

Curriculum vitae of Andrew Zur

Contact Details

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Education Qualifications

- 2009 **Graduate Certificate of Commercialisation for Research Students (GCCRS)**
Aiding my analytical skills with practical application of issues and topics raised throughout my PhD.
Expected completion: December 2009.
- 2007 **PhD (Marketing)**
Melbourne Business School (VIC)
I am currently enrolled in the PhD program at Melbourne Business School investigating the role that corporate social responsibility has on the identity of the organisation as a brand.
Expected completion: July 2010.
- 2005 **Bachelor of Business (Honours)**
University of Newcastle (NSW)
Received: Honours Class 1
My honours thesis was concerned with international relationship marketing and business-to-business relationships. The issue of trust between parties to a relationship was also studied.
- 2001 – 2004 **Bachelor of Business**
University of Newcastle (NSW)
Majors: Marketing, International Business
Relevant subjects completed:
Consumer Behaviour
International Marketing
Marketing Research
Strategic Marketing Management
Relationship Marketing Management
- 1999 – 2000 **Higher School Certificate (NSW)**
St Francis Xavier's College, Hamilton
- 1995 – 1998 **School Certificate (NSW)**
St Paul's High School, Booragul

Employment History

Academic Experience

2009 - current	Tutor Faculty of Economics and Commerce University of Melbourne Subjects: Principles of Marketing and Marketing Channels
2008	Tutor Faculty of Business & Enterprise Swinburne University Subjects: Marketing Concept
2007 - current	Tutor Bowater School of Management and Marketing Deakin University Subjects: International Marketing and Marketing Management
2006	Tutor School of Business & Management, University of Newcastle Subjects: Principles Marketing, Market Research, Relationship Marketing Management, and Services Marketing

Practical Experience

2008	Research Assistant (for Dr. Jody Evans) Melbourne Business School
2008	Research Assistant (for Dr. Ambika Zutshi) Bowater School of Management and Marketing Deakin University
2005 - 2006	Research Assistant (for Dr. Alison Dean) School of Business & Management, The University of Newcastle

Publications

Refereed Conference Papers

Zur, Andrew, Evans, Jody. Brīdson, Kerrie 2009, "Corporate social responsibility orientation and organisational performance within the retailing sector," European Association for Education and Research in Commercial Distribution (EAERCD), Guilford, Surrey, UK.

Zur, Andrew, Evans, Jody. Brīdson, Kerrie 2008, "CSR orientation and organisational performance in the Australian retail industry," Proceedings of the Australian and New Zealand Marketing Academy Conference (ANZMAC) and the ANZMAC Doctoral Colloquium, Sydney, New South Wales, Australia.

Zur, Andrew, Terawatanavong, Civilai, & Webster, Cynthia 2006, "Does affective trust matter in interfirm relationships? The supplier's perspective phases," Proceedings of the American Marketing Association Conference (Summer), Chicago, Illinois, U.S.A.

Papers in Progress

Zur, Andrew, Terawatanavong, Civilai, & Webster, Cynthia 2009, "Cognitive and affective trust between Australian exporters and their overseas buyers," submitted to the *Journal of Global Marketing* (under review).

Research Interests

In the fields of Corporate Social Responsibility, Business Ethics, International Marketing, and Relationship Marketing.

Major Achievements

Academic:

- Bachelor of Business (Honours) Class 1, University of Newcastle – 2005.
- Peach Advertising Prize for Excellence in Advertising & Promotions Management, University of Newcastle – 2005.
- Bachelor of Business, University of Newcastle – 2004.
- Newcastle Business School Merit Certificate for academic excellence in MKTG2020 Advertising and Promotion Management, Semester 2, University of Newcastle – 2004.
- Newcastle Business School Merit Certificate for academic excellence in EBUS2010 eCommerce, Semester 1, University of Newcastle – 2004.
- Commonwealth Education Costs Scholarship (CECS), University of Newcastle – 2004.
- Newcastle Business School Merit Certificate for academic excellence in ACFI3120 International Accounting, Semester 2, University of Newcastle – 2003.
- Newcastle Business School Merit Certificate for academic excellence in MKTG2000 Consumer Behaviour, Semester 1, University of Newcastle – 2003.
- Newcastle Business School Merit Certificate for academic excellence in MNGT3150 International Business Issues and Cases, Semester 1, University of Newcastle – 2003.
- Higher School Certificate, St Francis Xavier's College – 2000.
- College Medal for Unbroken Attendance throughout 1999 & 2000, St Francis Xavier's College – 2000.
- John Ryan Scholarship, St Francis Xavier's College – 2000.
- Unbroken Attendance certificate throughout 2000, St Francis Xavier's College – 2000.
- College Medal for General Studies 1 Unit, St Francis Xavier's College – 2000.
- College Medal for Legal Studies 2 Unit, St Francis Xavier's College – 2000.
- Award for First Place in 2 Unit Legal Studies, St Francis Xavier's College – 2000.
- College Medal for Academic Excellence, St Francis Xavier's College – 2000.
- Award for Scholastic Achievement in 1 Unit General Studies, St Francis Xavier's College – 2000.
- AMP/The Australian Business Studies Competition Certificate of High Distinction, St Francis Xavier's College – 2000.
- Unbroken Attendance certificate throughout 1999, St Francis Xavier's College – 1999.
- School Certificate, St Pauls High School – 1998.
- Principal's Commendation Certificate of Achievement, St Pauls High School – 1998.

Non-academic:

- Participation in the Oxfam TRAILWALKER Melbourne 100km walk raising \$3,116 – 2009.
- Faculty of Business and Law Certificate of Participation for assistance at The University of Newcastle Schools Visit Day, University of Newcastle – 2004.
- Faculty of Business and Law Certificate of Participation for assisting staff and students of the Faculty by acting as a student tour guide for the Faculty of Business and Law Orientation Week 2004, University of Newcastle – 2004.
- Occupational Health and Safety General Induction for Construction Work in NSW, OHS Construction Induction Training Certificate, WorkCover NSW – 2004.
- Participation in the Youth Donor Program, Australian Red Cross Blood Service – 2000.
- Certificate of Appreciation for assistance with Special Provisions for the Trial Higher School Certificate, St Francis Xavier's College – 1999.

Referees

Dr Jody Evans

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PhD Co-ordinator

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