

# CURRICULUM VITAE

## PERSONAL

NAME: **TANIA VON DER HEIDT**  
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## ACADEMIC QUALIFICATIONS

- 2013 **Graduate Certificate in Higher Education (Learning & Teaching)**
- 2008 **Doctor of Philosophy**, Southern Cross University (with APA Scholarship): *Model of cooperative interorganisational relationships in product innovation in Australian manufacturing: A multi-stakeholder perspective*
- 1994-1995 **Master of Business Administration** with major in marketing and entrepreneurship, Southern Cross University
- 1987-1989 **Graduate Diploma of Finance**, Securities Institute of Australia
- 1983-1985 **Bachelor of Business** with double major in Accounting and Marketing/Management, Northern Rivers College of Advanced Education

## KEY ACHIEVEMENTS

- In 2014 OLT citation outstanding contribution to student learning for Education for Sustainability in BBus team
- 2 DBA completions, 1 Honours completion  
Achieved fully Web 2.0 unit curriculum (assessment & teaching) in MKT00075  
First SCBS study tour to China in MKT00075  
Participated in OLT project on peer review in ICT-enabled learning environments
- In 2013 1 DBA completion  
VC citation for outstanding contribution to student learning '*for a scholarly-driven, team-based approach that champions education for sustainability and enhanced learning and teaching in the undergraduate business curriculum*';  
1 PhD completion
- In 2012 Promoted to Senior Lecturer  
Study leave with Technische Universität, Berlin (Germany)
- In 2011 VC citation for outstanding contribution to student learning '*for taking a scholarly approach to improving learning-centred curriculum design in first-year marketing*';  
1 Honours completion



In 2010      Developed research to inform and shape the policy direction of environmental regulation of rail nationally

## EMPLOYMENT

### *June 2012 onwards*

#### **SENIOR LECTURER IN MARKETING**

##### **Southern Cross University, Business School**

- Develops, continuously improves and leads 1<sup>st</sup> year undergraduate *Marketing Principles*
- Develops, continuously improves and leads 2<sup>nd</sup> undergraduate units - *Marketing Research* (2014), *Services Marketing* (introduced in 2013)
- Participates in various School meetings, fora and projects, such as the 2014 OLT project on peer review in ICT-enabled learning environments
- Represents the School at T&L events, graduation speeches, anniversaries
- Engages with the local community through guest presentations (e.g. 20@6 Lismore Chamber of Commerce).

#### **HDR SUPERVISOR**

Supervises higher degrees students: approx. 4 PhDs, 10 DBAs and 1 Honours.

#### **RESEARCHER**

Publishes individually, with students and in teams within the marketing field.

Submitted grant application to 2014 OLT grant round to reimagine education for sustainability in the BBus.

#### **COURSE COORDINATOR**

Responsible for BBA Course at onshore and offshore until 2013; for China (ongoing).

Developed significant improvements to BBA course structure in Singapore (MDIS) and China.

Represented the School at graduations.

### *January to June 2012*

Study leave at Technologie & Innovations Management (Prof. Hans-Georg Gemünden), Technische Universität Berlin, Germany.

### *January 2009 to 2012*

#### **LECTURER IN MARKETING**

##### **Southern Cross University, Business School**

- Innovated curriculum and led *Marketing Principles*.
- Innovated and led curriculum in *Consumer Behaviour*
- Innovated and led curriculum in *Marketing Research*.

#### **RESEARCHER - January 2011 to March 2012**

*SCU internal T&L project: An audit of education for sustainability in 1<sup>st</sup> year BBus units at SCBS & STHM.*

- Led a team of academics over 12 months to determine the extent and nature of education for sustainability in 14 1<sup>st</sup> year units across two SCU schools.

#### **RESEARCHER - January to December 2010**

*Cooperative Research Centre (CRC) for Rail Innovation project: Costing environmental regulation*

- Led a multi-stakeholder project team over 12 months to quantify and report the cost of environmental regulatory obligations using standard cost modelling approaches.

#### **RESEARCHER - February to December 2009**

***Cooperative Research Centre (CRC) for Rail Innovation project: Strategic information on high-speed rail***

**Southern Cross University, Faculty of Business and Law**

- Led a project team comprising over 14 formal and several informal project members across industry, government and other universities; developed and published a substantial report.

