

Service innovation – lessons from modularization and open innovation – a new service value

ABSTRACT

The traditional manufacturing model of volume-variety influencing the conduct of business is not entirely representative of service-centric business. The latter has two key differences – it is much more end-user centric and individualistic in experience. The complex nature of service attributes also make it much more convoluted. The notion of product being the centre of interaction is being replaced with service processes involving participants and generally defined between a service provider and service consumer. The aim of this paper is to validate the service innovation hypotheses put forward based on significant developments in value networks, open interfaces, and business models recently. In doing so, this theoretical paper substantiates the claim that prescriptive volume-variety relationships are little meaningful in service delivery environment.

Keywords: co-creation, resource aggregation, continuous innovation, value networks, service innovation, capability building, dynamic capability, competitive advantage, strategic alliances

WHAT SHOULD WE (UN)LEARN AND RE-LEARN?

An argument will be made that variety is not, as is traditionally assumed within operations management literature, simply the inverse of volume in the context of service delivery. The traditional manufacturing approach of keeping the customer removed from the operation is neither possible nor appropriate for service organizations (Godsiff , 2010).

Ashby (1956) states that variety is a count of the number of different states a system can be in, which can be expanded by including the ability of the observer to distinguish between them (as cited in Godsiff, 2010). In this paper we will see that the significance of volume-variety diagonal is less relevant in the context of modularity, resource aggregation and open innovation in value networks. In a connected business, where robustness of services value chain is critical to staying in business, the above characteristics form the foundation for constant co-creation of services in perpetuity – a continuous discovery/realization process.

However, Silvestro (1999) suggests that there is natural inverse relationship for services along a volume – variety diagonal. To be cost effective, service organizations should place themselves on this diagonal. But according to Godsiff (2010), not all service industries will confirm to this manufacturing development based model, and the cost focus is very internal. Yet, the idea that being off the volume/variety diagonal is in some ways less viable is a recurring theme. But we see in examples like Google, wherein innovation requires both volume and variety and can in fact co-exist when customer/consumer/user is part of the service value creation. It is based on the premise of continuous co-creation with customers, suppliers, partners, and other participants and all of them both known and unknown in the network. This idea was initially put forward by Bitner, Ostrom, and Meuter (2002) and quoted by Spohrer and Maglio (2008) suggesting that a service system is made up of many interacting economic entities that all play a dual role as both client and provider of services. The economic entities include people, businesses, governments, other organizations, and increasingly the services may be supplied by technologies owned by the businesses.

THEORITICAL BACKGROUND AND HYPOTHESES

Motivation

The current service models yet do not adequately address the complex interdependencies between the customers and providers in the co-creation of value. Over a decade ago, Silvestro (1999) said that the services model distinguishes three service types and it was argued that the nature of management control was contingent upon a service's classification as a professional service, service shop or mass service.

Traditional literature, with its focus on the transaction between the producer and consumer based on relationships and cost of service, is ill-suited to explain the emerging patterns of open and service-centric business models, for which the line between producer and consumer is not only blurring, but vanishing. According to Fuchs (1968), Prahalad and Ramaswamy (2004), clients and providers interact to co-produce value as opposed to the exchange of an artifact or product being the essential element (Spohrer &

Maglio, 2008). This trend warrants a re-evaluation of the exchange itself and the view that two parties are on opposite sides of a value equation.

Literary review from past contributions

From existing literature however according to Michel, Brown and Gallan (2008), there is no distinct separation between production and consumption; they are instead best viewed as inexorably linked along a continuum of value creation as customers alter their roles, improve their capabilities, and contribute their own resources to the process of creating value. Therefore transformation of customer's knowledge resources into value creation requires that the firm increase its own capabilities, those of its suppliers, and, other stakeholders. Normann and Ramirez (2006) capture this notion quite clearly: "the goal of business is not so much to make or do something of value for customers as it is to mobilize customers to take advantage of proffered density and create value for themselves" (Michel et al., 2008).

Also Norman and Ramirez (1993, 1997) earlier approached this in a broader strategic context when they introduced value constellations, where roles and relationships are formed among constellations of stakeholders. According to them, "*a better way to define where value lies is to recognize that it arises in the way the customer uses the product or service on offer. Value is determined by the value-creating potential provided for the customer in their business or their home. This means that value is not determined by what a supplier achieves in its own business but by what it helps its customer to achieve.*" (Agarwal and Selen, 2005).

Hypotheses based contribution

Considering that the customer is often him/herself the input provider in the service scenario, businesses with a clear service value framework will indeed stand out. A framework that can explain the continuously evolving business dynamism, relationships and the company's continued focus on customer involved co-creation is crucial to the future of its survival.

Thus, two but connected hypotheses are proposed;

Hypothesis 1a. Emerging world of businesses is interconnected by services that are created and consumed with many-to-many relationships that are complex and varied.

Hypothesis 1b. Competitive advantage therefore can be achieved by being nimble with an ability to connect with existing and new participants quickly to generate volume and variety of services in end-user context, spurring innovation and making a prescriptive volume-variety relationship inconsequential.

We further conclude that service variety is not in the domain of the provider but of the user, the usage aided by modularity, thus highlighting the impact to businesses as they exist in networks. This will be discussed in detail in the next section.

ANALYSIS AND PROPOSAL

The concept that organizations exist in networks is based on the premise that firms do not merely operate in dyadic relationships, but are deeply embedded in complex economic systems, consisting of numerous inter-organizational relationships. These organizational networks replace the traditional view of value chain introduced by Porter, which assumes a liner value flow (Basole & Rouse, 2008). However this view constraints the thinking at the organizational level.

As Johnston et al. (2006) says, networks are complex phenomena, and many studies have examined the structure, governance and the managerial issues associated with contemporary business networks (Mele, Spena & Colurcio, 2010). In support of the hypotheses, the model which equates business relationships as networks, individual participants as systems and the interactions as interfaces is proposed

<Please insert Figure 1 here>

In support of this model in a service context Maglio and Spohrer (2008), who said actors (referring to the size of the network) are seen as service systems and are posited as resource facilitators and integrators, well connected to each other via value propositions and value-creating processes (Mele et al., 2010).

In a similar vein, Gummesson (2008) quoted Vargo (2008) as stating that resource integration is not a unidirectional process – from customer to company – but is multidirectional in many-to-many view (Mele et al., 2010). This is indeed a significant departure from traditional beliefs and that organizational relationships are either one-to-one in professional services or one-to-many in mass services.

The idea of linear value chain gets extended to more complex value constellations, previously referred to as “value stars” (Michel et al., 2008), imply that there is no knowledge monopoly in the future and the interactions are much more on-demand and pervasive. Value constellation as defined above is therefore interplay among value-creating system of resources comprising of suppliers, partners, allies, rivals, and importantly customers. The services segregation is no longer as “black and white” as the traditional organizational classifications.

Since no individual network has adequate resources to create value on its own, as Mele et al. (2010) write, the heterogeneity of resources and the increasing specialization of organizations has been spurring organizations to search for partners with whom they can integrate resources. However, this process, which has been termed “resourcing” by Lusch et al. (2008), has now gone beyond the old logic whereby market actors were perceived as the providers of inputs or the buyers of output based on their roles, to become *resource integrators* (Mele et al., 2010). These now include end-users, for example as seen in Google or Apple or Amazon’s emerging business models described later.

The expectation therefore is that the pooling of resources via resource integrators will create new offers as shown in figure 1 and as hypothesized in 1a, and the outcome achieved is innovative. In such an attempt at open innovation, where companies cooperate with others including its end-users to create new services, a new framework is required to represent the *innovation service value*. How a company and other actors cooperate however vary. The below is a simplified conceptual model of co-creation in perpetuity as seen in emerging business models of Google, Apple and select others.

<Please insert figure 2 here >

The implementation of perpetuity model in continuous innovation however requires participants in the network adapt and develop their respective processes and capabilities. The proposed approach to value creation presumes a more complex interaction between service provider and the end-users than that of established services, with open standards and modularity being the enabling attributes. The processes need to handle volume and variety – meaning wider range of interactions in greater volume like those in social networks – enabled through the network interfaces.

Combining both concepts therefore, Vargo (2008) quoted Kusch et al. (2008) to say therefore resource integration in value constellation requires a multidirectional process-oriented network in which all parties uniquely integrate multiple resources for their own benefit and the for the benefit of others (Mele et al., 2010). The future holds a completely open model as suggested where actors of businesses and consumers participate freely in “free revealing” networks like Google. Actor (innovator in this instant) voluntarily releasing proprietary information and thus turning it into public good is called free revealing according to Von Hippel and Von Krogh (2006) and quoted by Pascu and Lieshout (2009). These are the motivation and emerging commercial evidence for the formulation of hypothesis 1b.

Having established that we need open resourcing to make service-based networks meaningful co-creators of value and that offers are the outcomes from the actions of several many-to-many resource integrations, for the service collaboration to be effective, with many-to-many relationships and interfaces as established, is there a benefit of modularization? Is it influenced by standardization? Is there a conflict?

