

Dr Byron Keating CV

14 August 2009

Introduction

My academic career is focused on the broad area of business services science (BSS). Founded by IBM, Oracle and the Technology Professional Services Association; the BSS initiative is a collaboration among technology companies, government agencies and academics dedicated to fostering advancements in service research. Within this research domain, my efforts have been focused on three core research streams: (1) customers and markets; (2) service operations excellence and innovation; and (3) service business strategy and governance. Table 1 briefly describes each of these streams along with the main application areas and key outcomes.

	<i>Customers & markets</i>	<i>Service operations excellence & innovation</i>	<i>Service business strategy & governance</i>
<i>Overview</i>	Service industries account for the majority of jobs, gross domestic product, and exports in the global economy. The definition of quality service differs from industry to industry, market segment to market segment, and in some cases, from customer to customer. This stream is focused on the evolution of service markets (segment size, growth rate, and profitability) and how customers evaluate the benefits and value of services.	To achieve differentiation, disruptive innovation is required. Such innovation is a major driving force for improving the productivity of service organizations, and is therefore responsible for significant profit gains in the service sector. This stream concentrates on how service innovation differs when compared to product innovation, to uncover the types of innovations that most positively impact on performance.	Which service business models are most profitable as markets expand? How should firms invest to improve value propositions to customers as well as the governance mechanisms that coordinate partners, regulators, and other stakeholders? This stream explores innovative ideas on service business strategy and governance to identify governance issues that impact the dynamics of service value networks.
<i>Application areas</i>	e-Business, online consumer behaviour, service quality, multi-channel customer relationships, consumer services.	Supply chain management, outsourced logistics, manufacturing process optimisation.	Corporate social responsibility, corporate governance, strategic alignment, ethics.
<i>Research</i>	9 journal articles, 20 conference papers, 9 competitive grants, 1 research student.	6 journal articles, 9 conference papers, 3 competitive grants, 3 research students.	3 journal articles, 7 conference papers, 3 competitive grant, 4 research students.
<i>Teaching</i>	5 subjects coordinated, 12 subjects taught, 1 new subject developed.	1 subject coordinated, 2 subjects taught, 1 new subject developed.	1 subject coordinated, 4 subjects taught, 1 new subject developed.
<i>Awards</i>	2 dissertation awards, 1 highly commended journal paper award, 1 best conference paper award.	1 best conference paper award.	1 Endeavour Research Fellowship.

Table 1: Research Activity

Note: As some outcomes apply to multiple streams, the totals may exceed absolute numbers.

Summary Profile

Publications:	Journal articles	13
	Book chapters	3
	Conference papers	33
	Books, monographs and reports	9
	Total	58
Competitive Grants:	Academic grants (14)	\$258,000
	Industry grants (7)	\$350,500
	Total	\$608,500
Teaching/Supervision:	Subjects coordinated	10
	Subjects taught	21
	RHD supervision	5
	UOW teaching evaluations (6)	Avg 5.3/6.0
Recognition:	Awards	11
	Editorial board memberships	5
Experience:	Academic	8 years
	Non-academic (exclusive of academic)	12 years

Personal Details

Name: Dr Byron Keating

Work Address: C/- Centre for Business Service Science
University of Wollongong
Wollongong NSW 2522, Australia

Telephone: +61 2 4221 5315 (W)
+61 4 3502 2711 (M)

Email: bkeating@uow.edu.au (W)

Education

2007 PhD in Management (Electronic Business)
University of Newcastle
Topic: Customer relationship management: Testing the central proposition in the online context

2002 Bachelor of Business (Hons 1)
University of Newcastle

2002 Diploma of Market Research
Market Research Society of Australia

2001 Bachelor of Business (Dual Majors: Marketing & Management)
University of Newcastle

Academic Experience

2009 National University of Singapore (NUS)
Endeavour Research Fellow

2009 – Current University of Wollongong
Senior Lecturer (Level C), School of Information Systems & Technology
Coordinator, Honours Program

2008 University of Wollongong
Lecturer (Level B), School of Information Systems & Technology

2007 University of New South Wales (AGSM) & University of Wollongong
Post-Doctoral Research Fellow (Joint Appointment)

2003 Avondale College
Casual Lecturer, Faculty of Business & Technology

2001 – 2004 University of Newcastle
Casual Academic, School of Business & Management