**COURSE COORDINATOR (from 2011)**

Responsible for BBA Course at onshore and offshore. Represented the School at graduations.

***January to December 2008***

**RESEARCH FELLOW**

***Cooperative Research Centre (CRC) for Rail Innovation project: Rail environmental regulations***

**Southern Cross University, Faculty of Business and Law**

- Led a 12-16 month multi-stakeholder research project team in developing a body of research that would shape the policy direction of the environmental regulatory regime of Australian rail transport.

**LECTURER IN MARKETING (B-level)**

**Southern Cross University, School of Commerce & Management**

- Taught Consumer Behaviour domestically and offshore.

***May 2007 - December 2007***

**LECTURER IN MARKETING fixed-term (Level B)**

**Southern Cross University, School of Commerce & Management**

- Taught Marketing Principles domestically and offshore.

***Feb 1996 to April 2007***

**LECTURER sessional (Level B)**

**Southern Cross University, School of Commerce & Management; Graduate College of Management**

- Taught domestically and offshore in undergraduate *Marketing Principles, Marketing Research, Global Marketing, Retail Marketing, Consumer Behaviour, Fundamentals of Management*.
- Taught domestically and offshore in postgraduate *International Marketing, Marketing Research, Retail Marketing, Processes of Management*.

**RESEARCH ASSISTANT**

- Developing research publications on management competencies in small business in IRG and Ausindustry networking project with Dr Bob Arnall;
- Researching local business proprietors for study on small business networking patterns with Dr Damien Hine and Dr Dennis Howard;
- Researching country of origin effects in Australian households with Prof. Peter Graham;
- Analysing data on small legal businesses in Queensland with Prof. Geoff Meredith.

***September 1995 - January 1996***

**MARKET RESEARCHER:**

**Northern Rivers Organisation for Regional and Economic Development (NOREDO)**

- Undertook research to shape the direction of the Northern Rivers Promotion Campaign.

***June - August 1995***

**INSTRUCTOR**

**Business Enterprise Centre, Lismore**

- Instructed prospective entrepreneurs in the new New Enterprise Incentive Scheme (NEIS) new business start-up program.

*September 1994 - May 1995*

**CONSULTANT, INTERNATIONAL MARKETING COORDINATOR**

Thursday Plantation Laboratories Ltd, Ballina

- Researched the tea tree oil market in Germany; evaluated prospective export partners and distributors.

**INSTRUCTOR**

Technical and Further Education (TAFE), Lismore, Ballina, Casino and Byron Bay for TURSA Labour Market Program:

- Conducted training programs in retailing and marketing, including customer relations, selling practices, stock control, business calculations.

*January 1992 - March 1994*

**MARKETING CONTROLLER**

Audi AG, Ingolstadt, Germany

- Developed systematic frameworks for evaluating and controlling marketing and pricing strategies for export markets; Successful cross-functional cooperation with R&D, purchasing, production, sales and marketing departments to improve Audi export offering; Successful communication with international importers and distributors to improve Audi's export offering.

*September 1990 - December 1991*

**MANAGEMENT CONSULTANT**

Alexander Proudfoot Productivity Management, Frankfurt, Germany

- Achieved over DM 5 million (equivalent to over A\$4.8 million) cost savings through productivity and quality improvements in automobile manufacturing material logistics, production and MIS.

*May 1986 - July 1990*

**ACCOUNT MANAGER**

State Street Australia Ltd, Sydney, Australia

- Achieved ongoing satisfaction of major clients (e.g. Asia Development Bank, Commonwealth Bank, Suncorp Bank) and their fund managers (e.g. Fiduciary Trust, Perpetual Trustees) through effective funds accounting and reporting; successfully managed three client account teams, each with supervisor and around ten Portfolio Accountants.