As research is limited in the service modularization, besides emerging evidence via evolving business models of Google etc., we refer to a study by Howard and Squire (2007) provides empirical evidence showing that product modularization leads to greater collaboration because of two mediating factors: *asset specificity* and *information sharing*. We will focus on the latter, later in the paper. Firstly according to Muffato (1999) and Gadde and Jellbo (2002), the standardization of interfaces due to the effects of modularization suggests that buyer firms could effectively introduce a “black box” approach to

component design, holding suppliers at arm's-length and reducing dependence (Howard et al., 2007). According to Clark et al. (1987) Clark and Fujimoto (1991) "black box parts" refer to the splitting of product development between assembler and supplier where, typically, an assembler generates the basic design information in terms of exterior shape, cost, and interface details, and passes responsibility to deliver the detailed component design, prototyping, and production to the supplier (Howard et al., 2007).

In a similar vein, but in role reversal where the assembler as the service experience consumer is the doer, the emerging service centric models facilitate collaboration between the "assembler" and "supplier" as depicted in figure 2. The assembler is either an end-user or a value-adding intermediary and the supplier is both the provider of service and the facilitator of service creation (by virtue of the environment it provides). As seen before, examples include Google, Amazon, Apple and several other emerging businesses. This collaboration has been possible due to modularization and standardization of service interfaces. The service interfaces enable effective sharing of information.

Further the assertion from various authors such as Lamming (1993), Dryer et al (1998), and Croom (2001) and as quoted by Howard et al. (2007) provides credence to the fact that collaboration and the sharing of information (of standardized interfaces in participating systems analogy) leads to the modularization of service offerings, and therefore buyer and supplier firms should move towards closer collaborative practices in order to co-develop products. This is also empirically evidenced in the study on collaborative service organizations as conducted by Agarwal & Selen (2009).

Finally the central question is whether standardization enables or constraints value creation thereby resulting in competitive (dis) advantage for the business? This is the central premise of the hypotheses. There is no single answer to this question according to Swann (2000) since standardization and innovation influence each other (Tnes, 2009). David and Greenstein (1990) stated that standardization may appear to limit the options but it also opens up new opportunities (Tnes, 2009). This is more relevant question in the context where service are created on-demand based on the interfaces provided 'in

anticipation' by the actors in the collaborating value network, as illustrated later in the Google example. Bitner and Brown (2007) says according to Berry, Shankar, Parish, Cadwallader, and Dotzel (2006) and Michel et al. (2008) another way to think about service approach is to consider changes in customer's usage or co-creation roles as it becomes context sensitive. For example, creating platforms or open architectures that all interested parties can use to develop new technology and services 'on top' - can do so. According to Piller and Walcher (2006) and Prugl and Schreier (2006), one recent trend is to use customers as active helpers in the creation of new products (Tnes, 2009). Here the customers are provided with standards based toolkits where they can create new products or design. Thus end user contributions are made more meaningful and rich through collaboration and networking between users so that the total is more than the sum of the individual contributions generally referred to as collective intelligence (Pascu & Lieshout, 2009). Value for consumers is now created at the network level, in which each actor contributes incremental value to the overall offering, such as Apple's IApp or Google's Andriod. This view of value creation emphasizes the focus on core competence and competence complementarities of its stakeholders and in particular its customers (Basole & Rouse, 2008).

EXAMPLES FROM INDUSTRY

As rapid innovation as the outcome of such open collaboration, non-Internet companies too like Proctor and Gamble (P&G), Intel and LEGO have put up an enormous amount of investments into building their own external networks, and they are beginning to see the return, but at a significant time and effort involved (Birkinshaw, Bouquet & Barsoux, 2011). It is evident from the above discussion and as suggested by Tnes (2009) that with widespread diffusion of knowledge, all the knowledge necessary for creating innovations is no longer present within the firm's boundaries and need to acquire knowledge from other sources in future. This has many industries moving from a "closed" to an "open" process (Chesbrough, 2003). Since standardization influences open innovation processes, as seen earlier, the firm will transform to *adaptive standardization*, in a network of external participants. The transformation is from "walled" innovation to open, collaborative innovation.

The end objective is to achieve a level of collaborative maturity similar or better than LEGO which has been leveraging customer ideas as a source of innovation for years, and some new products are even labeled “created by LEGO fans” (Birkinshaw et al., 2011). It is no coincidence that modularity through standardization is the heart of LEGO model and the company has built its value proposition on just those attributes. It is fair to say that without modularity (and standardization), there is no LEGO.

Therefore, service innovation approached incrementally, describes a value-creation strategy through mutual investments and adaptations, a service provider, and a client can produce more effective solution than existing ones. This incremental value-added strategy, so effectively implemented by Google, for example, adds value to the exiting market solutions. Google’s Android is designed so it shall be easy to reuse components. Any developer can alter or replace any application; this gives Android a systemic character and improves innovation (Tnes, 2009).

According to Moller, Rajala and Westerlund (2008), Google as the digital economy company has consistently pursued incremental innovation activity and refused to accept the limitations of existing concepts. This is manifested by continuously bringing out new service applications based on its back-end technology. New areas are explored, ideas prototyped, and service-offering extensions nurtured to make them more useful to advertisers and publishers. This has been due to the substitution of technology for people in the service provision, which has led to customers with the ability to control their own experiences, thus making variety as a function of end-user usage rather than envisaged by the provider.

In looking at steps to establishing such unique service value proposition leveraging the network of actors, the open innovation process can take on many forms in traditional industries. The ‘coupled process’ as introduced by Gassmann and Enkel (2004) and quoted by (Tnes, 2009) is the outside-in and inside-out processes coupled. A company working in alliance with other companies is the foundation of the constantly co-creating value networks in perpetuity in this context. The traditional manufacturing and distribution company like P&G transforming to a service centric business, has seized the opportunity to

differentiate with their own private networks interconnected with open networks as all links within value networks are “opportunities for innovation [and] assisting the parties in their own value-creation activity” according to Lusch et al. (2009). For example, A.G.Lafley, CEO of P&G, set the tone for its ‘Connect + Develop’ program when he set a target to acquire 50 percent of P&G’s innovation externally (Slowinski, Hummel, Gupta & Gilmont, 2009). As service innovation in future will be created by causing change in value integration among actors by reconfiguring the value constellation on-demand, it is however important to have a focal position in the constellation (Michel et al., 2008).

For instance, dense networks (with several actors) imply a higher level of connectedness but a firm’s position in the network determines the level of influence on other network actors (Basole & Rouse, 2008). P&G with its vast resources has a significant influence on the agenda of the network it participates including those strategic alliances with the likes of Hewlett-Packard as its technology partner (as observed by this author at his work). The nature of business relationship is different to the traditional partnerships where either an agreement exists with suppliers, or pre-screened vendor panels fulfill on-demand requirements of the customers. In making such transformation to agile partnerships in service value networks requires modularity in the services offerings as seen, thus having the ability to re-configure the required service value chain from the constellation to meet the requirements of the resource aggregator at that particular instance. The creation of such an on-demand, ‘plug and play’ model requires standardization of business processes to achieve efficiency and quality of service requirements. The approach to instant collaboration with resource aggregation as the driver requires transparency of information, and nimbler relationships.

IMPLICATION FOR MANAGERS

The transformation of business models from dyadic to network based as seen above from examples need business managers to operate in a completely different ways as businesses need to change their attitude towards value creation and their relationship with multiplicity of stakeholders outside the company. In the context of value chains, Gattorna (2006) views it as “living systems propelled by humans and human

behavior”; hence respecting the ‘humanized’ orientation of organizations is key to achieving dynamic alignment across the network. Gattorna (2006, 2010) introduces the concept of dynamic alignment in enterprise context which widens the horizon beyond traditional supply chain management approaches; one which requires newer avenues through capitalization of human capital and associated stakeholder skills and attributes. In this context, Agarwal and Selen (2005) and Sampson (2000) reviewed the managerial implications of customer-supplier duality and demonstrated that these bi-directional supply chains can be aligned and integrated through partnering, communications and partner development. Further, Agarwal and Selen (2009) empirically demonstrate the impact of higher order competencies and affirm that managers should look into how customers, suppliers and other stakeholders bring their concerted efforts to co-create value, and how the various processes that are centred on dynamic capability building encapsulate around the basic tenet of relationship capital.

As such, in today’s unprecedented times which are highly volatile, the skill requirements of the manager in these service networks however are more daunting and challenging. Thus, the salient transformation that needs to be undertaken in managers based on the analysis from earlier sections requires organizations to:

- *Become agents in the transformation to the role as resource aggregator* – define new capabilities and support processes. Higher-order capabilities such as entrepreneurial alertness, relationship capital, collaborative agility and many more added with skills such as visioning, creativity, alignment and operations dominate interactions in an open and collaborative environment (Agarwal & Selen 2009, 2011a; Gattorna, 2010)
- *Enable open service value system* – modularize offerings (Walters & Rainbird, 2007; Gattorna, 2010; Spohrer & Maglio, 2008)
- *Transform the organizational model* – reorganize to leaner, with roles redefined to achieve greater flexibility and agility (Agarwal & Selen, 2009, 2011a; Gattorna 2010; Walters & Rainbird, 2007)

However in this transformation process, the manager him/herself needs to mobilize and renovate as *knowledge integrators* by channeling and leveraging knowledge arising from interactions among various actors and stakeholders such as customers, suppliers, competitors (Agarwal & Selen, 2009, 2011a; Gattorna, 2010; Basole & Rouse, 2008; Walters & Rainbird, 2007).