Industry Experience (most recent 10 years)

2004 – 2006 Salvation Army Employment Plus
Business Relationship Manager (NSW & QLD)

2001 – 2003 University of Newcastle
Research Development Manager, Faculty of Education and Arts (2003)
Executive Officer, School of Social Sciences (2002)
External Liaison Officer, Department of Leisure and Tourism (2001)

1997 – 1999 Osborne Group of Companies
General Manager, Tomteland Leisure Park

1996 – 1999 Newcastle City Council
General Manager, Mattara Festival of Newcastle

Awards & Achievements

2008	Highly Commended, Outstanding Doctoral Research Awards, Emerald Publishing & European Foundation of Management Development
2008	Australian Development Research Award, Australian Government (AusAID)
2008	Endeavour Research Fellowship, Australian Government (DEST)
2008	Finalist, Trailblazer Innovation Awards, UniQuest
2007	Best Dissertation Award, International Consortium for Electronic Business
2007	Best Paper Award, Distribution Channels and Supply Chain Management Track, Australian and New Zealand Marketing Academy Conference (ANZMAC)
2007	Best Paper Award, Doctoral Track, International Conference on Electronic Business
2003	Highly Commended Paper Award, Managing Service Quality
2002	Australian Postgraduate Award (UNRS), University of Newcastle
2001	Ken Gordon Memorial Honours Scholarship, University of Newcastle
2000	Deans Merit List, Faculty of Commerce, University of Newcastle

Memberships

Current	Research Committee, School of Information Systems & Technology
Current	Community Engagement Working Group, Faculty of Informatics
Current	Centre for Business Services Science, University of Wollongong
Current	Market Research Innovation Centre, University of Wollongong
Current	Institute for Operations Research & Management Sciences (INFORMS)
2005 – 2006	Hunter Skills Shortages Taskforce, Committee Member
2001 – 2003	Centre for Business Innovation, Research and Development, University of Newcastle
2000 – 2002	Centre for E-Commerce for Global Business, University of Newcastle
1998 – 1999	Port Stephens Tourism Limited, Director
1997 – 1998	NSW Festival and Events Association, Board member
1996 – 1999	Mattara Festival of Newcastle, Board member

Editorial/Review Board Memberships

- International Journal of e-Services and Mobile Applications (New Journal), Editorial Board
- Journal of Electronic Commerce Research (ERA: C), Review Board
- Journal of Theoretical and Applied Electronic Commerce Research (ERA: C), Review Board
- Journal of Sustainability (New Journal), Editorial Board
- Procurement Asia (Magazine), Editorial Advisory Board

Ad Hoc Reviews

- Academy of Management Perspectives (ERA: A), 1 x 2007
- European Journal of Marketing (ERA: A*), 2 x 2008, 3 x 2009
- International Journal of Internet Marketing and Advertising (ERA: C), 1 x 2008
- International Journal of Tourism Research (ERA: A), 1 x 2009

- Journal of Advertising (ERA: A), 1 x 2007
- Journal of Electronic Commerce Research (ERA: C), 1 x 2009
- Journal of International Marketing (ERA: A), 2 x 2008
- Journal of Theoretical and Applied Electronic Commerce (ERA: C), 3 x 2007, 3 x 2008, 2 x 2009
- Tourism Management (ERA: A*), 1 x 2008, 1 x 2009
- International Conference on Information Systems, 2 x 2009
- International Symposium, Communications and IT, 1 x 2008
- Academy of International Business Conference, 1 x 2008
- Australian and New Zealand Marketing Academy Conference, 2 x 2007

Research & Project Supervision

Research higher degree students

- Baker, Valerie. PhD (leave of absence): Factors Influencing the Adoption of ERP Systems.
- Millar, Roger. DBA (submit December 2009): Understanding Travel Agent Decision Making.
- Chan, Bryan. DBA (submit June 2010): Analysis and Modelling of Integrated Supply Chains.
- Sumantri, Yeni. PhD (submit December 2011): Investigating Triad Supply Chain Relationships (Working Title).
- Aslanzadeh, Marjan. PhD (submit December 2011): Firm Performance in a Multichannel Service Context (Working Title).
- Hilton, Richelle. Masters by Research (submit December 2010): Drivers of BI System Adoption (Working Title).

