K. Ll., and Brown, M. R. (2002). Cluster analysis of marketing data examining on-line shopping orientation: A comparison of *k*-means and rough clustering approaches. In H. A. Abbass, R. A. Sarker, and C. S. Newton (Eds.). *Heuristics and Optimization for Knowledge Discovery* (pp. 207-224). Hershey, PA: Idea Group Publishing.

Cited in:

Peters G. (2006). Some refinements of rough k-means clustering. *Pattern Recognition*, 39 (8), 1481-1491.

Peters, G. (2005). Outliers in rough k-means clustering. In S. K. Pal, S. Bandyopadhyay, and S. Biswas (Eds.) *PREMI 2005: Pattern Recognition and Machine Intelligence: First International Conference - LNCS 3776* (December 20-22, 2005, Kolkata, India), pp. 702-707.

Lingras P. and West, C. (2004). Interval set clustering of web users with rough K-means. *Journal of Intelligent Information Systems*, 23 (1), 5-16.

Voges, K. E. and Pope, N. K. Ll. (2004). Generating compact rough cluster descriptions using an evolutionary algorithm. In K. Deb et al. (Eds.) *GECCO2004: Genetic and Evolutionary Algorithm Conference - LNCS 3103* (June 26-30, 2004, Seattle, Washington State, USA), pp. 1332-1333. Berlin: Springer-Verlag.

Pope, N. K. Ll. and Voges, K. (2000). The impact of sport sponsorship activities, corporate image and prior use on consumer purchase intention. *Sport Marketing Quarterly*, 9 (2), 45-56.

Cited in:

Slattery, J. and Pitts, B. G. (2002). Corporate sponsorship and season ticket holder attendees. *International Journal of Sport Marketing and Sponsorship*, 4 (2), 151-174.

Pope, N. K. Ll. and Voges, K. E. (1999). Sponsorship and image: A replication and extension, *Journal of Marketing Communications*, 5 (1), 17-28.

Cited in:

Cornwell, T. B., Weeks, C. S., and Roy, D. P. (2005). Sponsorship-linked marketing: Opening the black box. *Journal of Advertising*, 34 (2), 21-42

Pope, N. K. Ll. Voges K. E., and Brown, M. R. (2004). The effect of provocation in the form of mild erotica on attitude to the ad and corporate image: Differences between cause-related and product-based advertising. *Journal of Advertising*, 33 (1), 69-82.

Lafferty, B. A., Goldsmith, R. E., and Newell, S. J. (2002). The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. *Journal of Marketing Theory and Practice*, 10 (3), 1-12.

Pope, N. K. Ll. and Voges, K. (1997). An exploration of sponsorship awareness by product category and message location in televised sporting events. *Cyber-Journal of Sport Marketing*, 1 (1), 16-27.

Cited in:

Walliser, B. (2003). An international review of sponsorship research: Extension and update. *International Journal of Advertising*, 22 (1).

Walliser, B. (2003). L'évolution et l'état de l'art de la recherche internationale sur le parrainage. *Recherche et Applications en Marketing*, 18 (1), 65-94.

Bennett, G., Hansen, R., and Zhang, J. (2002). Action sport sponsorship recognition. *Sport Marketing Quarterly*, 11 (3), 174-185.

Lawley, M., Summers, J., and Alcorn, C. (2001). Recall of sponsored signage: A case study of QANTAS and Queensland Rugby. In B. Murphy and L. Eagle (Eds.) *Bridging Marketing Theory and Practice, Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC2001)*. Massey University, Albany, New Zealand, 3-5 December.

Turner, P. and Cusumano, S. (2000). Virtual advertising: Legal implications for sport. *Sport Management Review*, 3 (1), 47-70.

Harshaw, C. E. and Turner, E. T. (1999). Assessing the recognition of perimeter advertising signage by television viewers of NASCAR Winston Cup events. *Sport Marketing Quarterly*, 8 (4), 35-41.

Moore, J. N., Pickett, G. M., and Grove, S. J. (1999). The impact of a video screen and rotational-signage systems on satisfaction and advertising recognition. *Journal of Services Marketing*, 13 (6), 453-468.

Voges, K. E. and Pope, N. K. Ll. (1996). Student involvement in first year marketing: A structural analysis. *Proceedings of the 1996 Australia New Zealand Marketing Educator's Conference*, Auckland, New Zealand, November 1996, pp. 752-756.

Cited in:

Pope, N. (2001). An examination of the use of peer rating for formative assessment in the context of the theory of consumption values. *Assessment and Evaluation in Higher Education*, 26 (3), 235-246.

Biggs, H. C., Flett, R. A, Voges, K. E., and Alpass, F. (1995). Job satisfaction and distress in rehabilitation professions: The role of organisational commitment and conflict. *Journal of Applied Rehabilitation Counseling*, 26 (1) 41-46.

Cited in:

Byrne, E., Keuter, K., Voell, J., and Larson, E. (2000). Nurses' job satisfaction and organizational climate in a dynamic work environment. *Applied Nursing Research*, 13 (1), 46-49.

Jellett, S., Pope, N. K. Ll., and Voges K. (1994). Stress of litigation. *Australian Police Journal*, 48 (4), 163-167.

Re-printed as:

Jellett, S., Pope, N. K. Ll., and Voges K. (1994). Fear of litigation as a stressor for Queensland Police officers. *Queensland Police Union Journal*, July, pp. 17 - 21.

Voges, K., Pope, N., and Jellett, S. (1995). Fear of litigation. *South Australian Police Journal*, 76 (5), 18-27.