MAIN CONCLUSION AND AREA FOR FUTURE RESEARCH

There is a competitive advantage versus core competency issue raised through these discussions on service placement in the context of resource facilitation and end-user innovation. More recently, Agarwal and Selen (2011b) have theoretically provided insight into how service innovation may be enabled in service systems. An alternative view to service placement on volume-variety is proposed by Michel et al. (2008) who suggest that the designations of “products” and “services” is limiting and instead refer to both, individually and collectively, as *offerings*. Further, it is said that offerings are complex mixes of objects, rendered services, and customer participation and therefore cannot be represented accurately by points on either end of the tangible continuum. An example of an offer is Google’s Android based handset that has manufacturers of handsets collaborating with institutions and individual developers alike of applications enabled by Google operating system to *offer* an unique customer experience to its end-users (who may also be a value adding intermediary).

A company in a value relationships reaping the benefits of its *offerings* supported by its role as *resource facilitator such as Google* as seen, is clearly in a commanding position over its rivals (depending on the dominance of resource facilitation where the company and its rivals may be participants in the same network). However it can also be argued that the company loses its competency to innovate in this instance (but broadly in delivering a service proposition) internally and that may be a disadvantage in the long run. But looking at recent examples from once market leader Research In Motion, the maker of Blackberry devices, that chose to innovate entirely as a provider of hardware device (product) and now being relegated behind the resource facilitator; Apple. The latter’s dominance has been result of its both “inside out” and “outside in” innovation fueled software development by “network of actors”.

Timely advise as it seems to Research in Motion and like others, Agarwal and Selen (2011b) conceptually state that, a service value network is all about building and fostering dynamic capabilities to yield a service innovation or “elevated service offering”, one that can only result because of collaborative efforts of the service network partners (Agarwal & Selen, 2009). In such environments, competitive advantage no longer solely rests on variables like efficiency, quality, customer responsiveness and speed, but increasingly more on the ability to innovate, often with speed, with value-added attributes, and with memorable experiences. This makes innovation, flexibility, co-ordination, integration, alignment and speed the new success factors of today’s service value networks (Gattorna, 2010; Walters & Rainbird 2007; Agarwal & Selen 2009, 2011a).

According to Bitner and Brown (2007), boosting innovation in services is central to improving the performance of the service sector. The sector has traditionally been seen as less innovative than manufacturing and as playing only a supportive role in the innovation system. Undoubtedly, the full implications of changing services dynamism in a network context are very limited and have yet to be explored and fully explained.

Businesses and their managers that understand the patterns of service innovation, as described can proactively explore new opportunities and, at the same time, anticipate competitive threats from competitors’ innovations. The key takeaway is that customers as co-creators of service *offerings* determine the value and the volume-variety attached to service delivery is not based on the provider model as traditionally considered, but on the usage enabled by specific changing attributes as described.

However as Moller et al. (2008) puts it, emerging service businesses of the kind described above involve inter relationship formation that cannot be fully specified in advance. Uncertainty related to value activities, actors, and their capabilities, as well as to the value potential of the service, are inherent features of the value system. Furthermore, as the prescriptive volume-variety relationships are no longer meaningful in service delivery environments, these value creation activities moreover depend on the

interactions between the end-users (and predicated on the usage) and providers (requiring to be nimble and connected), thus co-creating in a many to many interaction within networks. Undoubtedly, the future of business networks will mirror the social networks of today. The interactions will be facilitated by 'open interfaces' of information sharing, one which will have a significant impact on the future of service creation, service delivery and ultimately the global commerce itself.

We have provided some evidence to support the hypotheses, whilst questioning the rationale for the ongoing transformation especially in the digital economy, which we believe is fast spreading to traditional economies as seen from industry examples. Further empirical research is underway to fully appreciate the implications and validate the theoretical framework proposed.

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FIGURES

Figure 1: SERVICE BASED COMPLEX INTERACTIONS BETWEEN ACTORS AND NETWORKS

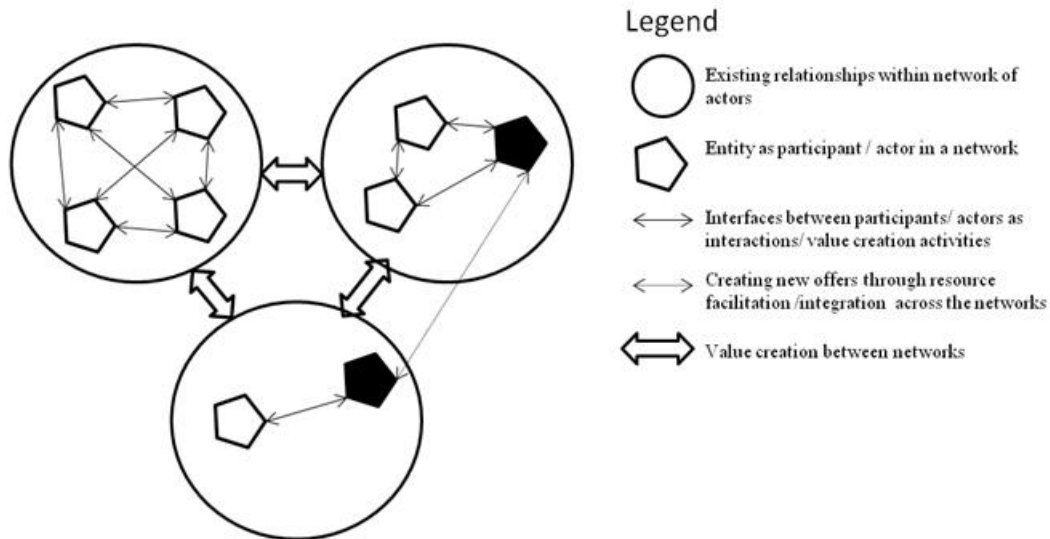
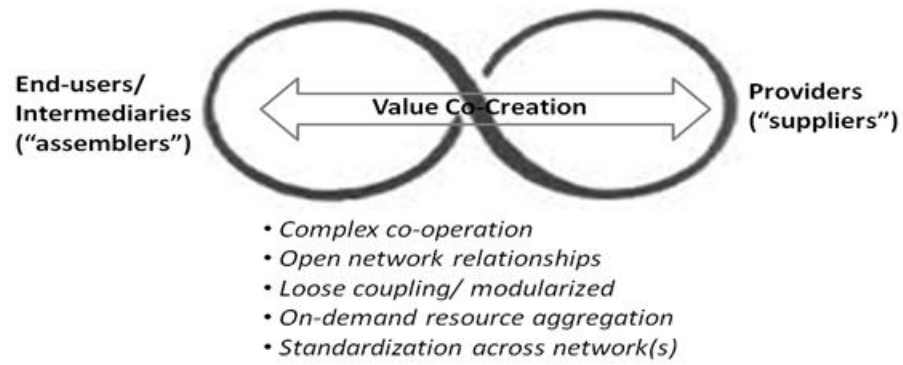


Figure 2: SERVICE INNOVATION THROUGH VALUE CO-CREATION IN PERPETUITY



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Thank you for your contribution. On behalf of the 25th ANZAM Conference 2011, we look forward to receiving your revised paper.

Sincerely

Prof. Terry Sloan
Stream Chair, 25th ANZAM Conference 2011

25th ANZAM Conference
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Reviewer(s)' Comments to Author:

Reviewer: 1
Significance/Importance of the Topic : 4-Above Average

Reviewer: 1
Conceptual Foundation / Building on Relevant Literature : 3-Average

Reviewer: 1
Development of research questions/aims and objectives: 3-Average

Reviewer: 1
Methodology (may not be relevant for a conceptual paper): 4-Above Average

Reviewer: 1
Quality of Analysis/Coherence of Argument : 3-Average

Reviewer: 1
Relevance of Findings for Theory/Policy/Practice: 3-Average

Reviewer: 1
Clarity/Readability: 3-Average

Reviewer: 1
Overall Evaluation as a contribution*: 3-Acceptable

Reviewer: 1
Strengths of this Paper: : Interesting approach and reserarch on the topic. I enjoyed reading and wanted to know more.

But reading the submission, I felt this was written more as a journal article than a conference paper - it it left me wondering why this was submitted to a conference and not to a journal.

Reviewer: 1
Suggestions for Improving this Paper: The paper needs to be edited for consistency, clarity and accuracy. For example:

"The quoted definition from Ashby (1956) states that..."

Where is the quoted definition? Is the preceding paragraph a quote? There are no " " to suggest this - so I am left wondering where Ashby is (it is also missing from the references).

The references have different styles.