Masters student projects

- Fangupo, Vika. Masters by coursework, research project (submit December 2009): Literature Review on Sustainable Procurement (Working title).
- Zhang, Hui. Masters by coursework, research project (submit December 2009): Literature Review on Relationships in China.
- Zhang, Yupeng. Masters by coursework, IT project (submit June 2009): Prototype for a Customer Preference Modelling Tool.
- Zhao, Hanye. Masters by coursework, IT project (submit June 2009): Developing a Sustainable Supply Chain Research Portal.
- Yichen, Xie. Masters by coursework, research project (completed June 2009): Literature Review on CSR in the Supply Chain.
- Zhang, Jun. Masters by coursework, research project (completed June 2009): Literature Review on CSR in the Supply Chain.

Undergraduate student projects

- Stephenson, Travis. Undergraduate (Marketing), research project (completed November 2002): E-Commerce Adoption and SMEs.
- Doherty, Ian. Undergraduate (Marketing), research project (completed November 2002): E-Commerce Adoption and SMEs.
- Sacco, Joanne. Undergraduate (Marketing), research project (completed November 2002): E-Commerce Adoption and SMEs.

- Flynn, David. Undergraduate (Marketing), research project (completed November 2002): E-Commerce Adoption and SMEs.
- Smith, Joanne. Undergraduate (Marketing), research project (completed November 2002): E-Commerce Adoption and SMEs.

Other Academic Service

- Invited Presentation, Destination Choice in Rapidly Emerging Tourism Markets: Conceptualizing and Measuring Heterogeneity, Indian Tourism Congress, Bangkok, 2009
- Library Coordinator, School of IS & Technology, University of Wollongong, 2009-
- Invited Presentation, Discrete Choice Methods: A Real World Example, National University of Singapore, 2009
- Invited Presentation, Advanced Quantitative Research Methods and Measurement Issues in Social Science, University of Canberra, 2008
- Invited Presentation, In Search of Gazelles: Economic Gardening in Australia, Australian Regional Economics Conference, Terrigal NSW, 2008
- Coordinator, Honours Program, School of IS & Technology, University of Wollongong, 2008-
- Coordinator, Masters Research Project (ISIT998), School of IS & Technology, University of Wollongong, 2008-2009
- Chair, E-Business Applications and Integration Track, International Conference on Electronic Business (ICEB), Taipei, 2007
- Examiner, Honours Thesis, Vicky Feros, University of Wollongong, 2007
- Examiner, DBA Dissertation, Stephen Kuk, University of Newcastle, 2007
- Associate Editor, Doing Business Across Borders (DBAB) Journal, University of Newcastle, 2001-2004
- Organising Committee, Doing Business Across Borders Conference Series, University of Newcastle, 2001-2003

Career Development

2009	ERP Integration Certificate (SAP)	SAP Australia/Victoria University
2008	Advances in Discrete Choice Models	University of Technology, Sydney
2008	Advanced PLS Modelling	University of Technology, Sydney
2008	Individual Level Choice Models	University of Technology, Sydney
2007	Structural Equation Modelling/PLS	University of NSW
2007	Advanced Nvivo	University of Wollongong
2007	Leximancer (Qualitative Analysis)	University of Queensland
2007	Latent Class Models	Statistical Innovations (USA)
2007	Online Choice Experiments	University of Technology, Sydney
2007	Advanced Discrete Choice Analysis	University of Sydney
2007	Basic Discrete Choice Analysis	University of Sydney
2006	Advanced Negotiation/Crisis Interv.	CRTS
2006	Negotiation and Crisis Intervention	CRTS
2006	Psychometric Testing (Skill Profiler)	Chandler Macleod
2006	Mental Health First Aid	ARAFMI (Central Coast)
2006	Mental Health Awareness	DEWR
2005	Cultural Awareness Training	Diversity@Work
2004	Dealing with the Media	Media Keys
2003	Introductory Nvivo	University of Newcastle
2003	Endnote	University of Newcastle

Competitive Research Grants (\$258,000)