Cited in:

McCulloch, J. (2002). Civil Litigation. In Tim Prenzler and Janet Ransley (Eds.) *Police Reform* (pp. 172-184). Sydney: Hawkins Press.

McCulloch, J. and Palmer, D. (2002). *Civil litigation by citizens against Australian police between 1994 and 2002*. Report to the Criminology Research Council.

Boni, N. (2002). Issues in civil litigation against police. *Current Commentary*, Australasian Centre for Policing Research.

Pope, N. K. and Voges, K. E. (1994). Sponsorship evaluation: Does it match the motive and the mechanism? *Sports Marketing Quarterly*, 3 (4), 37-45.

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Hoek, J. and Gendall, P. (2003). Sponsorship evaluation: Integrating robust research with wishful thinking? *Proceedings of the Market Research Society of New Zealand Conference*, 1-18. <http://www.mrsnz.org.nz/Files/Conf-JanetH.PDF>.

Pons, F. and Nyeck, S. (2003). *Dimensions of the consumers orientation towards sporting events: Proposition and validation of the OSE scale*. Document de Travail 1998-003. Faculté des sciences de l'administration, Université Laval, Québec, Canada. Retrieved from <http://www.fsa.ulaval.ca/rd>.

Slattery, J. and Pitts, B. G. (2002). Corporate sponsorship and season ticket holder attendees. *International Journal of Sport Marketing and Sponsorship*, 4 (2), 151-174.

Hoek, J., Gendall, P., and Lynch, N. (2001). Cause related marketing: Measurable sponsorship? In B. Murphy, and L. Eagle, (Eds.). *Bridging Marketing Theory and Practice, Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC2001)*. Massey University, Albany, New Zealand, 3-5 December.

Lawley, M., Summers, J., and Alcorn, C. (2001). Recall of sponsored signage: A case study of QANTAS and Queensland Rugby. In B. Murphy and L. Eagle, (Eds.) *Bridging Marketing Theory and Practice, Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC2001)*. Massey University, Albany, New Zealand, 3-5 December.

Meenaghan, T. (2001). Understanding sponsorship effects. *Psychology and Marketing*, 18 (2), 95-122.

Berrett T. and Slack T. (1999). An analysis of the influence of competitive and institutional pressures on corporate sponsorship decisions. *Journal of Sport Management*, 13 (2), 114-138.

Shannon, R. (1999). Sports marketing: An examination of academic marketing publication. *Journal of Services Marketing*, 13 (6), 517-535.

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Cornwell, T. B. and Maignan I. (1998). An international review of sponsorship research. *Journal of Advertising*, 27 (1), 1-21.

- Cornwell, T. B. (1997). The use of sponsorship-linked marketing by tobacco firms: International public policy issues. *Journal of Consumer Affairs*, 31 (2), 238-254.
- Quester, P. (1997). Sponsorship returns: The value of naming rights. *Corporate Communications*, 2 (3), 101-108.
- Shannon, R., and Turley, L. W. (1997). The influence of in-arena promotions on purchase behavior and purchase intentions. *Sport Marketing Quarterly*, 6 (4), 53-62.
- Turco, D. M. (1996). The effects of courtside advertising on product recognition and attitude change. *Sport Marketing Quarterly*, 5 (4), 11-15.
- Cornwell, T. B. (1995). Sponsorship-linked marketing development. *Sport Marketing Quarterly*, 4 (4), 13-24.

Long, N. R. and Voges, K. E. (1987). Can wives perceive the source of their husbands' occupational stress? *Journal of Occupational Psychology*, 60 (3), 235-242.

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- Demerouti E, Bakker A.B., and Schaufeli W.B. (2005). Spillover and crossover of exhaustion and life satisfaction among dual-earner parents. *Journal of Vocational Behaviour*, 67 (2), 266-289.
- Morgan, R.D., Van Haveren, R.A., and Pearson, C.A. (2002). Correctional officer burnout - Further analyses. *Criminal Justice and Behavior*, 29 (2), 144-160.
- Westman, M. (2002). Crossover of stress and strain in the family and workplace. *Research in Occupational Stress and Well Being*, 2, 143-181.
- Westman, M. (2001). Stress and strain crossover. *Human Relations*, 54 (6), 717-751.
- Ptacek, J.T., Pierce, G.R., Ptacek, J.J., et al. (1999). Stress and coping processes in men with prostate cancer: The divergent views of husbands and wives. *Journal of Social and Clinical Psychology*, 18 (3), 299-324.
- Morrison, D.L. and Clements, R. (1997). The effect of one partner's job characteristics on the other partner's distress: A serendipitous, but naturalistic, experiment. *Journal of Occupational and Organizational Psychology*, 70 (4), 307-324.
- Dollard, M. F. and Winefield, A. H. (1994). Organizational response to recommendations based on a study of stress among correctional officers. *International Journal of Stress Management*, 1 (1), 81-101.
- Inkson, K. and Paterson, J. (1993). Organizational behavior in New Zealand 1987-92 – A review. *Journal of New Zealand Psychology*, 22 (1), 54-66.
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- Wright, T. A. and Sweeney, D. (1990). Correctional institution workers coping strategies and their effect on diastolic blood pressure. *Journal of Criminal Justice*, 18 (2), 161-169.
- Anson, R. H. and Bloom, M. E. (1988). Police stress in an occupational context. *Journal of Police Science and Administration*, 16 (4), 229-235.
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Voges, K. E., Long, N. R., Roache, S., and Shouksmith, G. A. (1982). *The perception of stress by prison officers and their wives: An occupational study*. Department of Psychology, Massey University.

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- Inkson, K. (1987). Organizational behavior – A review of New Zealand research. *New Zealand Journal of Psychology*, 16 (1), 9-27.
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