



LEADERSHIP / VISION / PASSION
CONNECT: UNIVERSITY OF WOLLONGONG
PROFESSOR OF MARKETING

APPOINTMENT DETAILS



TOP 2% OF WORLD UNIVERSITIES

QS World University Rankings 2012/2013
 Times Higher Education World University Rankings 2012/2013
 Academic Ranking of World Universities (ARWU) 2012



Globally Rated a Five Star University

QS World University Rankings 2012/2013
 Australian Good Universities Guide 2013



Globally Ranked as One of Australia's Best Modern Universities

33rd in the world — Times Higher Education Top 100 Under 50 Rankings 2012
 30th in the world — QS Top 50 Under 50 Rankings 2012

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Front cover:
 TedX Wollongong, 2012.

VICE CHANCELLOR'S INTRODUCTION



The University of Wollongong (UOW) is an ambitious institution. Our aim is to connect great minds in the pursuit of novel ideas and innovations that will help solve global challenges. In the process, we believe UOW can also reach our stated goal of joining the Top 1% of research universities in the world.

We are a powerhouse of learning and teaching excellence and we assert our standing as a significant research-intensive university, having been ranked in the Top 10 research-intensive universities in Australia in the 2012 federal government research performance assessment process (Excellence in Research Australia – or ERA). Furthermore, as a relatively young institution, we are proud to be ranked among the Top 50 modern universities in the world and equal first in Australia according to the latest THE and QS ratings.

Over the past 18 months, UOW has undertaken a major evolutionary step toward its goal of universal recognition as a global destination of choice in higher learning and pioneering research. We have transformed our senior executive and faculty shape to ensure we are optimally structured and resourced to succeed well into the future.

It is a great time to be joining UOW, as our new faculties take shape and look to build our profile in key discipline areas. We are seeking visionary and passionate senior scholars across several business disciplines and have a number of Professorial positions advertised during this exciting period of strategic growth.

Within this document, we invite applications for the position of Professor of Marketing within our new Faculty of Business. This position will enhance the research capability and reputation of our Marketing discipline. We have a strong focus on applied research and are seeking someone with broad expertise in multiple research methods relevant to marketing who can mentor our growing number of highly research intensive and well published academics across a diversity of applied marketing areas.

This appointment will be awarded to a genuine academic leader who enjoys collaborating with similarly passionate and dedicated scholars, both within their discipline area and beyond; who will thrive in an environment where they can take a senior role in shaping the research agenda; who has a track record in mentoring ambitious young researchers; and has a track record of high quality scholarly contributions in the areas of marketing research methodology and/or marketing theory.

On behalf of the University and the Faculty of Business, I thank you for your interest in this position.

A handwritten signature in black ink, appearing to read 'Paul Wellings', with a long horizontal line extending from the end of the signature.

Professor Paul Wellings CBE
Vice-Chancellor



ABOUT THE UNIVERSITY OF WOLLONGONG

UOW is currently in an exciting period of transformational change. We are one year in to a new strategic planning cycle and have just realigned our faculties, schools and disciplines. We are doing this to serve an agenda that aims to place UOW in the top 1% of the world's research universities. This is complemented by a Global Challenges Research Program that will focus our research in areas of national and international significance.

We are internationally renowned for our applied research, which is enhanced by partnerships with industry, community and government, and focused on national economic, technological and social objectives. Our Global Challenges Program will bring together researchers from a variety of disciplines to work together on three of Australia's biggest challenges: managing an ageing population, coping with industrial transformation and sustaining coastal environments.

Throughout our 60-year history, we have shaped the future through teaching, learning, researching and connecting with the community on a local and global scale. In that time we have built a world-class institution with strong global recognition for our programs, student experience and progressive research. We also have the highest levels of staff engagement and organisational progress in the higher education sector across Australia and New Zealand.

Since our inception, our enrolment has grown to over 30,000 students from 143 nationalities. We have a proud and dedicated workforce of over 2,000 full time staff, spread over nine campuses, and are supported by engaged, high quality professional and administrative staff.

OUR PURPOSE:

- We aim for a position in the top 1% of world universities.
- We aim to offer an empowering learning experience, informed by research and our external context.
- We aim to enrich all our regional communities through a strong and connected presence.
- We aspire to make UOW a destination university and Wollongong a university city.

OUR VALUES:

The commitments under our 2013-18 goals endorse and promote the University's core values of:

- Excellence through initiative, enterprise and achievements that take society forward
- Intellectual openness and freedom of opinion
- Integrity
- Mutual respect and collegiality
- Diversity of cultures, ideas and peoples
- Indigenous perspectives and reconciliation
- Foresight, quality and accountability as an institution
- Community partnerships and mutual development
- Equity and social justice



UOW STRATEGIC PLAN: A SNAPSHOT

GOAL 1: RESEARCH & IMPACT

Build an outstanding research community that values emerging researchers and supports research-active staff to achieve the highest quality results and disseminate their benefits to user communities.

GOAL 2: LEARNING & THE STUDENT EXPERIENCE

Deliver student-centred, challenging programs to the highest standards in a technology-rich learning environment that attracts high quality students and develops all students for their graduate roles in society and the global workplace.

GOAL 3: CONNECTING COMMUNITIES

Integrate teaching, research, and community and business linkages at global and regional level to enhance our research base and our contribution to student and community development.

GOAL 4: STAFF & CULTURE

Foster a culture of continuous improvement by rewarding initiative, creativity and performance in an environment which develops staff and encourages the highest quality standards.

GOAL 5: SUSTAINING A VIBRANT UNIVERSITY

Ensure our capacity to deliver our mission by continuing to transform and modernise systems, business processes and the built environment.

GOAL 6: CHANGE & TRANSFORMATION

Drive the standing and global recognition of UOW and its qualities through selective investments in strategic initiatives and by engaging with key supporters to deliver our long-term vision.

For more information about our strategic plan:
www.uow.edu.au/planquality/strategicplan

For more information about the University:
www.uow.edu.au/about

For information about Research:
<http://www.uow.edu.au/research>

For information about Learning and Teaching:
www.uow.edu.au/about/teaching

For information about our Faculties and Schools:
www.uow.edu.au/about/faculties

For information about staff Awards & Agreements:
<http://staff.uow.edu.au/personnel/awardagree>



UOW REPUTATION INDICATORS

At UOW we are, and always have been, about academic excellence. We're in the top 2% of universities world-wide and we're aiming higher every day. We're proud of what we have achieved so far, but we're not done yet.