**PROFESSIONAL AFFILIATIONS**

- Member of the Australian and New Zealand Marketing Academy (ANZMAC)
- Associate of the Australian Marketing Institute (AMI)
- Qualified for Associate Member of the Australian Society of Certified Practicing Accountants (ASCPA).
- Qualified for Associate Membership to the Securities Institute of Australia (SIA)

## PUBLICATIONS

### Book chapters

- von der Heidt, T.** (2014) A study of inquiry-based learning in action: An example from a first-year Marketing Principles course. P. Blessinger & J. Carfora (Eds.), *Inquiry-Based Learning for the Arts, Humanities, and Social Sciences: A Conceptual and Practical Resource for Educators*. United Kingdom: Emerald Group.
- von der Heidt, T.** (2013) Eteams for collaborative marketing planning. *Information Systems and Technology for Organizations in a Networked Society* T. Issa, P. Isaías and P. Kommers, IGI Global, 26 pages
- von der Heidt, T.** (2012) Product strategy and innovation at Glaceau Vitaminwater. In W. Pride (Ed.), *Marketing Principles: Asia-Pacific Edition* (1st ed.). Sydney: Cengage Learning, 252-253
- von der Heidt, T.** (2011) Henna body art and its consumption in East and West. In P. G. Quester, S. Pettigrew & D. I. Hawkins (Eds.), *Consumer Behaviour: Implications for Marketing Strategy*. North Ryde, NSW: McGraw-Hill. 560-561
- von der Heidt, T.** (2009) Battling the Onslaught of Junk Food Marketing In R. A. Kerin, S. Hartley, W. Rudelius & G. Theng Lau (Eds.), *Marketing in Asia*. Singapore: McGraw. 125-127
- von der Heidt, T.** (2003) Reconciling interorganisational relationships: A meta-theoretical analysis and synthesis of ten IOR theories. In A. Buttery (Ed.), *Best Paper Series from the Inaugural Australian Conference of the Chartered Institute of Marketing*, Sydney: Infocus Publishing. 33-50.

### Journal articles

- von der Heidt, T.** 2014 (submitted 2014) 'A scholarship approach to embedding creativity and sustainability in marketing curriculum', *Journal of Marketing Education*.
- von der Heidt, T.** & Lamberton, G 2014 (2014 in print), 'Academics' perceptions of sustainability in undergraduate business programs at an Australian university', *Australian Journal of Environmental Education*.
- von der Heidt, T.** 2014 (2014 in print), 'Concept maps for enriching and assessing learning in higher education: A study of undergraduate business students in first-year marketing in China', *Assessment & Evaluation in Higher Education*.
- von der Heidt, T.** & Quazi, A 2013, 'Enhancing learning-centeredness in marketing principles curriculum', *Australasian Marketing Journal*, vol. 21, no. 4, pp. 250-8.
- Wilson, E & **von der Heidt, T.** 2013, 'Business as usual? Barriers to education for sustainability in the Tourism curriculum', *Journal of Teaching in Travel and Tourism: TEFI Special Issue*, vol. 13, pp. 130-47.
- Wang, J., **T. von der Heidt** and M. Charles (2012). Towards Best Practice in Measuring Regulatory burdens: a case Study of Environmental Regulation in the Australian Rail industry. *Competition and Regulation in Network Industries*. 13(4). 385-410.
- von der Heidt, T.**, & Scott, D. (2012) Rethinking the role of external collaboration in product innovation. *International Journal of Entrepreneurship and Innovation Management*. 15(1/2). 59-50
- von der Heidt, T.** (2011) Informing regulatory reform in Australian industry through mixed research: A post-hoc evaluation of research design. *International Journal of Multiple Research Approaches*. 5(3) 301-317.
- von der Heidt, T.**, & G., Lamberton. (2011) Sustainability in the undergraduate and postgraduate business curriculum of a regional university: A critical perspective. *Journal of Management and Organisation* (Special Issue: Educating for Sustainability and CSR: What is the role of business schools?). 17: 670-690.
- von der Heidt, T.**, & Scott, D. (2011) More similar than different: A study of cooperative product innovation with multiple stakeholders. *Journal of Management and Organisation*, 17(1). 95-122.
- von der Heidt, T.**, Wang, J., & Charles, M. B. (2010) A method of measuring excessive environmental regulatory burden in the Australian rail industry. *Competition and Regulation in Network Industries*, 11(4), 361-381.
- Charles, M. B., Hong, T., Gillett, P., **von der Heidt, T.**, & Kivits, R. (2011) Transport energy futures: Exploring the geographical dimension *Futures*. 43:1142-1153.
- Charles, R., Olorunfoba, R., **von der Heidt, T.**, Ryan, R., & Ryan, N. (2009) The EU-Africa energy partnership: A mutually beneficial alliance? *Energy Policy*, 37, 5546-5556.
- Ryan, R., Charles, M. B., **von der Heidt, T.**, & Collier, C. (2009) Urban planning and railway corridors: Resolving regulatory dysfunction in Australia. *Competition and Regulation in Network Industries*, 4(December), 333-353.
- von der Heidt, T.**, & Scott, D. (2009) Using partial aggregation in complex structural equation modeling (SEM): Application to cooperative product innovation. *Carpe Diem: The Australian Journal of Business and Informatics*, 4(1).

