

# Curriculum Vitae

## Professor P. Chris Dubelaar

School of Business  
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## Qualifications

**PhD** University of Alberta, 1996  
Business with Microeconomics and Research Methods Minors

Dissertation Title: The Antecedents of Retail Productivity and Performance

Committee: Paul Larson (Supervisor)  
Harry Timmermans (Chair) – editor of *Journal of Retailing and Consumer Services*  
Doug Wiens (Intramural external) Professor of Statistics  
Bob Hinings (PhD Program Chair) - Thornton A. Graham Professor of Business and Director, Centre for Professional Service Firm Management  
Bob Lusch (External) – Past editor of *Journal of Marketing*

**MBA** Wilfrid Laurier University, 1988  
Emphasis on Marketing and Finance

**BASc** University of Waterloo, 1985  
Electrical Engineering (Control Systems)  
Management Sciences Option

## Awards and Distinctions

2008 Best paper award for *Dynamic Online Trust* (2008) AMS Conference.

1995-1997 St Andrew's College, Sydney University  
Westpac Fellowship  
Competitive award for excellence in microeconomics

1990-1993 University of Alberta

- Poole Fellowship  
Competitive award for performance in PhD program
- 1990-1993 University of Alberta  
Graduate Assistantship  
Competitive award for performance in PhD program
- 1987-1988 Wilfrid Laurier University  
Shell Scholarship  
Competitive Award for Outstanding Success in 1<sup>st</sup> Year MBA program
- 1987-1988 Wilfrid Laurier University  
Graduate Assistantship  
Competitive Award for performance in MBA program
- 1980 University of Waterloo  
Western Foundry Engineering Scholarship  
Competitive Award to Outstanding new Student in Engineering
- 1980 Government of Ontario  
Ontario Scholar  
Award for achieving > 80% average in final year of High School
- 1980 Government of Ontario  
Sir Isaac Newton Physics Contest, Honour Role  
Competitive Award at Provincial level for High School physics students in year 12.

## **Work Experience**

- 2009- Professor in Marketing, Bond University, Gold Coast, Australia
- 2003-2008 Associate Professor in Marketing, Monash University, Melbourne, Australia
- 2000-2003 Senior Lecturer in Marketing, Monash University, Melbourne, Australia  
Appointed to the top of the Senior Lecturer Scale
- 1995-2000 Lecturer in Marketing, University of New South Wales, Sydney, Australia  
Appointed to the middle of the Lecturer scale. Skipped levels twice to arrive at the top of the Lecturer scale in 1998.
- 1994 Lecturer in Marketing, University of Waikato, Hamilton, New Zealand  
Appointed as a visiting fellow on the request of Ass/Prof David Taylor, Head of School of Marketing and International Management
- 1994 Lecturer in Marketing, University of Sydney, Sydney Australia  
Started the department from scratch. Was chief cook and bottle washer for a department that did not exist until I arrived. Was told to expect 30

students, had nearly 300. Had to establish the department, build personnel and maintain a functioning department as acting HOD.

- 1990-1996 PhD Candidate, University of Alberta.  
Recruited to the PhD program by Jordan Louviere.
- 1989 Visiting Junior Fellow, University of Waikato, New Zealand.
- 1988-1989 Lecturer in Marketing, Wilfrid Laurier University, Waterloo, Ontario.  
Hired by WLU straight from my MBA while simultaneously holding down part time research positions with the Laurier Institute and REMAT
- 1988-1989 Research Associate, Laurier Institute, Waterloo, Ontario.
- 1988-1989 Research Associate, REMAT, Waterloo, Ontario.
- 1987-1988 MBA Student, Wilfrid Laurier University, Waterloo Ontario
- 1985-1987 Technical Training Coordinator, Plant Engineer, Maintenance Engineer,  
General Motors of Canada, Windsor Trim Plant and Oshawa Truck Plant.
- 1984-1985 Research Assistant, University of Waterloo, Waterloo, Ontario.
- 1983 Associate Instrumentation Engineer, Kimberly-Clark of Canada, Terrace Bay, Ontario.
- 1981-1982 Associate Electronics R&D Engineer, Metrex Instruments Ltd.,  
Brampton, Ontario.
- 1981 Geophysical Crew Leader, Geosearch Consultants Ltd., Manitoba.
- 1980-1985 Undergraduate Engineering Student, University of Waterloo, Waterloo, Ontario