TOP 2% OF UNIVERSITIES IN THE WORLD

264th in the world – QS World University Rankings 2012/2013

305th in the world – Times Higher Education World University Rankings 2012/2013

346th in the world – Academic Ranking of World Universities (ARWU) 2012

GLOBALLY RANKED AS ONE OF AUSTRALIA'S BEST MODERN UNIVERSITIES

33rd in the world – Times Higher Education Top 100 Under 50 Rankings 2012

Equal 1st in Australia – Times Higher Education Top 100 Under 50 Rankings 2012

30th in the world – QS Top 50 Under 50 Rankings 2012

GLOBALLY RATED A FIVE-STAR UNIVERSITY

5 Star rating – QS World University Rankings 2012/2013

1st in Australia for Educational Experience and Graduate Outcomes – Australian Good Universities Guide 2013

TOP 100 IN THE WORLD FOR GLOBAL GRADUATES

5th year in a row that employers have ranked our graduates in the top 100 universities in the world – QS World University Rankings Graduate Employers Survey 2012

EXCEPTIONAL STAFF ENGAGEMENT LEVELS

UOW staff reported the highest level of employee engagement and organisational progress in the higher education sector in the 2012 'Your Voice' organisational climate survey. ('Your Voice' is used in 37 Universities across Australia and New Zealand). Here are some of the results from that survey:

- 89% of staff believe that UOW has a strong focus on achieving positive results
- 92% of staff know their job contributes to the success of UOW
- 93% of staff feel they have good working relationships with their co-workers
- 86% of staff believe that UOW has a strong research culture
- 85% of staff believe that UOW has a strong teaching culture
- 86% of staff believe that UOW engages with the community in meaningful ways
- 88% of staff feel a sense of loyalty and commitment to UOW
- 90% of staff like the kind of work they do
- 91% of staff are proud to say they work at UOW

UOW GOVERNANCE & STRUCTURE

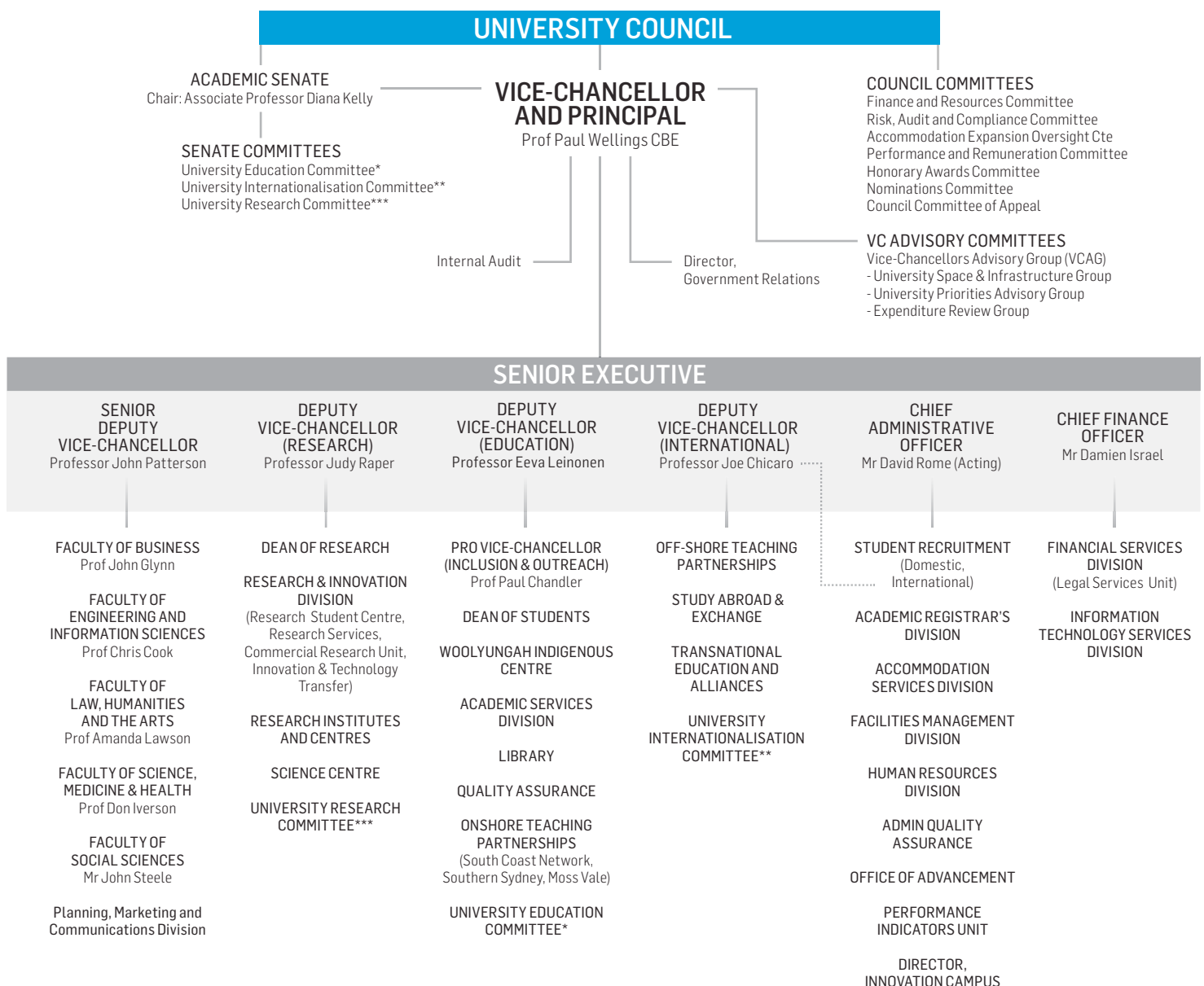
UOW is governed by the University Council, which is supported and informed by a number of Committees acting under the delegated authority of Council to fulfil UOW's Vision and Goals.

The Academic Senate is the peak body advising the University Council and Vice-Chancellor on academic matters and broad issues affecting the academic excellence of the University. A central role of Academic Senate is to evaluate, endorse and recommend policies to University Council.

The aim of our various committees is to provide leadership in the development of policy and strategy and play a key role in the management of all University activities.

A key part of this position is that it has executive responsibility for servicing the University Council, its major Committees and implementation of Council decisions. It also serves as Executive Chair of UniCentre Ltd and has executive responsibility for the university's Innovation Campus including development and operations.

For more information about governance and structures:
www.uow.edu.au/governance





RESEARCH INTENSITY

UOW's growing research intensity attracts national and international grant funding and brings academic talent and expertise from around the world to work in our beautiful region.

Many UOW faculty are leaders in their fields who conduct world-class research and serve as advisors to industry and government agencies. Our research often contributes to innovation where firms, government and others deliberately incorporate knowledge generated from UOW's research into their activities and outcomes so as to improve or develop new products (goods and services), processes and organisational forms.