**25th Annual ANZAM Conference 2011
Wellington, New Zealand
PROGRAM**

Preliminary Program as at 14 November 2011

ANZAM Conference 2011 Monday 5th December 2011

0900 - 1700	Massey University Wallace Street	<p>ANZAM Doctoral Workshop @ The Conference 2011 ANZAM Members are welcome to attend this workshop - Registration Required See http://www.anzam.org/events/doctoral-workshop-conference/</p>
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ANZAM Conference 2011 Tuesday 6th December 2011

0900 - 1700	Massey University Wallace Street	<p>ANZAM Doctoral Workshop @ The Conference 2011 ANZAM Members are welcome to attend this workshop - Registration Required See http://www.anzam.org/events/doctoral-workshop-conference/</p>
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1330 - 1500	Block 7 Massey University Creative Campus Wallace Street	<p>Pearson Master Class Are you the 'sage on the stage'? Crafting your own personal teaching philosophy statement Associate Professor Leisa Sargent <i>(Winner of the ANZAM Management Educator of the Year Award 2010)</i> ANZAM Delegates are welcome to attend this session (See http://www.anzam.org/events/doctoral-workshop-conference/)</p>
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1500 -1800	Chambers Foyer	Registration Desk Open
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ANZAM Stream		Stream Chair
FUTURE	The Future of Work and Organisations	<i>A/Prof Jane Bryson</i>
LEAD	Leadership and Governance	<i>Prof Thomas Clark and Dr Herman Tse</i>
CMS	Critical Management Studies	<i>Dr Todd Bridgman</i>
ESB	Entrepreneurship, Small Business and Family Enterprise	<i>Dr Herb de Vries</i>
GDO	Gender and Diversity in Organisations	<i>Dr Sanna Malinen and Dr Sarah Wright</i>
HRM	Human Resource Management & Development	<i>Prof Rowena Barrett and Mr Russell Wordsworth</i>
INT	International Management	<i>Prof Fang Cooke</i>
STR	Strategic Management	<i>Dr Renu Agarwal</i>

ANZAM Stream		Stream Chair
CHNG	Organisational Change	<i>A/Prof Leisa Sargent and A/Prof Venkataraman Nilakant</i>
MED	Management Education and Development	<i>A/Prof Edwina Pio</i>
MKT	Marketing and Communication	<i>Dr Helen Stuart</i>
OB	Organisational Behaviour	<i>Prof Lee Di Milia and A/Prof Colleen Mills</i>
PSN	Public Sector and Not-for-Profit	<i>Prof Liz Fulop and A/Prof Anneke Fitzgerald</i>
RM	Research Methods	<i>Prof Ken Parry</i>
SSM	Sustainability and Social Issues in Management	<i>Dr Mario Fernando and Dr Lucie Ozanne</i>
TIM	Technology, Innovation and Supply Chain Management	<i>A/Prof Terry Sloan</i>

The program is correct at the time of publishing. The organisers reserve the right to delete, modify or alter items from the program or to delete, modify or alter any aspect of the Conference timetabling and delivery at their sole discretion and without notice. Neither the host organisation nor the meeting organisers will accept any liability for any loss or inconvenience caused to any party consequent to such changes.

ANZAM Conference 2011 Wednesday 7th December 2011

0700 - 0900 **Arrival Tea & Coffee / Registration**
Chambers Foyer

0900 - 0950 **The Ballroom** **Opening Ceremony** **Maori Welcome (Mihi Whakatau)**
Opening Address by Dr Rod Carr, Vice-Chancellor, University of Canterbury
Maori Cultural Performance (Kapa Haka) - Te Hā ō Poneke
Chaired by Associate Professor Kevin Voges, University of Canterbury and Associate Professor Bob Cavana, Victoria University of Wellington, ANZAM 2011 Conference Co-Chairs

0950 - 1000 **Short ("stand up") Break**

1000 - 1100 **The Ballroom** **Plenary Discussion** **ANZAM Keynote Panel Discussion on the Conference theme, "The Future of Work and Organisations"**
Mr Hugh Fletcher, Former CEO, Fletcher Challenge Limited, and Former Chancellor, University of Auckland
Dr Rod Carr, Vice-Chancellor, University of Canterbury
Associate Professor Darl Kolb, Associate Professor of Management and International Business, University of Auckland Business School
(Chaired by Professor Charmine Härtel, Management Cluster Leader and Professor of Management, UQ Business School, University of Queensland)

1100 - 1130 **Morning Tea**
Chambers Foyer

1130 - 1250 Concurrent Sessions One

Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Chambers 5	Boardroom 2
Stream	LEAD 1	TIM 1	OB 1	WORKSHOP A	INT 1	WORKSHOP B	HRM 1	MED 1	ESB 1	CMS 1	CHNG 1	MKT 1
Chair												
1130 - 1150	026 Gordon - Leadership and individual cognitive differences in followers: Lessons from a consideration of distributed leadership	052 Abdul Kadir, Tam & Ali - Supplier selection of dependent suppliers: Case studies in the Malaysian automotive industry	353 Mitchell, Parker & Giles - Who am I? And how do I feel? Understanding interprofessional team performance through social identity and mood	Strategies for Improving Research Performance <i>Professor Delwyn Clark, University of Waikato</i> <i>Professor Gael McDonald, Deakin University</i>	335 Hadwick - Should I use GLOBE or Hofstede? Some insights that can assist cross-cultural scholars, and others, choose the right study to support their work	Scenario Thinking for Possible and Plausible Futures of Work, Organisation, Society and Environment <i>Professor George Cairns, RMIT University</i>	240 Caines & Bordia - Exploring organisation image in the public sector: Towards an employee value proposition for engineers and technical officers	448 Matthews & Wrigley - Design and design thinking in business and management education and development	130 Shaw, Tsai, Liu & Amjadi - The ontology of entrepreneurship: A Heideggerian perspective	101 Vickers - The sham face of organisational support: Workplace adversity and the "rational" organisational response	068 Marciano, Dawson, Mclean, Sykes & Zanko - Change and wicked problems in health care transitioning	024 Menzies & Nguyen - An exploration of the motivation to attend for spectators of the Lexmark Indy 300 Champ Car Event, Gold Coast
1150 - 1210	055 Howieson - Crisis averted versus crisis created: Can social construction explain the leadership style of Barack Obama during the BP Deepwater Horizon crisis?	236 Beckett & Chapman - Understanding the value chain imperatives for new technology implementation: An Australian R&D case	262 Bambacas - Job embeddedness and employee adjustment contribute to employee retention		340 Roxas, Chadee & Pacoy - Government institutions and performance of firms in a developing economy: Is there a direct link?		243 Schloderer & Schwaiger - Why reputation? Return on corporate reputation in the recruitment market	453 Golsby, Cavaye & Fisher - Enhancing employability of business students through active learning: An exploration of first year student perceptions	410 Gordon - Venture creation action is a means rather than an end	324 Clegg - How to preserve the identity of the Champs Elysées?	170 Gates & Steane - Healthcare reform in Australia and New Zealand over recent decades: Part B - Australia	214 Hossain, Quaddus, Shanka & Hossain - Perceived quality, satisfaction, and loyalty at the destination level of Cox's Bazar, Bangladesh
1210 - 1230	064 Parry - Toward the charismatic leadership narrative in organisations	462 Sayuti - Critical determinants of buyer-supplier relationships in agile supply chain: An assessment using the Analytical Hierarchy Process (AHP)	459 Caillard - Learning to be a lawyer in changing times		345 Ang & Benischke - Mimetic adoption of alliances and acquisitions and the moderating effects of normative and regulatory distance: Evidence from emerging economy MNCs		267 Martin, Farndale, Paaue & Stiles - A corporate governance lens on Strategic Human Resources Management (SHRM)	465 Golsby & Gleeson - Improving student learning in business schools: Student perceptions of the use of 'live' case studies	461 Thornton - Leadership behaviour and entrepreneurial attitude as predictors of business outcomes within business incubators: A conceptual model	354 Taylor, Coronado & Fallon - Learning from Third Sector engagement with business: Uncovering meaning for Critical Management Studies in the field	299 Tywoniak & Fray - Professional role identity reconstruction: The interplay of framing and agency	436 Alexander & Chapman - Emotive satisfaction, competitiveness and leveraging end-consumer value: Intangible end-consumer value perceptions in a natural product value chain
1230 - 1250	248 Westerlaken & Woods - An examination of the relationship between psychopathic traits and transformational and transactional leadership	371 Sivaprakasam & Agarwal - Service innovation – lessons from modularization and open innovation – a new service value	072 Mazur, Pisarski & Ashkanasy - Person-environment fit: Project leader-stakeholder relationships in a complex project environment		417 Borghoff - The contribution of information and communication technologies (ICT) to the globalisation of small and medium-sized firms from Asia/Pacific		269 Susomrith & Brown - HRM outsourcing processes in Australian organisations	468 Segal - The 1908 wood line strikes in Western Australia: causes and consequences	454 O'Neill, Hicks, McGovern, Small & Nguyen - Comparisons of Lean in healthcare: Comparing UK and Australian hospitals' experiences	452 Holdershaw, Gendall & Yuanindya - Country of manufacture: Effect on consumers' purchase decisions		