## Research

### Research Statement

I am a methodologist. I use a number of different quantitative (and now qualitative) methods to achieve my research aims. Quantitative methods range from choice modelling to structural equation modelling (and everything in between). Qualitative methods are focused mainly on induction from long interviews and projective techniques.

### Published Refereed Journal Articles

Morrison, Michael, Sarah Gan, Chris Dubelaar, Harmen Oppewal (2010) The influence of in-store music and aroma on shopper behavior and satisfaction, *Journal of Business Research* accepted March 2009.

Gupta, Samir, Arch Woodside, Chris Dubelaar, Don Bradmore (2009) Diffusing knowledge-based core competencies for leveraging innovation strategies: Modelling outsourcing to knowledge process organizations (KPOs) in pharmaceutical networks, *Industrial Marketing Management*, Vol 38, Issue 2, Pages 219-227

Gupta, Samir, Jack Cadeaux, Chris Dubelaar (2006) Uncovering Multiple Champion Roles in Implementing High-Technology Ventures, *Journal of Business Research*. Vol 59, Issue 5, Pages 549-563

Lee, Boon-Chye, Lawrence Ang, Chris Dubelaar (2005) Lemons on the web *Journal of Economic Psychology*, Oct, Vol. 26 Issue 5, Pages 607-623

Sohal, Amrik, Chris Dubelaar, Vedrana Savic (2005) "Benefits, Impediments and Critical Success Factors In B2C Adoption" *Technovation*, Volume 25, Issue 11, November, Pages 1251-1262

Dubelaar, Chris, Yelena Tsarenko, Mark Gabbott, (2003) "Performance measurement in the Australian online securities marketplace," *International Journal of Bank Marketing* Vol 21(6/7) pages 335-346.

Woodside, Arch, Chris Dubelaar (2003) "Testing the self-confirmation bias: A meta-analysis" *Journal of Advertising Research* 43(1) pages 78-85.

Dubelaar, Chris, Mark Leong, Frank Alpert, (2003) "Impact of Interactivity on the Stickiness of Online Gift Stores," *Journal of Asia Pacific Marketing* Vol 2(2) pages 22-41.

Gabbott, Mark, Chris Dubelaar, Yelena Tsarenko, (2003) "Organisation Response Time to Online Queries" *Journal of Asia Pacific Marketing* Vol 2(2) pages 42-55.

Dubelaar, Chris, Colin Jevons, Lukas Parker (2003) "Personal Information Privacy and Shopping Behaviour on the Internet" *Journal of Asia Pacific Marketing* 2 (1) pages 65-74.

Dubelaar, Chris, David Ferrarin, Mukesh Bhargava, (2002) "Retail Productivity: What Really Matters?" *Journal of Business Research* 55 (5) May pp 417-426.

Woodside, Arch, Chris Dubelaar (2002) "Toward A General Theory Of Tourism Consumption Systems" *Journal of Travel Research*. 41 (2) pp 120-132.

Dubelaar, Chris, Garland Chow, Paul Larson (2001) "Relationships Between Inventory, Sales and Service in a Retail Chain Store Operation" *International Journal of Physical Distribution and Logistics Management* 31 (2) 96-108.

Carter, Richard, Chris Dubelaar, Jim Wiley (2001) "Applying Discrete Choice Modeling To New Services" *Journal of Food Products Marketing* 6 (3) pp 63-78.

Bhargava, Mukesh, Chris Dubelaar, Tom Scott (1998) "Predicting Bankruptcy in the Retail Sector: an examination of the validity of key measures of performance" *Journal of Retail and Consumer Services* 5(2) pp 105-117.