1. Keating, B., Quazi, A. and Kriz, A. (2009) Investigating the Drivers of CSR within China's Inbound Tourism Supply Chain, *Australian Government (AusAID) - Australian Development Research Award*, \$146,000 (\$78,000 cash). **Listed on the National Competitive Grants Register (Category 1) – less than 10% of applications funded.**
2. Keating, B., Freeman, M. and Coltman, T. (2009) Integrating SAP into the IS Curriculum, *UOW - ESDF Grant*, \$12,000.
3. Keating, B. (2009) Understanding the CSR Orientation of Singaporean Logistics Firms, *Australian Government (DEEWR) - Endeavour Research Fellowship*, \$23,500.
4. Keating, B. (2009) Investigating the Drivers of CSR within the Supply Chain, *UOW/URC - Small Grant*, \$8,515.
5. Keating, B., Kriz, A., Kerr, G. and Dolnicar, S. (2008) Investigating the Structural Factors Affecting Tourism from Rapidly Emerging Markets, *UOW/URC - Partnerships Grant (with Business Central Coast)*, \$12,000.
6. Keating, B., Kriz, A. and Ruffles, K. (2008) Attracting Tourists from Rapidly Emerging Markets, *NSW Government (DSRD) - Regional Innovation Program (with Business Central Coast)*, \$15,000.
7. Keating, B., Kriz, A., Kerr, G. and Dolnicar, S. (2008) Developing a Travel Episode Model, *UOW/Commerce - ARC Pilot Grant*, \$5,000.
8. Keating, B. (2008) Replication of Doctoral Research in North America, *UOW/Informatics - Research Development Scheme*, \$3,000.
9. Kriz, A., Quazi, A., Catley, B., Keating, B. and Shamsuddin (2007), Building and Sustaining Relationships in China, *UON/Business & Law - Research Mentorship Grant*, \$10,000.
10. Keating, B., Kriz, A., Kerr, G. and Dolnicar, S. (2007) Proposing a Model to Attract Tourists from REMs, *UOW/Commerce - ARC Pilot Grant*, \$5,000.
11. Quazi, A., Rugimbana, R. and Keating, B. (2004), Marketing Mix: Relevant or Redundant, *UON - Small Project Grant*, \$12,000.
12. Keating, B. (2006), Customer Relationship Management: Examining the Central Proposition in the Online Context, *UON/Business & Law - Thesis Completion Grant*, \$2,500.
13. Keating, B. (2004), ANZMAC Conference, *UON/Business & Law - Conference Travel Grant*, \$1,000.
14. Rugimbana, R., Strachan, G. and Keating, B. (2002), Doing Business Across Borders Conference Series, *UON - Conference Establishment Grant*, \$2,500.

Competitive Industry Grants (\$350,500)

1. Keating, B. (2005) Lake Macquarie Youth Festival, *NSW Government/National Youth Week - Transport Assistance Grant*, \$1,500.
2. Keating, B. and Osborne, L. (1998) Tomteland Tourism Development, *NSW Government (DSRD) - Hunter Advantage Fund*, \$108,000.
3. Keating, B. and Saunders, A. (1997) Mattara Festival of Newcastle Seed Funding, *Newcastle City Council - Community Grants Program*, \$120,000.
4. Keating, B. and Saunders, A. (1997) Mattara Festival Bicentenary Program, *Newcastle City Council - Community Grants Program*, \$40,000.
5. Keating, B. and Croll, K. (1997) Mattara Festival Street Theatre and Workshops, *Australian Government (DOCITA) - Festivals Australia Grant*, \$15,000.
6. Keating, B. (1997) Regional Event Tourism: Investigating Visitor Attendance at the Mattara Festival, *NSW Government (Tourism NSW) – Regional Events Grant*, \$3,000.
7. Keating, B. and Saunders, A. (1996) Mattara Festival of Newcastle Seed Funding, *Newcastle City Council - Community Grants Program*, \$63,000.

Research Grants Under Review/Development

1. Coltman, T., Keating, B., Thorogood, A. (under review). Modelling Strategic IT Alignment: A Study of the Dynamics of IT Investment in the Australian Services Industries, *ARC Discovery Grant*, \$750,000 (\$300,000 cash).
2. Keating, B., Coltman, T., Goh, M. (March 2010 Submission) Modelling CSR Alignment in the Logistics Supply Chain, *ARC Discovery Grant*.