Such innovation is a critical ingredient to future regional growth, competitiveness, wealth and prosperity and in providing the capacity, and associated adaptability, for the region to tackle emerging economic, social and environmental challenges.

KEY FACTS:

- Rated amongst the 'Top 10' research universities in Australia (ERA 2012)
- \$431M in research & commercialisation income
- 275 invention disclosures
- 60 successful patents
- 50 commercial licence agreements
- 4 new start-up companies

TOP
10
RESEARCH UNIS

60
PATENTS

INVENTION
275
DISCLOSURES

LICENCES
50

RESEARCH & DEVELOPMENT



RESEARCH
IMPACT



KNOWLEDGE
INNOVATION



KNOWLEDGE
TRANSFER



MAIN CAMPUS

WOLLONGONG CAMPUS

UOW's main campus is located in the thriving regional city of Wollongong, which offers a sought after lifestyle and easy access to Sydney. Sitting in the foothills of the Great Dividing Range, our main campus is just 10 minutes from the famous beaches of the New South Wales south coast, 3kms from the city centre and just 80km south of Sydney.



Top:
McKinnon Building (Central Campus)

Top right:
SMART Infrastructure Facility

Middle right:
Early Start Education Research Facility (currently under construction)

Bottom right:
UOW Library



INNOVATION CAMPUS

INNOVATION CAMPUS (iC)

Named 2011 Best New Business and Industrial Park Development in Australia by the Property Council of Australia at their Innovation and Excellence Awards, our \$400 million community of business and research enterprises is home to some of Australia's leading researchers and R&D.

iC comprises 135,000sqm of research, innovation and office space; cutting edge research centres; high-tech infrastructure and an ecologically sustainable residential and work environment.

Developed on 33 seaside hectares in North Wollongong, it is located just one hour from Sydney international airport and is just a 10 minute drive to UOW's main campus.



Top:
UOW Innovation Campus at dusk

Top right:
iC Central Administration block

Middle right:
Interior of Enterprise 1 - R&D office space

Bottom right:
Main entrance way



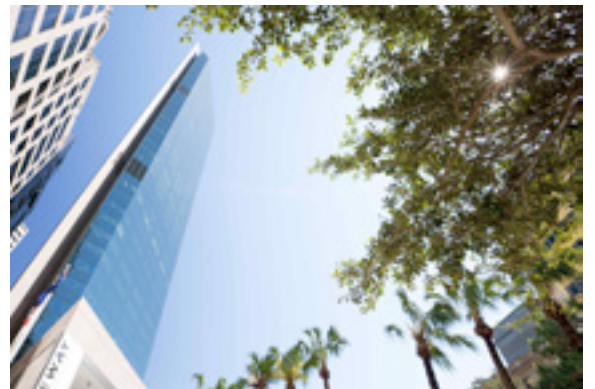
SYDNEY CBD CAMPUS

SYDNEY BUSINESS SCHOOL

Sydney Business School operates from two locations: UOW's Main Campus; and at the heart of Sydney at 1 Macquarie Place on Circular Quay, situated by iconic Sydney landmarks.

The School provides world-class postgraduate courses with flexible learning formats so that Wollongong and Sydney-based managers and professionals have the opportunity to expand their horizons.

The Sydney Business School is home to our Faculty of Business postgraduate programs, including our well-established executive DBA, EMBA and MBA programs, as well as a range of tailored Masters by coursework and Graduate Certificate programs.



Top:
Our CBD campus represents Australia's premier Business School location.

Top right:
The Gateway Building, 1 Macquarie Place.

Middle right:
An Executive MBA cohort in boardroom discussion mode.

Bottom right:
PhD discussion group.



WORKING AT UOW

At UOW, we reward initiative, creativity and performance in an environment that develops staff and encourages the highest quality standards. Our status as a world-class university is reflected in our progressive workplace. Our people are vital for us to sustain our culture of excellence and innovation so we are committed to the growth and success of every employee.



MY NAME IS PROFESSOR CHRIS COOK.

I'm the Dean of Engineering at UOW and graduate of the University of Adelaide, with a double degree in Science and Electrical Engineering as well as a PhD from the University of New South Wales.

I think the collegial atmosphere at UOW is quite extraordinary. We're big enough to be internationally competitive, but small enough that we can run everything in a very friendly way.

IF I WERE TO DESCRIBE UOW IN ONE WORD I'D SAY "ENTREPRENEURIAL"



MY NAME IS UWANA EVERS.

I work for the Centre for Health Initiatives.

I'm currently a PhD student in health promotion, and have undergraduate degrees in Psychology and Commerce.

For me the best thing about being a student at UOW is all the opportunities I've had. Studying overseas on exchange in Sweden and in Switzerland allowed me to see the world in a new and exciting way!

IF I WERE TO DESCRIBE UOW IN ONE WORD I'D SAY "OPPORTUNITY"





TEACHING & RESEARCH INFRASTRUCTURE

At UOW we provide all the amenities you would expect of a world-class university, from cutting-edge research and teaching environments, conference centres and the new Innovation Campus, to everything you need for education, business and entertainment.

RESEARCH AND DEVELOPMENT

Backed by internationally renowned research centres, our awarded Innovation Campus, and state-of-the-art facilities, we're leading the way in research and development.

SMART Infrastructure Facility: The first of its kind in Australia, SMART is a \$61 million centre of integrated laboratories which harness UOW expertise to address Australia's infrastructure needs – today and into the future. It is located on our main campus.

Illawarra Health and Medical Research Institute (IHMRI): IHMRI is a partnership between UOW and the South Eastern Sydney Illawarra Area Health Service. Through collaboration between academic and clinical researchers, IHMRI aims to directly benefit clinical practice and health service delivery. It is located on our main campus.

Australian Institute for Innovative Materials (AIIM): An Australian first, AIIM will use innovative fabrication methods to take multifunctional materials from fundamental research to the proof-of-concept stage. AIIM will transform traditional industries and form the basis for new high-tech health and energy manufacturing industries. AIIM is located at the Innovation Campus, in North Wollongong.

ARC Centre of Excellence for Electromaterials Sciences

(ACES): A multidisciplinary approach to solving some of the biggest challenges facing society – six Australian research strengths working with industry and researchers worldwide. ACES is also located at the Innovation Campus, in North Wollongong.

Sustainable Buildings Research Centre (SBRC): Leading the way to a restorative future, SBRC works to improve the energy-efficiency of new and existing buildings through advanced retrofit technologies, integrated component testing, skills training and ongoing research. The SBRC is located on our main campus.