Bhargava, Mukesh, Chris Dubelaar, Sridhar Ramaswami (1994) "Reconciling Diverse Measures of Performance: A Conceptual Framework and Test of a Methodology" *Journal of Business Research* 31(2-3) pp 235-246.

Swait, Joffre, Tulin Erdem, Jordan Louviere, Chris Dubelaar (1993) "The Equalization Price: A measure of consumer perceived brand equity" *International Journal of Research in Marketing* 10 (1) pp 23-45

Dubelaar, Chris, Paul Finlay, David Taylor (1991) "Expert Systems: The Cold Fusion of Marketing?" *Journal of Marketing Management*

### **Other Refereed Publications**

Dubelaar, Chris, Malvin Yeo Dynamic Online Trust (2008) *AMS Conference* Vancouver, BC, Canada (Awarded Best Paper in Track)

Steel, Marion, Chris Dubelaar, Mike Ewing, Mark Gabbott Putting CRM into Context (2007) *AMS Conference*, Coral Gables Florida

Smith-Mitchell, Esther, Chris Dubelaar The Internet: Leveler or Divider? (2006) *AMA Winter Educators*, St Petersburg, FL USA

Ang, Lawrence, Chris Dubelaar Explaining Celebrity Match-Up: Co-Activation Theory of Dominant Support, (2006) *ACR Asia-Pacific* Sydney, Australia

Porublev, Elizabeth, Stella Minahan, Chris Dubelaar The Consumption of Gift Wrapping (2006) *ANZMAC*, Brisbane, Australia

Hemphill, Elizabeth, Chris Dubelaar, Steven Goodman, Gus Geursen, "What gives Salespeople their Competitive Edge?" (2005) *AMA Winter Educators*, San Antonio, Texas

Steel, Marion, Chris Dubelaar, Mark Gabbott, and Michael Ewing Process Mapping Techniques To Investigate The Implementation Of Customer Relationship Programs. (2005) *ANZMAC*, Fremantle, Australia

Ting, Sherman, Chris Dubelaar, and Linda Dawson Factors Influencing Paradoxes Of Technology Adoption And Consumption. (2005) *ANZMAC*, Fremantle, Australia

Wahyuningsih, Chris Dubelaar (2004) "Consumer Behaviour and Satisfaction" *ANZMAC*, Wellington NZ.

Yeo, Malvin, Chris Dubelaar (2004) "Formation of Trust: Experimental Approach Towards Investigating the Formation of Trusting Beliefs in an Online Environment," *ANZMAC*, Wellington NZ

Hemphill, Elizabeth, Chris Dubelaar, Gus Geursen, Steven Goodman (2004) "What Gives Salespeople Their Competitive Edge?" *ANZMAC*, Wellington NZ

Valos, Michael, Chris Dubelaar (2003) "The Relationship between Channel Metrics, Strategy and Marketing Performance" *ANZMAC*, Adelaide SA

Gupta, Samir, Jack Cadeaux, Arch Woodside, Chris Dubelaar (2002)

“Operationalizing The New B2b Electronic Venture Diffusion Process” *AMA Summer Educators Conference San Diego CA*

Blashki, Kathy, Colin Jevons, Chris Dubelaar, Henry Linger (2002) “Studio teaching of e-commerce and multimedia: innovation and quality in higher education” *QIK conference Sunway Malaysia*

Ang, Lawrence, Chris Dubelaar Lee Boon Chye (2001) “The Role of Trust in e-Commerce” *XXVIIth Bled Conference on e-Commerce*

Ang, Lawrence, Chris Dubelaar, Lee Boon Chye (2001), “The Effects of Three Dimensions of Trustworthiness and other Contextual Factors on Likelihood of Internet Purchase” *ANZMAC Auckland, NZ*

Dubelaar, Chris, Yelena Tsarenko and Mark Gabbott (2001) “Performance Measurement in e-Commerce: Financial Services Firms” *ANZMAC, Auckland NZ*

Dubelaar, Chris, Chris Styles (2000) “Honeywell: Australasia's Optimum Maintenance System” in Miller and Layton Fundamentals of Marketing