Research Publications (33 in the past 5 years, 47 in total)

Please note: ERA rankings refer to the Excellence in Research for Australia journal ranking list published by the Australia Research Council. Rankings range from 'C' to 'A*', where A* represents peak outlets of the highest international standard. Impact factor scores relate to the ISI Journal Citation Reports.

Journal Articles (11 in the past 5 years, 13 in total)

1. Keating, B., Kriz, A., and Quazi, A. (in press, accepted for publication July 2009). The Influence of Perceived Financial Risk on Service Relationships in the Online Retail Setting, *Electronic Markets* (ERA: A).
2. Keating, B. and Kriz, A. (in press, accepted for publication July 2009). Doing Business in China: Recent Developments and Insights, *China Review International* (ERA: A).
3. Keating, B. (in press, accepted for publication July 2009). Review of Distribution Channels by Julian Dent, *Journal of Product and Brand Management* (ERA: B).
4. Kriz, A. and Keating, B. (in press, accepted for publication May 2009). Business Relationships in China: Lessons about Deep Trust, *Asia Pacific Business Review* (ERA: A*).
5. Keating, B. and Coltman, T. (in press, accepted for publication April 2008). Color as a Source of Brand Differentiation, *Journal of the Academy of Marketing Science* (Impact factor: 1.289, ERA: A*).
6. Keating, B. (in press, accepted for publication April 2008). Review of Stopwatch Marketing by John Rosen and Anna-Maria Turano, *Journal of Consumer Marketing* (ERA: B).
7. Keating, B. (2009) Managing Ethics in the Tourism Supply Chain: The Case of Chinese Travel to Australia, *International Journal of Tourism Research*, 11(4), 403-408 (ERA: A).
8. Keating, B., Quazi, A., Kriz, A. and Coltman, T. (2008). In Pursuit of a Sustainable Supply Chain: Insights from Westpac Banking Corporation, *Supply Chain Management: An International Journal*, 13(3), 175-179 (Impact factor: 1.417, ERA: A). **Lead article.**
9. Keating, B. and Kriz, A. (2008). Outbound Tourism in China: Literature Review and Research Agenda, *Journal of Hospitality and Tourism Management*, 15(2), 32-41 (ERA: B).
10. Rugimbana, R., Quazi, A. and Keating, B. (2008). Applying a Consumer Perceptual Measure of Corporate Social Responsibility: A Regional Australian Perspective, *Journal of Corporate Citizenship*, 29 (Spring), 61-74 (ERA: C).
11. Rugimbana, R., Quazi, A. and Keating, B. (2007). The Impact of Discontentment on Quality of Life: An Exploratory Study of a Small Australian Regional Community After Bank Closures, *Journal of Management and World Business research*, 4(1), 10-21 (ERA: New Journal).
12. Quazi, A. Rugimbana, R., Muthaly, S. and Keating, B. (2003). Corporate Social Action Patterns in Contrasting Markets, *Australasian Marketing Journal*, 11(3), 28-42 (ERA: B).
13. Keating, B., Rugimbana, R. and Quazi, A. (2003). Exploring Service Quality and Relationship Quality in Cyberspace, *Managing Service Quality*, 13(3), 217-232 (ERA: B). **Highly commended paper award.**

Conference Papers/Presentations (25 in the past 5 years, 33 in total)

1. Keating, B. (2009). Destination Choice in Rapidly Emerging Markets: Conceptualizing and Measuring Heterogeneity, *Indian Tourism Congress*, Bangkok, Thailand.
2. Keating, B. and Goh, M. (2009). Investigating the Drivers of CSR for Australian Logistics Firms, *Smart Research Forum*, Sydney, Australia.