Early Start: Early Start is an exciting multi-disciplinary initiative based in our Faculty of Social Sciences. Developed in response to a new wave of research confirming the critical impact of education on children's health, development and life outcomes, Early Start will radically transform teaching, research and community engagement in the higher education sector. The \$44 million Early Start facility will connect many different services across regional, rural and remote communities, nationally and internationally, using the latest technologies.



STATE-OF-THE-ART SERVICES & FACILITIES

CAMPUS SERVICES

UOW is a thriving enterprise, servicing over 24,000 enrolled students, nearly 2,500 employees, and over 110,000 alumni worldwide. On campus, we provide all the amenities you would expect of a world-class university, from cutting-edge research and teaching environments, conference centres and the new Innovation Campus, to everything you need for education, business and entertainment.

UOW's state-of-the-art sport and recreation facilities are open to, and widely used by, the public. Many high profile Australian and international sporting teams have used UOW superb sporting facilities as training bases — from the United States and Australian national swimming squads to the Wallabies rugby union team and the St George Illawarra Dragons in the National Rugby League. But just as importantly, UOW makes its world-class facilities available for all kinds of community groups — from learn-to-swim classes to local primary and high schools staging their swimming carnivals in the international-standard 50metre pool, to junior coaching clinics, junior sports squads that train and play on the sports fields and people attending fitness classes at Wollongong's best-equipped gymnasium.

Other facilities at the University Recreation and Aquatic Centre (URAC) include high quality cricket fields, a field for rugby and AFL, a championship-standard hockey field with artificial surface, tennis courts, physiotherapy centre, indoor courts for basketball, netball and volleyball and a sports hall (called the Sports Hub). UOW teams competing in sports like men and women's hockey, AFL, rugby union, rugby league and cricket, host visiting teams at the campus for matches. URAC also houses the headquarters of the Illawarra Academy of Sport. As part of this support of junior sport in the region, URAC also accommodates regional development officers for NSW-ACT AFL, NSW Rugby Union and NSW Tennis. In April 2012 URAC was the headquarters for the NSW Academy Games, hosted by the Illawarra Academy of Sport. More than 700 emerging athletes took part in the Games, which will be hosted in Wollongong until 2014.

- CAFES & EATERIES
- TEACHING & RESEARCH
- RETAIL
- SPORT & REC
- ADMIN

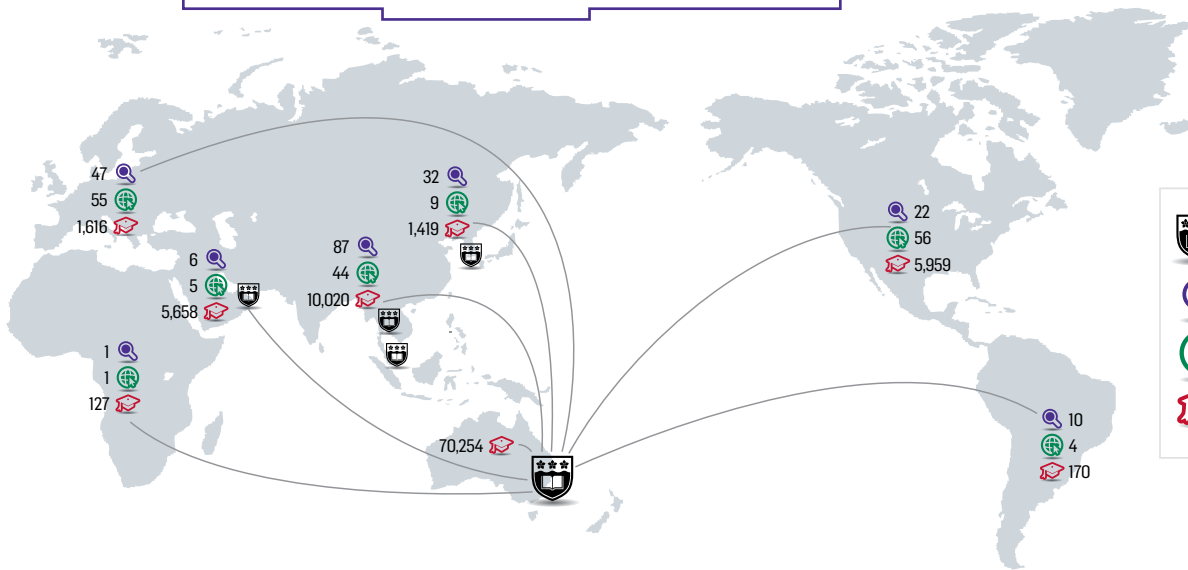
KEY FACTS:



- 9 campuses
- Over 20 commercial retail operators
- 2,353 direct employees
- 450 degrees on offer



GLOBALY CONNECTED



- UOW Campus/Programs
- Academic/Research Collaboration (Number of Institutions)
- Study Abroad/Exchange (Number of Institutional collaborations)
- Alumni (Number of UOW Graduates)

ACADEMIC / RESEARCH COLLABORATIONS

INSTITUTIONAL
213
COLLABORATIONS

STUDY ABROAD AND STUDENT EXCHANGE

FORMAL LINKS
166
WITH OTHER UNIS

UOW STUDENTS
3,167
HAVE STUDIED OVERSEAS

OUR ALUMNI

LIVE IN
143
COUNTRIES

FROM OTHER UNIS
9,466
STUDIED AT UOW



FROM THE EXECUTIVE DEAN OF BUSINESS



Our vision is to be a globally recognised Business faculty that brings together individuals and organisations in order to share cultures and ideas, with the primary objective of contributing to equitable and sustainable global organisations.

The Faculty of Business is UOW's largest faculty and has a reputation for excellence in teaching and research. This reputation is reflected in the demand for the Faculty's undergraduate and postgraduate programs within Australia and offshore and also in its significant local, national and international research linkages and strategic industry alliances. The Faculty mission is to deliver innovative teaching and undertake leading edge research in the fields of business and management.



ABOUT THE FACULTY OF BUSINESS

RESEARCH ENVIRONMENT

The Faculty received National recognition for its research performance through the Excellence in Research for Australia (ERA) Initiative, receiving the highest ERA rating given nationally for research quality (above world standard) in the area of tourism. Our Applied Economics and Management disciplines received ERA ratings of '3', confirming our world class research in these areas. It is home to the Institute for Business and Social Research (IBSoR) and the Australian Health Services Research Institute (AHSRI); both recognised research strengths of the University of Wollongong. In years since 2008, members of these research Institutes have secured funding worth over \$30 million. Over 40% of journal articles by IBSoR members were published in A* and A ranked international journals. Another cross-discipline research initiative, the Social Innovation Network (SInet), is strongly connected to the Faculty. SInet is a network of researchers in the Social Sciences recognised and funded by the University. SInet is a collaboration of research nodes from a wide range of discipline areas with 18 Centres across several Faculties forming the core of SInet. Eight of these Centres are located in the Faculty of Business.