Gabbott, Mark, Chris Dubelaar, Yelena Tsarenko (2000) “Response Time in Customer Electronic Servicescape: Estimating Parameters” *ANZMAC, Gold Coast, QLD*

Gupta, Samir, Chris Dubelaar (2000) “Examining the Impact of E-Commerce on Business Performance in a Business-to-Business Environment: A Buyer's Perspective” *ANZMAC, Gold Coast, QLD*

Woodside, Arch, Chris Dubelaar (1999) “Meta Analysis of Advertising Conversion Research Findings: Testing the self generated validity hypothesis regarding sponsor identity” *ANZMAC, Sydney, NSW*

Dubelaar, Chris, Mark Uncles (1997) “Towards a Complete Model of Channel Performance” *ANZMEC*

Dubelaar, Chris (1993) “Marketing Channels: A General Systems Theory Approach” *ASAC, Banff, AB*

### **Non-Refereed Conference Papers**

Dubelaar, Chris, Julie Hargreaves, Jordan Louviere (1998) “Measuring Retail Image” *Marketing Science, Paris, France.*

Dubelaar, Chris, Garland Chow, Paul Larson (1997) “The impact of inventory in store retailing: a cross sectional evaluation” *Recent Advances in Retailing and Services Sciences, Scottsdale Arizona USA*

Dubelaar, Chris, David Taylor (1995) "Retail Productivity - Canada vs New Zealand." *Marketing Science conference in Sydney, Australia*

Dubelaar, Chris (1992) "Channels, Choice and General Systems Theory." *Marketing Science* conference in London, UK

Bhargava, Mukesh, Chris Dubelaar (1992) "Testing the Predictive Validity of DEA Efficiency Ratings." *EURO XII/TIMS XXXI* Helsinki, Finland,

Bhargava Mukesh, Chris Dubelaar (1991) "Testing the Predictive Validity of Performance Measures in the Retail Industry." *Administrative Sciences Association of Canada Conference*, Niagara Falls, Canada

Erdem, Tulin, Joffre Swait, Jordan Louviere, Chris Dubelaar (1990) "Measuring Consumer-Perceived Brand Equity: A Test of Transferability." *MSI Conference on Brand Equity*, Austin, Texas, USA

### **Book Chapter**

Dubelaar, Chris (2004) "Delivering Value Through Marketing Channels" in *Introduction to Marketing: a Value Exchange Approach* (Mark Gabbott ed). Chapter 13 Pearson, Sydney.

### **Refereed Case**

Dubelaar, Chris, Chris Styles (2000) Honeywell: Australasia's Optimum Maintenance System in Miller and Layton *Fundamentals of Marketing*

## **Research Student Supervision**

Samir Gupta	PhD student at UNSW. Completed.
Liz Hemphill	PhD student at Monash. Completed.
Wahyuningsih	PhD student at Monash, Completed
Malvin Yeo	PhD student at Monash, Completed
Marion Steel	PhD student at Monash. Submitted.
Elizabeth Porublev	PhD student at Monash. Started July 2006.
Sherman Ting	Masters by Research student at Monash. Started Jan 2003, candidacy confirmed October 2004.
David Ferrarin	Honours Student at UNSW. Completed 1996. Jointly published results in <u>Journal of Business Research</u> .
Mark Leong	Honours Student at Monash. Completed 2000. Jointly supervised with Frank Alpert. Joint paper from thesis in <u>Journal of Asia Pacific Marketing</u> .
Jodie Crawford	Honours Student at Monash. Completed 2001. Jointly supervised with Colin Jevons.
Esther Smith-Mitchell	Honours Student at Monash. Completed 2004. Awarded top student award for honours. Joint paper presented at AMA Winter Educators 2006.
Lisa Larsen-Henry	Honours Student at Monash. Completed 2007.

## Research Student Examination

Pattinson	PhD student at UTS, Sydney
Maneesoonthorn	PhD student at Otago University, New Zealand.
Dighton	Honours student at University of South Australia

## Grants

Faculty grant in celebrity endorsement \$15,000 – study in progress.