3. Keating, B. and Coltman, T. (2009). Personalization in Online Services, Frontiers in Service Conference, Hawaii.
4. Coltman, T., Keating, B. and Richard, P. (2009). Aligning the Service Design Strategy, Frontiers in Service Conference, Hawaii.
5. Baker, V., Coltman, T., Keating, B. and Michael, K. (2009). Unpacking the ERP Investment Decision: An Empirical Assessment of the Benefits and Risks, European Conference on Information Systems (ECIS), Verona, Italy.
6. Baker, V., Coltman, T., Keating, B., Michael, K. and Wamba, S.F. (2008). The RFID Investment Decision: What Matters Most and Least, WINMEC/UCLA Academic Research Workshop on RFID, Los Angeles, USA.
7. Coltman, T., Devinney, T. and Keating, B. (2008). What Drives Logistics Provider Selection: A Two Country Comparison, CD Proceedings of the Academy of International Business (AIB) Conference, Milan, Italy.
8. Coltman, T., Keating, B. and Devinney, T. (2007). Designing 3PL Services, CD Proceedings of the Australian and New Zealand Academy of Management (ANZAM) Conference, Sydney, Australia.
9. Coltman, T., Keating, B. and Kriz, A. (2007). Do Suppliers of Third Party Logistics Understand Their Customers? CD Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference, Otago, NZ. **Won the best paper award in the 'Distribution Channels and Supply Chain Management' Track.**
10. Keating, B., Coltman, T. and Kriz (2007). Embracing a Service-Dominant Logic in the Supply Chain. CD Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference, Otago, NZ.
11. Quazi, A., Rahman, Z. and Keating, B. (2007). Developing Country Perspective on CSR: A Test Case of Bangladesh. CD Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference, Otago, NZ.
12. Keating, B. (2007). Customer Relationship Management: Examining the Central Proposition in the Online Context, International Conference for Electronic Business (ICEB), Taipei, Taiwan. **Won the best paper award in the 'Doctoral Student' track.**
13. Coltman, T., Gattorna, J. and Keating, B. (2007). Alignment of Buyer and Supplier Expectations: An Agency Theory Perspective, Supply Chain Management Educators Conference, Philadelphia, USA. October 20-24.
14. Coltman, T., Devinney, T. and Keating, B. (2007). Which Logistic Service Provider Attributes are Most and Least Important, INFORMS Manufacturing and Service Operations Management Conference, Beijing, China. June 18-19.
15. Coltman, T., Devinney, T. and Keating, B. (2007). Do Managers Know What Their Customers Want?, American Marketing Academy Frontiers in Services Conference, San Francisco, USA. October 4-7.
16. Coltman, T. and Keating, B. (2007). Supply Chain Alignment: Examining Buyer Preferences for Outsourced Logistics Services, INFORMS Marketing Science Conference, Singapore. June 28-30.
17. Rugimbana, R., Strachan, G., Keating, B. and Quazi, A. (2005). Social Impact of Bank Closures on a Small Rural Community: The Case of Merriwa, Conference Proceedings of the Australian New Zealand Marketing Academy Conference. Freemantle, Australia. December, 5-7.
18. Rugimbana, R., Strachan, G., Keating, B. and Quazi, A. (2004). Examining the Applicability of Novel Model of Social Responsibility to Consumer Banking, Conference Proceedings of the Australian New Zealand Marketing Academy Conference. Victoria, NZ. December, 4-6.
19. Carlson, J., Quazi, A. and Keating, B. (2003). "A Conceptual Model for Developing Consumer-Based Brand Equity in the Online Environment: Implications for Professional Sport Websites". World Marketing Congress. Perth, Australia. June 11-14.
20. Keating, B., Rugimbana, R. and Quazi, A. (2003). Relationship Marketing in Cyberspace, World Congress in Marketing, Perth: Australia, Australia. June 11-14.
21. Keating, B., Rugimbana, R. and Quazi, A. (2003). An Enhanced Model for CRM, World Congress in Marketing, Perth, Australia. June 11-14.