<u>Conference publications</u>
Bendor, I., <b>von der Heidt, T.</b> , & Acker, T. (2014) How do Aboriginal and Torres Strait Islander art organisations use technological networks in their business?, <i>Australian and New Zealand Marketing Academy Conference</i> . Brisbane.
Dao, H. and <b>T. von der Heidt</b> (2014). Poster: A model to show how consumer identification with a nation enhances consumer brand evaluations. <i>Australian and New Zealand Marketing Academy Conference</i> . Brisbane, 1-3 December.
Spriggs, D., & <b>von der Heidt, T.</b> (2014) The Australian rail re-branding phenomenon: An investigation into the drivers, the processes and impacts on brand equity, <i>Australian and New Zealand Marketing Academy Conference</i> . Brisbane.
van Esch, P., & <b>von der Heidt, T.</b> (2014) Practitioner insights into the dimensions of religion in mass media social marketing campaigns, <i>Australian and New Zealand Marketing Academy Conference</i> . Brisbane.
von der Heidt, T. (2014) Inquiry-based learning for first-year Marketing Principles studies, <i>Australian and New Zealand Marketing Academy Conference</i> . Brisbane.
Zeng, R., <b>von der Heidt, T.</b> , & Yeong, A. (2014) Understanding Chinese consumers' housing purchase decisions: Results from Wuhan, <i>Australian and New Zealand Marketing Academy Conference</i> . Brisbane.
Bendor, I, <b>von der Heidt, T</b> & Acker, T 2013, 'How does ecommerce help Aboriginal and Torres Strait Islander art centre marketing engage with the future?', paper presented to Australian and New Zealand Marketing Academy, Auckland, 2-4 December, R Brodie (ed.). < <a href="http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html">http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html</a> >.
Nemeschansky, B & <b>von der Heidt, T</b> 2013, 'The future of restaurant analysis: A customer-driven approach for an experience economy', paper presented to Australian and New Zealand Marketing Academy, Auckland, 2-4 December, R Brodie (ed.). < <a href="http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html">http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html</a> >.
Spriggs, D & <b>von der Heidt, T</b> 2013, 'Toward a model for future rail place branding', paper presented to Australian and New Zealand Marketing Academy, Auckland, 2-4 December, R Brodie (ed.). < <a href="http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html">http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html</a> >.
<b>von der Heidt, T</b> 2013, 'How to embed creativity in a first-year undergraduate marketing curriculum', paper presented to Australian and New Zealand Marketing Academy, Auckland, 2-4 December, R Brodie (ed.). < <a href="http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html">http://pandora.nla.gov.au/pan/25410/20140311-1105/anzmac.info/conference/anzmac-2013-conference-proceedings/index.html</a> >.
<b>von der Heidt, T.</b> & Lamberton, G. (2012 (forthcoming)). Academic perceptions of the meaning and relevance of sustainability in business courses: Results from a study of first-year BBus subjects. Paper presented at the 26 <sup>th</sup> <i>Australian and New Zealand Academy of Management (ANZAM) Conference</i> , Perth, 5-7 December. W. Soontiens (Ed).
<b>von der Heidt, T.</b> (2012 (forthcoming)). How to enhance learning-centredness in curriculum: An illustration for first-year Marketing Principles. <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Adelaide, Ehrenberg-Bass Institute for Marketing Science. 3-5 December.
Herm, S. and <b>T. von der Heidt</b> (2012 (forthcoming)). A study of consumer responses to transgressions in a producer-retailer brand partnership. <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Adelaide, Ehrenberg-Bass Institute for Marketing Science, 3-5 December.
<b>von der Heidt, T.</b> (2012 (forthcoming)). A comparison of creative problem solving toward green product innovation between Chinese and Australian business students. <i>The 14th Westlake International Conference on Small &amp; Medium Business (WLICSMB) Conference</i> , Hangzhou, Zhejiang University of Technology, 13-15 October.
<b>von der Heidt, T.</b> (2012). Fostering business students' creative problem solving through marketing planning. <i>XXIII International Society for Professional Innovation Management (ISPIM) Conference</i> , Barcelona, 18-20 June.
<b>von der Heidt, T.</b> (2012). Evaluating egroups for collaborative marketing planning by first-year business students. <i>International Society for Development of the Information Society (IADIS) Conference</i> , Berlin, IADIS Press. 10-12 March.
Wilson, E. and <b>T. von der Heidt</b> (2012). Is transformational change possible through education for sustainability? <i>6th Annual Tourism Education Futures Initiative (TEFI) Congress</i> , University of Bocconi, Milan, Italy, 25-27 June.
Ponirin, P., & <b>von der Heidt, T.</b> (2011) A complexity of e-loyalty: Examining the roles of e-value, e-trust, e-satisfaction and e-commitment, <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> . Perth. 28-30 November. Best paper award in E-commerce stream.
<b>von der Heidt, T.</b> (2011) Learning with concept maps: A study to measure change in learning in undergraduate Chinese marketing students. Paper presented at the <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Perth, 28 to 30 November.