TEACHING AND LEARNING

Teaching and learning in the Faculty of Business has achieved national recognition. The University of Wollongong was one of only four universities in Australia to score in B and A in all four discipline groupings, including Business and Economics, in the Federal Government's 2009 Learning and Teaching Performance Fund. In addition to this, the Faculty scored highly against national benchmarks, receiving positive ratings in the Course Experience Questionnaire (CEQ) for all disciplines in relation to graduate qualities, overall satisfaction and good teaching. Our academics regularly win awards and receive grants and recognition relating to the quality of their teaching.

QUALITY

The Faculty intends to continue its commitment to quality and review degree progression on a five-year quality cycle. Further, the Faculty continues to explore new undergraduate and postgraduate program potential. In order to recognise and celebrate the important academic achievement of our students, the Faculty works with industry, who sponsor over 45 prizes for academic excellence. The Faculty's internship program is a flagship in cooperation with industry, and provides students with a valuable opportunity to gain practical experience while continuing their studies.

PARTNERSHIPS

The Faculty of Business actively engages with partners through a broad range of mechanisms, including curriculum review processes, events, joint programs with TAFE, visiting programs for international and nationally renowned academics, the Faculty of Business Internship subject, prizes and awards to students, sponsorships, alumni activities and research and commercial consultancy.

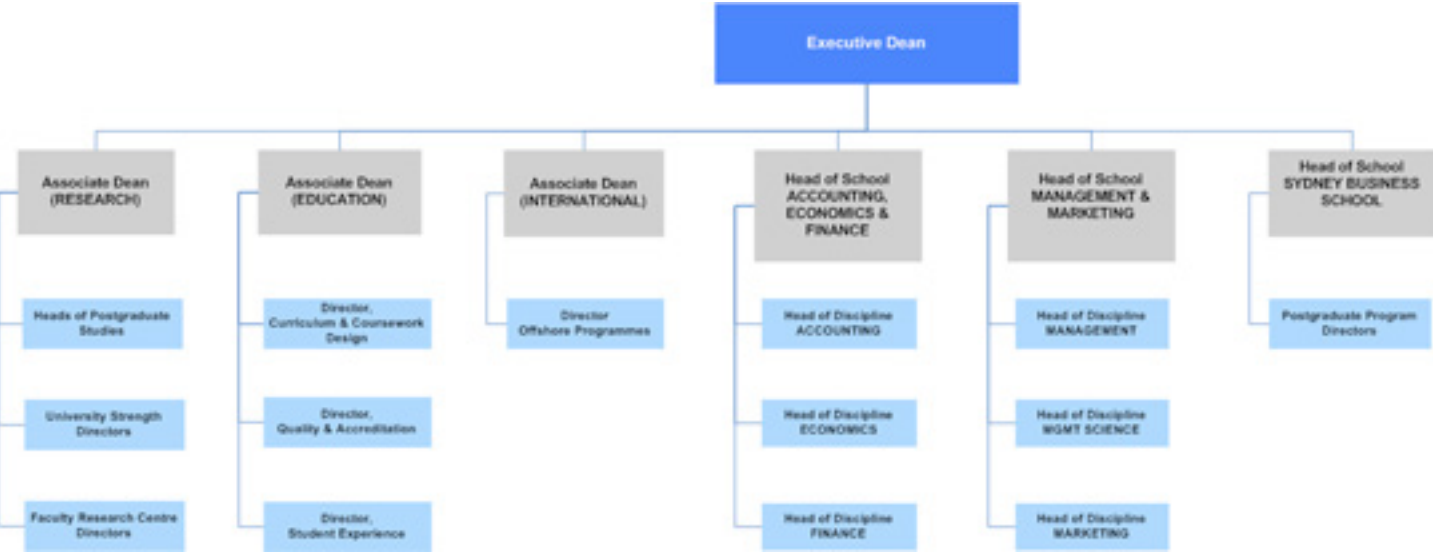


FACULTY STRUCTURE

The Faculty of Business is governed by an academic structure that has six key discipline areas as its core: accounting, economics, finance, management, management science and marketing. The Sydney Business School is responsible for delivering all postgraduate coursework programs.

The structure provides:

- A focused environment for driving UOW's strategic agenda for research, learning and teaching excellence and our journey towards a top 1% rating;
- String disciplines that are enabled to be the effective platforms for international teaching and research recognition for our Faculty.





ABOUT OUR MARKETING DISCIPLINE

ENVIRONMENT

STAFF

The School is a lively academic unit comprising about 60 academic staff, of whom around 10 are professoriate (full Professors and Associate Professors). There are currently over 20 Marketing academic staff in continuing or fixed term positions, with a professoriate of four (excluding the current position). Recent recruits to the School include Dr Leona Tam (PhD, Texas A&M University) as Associate Professor in Marketing and Dr Shahriar Akter as Lecturer in Marketing (PhD, University of NSW). The School attracts prestigious academics from other universities through an active visiting and honorary fellow program. Recent visitors include Professor Hugh McKay and Professor Christian Laesser.

TEACHING AND LEARNING

The discipline offers undergraduate majors in Marketing and in Public Relations, a Masters of Strategic Marketing and, from 2014, a Graduate Certificate in Public Relations.

We aim to improve continually the quality, relevance and accessibility of our teaching. Recognising the emergence of social media as business tools an internal review of public relations core subjects has led to stronger coverage of social media, analytics, and creative thinking and skills, which will better prepare students for today's workplace. The competitive Commerce Internship subject was configured as one of the final year capstone subjects from 2013. This increases the capacity for internship students and allows all interns to complete their degrees within the normal credit point limit.

At the postgraduate level, the School has introduced a flexible delivery mode for the Master of Strategic Marketing, allowing working students to complete the degree part-time over two years by attending intensive weekend classes.

The quality of the School's teaching programs is recognised by external review, accreditation and awards and by student outcomes. Recent teaching and learning projects have investigated blended learning in the internship program; the 'lecture in a box' – the offshore delivery of a capstone subject; marketing students' perception of assessment practices; cross-disciplinary teamwork in a capstone subjects about socially innovative business; and a toolkit for deterring plagiarism facilitated by new technologies. Our academics from Marketing Discipline also regularly win University awards relating to the quality of their teaching; notable are Associate Professor Gary Noble and Dr Venkata Yanamandram.