22. Keating, B., Rugimbana, R. and Quazi, A. (2003). An Interpersonal Perspective to CRM, Academy of Marketing Science Conference, Washington DC, USA. May 28-31.
23. Keating, B., Rugimbana, R. and Quazi, A. (2003). Exploring the Chain of Impact in Online Retail, Australian Services Marketing Workshop, Melbourne, Australia. March 12-14.
24. Coghlan, I., Quazi, A. and Keating, B. (2003). The Differentiating Impact of Beef Cattle Brands on Auction Prices, Conference Proceedings of the Australian New Zealand Marketing Academy Conference. Adelaide, Australia. December, 3-5.
25. Keating, B. and Rugimbana, R. (2002). Discriminating between Service Quality and Relationship Quality in Cyberspace, International Services Marketing Conference, Brisbane, Australia. July 3-5.
26. Keating, B. and Rugimbana, R. (2002). Cultural Enhancers of e-Business Diffusion, International Academy of African Business Development (IAADB) Conference, Port Elizabeth, South Africa. April 3-6.
27. Rugimbana, R., Strachan, G. and Keating, B. (2002). Social Impacts of Bank Rationalisation, Doing Business Across Borders Conference, Newcastle, Australia. November 27-28.
28. Keating, B. and Rugimbana, R. (2002). Exploring the Efficacy of Traditional Conceptualisations of Loyalty, Doing Business Across Borders Conference, Newcastle, Australia. November 27-28.
29. Stevenson, T., Doherty, I., Sacco, J., Flynn, D., Smith, J. and Keating, B. (2002). Identifying the Factors that Influence the Adoption of E-Business by SMEs, Doing Business Across Borders Conference, Newcastle, Australia. November 27-28.
30. Carlson, J., Quazi, A., Muthaly, S. and Keating, B. (2002). "Enhancing Fan Identification and Brand Equity in the Online Environment: A Conceptual Framework" Conference Proceedings of the Australian New Zealand Marketing Academy Conference. Melbourne, Australia. December, 3-5.
31. Keating, B. and Rugimbana, R. (2001). Capturing the Holy Grail: a Conceptual Model for e-Loyalty, Collaborative Electronic Commerce Technology and Research (COLLECTeR) Conference, Coffs Harbour, Australia. December 3-5.
32. Keating, B. and Rugimbana, R. (2001). Diffusion of e-Business in Developing Countries, Doing Business Across Borders (DBAB) Conference, Newcastle, Australia. November 22-23.
33. Keating, B. and Rugimbana, R. (2001). Exploring Service Quality and Relationship Quality in Online Shopping, Doing Business Across Borders (DBAB) Conference, Newcastle, Australia. November 22-23.

Books and Monographs (3 in the past 5 years, 4 in total)

1. Fosso-Wamba, S., Keating, B., Coltman, T. and Michael, K. (2009). RFID Investment Decision: What Matters Most and Least (Preliminary Report), Centre for Business Services Science, University of Wollongong, Australia (ISBN 978-1-74128-170-5).
2. Anderson, E., Coltman, T., Devinney, T., Gattorna, J. and Keating, B. (2007). Designing 3PL Services: Valuable Insights from Customers, Centre for Business Services Science, University of Wollongong, Australia (ISBN 978-1-74128-139-2).
3. Keating, B. (2007). Customer Relationship Management: Examining the Central Proposition in the Online Context (unpublished doctoral thesis), University of Newcastle, Australia. **Won the International Consortium of Electronic Business Best Dissertation Award.**
4. Keating, B. and Rugimbana, R. (2002). Proceedings of Doing Business Across Borders (DBAB) Conference, University of Newcastle, Australia. November 27-28 (ISBN xxxx).

Book Chapters (1 in the past 5 years, 3 in total)

1. Keating, B; Rugimbana, R. and Quazi, A. (2003). Building Effective Online Relationships, in Singh, M. and Waddell, D. (eds), E-Business: Innovation and Change Management, IDEA Group, Hershey, USA.
2. Keating, B. and Rugimbana, R. (2002). E-Business Diffusion across Cultures, in Rugimbana, R. and Nwankwo, S. (eds), Cross Cultural Marketing Perspectives, Thompson Learning, London.
3. Rugimbana, R. and Keating, B. (2002). Distribution Issues in Cross Cultural Marketing, in Rugimbana, R. and Nwankwo, S. (eds), Cross Cultural Marketing Perspectives, Thompson Learning, London.

Reports (3 in the past 5 years, 5 in total)

1. Coltman, T. and Keating, B. (2009). CBSS Annual Report 2008, Centre for Business Services Science, University of Wollongong, Australia (ISSN xxxx).
2. Coltman, T., Keating, B., Anderson E., Devinney T.M. and Gattorna, J., (2008). What Do 3PL Customers Really Want?, *Australasian Freight Logistics*, 10(February/March), 22-23.
3. Coltman, T., Keating, B. and Michael, K. (2007). CBSS Annual Report 2007, Centre for Business Services Science, University of Wollongong, Australia (ISSN xxxx).
4. Keating, B., Carlson, J., Rugimbana, R., Ryder, P. and McFarlane, B. (2002). Economic and Social Impact of Redeveloping Energy Australia Stadium, Prime Ministerial Briefing Paper, Centre for Business Innovation, Research & Development, University of Newcastle, Australia.
5. Keating, B. (2001). Tourism Events and Small Rural Communities: Merriwa Festival of the Fleeces Visitor Study, Merriwa Shire Council, Australia.