<b>von der Heidt, T., &amp; Ponirin, P. (2011)</b> Marketing students' perceptions on study process and assessment using R-SPQ-2F: A multi-cohort study. Paper presented at the <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Perth, 28 to 30 November.
<b>von der Heidt, T., Lamberton, G., Wilson, E., &amp; Morrison, D. (2011)</b> Embedding sustainability in first-year Bachelor of Business units at a regional university, <i>Australian and New Zealand Academy of Management (ANZAM) Conference</i> . Wellington. 3-5 December.
<b>von der Heidt, T., &amp; Spriggs, D. (2011)</b> New contexts for concept map assessment of classroom learning: Chinese business students' conceptualisation of marketing Paper to be presented at the <i>Higher Education Research and Development Association (HERDSA)</i> , Gold Coast, 4-7 July.
Bergman, I., <b>von der Heidt, T., &amp; Maller, C. (2010)</b> Cognitive dissonance and individuals' response strategies as a basis for audience segmentation to reduce factory farmed meat consumption. Paper presented at the <i>International Nonprofit and Social Marketing (INSM) Conference</i> , Brisbane. 15-16 July.
Ponirin, Scott, D. & <b>von der Heidt, T. (2010)</b> E-loyalty: Its antecedents, implications and differences between developed and developing countries. Paper presented at the <i>Academy of Marketing Science Cultural Perspectives in Marketing Conference</i> , Lille, France, Academy of Marketing Science (AMS), R. Chumpitaz, M. Laroche & N. Paproidamis (Ed.), June.
<b>von der Heidt, T. (2010)</b> An exploratory study on assessment of creativity in first-year undergraduate marketing units. Paper presented at the <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Christchurch. 29 November to 2 December.
<b>von der Heidt, T. (2010)</b> Experiential learning and assessment in first-year undergraduate marketing units: An exploratory study. Paper presented at the <i>Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> , Christchurch, 29 November to 2 December.
<b>von der Heidt, T. (2010)</b> Integrating sustainability in the business curriculum: An exploratory study. Paper presented at the <i>24th Australian and New Zealand Academy of Management (ANZAM) Conference</i> , Adelaide, 8-10 December.
<b>von der Heidt, T., &amp; Charles, M. (2009)</b> Research to inform regulatory reform: The case of rail environmental regulation, <i>23rd Australian and New Zealand Academy of Management (ANZAM) Conference</i> . Melbourne. December.
<b>von der Heidt, T., &amp; Firmin, R. (2009)</b> Green event performance and its antecedents: A consumer perspective, <i>23rd Australian and New Zealand Marketing Academy Conference (ANZMAC)</i> . Melbourne. December.
<b>von der Heidt, T. (2009)</b> Rethinking the role of collaborative product innovation: Antecedents, consequences and multiple external stakeholders. Paper presented at the <i>International Society of Product Innovation Management (ISPIM) Conference</i> . Vienna, Austria. 21-24 June.
<b>von der Heidt, T., Gillett, P., Charles, M. B., &amp; Ryan, N. (2009)</b> Contractual arrangements and their implications for the provision of an Australian VFT, <i>International Conference on Infrastructure Systems (ICIS)</i> . Chennai, India. December.
Ponirin, Scott, D., & <b>von der Heidt, T. (2009)</b> Does e-store service quality affect customer loyalty? <i>Social Science Research Network (SSRN)</i> .
Charles, M.B., <b>von der Heidt, T.</b> , Ryan, R., Collier, C. & Hughes, B. (2008) Environmental regulations pertaining to rail: Developing best practice. <i>2<sup>nd</sup> Annual Environmental Management in Rail (EMR) Conference</i> , Melbourne 14-15 October.
Ryan, R. Charles, M.B., <b>von der Heidt, T.</b> Hughes, B. & Collier, C. (2008) Urban planning and railway corridors: Overcoming regulatory dysfunction in Australia, <i>Competition and Regulation in Network Industries (CRNI) Conference</i> , Brussels. July.
<b>von der Heidt, T., Charles, M., Ryan, R., &amp; Hughes, B. (2008)</b> Managing environmental regulations for the 21st century: Challenges and opportunities in an Australian industry context. Paper presented at the <i>Australian and New Zealand Academy of Management (ANZAM) Conference</i> Auckland. Best paper award in Management in government stream. December.
<b>von der Heidt, T., &amp; Scott, D. (2007)</b> Partial aggregation for complex structural equation modeling (SEM) and small sample sizes: An illustration using a multi stakeholder model of cooperative interorganizational relationships (IORs) in product innovation. Paper presented at the <i>21st Australian and New Zealand Academy of Management (ANZAM) Conference</i> , Sydney. 4-7 December.
<b>von der Heidt, T., &amp; Scott, D. (2007)</b> Similarities and differences in multiple stakeholder interorganizational relationships (IORs) in product innovation: Results from Australian manufacturing firms. Paper presented at the <i>21st Australian and New Zealand Academy of Management (ANZAM) Conference</i> , Sydney. 4-7 December.