RESEARCH TRAINING

A growing cohort of higher degree research students make a key contribution to the School's research, with over 60 research students enrolled in Doctor of Philosophy or Master of Marketing or Management – Research degrees (as at end 2012). Marketing Staff supervise about 20 Masters and Doctoral research students.

MARKETING RESEARCH AND COLLABORATION

RESEARCH ACHIEVEMENTS

Researchers in the Marketing discipline consistently publish in top quality journals. Dr Venkata Yanamandram and his colleagues recently published in *Annals of Tourism Research* and *Journal of Business Research*, while Associate Professor Leona Tam has a paper accepted in the *Journal of Marketing*. In the Australian Research Council's 2012 ERA research rankings, tourism research was equal first as one of only two ranked in the country as 'above world standard'.

The outstanding work of Marketing research Professor John Rossiter won him the prestigious 2012 Jan-Benedict E.M. Steenkamp Award, conferred by the European Marketing Academy (EMAC) and the International Journal of Research in Marketing (IJRM) – see box.

The Faculty and School depend upon and support early career researchers. Dr Melanie Randle was the winner of the 2012 Australian and New Zealand Marketing Academy (ANZMAC) Emerging Researcher of the Year Award. This is an annual award for an early career researcher judged to have made the most significant contribution to knowledge in marketing through research of high standing. Dr Randle also received the 2012 Faculty of Commerce Staff Award for Early Career Researcher Achievement. Melanie has a strong publication track record and her research has had a real impact on foster care services. Dr Ping Kattiyapornpong and Dr Nadia Zainuddin were selected for the university's 2012 Early Career Researcher Development Program. Dr Kattiyapornpong and her co-author Ken Miller (UTS) were the winners of the VTIC Award for Best Ideas Factory at the Council for Australasian University Tourism



Dr Shahriar Akter's thesis on 'Service Quality of Mobile Health Services in Developing Countries' has led to publications in international journals.

and Hospitality Education (CAUTHE) 2012 meeting for their paper 'Was I born to shop? A comparison between Korean and Australian Tourists in Thailand'.

PROFESSOR JOHN ROSSITER'S STEENKAMP AWARD

The Steenkamp award is given to papers published in IJRM that have made a significant long-term impact on the field of marketing. John's winning paper was 'The C-OAR-SE procedure for scale development in marketing', published in 2002. The committee's citation comments 'John Rossiter's paper proposes a new procedure for the development of scales to measure marketing constructs. Though it has proved controversial, the paper has helped foster greater attention to the conceptualization, rather than only statistical validation, of operational constructs and measures in marketing'. This follows acclaim for a lead article on the C-OAR-SE approach in the *European Journal of Marketing* last year.



Dr Melanie Randle, winner of the 2012 Australian and New Zealand Marketing Academy Emerging Researcher of the Year Award



Assoc. Prof. Leona Tam has recently had a paper accepted in September 2013 *Journal of Marketing*, which is the flagship international journal in the marketing discipline.



PROFESSIONAL AND COMMUNITY ENGAGEMENT

PROFESSIONAL AND COMMUNITY ENGAGEMENT

The School engages fully with the university, professions and the wider community.

Associate Professor Leona Tam supervised the participation of several students in the 'Solar Decathlon', a high profile international interdisciplinary research and innovation competition that promotes energy efficiency, renewable energy and 'green' jobs through the application of 'green' innovation and creative building design. A University of Wollongong/TAFE Illawarra retrofitted 'home', the 'Illawarra Flame' will be built and displayed in Australia before being transported to China, where it will compete against finalists from 35 institutions and 13 countries. Students from the School formed the Sponsorship, Marketing and Communications (SMC) Team whose core responsibility was for planning, creation, implementation and evaluation of all internal and external sponsorship, marketing and communications material pertaining to the Team and the competition. Team members are provided with the opportunity to undertake tasks they have been trained to do throughout their studies, as well as develop their skills, interests and industry contacts.

Sue Slowikowski's students in PRMM202 Public Relations Strategy Students worked in collaborative teams to raise over \$14,000 for In2Uni Program Scholarships. In2Uni is a partnership between UOW and the Department of Education and Communities, Illawarra and South East Region. The program aims to build aspirations for tertiary education among primary and secondary school students, in part by awarding scholarships to first year university students who have been involved in the program. The Public Relations students demonstrated innovation and creativity with their fundraising events including an 80's Prom Night and a Treadmill-a-thon! Public Relations Strategy students and teaching team were presented with certificates of achievement by Associate Professor Sam Garrett-Jones (see picture above).



RESEARCHER PROFILE

ULRIKE GRETZEL, ASSOCIATE PROFESSOR

Ulrike Gretzel earned her PhD in Communications, 2004, from Institute of Communications Research, University of Illinois at Urbana-Champaign in 2004. Over the past 10 years, Ulrike has been involved in tourism-related research projects funded by the European Union, NSF, the Canadian Tourism Commission, the Korea Tourism Organization, the US Travel Association, the National Endowment for Humanities, Hong Kong Polytechnic University, the K. Wah Group Foundation, Padre Island National Seashore, TripAdvisor, the states of California, Illinois and New Hampshire, as well as several local destination marketing organisations. She has been awarded with the 2011 Emerging Scholars of Distinction Award by the International Academy for the Study of Tourism. She also serves as a member of the board on the International Federation for Information Technologies in Travel and Tourism.

Ulrike has published over 30 refereed journal articles, 20 book chapters, and 100 conference papers and has edited 3 books. She is also a member of the editorial board of major tourism journals and currently serves as the editor of the e-Review of Tourism Research. Her research focuses on persuasion in human-technology interaction, the representation of sensory and emotional aspects of tourism experiences, and issues related to the development and use of intelligent systems in tourism.





PROFESSOR OF MARKETING: POSITION SUMMARY

POSITION INFORMATION

The Professor of Marketing is a leader in teaching, research and professional service within the Marketing Discipline and the School. The incumbent is expected to build and ensure core strengths in research and teaching within the Marketing Discipline; to mentor and support academic staff within the Discipline; to develop long-term strategic directions and partnerships with academic and external bodies; and to be a strong advocate for Marketing Discipline perspectives within and outside the Faculty.

We encourage candidates with a track record of teaching in a range of Marketing subjects, proven capacity in multiple research methods relevant to Marketing and publications in leading Marketing journals. Our goal is to secure a candidate of the highest calibre.

The Faculty integrates research into the overall portfolio of academic activities and therefore is interested in candidates who have broad leadership experience and an understanding of, and commitment to, the interaction of research, teaching, and outreach in the development of overall strategy.