Lunch, includes special lunch for new ANZAM Members Chambers Foyer												
Concurrent Sessions Two												
Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Chambers 5	Boardroom 2
Stream	LEAD 2	TIM 2	OB 2	FUTURE 1	STR 1		HRM 2	MED 2	SSM 1	CMS 2	GDO 1	PSN 1
Chair												
1400 - 1420	120 Ab Ghani, Galbreath & Evans - Work experience and whistle-blowing intention: The mediating role of ethical reasoning	102 Li & Maani - A supply chain paradox	075 Treuren & Warnes - Does Corporate Social Responsibility make a difference to employee attitudes?	007 Peluchette, Karl, Coustasse, Rutsohn & Emmett - Professionalism and social networking: Can patients, physicians, nurses, and supervisors all be 'friends'?	030 Mamouni Limnios & Mazzarol - Resilient organizations: Offense versus defense		053 Harris, Walker & Olsen - Employee participation and the role of health and safety representatives: Legislation, literature and role enactment	043 Lyons - Supply, demand and status: An assessment of higher education reform on early childhood education	469 Higgins, Milne & VanGramberg - The state of play: Sustainable development reporting in Australia	140 Hassard - Paradigms regained: Theorizing the contemporary status of Management and Organization Studies	058 Jogulu & Parris - Asia-Pacific immigrant managers in Australia: Their views about career	038 Mazzarol, Mamouni Limnios & Reboud - Co-operative enterprise: A unique business model?
1420 - 1440	256 Kainzbauer - Manager-subordinate relationships in Thailand: Parameters of trust and trust-building	342 Huang, Wu & Liu - Generic technology, modular design and strong network governance as a follower's early strategy: The case of MediaTek	111 Grobler - Integrity in the South African Police Service: The role of organisational climate and dispositional variables	077 Fachira, Sayers & Chen - Subtext and play-text in a hairdresser online discussion forum	031 Mamouni Limnios & Mazzarol - Resilience pathways: The Ford Motor Co. case		116 Tappin, Bentley & Jackson - Organisational safety culture: Perceptions and practice of New Zealand OHS managers and advisors	105 Connell & Ryan - Women and management education: Has anything changed?	129 Pavlovich - Conscious enterprise: Integrating spirituality and purpose	172 Wilson - Interpreting and operationalising Foucault: A case study	137 Molineux - The impact of positive thinking and other techniques in transition from work to home situations for reducing work-life conflict	039 Kim - Revealing common attributes of organisational identities using performance management systems
1440 - 1500	314 Webster, Brough, Daly & Myers - Consequences of toxic leadership behaviours: A qualitative investigation	387 Doevendans - Quality management issues in the New Zealand pipfruit industry: Findings from a quality management study	238 Yousaf, Sanders & Abbas - Assessing the role of HR system strength as moderator to the high performance work system – Employee outcomes relationship	147 Siedlok - The process of practice development and the emergence of collaborative communities	117 Kriauciunas & Shinkle - The persistence of institutional imprints	Mixed Methods SIG Launch <i>Hosted by Dr Roslyn Cameron, Central Queensland University, and Professor Ray Cooksey, University of New England</i>	201 Bentley, Catley, Forsyth & Tappin - Workplace violence in New Zealand: Results from the 2011 Workplace Violence Survey	208 McCarthy & Ahrens - Challenges of the coaching manager	423 Chowdhury & Fernando - The effects of spiritual well-being and materialism on consumers' ethical beliefs: Evidence from Australia	222 Barratt - Interrogating critique – Historical reflections and contemporary challenges for the Management critic	432 Brougham - When the minority becomes the majority: The implications of New Zealand's changing demographics	069 Howieson, Walsh & Sugden - Mutuality, empowerment and the health-wealth model: The Scottish context
1500 - 1520	329 Prideaux - Choosing a career in Papua New Guinea: A context of leadership barriers	195 Gibb & Sinha - Exploring and exploiting service design: Competitive implications	313 Russ, Dadich & Sloan - Memes and organisational culture: What is the relationship?	175 Fang, Zhang & Li - Forster knowledge sharing in teams	401 Liao, Galvin & Rice - Applying a Darwinian evolutionary logic to the dynamic capabilities view		263 Bambacas - Employees' well-being and job embeddedness: A Malaysian study	215 Cohen - Superannuation contributions and age cohorts – estimating the risk in retirement benefits for Australia employees	434 Woods & Lamond - Junzi and Rushang: A Confucian approach to business ethics in a contemporary Chinese context	455 O'Mahoney - Embracing essentialism: A realist critique of resistance to discursive power	341 Sav, Harris & Sebar - Work-life interference among working Australian Muslim men: Where religion and culture unite	145 Kallio & Kuoppakangas - Bandwagoning municipal enterprises: Institutional isomorphism and the search of the third way
1520 - 1540	440 Somboonpakorn - Effects of shared leadership on team effectiveness in the healthcare industry		407 Shariff, Armstrong & Foley - Enhancement of organisational capabilities for successful service delivery of mass sports programs	202 Cotronei-Baird - Examining the role of team wikis and team collaboration: A student perspective	430 Wu & Paul - Achieving competitive advantage by balancing different stakeholder demands		362 Rodwell & Fernando - Evening shift can be detrimental, but morning people often have better mental health irrespective of shift: An investigation of shift and chronotype across three different nursing contexts	219 Blackman, Benson & Dickson - Why human capital legacy will not be sustained: A knowledge management perspective			445 Muchiri - Linking demographic diversity to organisational outcomes: Some preliminary findings	131 Brunetto, Farr-Wharton & Shacklock - Supervisor-nurse relationships, training, empowerment and patient role ambiguity for nurses: Australia and England
1540 - 1610	Afternoon Tea											

1610 - 1730												
Concurrent Sessions Three												
Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Chambers 5	Boardroom 2
Stream			OB 3	FUTURE 2	STR 2	WORKSHOP C	HRM 3	MED 3	ESB 2	WORKSHOP D	RM 1	MKT 2
Chair												
1610 - 1630			008 Hornung - The role of self-determination in dual processes of intrinsic motivation and health impairment: An empirical integration	161 Mansi - Meditation and workplace creativity: A potential relationship	464 Luo, Tseng & Liao - An empirical study of the patterns of competitive dynamics in the smart phone industry	Addressing Tragedies of the Commons and Anti-Commons – A Systems Approach <i>Professor John Davies, Victoria Management School</i> <i>Dr Arun Elias, Victoria Management School</i>	033 Bahn & Barratt-Pugh - Construction induction training: How effective for the housing and civil construction industries in WA?	297 Duncan, Krivokapic-Skoko, Tilbrook & Chopping - Academic time diaries: Measuring what Australian academics actually do	323 Singh, Corner & Pavlovich - The grief of venture failure	Contemporary Issues and Challenges in International Human Resource Management <i>Dr Anthony McDonnell, University of South Australia</i> <i>Professor Peter Dowling, La Trobe University</i> <i>Professor Fang Lee Cooke, Monash University</i>	090 Simpson - The rigour-relevance research debate: A practitioner perspective	260 Gillett, Trischler & Sinnewe - A service design framework for doctoral program management
1630 - 1650		049 Kiazad, Seibert & Kraimer - Psychological contract breach and OCBs: Moderating effects of organizational embeddedness	162 Hui & Sue-Chan - How self-regulatory focus and cognitive learning strategies affects individual adaptive performance: Moderating role of coaching behaviour	376 Healey - The 2010 and 2011 Canterbury Earthquakes and organisational learning at the University of Canterbury: Does practice make perfect?	035 Wallace, Lings, Sheldon & Cameron - Attracting young engineers to the rail industry in Australia		370 Rasmussen - Practitioner relevance of academic research	366 Singh & Pavlovich - Being resilient when experiencing venture failure	375 Cameron - An analysis of quality criteria for qualitative research		276 Hemphill & Kulik - Can brand equity help nonprofit employment services find jobs for people with disabilities?	
1650 - 1710		056 Jackman - Client service and court safety	255 Du Toit - Role of innovation in the career satisfaction of knowledge workers: A South African case study	414 O'Kane, Cunningham, O'Reilly & Managematin - Persistence and flexibility of publicly funded principal investigators in science, engineering and technology	213 Jørgensen - Designing and organizing work outside of the box: Opportunities for knowledge acquisition from social network sites		083 Fisher, Valenzuela & Whale - Social presence in the online learning environment	009 Worku - The role of the informal financial sector in promoting small and medium sized enterprises in Ethiopia	405 Shaw & Malik - The phenomenology of union decision-making: A new way to enquire into reality		374 Le & Fujimoto - A participatory model for ethnic audience development for the arts	
1710 - 1730		165 Aggarwal - Examining links between LMX, job characteristics, psychological contract breach and work engagement: An integrative perspective	361 Mulligan, Hrivnak & Kenworthy - Reaping the benefits of employee training investments: A proposed model to guide future training transfer research	460 Sullivan-Taylor & Branicki - Safety in numbers: An examination of inter-organizational relationships under conditions of extreme strategic uncertainty	034 Barrett, Bahn & Mayson - A 'once in a generation opportunity'? Narratives about the potential impact of OHS harmonisation on smaller firms in Australia		446 Thozhuvanoor - An exploratory study on executive management education through technology mediated distance learning in India		480 Tinirau & Gillies - Utilising Māori research methodologies in Māori business contexts		400 Veyhl, Thoma & Wilkinson - The global account manager as multidimensional leader: Skills required to master leadership challenges	
1730 - 1750	Break											
1750 - 1900	Welcome Reception Chambers Foyer <i>Welcomed by Professor Ross Chapman, Professor of Management and Head of Deakin Graduate School of Business, Deakin University, President of ANZAM</i>											

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ANZAM Conference 2011 Thursday 8th December 2011