<b>von der Heidt, T 2014</b> , 'Engaging students through a technology-enhanced integrated, interactive Study Guide: A critical scholarly reflection', paper presented to Southern Cross University Scholarship of Teaching Symposium, Lismore, 23 September, C McCormack (ed.).
Biersteker, S & <b>von der Heidt, T</b> 2014, 'The value of the regional food producer', <i>Business Insight Column</i> , submitted 26 June
<b>von der Heidt, T</b> 2014, 'Bring out your true environmental values ', <i>Business Insight Column</i> , submitted 6 October
<b>von der Heidt, T</b> 2013, 'Bring out your true value ', <i>Business Insight Column</i> , submitted 28 November
<b>von der Heidt, T</b> 2013, 'Enhancing learning-centeredness in marketing principles curriculum', paper presented to Southern Cross University Scholarship of Teaching Symposium, Lismore, 26 September, C McCormack (ed.).
<b>von der Heidt, T., G. Lamberton and E. Wilson.</b> (2012). Moving towards Education for Sustainability: To what extent does the SCU Bachelor of Business curriculum reflect the sustainability paradigm shift? Lismore, Southern Cross University, 87 pages, <a href="http://epubs.scu.edu.au/bus_pubs/">http://epubs.scu.edu.au/bus_pubs/</a>
<b>von der Heidt, T</b> 2010, 'The truth about modern marketing', <i>The Northern Rivers Echo</i> , 8 July. <a href="http://www.echonews.com.au/news/the-truth-about-modern-marketing/577468/">http://www.echonews.com.au/news/the-truth-about-modern-marketing/577468/</a>
<b>von der Heidt, T</b> 2010, 'Sustainable business makes sense', <i>The Northern Rivers Echo</i> , 22 July. <a href="http://www.echonews.com.au/news/sustainable-business-makes-marketing-sense/588740/">http://www.echonews.com.au/news/sustainable-business-makes-marketing-sense/588740/</a>
CRC for Rail Innovation. (2010 (forthcoming)) <i>Measuring excessive environmental regulatory burden in the Australian rail industry</i> . Brisbane: J. Wang, <b>T. von der Heidt</b> , M.B. Charles, 33 pages, from <a href="http://www.railcrc.net.au/">http://www.railcrc.net.au/</a>
CRC for Rail Innovation. (2009a) <i>High-speed rail: Strategic Information for the Australian context</i> . Brisbane: <b>T. von der Heidt</b> , P. Gillett, C. Hale, P. Laird, A. Wardrop, R. Weatherby, C. Waingold, M. Charles, I. Rossow, D. Coleman, B. Ramasokeran, R. Zito, M. Taylor, A. Pollock, 106 pages, from <a href="http://www.railcrc.net.au/">http://www.railcrc.net.au/</a>
CRC for Rail Innovation. (2009b) <i>Stakeholder views on rail environmental regulation: Final report</i> . Brisbane: <b>T. von der Heidt</b> , R. Ryan, M. Charles, B. Hughes, D. Gee and C. Collier, 120 pages, from <a href="http://www.railcrc.net.au/">http://www.railcrc.net.au/</a>
CRC for Rail Innovation. (2008b) <i>An inventory of environmental regulation pertaining to rail in Australia</i> . Brisbane: <b>T. von der Heidt</b> , R. Ryan, M.B. Charles, R. Zito, C. Collier, B. Hughes, 115 pages, from <a href="http://www.railcrc.net.au/">http://www.railcrc.net.au/</a>
CRC for Rail Innovation. (2008a) <i>Environmental regulations pertaining to rail: Toward a case for change</i> . Brisbane: <b>T. von der Heidt</b> , R. Ryan, M. Charles, R. Zito, C. Collier, B. Hughes, R. Piamsa-Art, 28 pages, from <a href="http://www.railcrc.net.au/">http://www.railcrc.net.au/</a>