Key Challenges for the position holder are to provide academic and research leadership to the Discipline of Marketing, to enhance the research profile of the Faculty in the University, and in national and international academic communities, by building upon existing research strengths or initiating new directions, and to foster joint or collaborative work among Marketing academic staff and with researchers elsewhere in the University and in other institutions.

The Faculty of Business is the University of Wollongong's largest faculty and has a reputation for excellence in teaching and research. This reputation is reflected in the demand for the Faculty's undergraduate and postgraduate programmes within Australia and offshore and also in its significant local, national and international research linkages and strategic industrial alliances. The Faculty is committed to inspiring socially innovative Business through its research and teaching programmes. The Faculty also aims to foster the best environment in Australia to research, teach and learn Business. The Discipline of Marketing is one of six disciplines in the Faculty and contributes to these aims through its vibrant undergraduate and postgraduate programmes and productive research activity.



SELECTION CRITERIA

ESSENTIAL:

Education and experience:

- PhD or equivalent in Marketing, with proven experience or capability in multiple research methods relevant to Marketing;
- A track record of teaching across a range of Marketing subjects and courses;
- Extensive successful record of publication in leading Marketing journals and attracting competitive grants;
- Extensive successful record of leadership in research and supervision of doctoral students;
- Experience in academic governance roles.

Knowledge and skills:

- Proven international research reputation in Marketing;
- Strong leadership skills reflected in the ability to build successful research and teaching teams;
- Strong technical knowledge of theory and methodologies applicable to Marketing;
- Capacity to transfer discipline knowledge through training, supervising and mentoring students and less experienced staff colleagues.

Personal attributes:

- Strategic, forward thinking leadership skills;
- Strong interpersonal and communication skills and the ability to collaborate on a wide range of research projects;
- A capacity to develop the Discipline's collaborative links within the Faculty and University and with other centres of research excellence nationally and internationally;
- Sensitivity to personal, cultural and ethnic differences in behaviour and expectations.

Desirable:

- Engagement with professional bodies and industrial partners;
- An understanding of AACSB accreditation standards and discipline specific accreditation standards (e.g. AMI, CIM).
- Evidence of productively applied research and research-related collaboration with peers and end-users.
- Research interests aligned with Faculty and University research direction.

For more information about this role, please refer to the contact details provided at the end of this document.



ACCOUNTABILITIES

MAJOR RESPONSIBILITIES OF THE ROLE:

RESEARCH AND SCHOLARSHIP

1. Develop and sustain an active research program aligned with Faculty research strategy and objectives. Engage in the international scholarly field;
2. Undertake mentoring and development of the research capability of the Marketing Discipline's academic staff, e.g. by facilitating applications for external research funds, and assisting colleagues to position their research within appropriate theoretical frameworks;
3. Supervise postgraduate research student projects and theses. Serve on relevant assessment committees.

TEACHING AND LEARNING

1. Develop and deliver quality teaching. Contribute to the development, delivery, review and quality assurance of courses in a manner consistent with the pedagogical approaches advocated by the Faculty;
2. Contribute to high level curriculum development, e.g. by conceiving, initiating and managing significant courses on contemporary marketing issues.

PROFESSIONAL SERVICE

1. As a member of the professoriate, take a leading role in governance and assessment activity in the School, Faculty and University;
2. Initiate and actively maintain productive academic, government, business and professional contacts outside the University, including networks that facilitate prestigious international accreditations for the Discipline.
3. Have OH&S responsibilities, accountabilities and authorities as outlined here: <http://staff.uow.edu.au/ohs/commitment/responsibilities/document>.



LIFESTYLE

Situated on the beautiful south coast of New South Wales (NSW) at the foot of the Great Dividing Range, Wollongong offers a relaxed and healthy lifestyle in a temperate climate.

Wollongong, one of Australia's most liveable cities, is a thriving regional centre. It boasts cosmopolitan dining, a lively arts scene, regular local and visiting performing arts and musical productions, and professional sports teams. While the picturesque Illawarra region provides a multitude of weekend getaways, Sydney is also within easy reach. Of course, UOW adds to the economic and cultural wealth of one of Australia's most liveable cities, and connects with local communities through a range of collaborative programs.

CULTURE AND THE ARTS

Artists have long been inspired by the majestic Illawarra region, and the Wollongong City Gallery is a great place to enjoy many of their works, alongside a permanent collection of contemporary Aboriginal art. The Illawarra Performing Arts Centre showcases the work of local and touring opera companies, musicals, comedy, ballet and concerts. The WIN Sports & Entertainment Centre also hosts cultural events, concerts and other large-scale productions.

Close to UOW's main campus you will also find the Wollongong Conservatorium of Music, which overlooks the Botanic Gardens and provides music education to the community. It attracts students from all backgrounds and of all ages, abilities and interests.

HEALTH

Wollongong's quality health infrastructure includes a major teaching hospital and a number of excellent private hospitals. The city also has an extensive network of health specialists, many of whom are associated with the UOW's Graduate School of Medicine and the Illawarra Health and Medical Research Institute. Wollongong has a total of nine public hospitals and four private hospitals, as well as 24 private nursing homes.

SCHOOLS

The city and surrounding Illawarra region has around 140 government primary and secondary schools and more than 50 fee-based independent schools and colleges. The city's comprehensive high schools are complemented by four specialist high schools: Wollongong High School for the Performing Arts, Keira Technology High School and the selective Smiths Hill High School, all in Wollongong, and Illawarra Sports High School at Berkeley in the southern suburbs



The Friday farmers markets in Wollongong CBD



Home of the Wollongong Conservatorium of Music, is just a 2min walk from main campus
Gleniffer Brae:



There are numerous quality schools to choose from



LIFESTYLE CONT...



RECREATION

Boasting some of the world's most pristine beaches, the region is also home to impressive golf courses, state-of-the-art sports facilities, parks, and cycling and walking paths. The city's spectacular natural setting provides many recreational opportunities, from surfing, fishing and diving, to mountain climbing, hand-gliding and bushwalking.



SPORT

Sport plays a big role in the lives of Wollongong's residents. With its state-of-the-art sports facilities, and fabulous golf courses, it's not hard to see why. WIN Sports & Entertainment Centre hosts many sporting events, and is home to the St George Illawarra Dragons National Rugby League team as well as our very own professional basketball team, Wollongong Hawks. The Illawarra Academy of Sport also provides sports coaching and education programs for its scholarship athletes, with the main aim being to improve sporting ability and to equip athletes with skills which will enhance their prospects of future success.



ENTERTAINMENT

With a number of movie complexes, shopping centres, bowling alleys and restaurants, there is always something to do in Wollongong. The WIN Entertainment Centre hosts many concerts and shows for all ages, while Wollongong is also home to many fine dining experiences. Wollongong has many shopping complexes and hosts local produce and art and craft markets. At night, there are a number of clubs, pubs and hotels.