0900 - 0945	Ballroom	Keynote Speaker	ANZAM Distinguished Keynote Speaker - Professor Loizos Heracleous Professor of Strategy and Organisation Warwick Business School (Chaired by Professor Claire Massey, Professor of Enterprise Development and Head of School of Management, Massey University)									
0945 - 1030	Ballroom	Keynote Speaker	New Zealand Distinguished Keynote Speaker - Professor Sir Paul Callaghan Alan MacDiarmid Professor of Physical Sciences, University of Wellington (Chaired by Professor Sally Davenport, Victoria Management School, Victoria University of Wellington)									
1030 - 1100	Morning Tea											
1100 - 1220	Concurrent Sessions Four											
Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Boardroom 1	Boardroom 2
Stream	LEAD 3	TIM 3	OB 4	WORKSHOP E	PSN 2	CHNG 2	HRM 4	MED 4	ESB 3	WORKSHOP F	CMS 3	MKT 3
Chair												
1100 - 1120	160 Sheahan & Young - A case study on open disclosure in Australian private hospitals: A governance perspective on the management and regulation of liability risk	005 Ip & McGrath - Innovation in open, online product development forums: A pilot study	062 Bindl & Parker - Meaning regulation at work: How emotions impact on the future of organisations	Career Development Workshop for Early Career Researchers <i>Professor Nigel Healey, Nottingham Trent University, UK</i> <i>Professor Ross Chapman, Deakin Graduate School of Business</i> <i>Professor Loizos Heracleous, Warwick Business School, UK</i>	128 Martin, Howieson & Bushfield - Towards a better understanding of clinical leadership in healthcare systems: The case of the NHS in the UK	192 Edwards - The growth paradox and organisational futures	041 Lee & Hempel - The perceptions and practices of Chinese managers towards performance appraisal	013 Retna - Understanding mindset as a precursor to learning: Group work in management education	169 Coetzer, Redmond & Sharafizad - Decision making regarding employee access to training and development in medium-sized enterprises	Spiritual Dimensions of Leadership: An Experiential Approach <i>Mr Vivek Sharma, RMIT University</i>	228 Dowling & Martin - Illuminating the work-life interface: A grounded theory of organisational identification among MNC subsidiary employees	086 Malawi Arachchige & Takashima - Online mass customization in developing countries: The effect of consumer product and process knowledge on personalized recommendations
1120 - 1140	232 Heenetigala & Armstrong - The value of corporate governance to small businesses in Australia	193 Liao, Tsai & Hsu - The curvilinear relationships between knowledge integration mechanisms and new product innovativeness: A contingent link	104 Tse, Lam & Lawrence - Coworkers' leader-member exchanges, social comparison orientation, and interpersonal emotions and perceptions		458 Muchiri - Leading through social processes: Some findings from public sector organisations	286 Yang, Cheng, Young & Li - A dynamic model of entrepreneur beliefs: A case study of a SMT firm	174 Treuren - Job embeddedness as a mediator of the relationship between work and family conflict and leaving intention	188 Jayashree, Mitra & Rabah - Changing mindsets: Stimulating deep learning through innovative case assessment involving peers	212 Gunaratne & Lee - How can individualised support that is context compatible be delivered to small and medium sized enterprises?		156 Ouppara, Vickers & Fallon - Reflecting on the rhetoric of Corporate Social Responsibility: A case study of inter-organizational bullying	089 Gojnic - Facebook: It has our attention but can it deliver eCommerce?
1140 - 1200	197 Jacqueri - Defence governance and strategic leadership within the Commonwealth: An investigative model for New Zealand, Canada and Australia	301 Sheffield, Lemetayer & Ahimbisibwe - What works when? Exploring contingency in software development methodology	126 Haar & Brougham - Organizational-based self esteem and work outcomes: A within country comparison		153 Proctor-Thomson, Smith & Schaenzel - Role and identity in volunteer management	359 Rogerson - Rivers and puddles – Metaphors for explaining the need for continuous change and development in modern organisations	247 Martin, ODonohue & Dawkins - Psychological capital at the individual and team level: Implications for job satisfaction and turnover intentions of emergency services volunteers	277 Taylor, Fallshaw, Lawson, Zanko & Papadopoulos - Tools for professional learning in business education	272 Clark & Douglas - Micro-enterprise reach: The importance of key resources for home-based business sales		251 Wickramasinghe - The invisible hand of culture, power and politics on business strategy: Lessons from observations at industry and firm level from a developing country context	237 Ismail - Predicting consumers' acceptance of mobile marketing in Malaysia: An empirical analysis
1200 - 1220	210 Wong & Wickham - Exploring an Australian state government's management of dissenting stakeholder groups	388 Elias & Mathew - Offshore IT outsourcing between India and New Zealand: A systemic analysis	346 Collins, Jordan, Troth & Lawrence - Affect convergence in groups: The role of group composition		295 Karsaklian & Fee - Understanding motivations for international volunteering through the lens of consumer behaviour: An exploratory framework	476 Mills - Facing the future: Engagement and resistance in the face of new organisational structures	356 Chak, Nesbit & Ahlstrom - Why do employees leave their current employers? Beyond job dissatisfaction	339 Boyle & Mitchell - When is feedback helpful to student learning?	279 McKeown - Drawing the threads together – a consilience framework view of independent contractors		311 Walker - 'Beyond the water cooler' in knowledge-intensive workplaces: Power, politics, and the work-alcohol relationship	280 Rahman, Sloan & Low - Factors that affect user adoption on m-commerce in developing countries using the extended Technology Acceptance Model (TAM)
1220 - 1330	Lunch											
POSTER SESSION - Chambers Foyer												
(Dr Susanne Bahn of Edith Cowan University invites those delegates interested in setting up an Occupational Health and Safety Special Interest Group to meet in Chambers 2)												

1330 - 1510												
Concurrent Sessions Five												
Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Boardroom 1	Boardroom 2
Stream	WORKSHOP G	TIM 4	OB 5	FUTURE 3	PSN 3	STR 3	HRM 5	MED 5	WORKSHOP H	INT 2	SSM 2	
Chair												
1330 - 1350	<p>Meet the Editors <i>Professor Mustafa Özbilgin</i> - Editor in Chief, British Journal of Management <i>Professor Bill Harley</i>, University of Melbourne - Journal of Management Studies <i>Professor Charmine Härtel</i>, University of Queensland Business School - Journal of Management & Organization; Journal of Managerial Psychology <i>Professor Neal Ashkanasy</i>, University of Queensland Business School - Journal of Organizational Behaviour; Academy of Management Review <i>Professor Loizos Heracleous</i>, Warwick Business School, UK - Academy of Management Journal; Organization Studies <i>Professor Peter Dowling</i>, La Trobe University - International Journal of Human Resource Management <i>Professor Fang Lee Cooke</i>, Monash University - Asia Pacific Journal of Management <i>Professor Peter Jordan</i>, Griffith Business School - Australian Journal of Management <i>Associate Professor Bob Cavana</i>, Victoria University of Wellington - System Dynamics Review; New Zealand Journal of Applied Business Research</p>	217 Jayaratne, Styger & Perera - Sustainable supply chain management – using the Sri Lankan tea industry as a pilot study	239 Lee, Kao & Lin - Newcomers' organizational identification and proactive behaviors: Regulatory foci as moderators	394 Zhang, Dowling & Zhu - Temporary agency employment in China: Characteristics, challenges and a future research agenda	449 Kluvers - Performance and motivation in a not-for-profit organization: An examination of stewardship theory	253 Jaynes - The making of strategic change: A discourse perspective	226 Westerlaken, Jordan & Ramsay - Does sense of entitlement predict desire for vengeance?	012 Menzies & Baron - Transition of international postgraduate students: Friends and societies	<p>Challenges Facing Small Businesses in Australia <i>Dr Kumudini Heenetigala</i>, Victoria University, Australia <i>Dr Rodney ConFoo</i>, Victoria University, Australia <i>Mr Yong Qiang Li</i>, Victoria University, Australia <i>Professor David Lamond</i>, Victoria University, Australia</p>	337 Rehring, Sinha, Akoorie & Gibb - Entrepreneurial leadership and sustained international growth: A longitudinal case study	357 Bressan, Duarte & Banerjee - Perceptions of environmental and social responsibility from managers/ owners of micro, small and medium enterprises in the Greater Western Sydney Region	
1350 - 1410		377 Shamsuddoha, Klass & Quaddus - A simulation supply chain model for a sustainable and environment friendly poultry industry: Insights from Bangladesh	275 Ghadi, Fernando & Caputi - Transformational leadership and work-related outcomes: Exploring the mediating role of meaning in work and work engagement	023 McKeown & Cochrane - Submissions to the Australian Building and Construction Commissioner Inquiry: Identifying the missing voices	132 Came - Transforming institutional racism in healthcare management in Aotearoa New Zealand	315 Bignoux & Gray - Social control and suppliers	029 Holland, Cooper & Pyman - Employee voice and trust	067 Varhegyi & Jepsen - Assessing student attitudes towards postgraduate study		100 Li, Cui & Li - Low-level management control and emerging economy firms' cross-border knowledge-transfer	392 Kadirov & Varey - Bad faith and marketing ethics: Towards existential theory of authentic marketing management	
1410 - 1430		467 Prajogo & Klassen - The effect of green innovation on firm's performance – Comparing manufacturing and service organisations in Australian context	291 Merrington, Gillespie, Ferrin & Dietz - How do leaders repair trust? An examination of trust repair during the UK expenses scandal	032 Becker, Hyland & Soosay - Attraction and retention in rural and remote communities	198 Curry, Prodan, Dadich, Fitzgerald & Sloan - Combining patient journey modelling and visual multi-agent computer simulation: A conceptual approach to improving knowledge translation in a hospital outpatient department	317 Li - The antecedents of brand building for contract manufactures	048 Ahmed, D'Netto & Bordia - Perceptions and impact of psychological contract breach among bank employees in Bangladesh	385 von der Heidt, Lamberton, Morrison & Wilson - Does the Bachelor of Business curriculum reflect the sustainability paradigm shift? Interim results from a study of first-year subjects		189 McDonnell, Lavelle & Gunnigle - Human resource management in multinational enterprises from a late industrialising economy	408 Rahaman, Chew & Sandhu - CSR communication initiatives among Malaysian firms	
1430 - 1450		054 Mazzarol, Reboud & Soutar - Small firm commercialisation: Findings from a number of OECD countries	338 Ng - An instrumental perspective to examining the abusive supervision phenomena	176 Ryan, Bhattacharya & McNeil - Academic work: A sessionalised future?	258 Fulop, Fitzgerald, Campbell, Carter, Chapman, Dadich, Ditton, Edwards, Eljiz, Fawkes, Hayes, Herington, Isouard, Karimi, Kewley & Smyth - The Brilliance Project in Healthcare: An exploratory study	305 Ozdemir - Syndication behaviors in the US venture capital industry: A social capital perspective	229 Catley, Bentley, Forsyth, Cooper-Thomas, Gardner, O'Driscoll & Trenberth - Managing workplace bullying in New Zealand: Perspectives from Occupational Health and Safety practitioners	435 Storer, Noonan, Heath & Murray-Prior - Facilitated learning and adaptive systems for building business sustainability: The Farm Business Resilience Program for WA Farmers		478 Sullivan-Taylor, Suzanne, Collinson & Easterby-Smith - SMEs: Surviving the Chinese 'war for talent'	420 Bouvain & Chen - Corporate Social Responsibility and brand value - Is doing good linked to the value of a brand?	
1450 - 1510		406 Jabar & Soosay - Evaluating technology transfer and the performance of manufacturing SMEs			094 Shuaid, Vitalis, Walker & Thimasam-Anwar - The relationship between the rural background of general medical practitioners and their likelihood of practicing in rural New Zealand	307 Ozdemir, Moran, Zhong & Bliemel - Brokerage, cohesive networks and the generation of social capital	264 VanGramberg, Bamber, Teicher & Cooper - Efficiency, justice and voice: A proposed model to effectively prevent and settle workplace disputes	018 Menzies & Baron - The postgraduate mentoring program at Deakin University and international student transition		433 Ng - Abusive supervision and subordinate's outcomes – The moderating role of power distance		
1510 - 1540												Afternoon Tea

