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AUSTRALIA & NEW ZEALAND MARKETING ACADEMY

Australia and New Zealand Marketing Academy Conference 2008

Marketing: Shifting the Focus from Mainstream to Offbeat

December 1–3, 2008
Olympic Park, Sydney
New South Wales, Australia

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2: BRANDING



3: BUSINESS RELATIONSHIPS
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4: COMPLEXITY THEORY AND
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No papers submitted in this stream

5: CONSUMER BEHAVIOUR (A)
STUDIES AND FIELDWORK



6: CONSUMER BEHAVIOUR (B)
CONCEPTUAL MODELS AND
THEORIES



7: CORPORATE RESPONSIBILITY,
ETHICS AND SOCIAL
RESPONSIBILITY



8: ELECTRONIC MARKETING



9: ENTREPRENEURSHIP,
INNOVATION AND NEW
PRODUCT DEVELOPMENT



10: INTERNATIONAL AND
CROSS-CULTURAL MARKETING



11: MARKETING EDUCATION



12: MARKETING METRICS



13: MARKETING RESEARCH AND RESEARCH METHODOLOGIES



14: RETAILING, PRICING, DISTRIBUTION CHANNELS, SUPPLY CHAIN MANAGEMENT, PERSONAL SELLING AND SALES MANAGEMENT



15: SERVICES MARKETING



16: SOCIAL, NOT-FOR-PROFIT AND POLITICAL MARKETING



17: SPORTS, ARTS, HERITAGE MARKETING AND TOURISM MARKETING



18: STRATEGIC MARKETING AND MARKET ORIENTATION



19: SPECIAL TRACK: MACRO-MARKETING



20: CONFERENCE THEME TRACK: SHIFTING FOCUS FROM MAINSTREAM TO OFFBEAT