ARC Linkage Grant in e-CRM in Australia with Mark Gabbott and Mike Ewing Monash University ~ \$116,000 from Australian government, ~\$116,000 from industry partner (Pacific Micromarketing).

Faculty grant in e-Commerce Trust Development at Monash \$13,000 (resulted in paper in *Journal of Economic Psychology*).

SMURFII grant in e-Business Implementation Strategies with Amrik Sohal at Monash \$38,000 (includes \$10,000 from each of the departments of Marketing and Management) (resulted in paper in *Technovation*).

Departmental grant in household adoption of Internet Use with Steven Kates at Monash \$4,000 (resulted in paper at *AMA Winter Educators*).

Departmental grant in measuring e-Business performance with Mark Gabbott and Yelena Tsarenko at Monash. \$3600 (resulted in paper in *Journal of Asia Pacific Marketing*).

CRC grant in Tourism Measurement with Ray Spurr and Arch Woodside at UNSW \$25,000 (I left UNSW just as this grant was awarded).

Faculty grant in retail image measurement with Julie Hargreaves UNSW, \$2400 (resulted in paper at *Marketing Science* Conference, France)

Faculty grant in applying choice models to services with Richard Carter UNSW, \$2000 (resulted in paper in *Journal of Food Product Marketing*)

## Projects Currently Underway

Measuring Advertising Effectiveness with Lawrence Ang and Faulkner Media Management. Uses Bayesian methods to address shortcomings in past attempts to link media efforts to business performance. Lead investigator.

Celebrity Endorsement: A coactivation view with Lawrence Ang and Wagner Kamakura. Addressing the confounds in the theory of celebrity endorsement. Equal co-investigators.

e-CRM in Australia with Mike Ewing and Mark Gabbott. Longitudinal research investigating implementation and success issues in CRM. Equal co-investigators. PhD student: Marion Steel (Main Supervisor).

The importance of gift wrapping with Stella Minahan, a qualitative study of the use and importance of wrapping in the value of gift giving and receiving. Equal co-investigators. PhD Student: Elizabeth Porublev (Main Supervisor).

Dynamics of trust formation with Malvin Yeo and Charmaine Hartel. This is an extension of Malvin's PhD thesis.

### **Invited Presentations**

Dubelaar, Chris (2006) "Celebrity Endorsement: Beyond the Match-Up Theory" RMIT, Melbourne

Dubelaar, Chris (2004) "Measuring Bank Performance." Commonwealth Bank of Australia, Sydney

Dubelaar, Chris (2003) "Measuring Advertising Cost Effectiveness." Faulkner Godbold, Sydney.

Dubelaar, Chris (2002) "Performance Measurement in Online Financial Services Industry in Australia." Mcquarie University.

Dubelaar, Chris, Colin Jevons, Jodie Crawford (2001) "The future of the role of B2B exchanges in Australia" Corprocure

Dubelaar, Chris (2001) "e-Business Models and their Application." Multimedia Victoria

Dubelaar, Chris (2001) "Performance Measurement in the Business Sector", Commonwealth Bank of Australia

Kates, Steven, Chris Dubelaar (2001) "Research Methods in the PhD Process" ANZMAC Doctoral Colloquium

Dubelaar, Chris, Arch Woodside (2000) "Brand Image Measurement in the Banking Sector" Commonwealth Bank of Australia

Dubelaar, Chris (2000), "CRM, e-Business and you" CEO Institute of Australia

Patterson, Paul, Grahame Dowling, Chris Dubelaar (1997) "Pricing for Customer Value" Telstra

## **Reviewing**

Associate Editor, Journal of Business Research, Business Research Methods

Ad Hoc Reviewer for:

Journal of Retailing and Consumer Services

Journal of Marketing Theory and Practice

European Journal of Marketing

Journal of Strategic Marketing

Tourism Management

ANZMAC

Track Co-Chair for e-Commerce, CRM, and e-Marketing track at ANZMAC 2004

AMA Winter Educators

Track Co-Chair for Retailing, World AMS Oslo, Norway, 2009.