#### Grants, contracts and project funding gained

Year	Title of current grant, contract or project	Funds Provider	Received Amount \$	Chief investigators & internal staff members (in order)	Specify your contribution to project	Type of Grant and is this a National/International Competitive Grant? Y/N
2008	Environmental regulations pertaining to rail: developing best practice	CRC for Rail Innovation	\$136,330 plus in-kind	Tania von der Heidt, Michael Charles, Rachel Ryan	Post-doctoral research fellow; quasi project leadership	No
2009	An investigation into the feasibility of High Speed Rail in Australia	CRC for Rail Innovation	\$20,000 plus salaries, in-kind	Neal Ryan, Tania von der Heidt, Pat Gillett, Michael Charles etc.	Quasi project leadership; 50%	No
2009	Strategic funds 2009: Data entry and analysis of Blues Festival green consumer perceptions data	C&M	\$1,500	Tania von der Heidt, Kate O'Neal, Peter Vitartas	Project leadership	No
2010	Quantifying the costs of unnecessary rail environmental regulation in Australia	CRC for Rail Innovation	\$20,000 plus salaries, in-kind	Tania von der Heidt, Jian Wang, Michael Charles	Project leadership; 33%	No
2010	Small Teaching & Learning 2011 grant: Audit and evaluation of sustainability in first-year core business units	SCU – T&L	\$5000	Tania von der Heidt, Geoff Lamberton, Erika Wilson	Project leadership: 33-50%	No



Year	Title of current grant, contract or project	Funds Provider	Received Amount \$	Chief investigators & internal staff members (in order)	Specify your contribution to project	Type of Grant and is this a National/International Competitive Grant? Y/N
2010	Strategic funds 2010: Data entry and analysis of student learning process data from Marketing Principles MKT00075	SCU - C&M	\$1500	Tania von der Heidt, Ponirin	Project leadership: 50%	No
2010	ARC Grant Application Incentive Scheme	SCU-VC	\$3,000	Tania von der Heidt, Michael Charles	Project leader with RA support	No
2014	SCBS Seed Grant: A proposal to investigate stakeholder perceptions of the NSW Northern Rivers Combined Co-operatives Group and its members	SCBS	\$3,000	Tania von der Heidt, Michael Charles, Sarah Biersteker	Project leader with RA support	No