Heads of Schools of Management Network Meeting (1230 - 1830)

Concurrent Sessions Six												
Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Boardroom 1	Chambers 5
Stream	LEAD 4	TIM 5	OB 6	WORKSHOP I	PSN 4	STR 4	HRM 6	HRM 7	ESB 4	WORKSHOP J	SSM 3	RM 2
Chair												
1540 - 1600	148 Huse - The "Golden Skirts": Changes in board composition following gender quotas on corporate boards	057 Lai, Lui & Tsang - Knowledge transfer and innovative behavior in multiunit organizations: Rediscovering the role of knowledge outflows	209 Pisarski, Ashkanasy, Zolin, Hatcher, Mazur & Chang - A multi-level model of leadership in complex project management	<p>'Brilliance' in Healthcare: Setting up a Research Agenda to Capture Excellence in Health Care Management</p> <p><i>Professor Liz Fulop, Griffith Business School</i></p> <p><i>Associate Professor Anneke Fitzgerald, University of Western Sydney</i></p>	046 McDonald & Young - Mapping the path of a sustainable cross-sector partnership	022 Jones - Global gigatrends and the silence of strategic management	118 Bonias, Bartram & Leggat - Benefits and barriers of clinical engagement: A qualitative study of perceptions of medical practitioners and human resource managers in three Victorian public hospitals		125 Ruskin & Webster - Creating value for others: An exploration of social entrepreneurs' motives		004 Galbreath - Is climate change really a threat to business? Exploratory evidence from the wine industry	390 Salomone, Hyland & Murphy - Perceptions of data quality dimensions and data roles
1600 - 1620	151 Nicholson, Pugliese & Bezemer - Opening up the black box: An exploratory study of directors' interactions during board meetings	081 Liu, Lui & Luo - Knowledge exploration and innovation: An inverse S-curve hypothesis	334 McCormack, Djurkovic, Casimir & Choy - The bullying of apprentices and trainees in the workplace: A review of the literature		350 Peter - A risk management model for home ownership: Not for profit organisations	044 Shinkle, Kriauciunas, Gary & Hodgkinson - Are organizational goals influenced by economic institutions? Yes!	157 Peluchette, Gunkel, Schlaegel, Langella & Reshetnyak - A cross-cultural investigation of students' career planning	254 Abbas, Waheed & Yousaf - Examining the effects of perceived investment in employee development and performance appraisal satisfaction on employee outcomes	084 Ye, Parris & Waddell - Founders' view on succession in the Chinese-Australian family businesses		050 Sharma & Kelly - Advancing sustainability in accounting education and management control systems	080 Faris - Qualitative start and quantitative end
1620 - 1640	261 Jaswadi, Billington & Sofocleous - Corporate governance and accounting irregularities: Evidence from the two-tiered board structure in Indonesia	098 Li, Arthanari & Zhou - Leveraging supply chain relationships – A systemic perspective	351 Moura, Troth & Jordan - Triggers for expressions of anger by men at work		382 Kluvers - Factors influencing whistle-blowing in South African local government	002 Galbreath - Are boards on board? A theory of corporate board influence on sustainability	328 Cavanagh & McNeil - The Australian phenomenon that is the Men's Sheds: An exploratory study of the impact of HRM on men's participation in two Men's Sheds	349 Fishwick - The research-practice gap in Australian graduate selection: A bridge too far?	150 Hougaz & Betta - From entrepreneurial enterprises to dynastic organizations: An investigation into the transformation of family businesses in Australia		142 Zhou - Defining materiality in sustainability context: A review and critique	257 Tallberg & Boyle - Applying crystallisation to organisational research
1640 - 1700	352 Huang, Li & Hsieh - Executive compensation, corporate governance and firm performance: Evidence from China	270 Hsu, Tsai & Fang - Knowledge integration mechanisms and new product performance: The moderating role of matching product innovativeness with environmental context	479 Nguyen, Nguyen, Tran & Nguyen - Marketers' psychological capital and performance		146 Goldfinch - What public servants really think of e-government	184 Chang, Seetoo & Li - The governance structure of the triad relationship of '2nd tier supplier – 1st tier supplier – a focal firm' in a supply chain	066 Becker, Fleming & Keijsers - E-learning in traditional industries: Balancing the preferences of an ageing workforce with the expectations of a technology-savvy generation	196 Loomes - The aging workforce: How can Australian universities address future workforce challenges?	441 Hsu & Li - The effect of credit risk level on the earnings behaviors		252 Wickramasinghe - Competing for carbon constrained economy: A strategic climate change framework	259 Billsberry, Talbot & Ambrosini - Using causal mapping to find new avenues for organizational fit research
1700 - 1720	231 Lokuwaduge & Armstrong - Assessment of good governance in the Australian university sector	402 Perrons - When is a spinoff the best way to pursue a radical innovation? Insights from Shell Technology Ventures			178 Dadich, Burton & Soboleva - Intoxicated on Twitter: The role of social media in the marketing of alcohol	017 Chew, D'Netto & Bordia - A multi-level conceptual framework to internationalize higher education		470 Ferrer - "Lets get engaged!" The antecedents of academic work engagement in Australian universities	186 Abdul Kohar, McMurray & Peszynski - Motivations for venturing into ICT-based businesses amongst Malaysian Bumiputera (indigenous) entrepreneurs			
1720 - 1900	Break											
1900 - 1930	Conference Dinner											
1930 - 2330	Mac's Brew Bar on Wellington's Waterfront (Pre Dinner Drinks commence at 1900)											

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ANZAM Conference 2011 Friday 9th December 2011