TRANSPORT

There are many ways to get around the city of Wollongong. The Green Shuttle bus circulates the Wollongong area, connecting the beach, city, Innovation Campus, UOW colleges and the University itself. This is free service that runs 7 days a week. The UOW shuttle bus operates in the surrounding suburbs of the University as well as to and from North Wollongong train station. There is also an extensive train service connecting Sydney and its suburbs.

For more information about the City of Wollongong:
www.uow.edu.au/about/wollongong





HOW TO APPLY

The University of Wollongong is being assisted in this appointment process by the executive search consultants at Perrett Laver.

Perrett Laver will support the Selection Committee and assist in the assessment of candidates against the requirements for the role and to identify the widest possible field of qualified candidates.

Applications should consist of a full curriculum vitae (CV), full employment history, and relevant achievements.

CVs should be accompanied by a covering letter describing briefly how candidates meet the selection criteria outlined in the position summary, why the appointment is of interest and what they believe they can bring to the role.

CLOSING DATE

The closing date for applications is midday on September 1 2013 (AEDT)

Shortlisting for this position is expected to take place in September, followed by interviews with shortlisted candidates in September and October.

HOW TO APPLY

To apply, in confidence, please write marked for the attention of **Alison Morris** to uow_marketing@perrettlaver.com

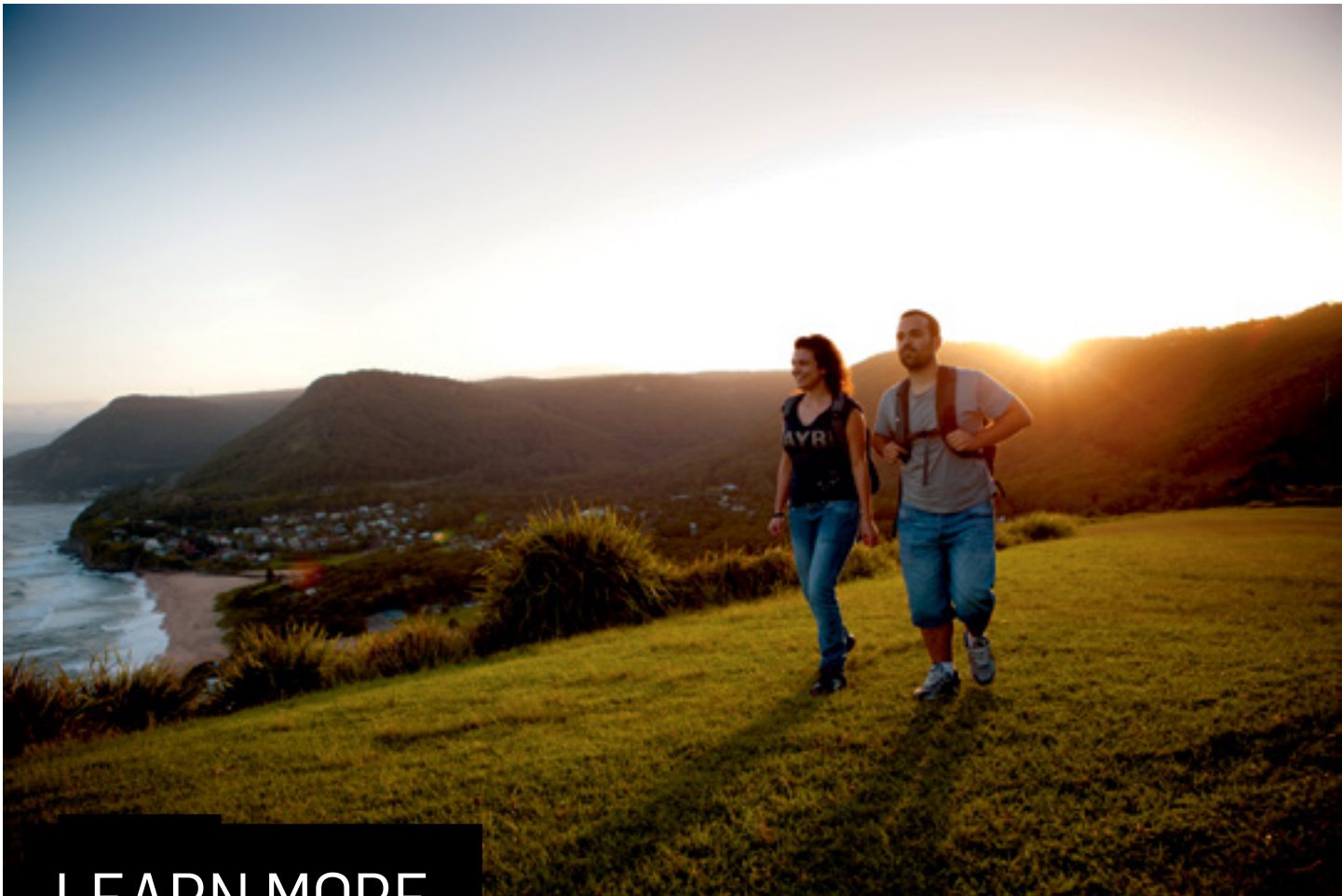
or upload your application onto Perrett Laver's secure candidate portal at www.perrettlaver.com/candidates

MORE INFO

Initial enquiries may be directed in confidence to:

Dr Birgit Brandt
birgit.brandt@perrettlaver.com
+61 (0)2 9006 3316

Gareth Duxbury
gareth.duxbury@perrettlaver.com
+44 (0)20 7340 6200



LEARN MORE

Above: Stanwell Tops, just 20km north of UOW Main campus, was home to Australia's "Father of Flight", Sir Lawrence Hargraves. Hargraves successfully lifted himself 16 feet off the ground on the beach below in 1894, using only the tandem box kite he invented, and that made him famous around the world.

For a confidential discussion about the role, contact Perrett Laver:

Dr Birgit Brandt

birgit.brandt@perrettlaver.com

+61 (0)2 9006 3316

Gareth Duxbury

gareth.duxbury@perrettlaver.com

+44 (0)20 7340 6200

For information about the University of Wollongong, contact the Recruitment Manager:

Adeline Ong

adeline@uow.edu.au

+61 (0) 2 4221 5702

UNIVERSITY OF WOLLONGONG



DISCOVER / ENQUIRE / ACHIEVE
CONNECT: UOW EMPLOYMENT

The University of Wollongong attempts to ensure the information contained in this publication is correct at the time of production (July 2013); however, sections may be amended without notice by the University in response to changing circumstances or for any other reason. Check with the University at the time of application/enrolment for any updated information.
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