Articles Under Review (6 in total)

1. Keating, B., Quazi, A. and Kriz, A. (1st round review). Multichannel Service Relationships: Evidence from Australian Banks, *Electronic Commerce Research* (ERA: A).
2. Baker, V., Coltman, T., Fosso Wamba, S. and Keating, B. (1st round review). The RFID Investment Decision: What Matters Most and Least, *Proceedings of the IEEE* (Impact factor: 4.613, ERA: A).
3. Dolnicar, S., Keating, B., Kerr, G. and Kriz, A. (1st round review). Episode Model of Destination Choice, *Annals of Tourism Research* (Impact factor: 1.104, ERA: A*).
4. Keating, B., Kriz, A., Quazi, A. and Alpert, F. (1st round review). Examining the Mediating Role of Relationship Quality in Online Services, *European Journal of Marketing* (Impact factor: 0.712, ERA: A*).
5. Coltman, T., Devinney, T. and Keating, B. (1st round review). Identifying Customer Preferences in the Outsourcing of Third Party Logistics Services, *Transportation Research Part E* (Impact factor: 1.270, ERA: A).
6. Kriz, A., Keating, B. and Drew, A. (1st round review). Beyond Cronyism: In Pursuit of Deep Trust, *European Journal of Marketing* (Impact factor: 0.712, ERA: A*).

Articles Under Development (12 in total)

1. Anderson, E., Coltman, T. Devinney, T. and Keating, B. (Complete and awaiting submission). Unpacking the Service Concept for 3PL, *Journal of Service Research* (Impact factor: 1.714, ERA: A*).
2. Keating, B., Coltman, T. and Devinney, T. (Complete and awaiting submission). Empirical Examination of Service Dominant Logic in an Industrial Setting, *Industrial Marketing Management* (Impact factor: 1.403, ERA: A).
3. Quazi, A., Keating, B. and Rahman, Z. (2009 submission). Developing Country Perspective on CSR: Exploring International Service Firms, *Journal of Business Ethics* (Impact factor: 1.023, ERA: B).
4. Lai, M., Wong, C. and Keating, B. (2009 submission). Relational Strategies and their Impact on Uncertainty and Product Complexity, *Journal of Business Research* (Impact factor: 0.943, ERA: A).
5. Keating, B. (2009 submission). Personalization in Online Banking Services, *Information Systems Research* (Impact factor: 2.261, ERA: A*).
6. Keating, B., Coltman, T., Fosso Wamba, S. and Michael, K. (2009 submission). Industry Level Factors and their Impact on RFID Adoption, *Computers in Industry* (Impact factor: 2.014, ERA: A).
7. Fosso Wamba, S., Coltman, T., Keating, B. and Michael, K. (2009 submission). Influence of Risk Orientation on RFID Adoption, *Journal of Network and Computer Applications* (Impact factor: 1.000, ERA: A).
8. Keating, B. and Kriz, A. (2010 submission). Questioning Teaching Evaluation Paradigms in Marketing, *Marketing Intelligence & Planning* (ERA: B).

9. Keating, B. and Ngai, E. (2010 submission). Service Science: A Literature Review and Research Agenda, *Information & Management* (Impact factor: 2.358, ERA: A*).
10. Keating, B. (2010 submission). Dual Process Theory of Relationship Marketing, *Journal of Consumer Research* (Impact factor: 1.592, ERA: A*).
11. Keating, B. and Goh, M. (2010 submission). Different Shades of Green: Measuring Alignment in the Supply Chain, *Transportation Research Part E* (Impact factor: 1.270, ERA: A).
12. Keating, B. (2010 submission). Sustainable Supplier Relationship Management, *Journal of the Academy of Marketing Science* (Impact factor: 1.289, ERA: A*).