Concurrent Sessions Seven											
0900 - 1020	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Boardroom 1
Room	WORKSHOP K	TIM 6	OB 7	FUTURE 4	WORKSHOP L	MKT 4	HRM 8	MED 6	ESB 5		GDO 2
Stream											
Chair											
0900 - 0920	Serious Games Involving Multinational Companies to Introduce Business Education <i>Professor Daniel Tixier, Fast Moving Consumer Goods Chair, ESSEC Business School Paris Singapore</i>	106 Preutisrunyanont, Hicks, McGovern & Small - An analysis of the development of the capability to implement and sustain Lean: A case study based approach	107 Leung - Leadership styles and followers' motivation to behave proactively: A social cognitive perspective	079 Au, Ahmed & Tee - Phenomenological exploration of competing work-life metaphors	Pedagogical Innovation in Behavioral Decision Making: Engagement with Neuroscience <i>Dr Jim Sheffield, Victoria Management School, Victoria University of Wellington</i>	211 Brennan & Payne - The influence of product display format on choice	141 Kühlmann - Never change a winning team: Transferring HRM practices from German parent companies to Chinese subsidiaries	200 Kenworthy, Hrivnak & Mulligan - Do sweat it: Using a fitness session as an introduction to research on the relationship between physical and mental states	074 Fan & Cui - Social ties, absorptive capacity, entrepreneurial orientation, and performance of SMEs in transition economy: A contingency framework		310 Darcy, Taylor & Green - Disability employment practice: An examination of the Australian Human Rights Commission complaint cases
0920 - 0940		163 Huang & Rice - Application of open innovation in regional clusters: Empirical evidence from Europe	177 Treuren - Individual differences and job search outcomes: Evidence from graduates of three degrees	091 Haar, Roche & ten Brummelhuis - A daily diary study of work-life balance: Utilizing a daily process model		234 Chen, Yang & Wang - Neuromarketing application to interpret communication effects of the advertisements	309 Okamoto & Teo - Japanese expatriates and their coping strategies in overseas Japanese companies	292 West & Ryan - A review of literature on training transfer motivation and psychological capital	152 Singh - Interplay between entrepreneurial characteristics, organizational structure, corporate culture and SME performance - Empirical results from Fiji Islands		395 Spoor & Hoye - Women in sport organisations: The role of top management attitudes toward gender equity and perceived organisational support
0940 - 1000		266 Sud-on, Teo Kok Yang & Jie - Impact of Agile Manufacturing on performance and competitive advantage in Thai automotive industry: A conceptual framework	185 Abdullah & Quaddus - Exploring indirect influences of team composition on team innovation: Qualitative evidence from parallel teams in Malaysian organizations	326 Alony, Hasan & Sense - Predicting turnover based on relationship diagnosis - lessons from marital research		383 Adizova, Kadirov & Kadirov - Effectiveness of non-traditional advertising: Intention gap and its antecedents	321 Lee & Sargent - Cultural values and career success: The role of the protean career orientation	312 Wong & Wood - The effects of metacognitive training and error management training on transfer performance in complex tasks	381 Bliemel - Entrepreneurial network development: The role of dormant relationships and luck		123 Barrett, Lewis & Dwyer - Effects of disclosure of sexual identity at work for Gay, Lesbian, Bisexual, Transgender and Intersex (GLBTI) employees in Queensland
1000 - 1020		413 Hossain & Quaddus - Factors influencing the mandatory adoption of RFID: An empirical investigation from Australian livestock industry	224 Liang, Kao & Lin - Psychological contract as a mediator of the influence of regulatory focus on newcomers' performance and turnover intention	290 Evans, Teo, Dadich & Wilson - Occupational stress and intention to quit of general practitioners: Propositions drawn from a literature review		422 Zippel & Wilkinson - Relationship selling strategies to increase cooperation from dominant retail channel partners: A conceptual framework	367 Bhanugopan & Fish - Employability and job fit in China: Perceptions of undergraduate students	241 Chandwani, Agrawal & Kedia - Fostering global mindset and global leadership: The concept of mindfulness	403 Kramer, Cesinger, Schwarzingler & Gelléri - Investigating entrepreneurs' dark personality: How narcissism, Machiavellianism, and psychopathy relate to entrepreneurial intention		
1020 - 1050	Morning Tea										
1050 - 1110	Ballroom	AWARDS	Stream Award Presentations								
1110 - 1150		ANZAM AGM	Australia and New Zealand Academy of Management Annual General Meeting								
1150 - 1250		25th ANZAM Anniversary Plenary	25th ANZAM Anniversary Presidents' Discussion Panel – "Reflections and Future Prospects for Management Education in Australia and New Zealand" Professor Delwyn Clarke , Associate Dean Research, Waikato Management School, University of Waikato Professor Ray Cooksey , Professor of Organisational Behaviour and Decision Making, School of Business, Economics and Public Policy, University of New England Professor Gael McDonald , Pro-Vice-Chancellor, Faculty of Business and Law, Deakin University Professor Ian Palmer , Pro-Vice-Chancellor (Business) and Vice President RMIT University <i>(Chaired by Professor Ross Chapman, Professor of Management and Head of Deakin Graduate School of Business, Deakin University, President of ANZAM)</i>								
1250 - 1400	Lunch										

1400 - 1520											
Concurrent Sessions Eight											
Room	Ballroom A	Ballroom B	Amora 1	Amora 2	Amora 3	Amora 4	Chambers 1	Chambers 2	Chambers 3	Chambers 4	Boardroom 1
Stream	LEAD 5	TIM 7	OB 8	FUTURE 5	STR 5	PSN 5	HRM 9	WORKSHOP M	ESB 6	INT 3	SSM 4
Chair											
1400 - 1420	155 Lockhart - Governance from New Zealand SMEs: Insights from the agricultural sector	364 Tran - Integration quality management for seaports in supply chains?	088 Mitchell - Are incentives necessary to encourage the sharing of knowledge?	409 Cramer, Parris & Saville - Generation Y talk about work-life balance: Not so different after all?	127 Biloslavo & Bagnoli - The effect of managing organisational dualities on efficiency and effectiveness of organisations	051 Rooney, Hughes & Mead - Intelligent accountability: An empirical study of the interaction between philanthropic aims, funding decisions and improved outcomes for beneficiaries	028 Bainbridge, Cregan & Kulik - Good things come in small (HR) packages: Line manager accountability for people management in devolving organizations	Qualitative research and tight project proposals – An oxymoron? A practical guide to qualitative research design <i>Dr Ann Dadich, Centre for Industry and Innovation Studies (CInIS) Research Group and the School of Management, University of Western Sydney A/Prof Janna Anneke Fitzgerald, School of Management, University of Western Sydney</i>	283 Sawang - Government Initiative and start-up firms' eco-innovation	242 Wang, Bruning & Sonpar - Social interactions and expatriate adjustment: Who or what really matters?	063 Samuel & Stubbs - The greening of the Olympics: An examination of the key determinants for positive environmental and social outcomes
1420 - 1440	190 Jayashree, Shen & Lefoe - Strategic change through distributed leadership	149 Renton, Daellenbach, Davenport, Bryson, Leitch, Motion & Merlot - Future innovation strategies: Changes in meaning	119 Li & Maani - Dynamic decision-making, learning and mental models	071 Belbin, Erwee & Wiesner - Employee perceptions of workforce retention strategies in a health system	249 Kabanoff, Schaffner & Bo - From bust to boom: Towards a strategic cognition perspective on Australian mining firms' adaptation	134 Hewege - Failure of neoliberal-based management controls: Duality of the traditional (feudal-patrimonial) and the modern (rational-neoliberal) in a Sri Lankan Liberalised State Owned Entity	070 Kellner, Townsend, Wilkinson & Peetz - Determining HRM support in franchises: The role of strategic choices		369 Redmond, Walker, Parker, Simpson, Morris & Sharafizad - The influence of location on small firm environmental impact management	274 Fan, Köhler & Harzing - Do I have to be one of you? The role of ethnic identity in relationships between expatriates and host country employees	182 Perera & Klein - Climate change risk perceptions: Do they make a difference?
1440 - 1500	319 Maxwell & Carswell - Corporate and clinical governance in the public health sector context: Definitions and issues arising	244 Fraser - Maintenance and reliability is strategic to most organisations: So why is there so little empirical research?	442 Chen, Peng & Lin - Creativity research in 2001–2010: A review of recent advancements and a glimpse into the future	246 Chang, Hatcher & Kim - Charting the system: The Integrated Master Schedule as a multi-level and poly-temporal boundary object in complex projects	320 Javanmardi kashan - Strategic capability development within product innovation: A critical analysis of literature	206 McNally & Shaw - Proximal and distal emergency management: The Wellington response to the Christchurch emergency 2011	179 Heys, Rodwell & Jepsen - Configurations of human resource and management practices in Australasian law firms		207 Hills & Cairncross - Cross-border industry clusters: The conduciveness of border regions	336 Shah - Indian information technology expatriates on an international assignment: Impact of pre-departure preparation on initial adjustment	285 Sandhu, Sidique & Khoo - CSR practices and influencing factors: Evidences from small and medium enterprises in Malaysia
1500 - 1520	437 Gullberg & Westelius - Systems, roles and relationships in the governance ecology	330 Couchman, Zutshi, Wilkin, Warren & Sohal - Corporate governance and information technology: Findings from an exploratory survey of Australian organizations	093 Plester & Lo - 'Let's eat!' An embodied perspective of organizational food rituals	427 Sharma - The quest for knowledge in innovative organisations: A tacit viewpoint	399 Sachdeva & Agarwal - Innovation experience: What does innovation means to practising organisations?	230 Lockyer - A proposal for the application of a logic model for evaluation and performance measurement of the New Zealand Nonprofit Sector	265 Ullah & Zheng - Why would dairy farmers care about human resource management practices?	284 Jiang & Murmann - What knowledge is transferred from incumbent firms to successful new ventures: The case of post-1978 Chinese synthetic dye start-ups	411 Ghurburn & Chew - To what extent do individual and organisational resources impact on expatriate effectiveness? A conceptual framework	393 Khattak - Environmental upgrading of South Asian apparel firms in global value chains	
1520 - 1630	Chambers Foyer										
Farewell Drinks Chambers Foyer											

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**25th Annual ANZAM Conference
07 - 09 December 2011
Wellington, New Zealand
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