Analysis of Consumer Research Evidence Relied upon in Support of Plain Packaging for Tobacco Products

(Updated to 2017)

Prepared by:

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1. REPORT INTRODUCTION

1.1 I am a University Leadership Chair at the University of Leeds in the UK. As of 1 June 2015, I took on the additional position of Pro Dean of Research and Innovation at the Leeds University Business School. In addition, I am a Conjoint Professor in the Faculty of Medicine at the Macquarie University and Research Fellow at Newcastle University in Australia. I am an academic trained in the areas of Psychology, Public Policy, Economics, Statistics and Management. I have extensive experience in the conduct and evaluation of consumer research studies, both from an academic and commercial perspective. Annex Three to this report sets out in detail my professional qualifications, current CV and a list of sample publications.

1.2 In my own research, I have been quite multi-disciplined in the approaches I have applied, having done work that ranges from complex Bayesian econometrics, to experimental design, survey and polling research, case studies research, ethnographic and direct observation research, and theoretical mathematical modelling. This enables me to evaluate a wide variety of scholarship without any predetermined methodological bias. I have provided advice to many organisations throughout my career, including the Australian government, various research councils in Australia, the US, Canada, the EU, the UK, Hong Kong, and Singapore, and non-profit organisations such as Greenpeace, Amnesty International, Medecins Sans Frontières and the WWF.

1.3 I believe it is important that good policy be informed by the best science and evidence and to do this requires not just independent academic research but critical evaluations of those studies by independent and varied scholars.

1.4 I have been requested to prepare this report for Japan Tobacco International ("JTI") (I describe in further detail below the basis on which I have prepared this report). I am author of the following reports previously prepared at the request of JTI:

(a) "Analysis of Consumer Research Evidence on the Impact of Plain Packaging for Tobacco Products" dated 30 November 2010 (the "2010 Report");

(b) "Analysis of Consumer Research Evidence on the Impact of Plain Packaging for Tobacco Products" (Updated to 2012) dated 29 June 2012 (the "2012 Report"); and

(c) "Analysis of Consumer Research Evidence on the Impact of Plain Packaging Products" (Updated to 2014) dated 3 January 2014 (the "2014 Report") (together, the "Reports").

1.5 In 2015, I acted as an expert witness in proceedings brought by JTI and others in the High Court of England and Wales, which challenged legislation seeking to introduce plain packaging in the UK. I prepared two reports for use in this litigation, confirming the views I had expressed in the Reports and analysing the consumer research specifically relied on by the UK Government. I was also involved in earlier parts of the legislative process, which included providing both oral and written evidence to Sir Cyril Chantler during the course of his review of the public health evidence on plain packaging for the UK Department of Health.[1]

1.6 In the Reports, I concluded that the extant consumer research was insufficient to justify the conclusion that plain packaging is likely to have any material impact on actual smoking behaviour. I based this conclusion on the fact that the studies I examined suffered from serious limitations as a body of evidence.

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[1] I am author of a letter to Sir Cyril Chantler which accompanied my 2014 Report, and I was pleased to have the opportunity to meet with him on 28 February 2014. At that meeting, I explained that I had no 'skin in the game' and that my opinion on the issue of plain packaging was my own. As part of the UK litigation, my reports were subject to criticisms by Professor David Hammond, who was an expert witness for the UK Government. I have carefully considered those criticisms in preparing this report, as well as the judgment of Mr. Justice Green dated 19 May 2016. I understand that a judgment of the Court Of Appeal of England and Wales was handed down on 30 November 2016.

1.7 This report provides a holistic view of the existing consumer research relevant to plain packaging, updating the Reports and including studies published or otherwise made available since my 2014 Report. Given the nature of the exercise I have conducted (an analysis of the publicly available consumer research relied upon by policy makers or academics in support of the introduction of plain packaging), it would not be necessary nor relevant for me to have reviewed any tobacco product manufacturers internal documents relating to the packaging of tobacco products.

1.8 As I explain in more detail below, and in light of the more recent studies which have been published, my view remains that, when considered collectively, the consumer research does not provide reliable evidence that plain packaging will be effective in further reducing smoking or increasing smoking cessation.

2. MY APPROACH TO ANALYSING THE EXISTING CONSUMER RESEARCH RELEVANT TO PLAIN PACKAGING

2.1 At the outset, I make clear that I have no vested interest in plain packaging as an issue, and have provided my expert analysis on a ‘take it or leave it’ basis. I am not a ‘tobacco control’ researcher and my academic and professional career is in no way linked to defending one or another position on this matter. I had never considered the issue of tobacco control until I was first asked by JTI’s solicitors (Freshfields Bruckhaus Deringer LLP) to opine on the reliability of the existing consumer research evidence on plain packaging in 2009. Despite my strong personal objection to smoking, I approached this assignment as I would any other, and in my capacity as a scientist and with no pre-conceived view on the issue of plain packaging. I was solely concerned with giving an opinion on the scientific reliability of the evidence based on my extensive experience of research design and statistics, particularly how it applies in the case of consumer research and product design. I have never met with any tobacco company executives or other employee of JTI.

2.2 Since 2009, I have considered the existing consumer research studies relevant to plain packaging that were publicly available at the time of writing the Reports, and I have expressed concern about the quality of the studies from a methodological standpoint. The studies often repeated the same (flawed) approach and made undue assumptions as to what survey responses implied about actual behaviour. In short, my view was (and remains) that none of these studies would be published in any of the prestigious management or consumer behaviour journals (i) for which I am (or was) a member of the editorial board[2];(ii) which I have reviewed;[3] or (iii) with which I have regular involvement.

2.3 In particular, I found it surprising that, whilst the impact of plain packaging is fundamentally a consumer behaviour issue, there is not a single paper published on the topic in a marketing or consumer behaviour journal. Additionally, the authors dominating the conversation have no experience in addressing consumer behaviour issues. The focus is entirely on the fact that smoking is a public health issue. This is, of course, true, but the issue manifests as a consumer behaviour and marketing issue, hence it is important to have that expertise as part of the general conversation. This should be

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[2] I currently or recently have been an editor, associate editor or on the editorial review board of the following academic journals: *Academy of Management Perspectives* (Associate Editor and then Co-Editor), *Annals in Social Responsibility* (Founding Editor), *Australian Journal of Management* (Associate Editor), *Management Science* (Associate Editor), *Journal of International Business Studies* (Consulting Editor), *Strategic Management Journal, Global Strategy Journal, Strategic Organization, Corporate Governance: An International Review, Journal of Strategy* & *Management, Long Range Planning, European Management Review, European Journal of International Management, Management Organization Review, Asia Pacific Journal of Management, BuR-Business Research, Journal of Product Innovation Management, Journal of Small Business Economics.*

[3] In the last several years I have served as an ad-hoc reviewer of manuscripts for the following academic journals: *Organization Science, California Management Review, Marketing Science, Journal of Marketing Research, Academy of Management Journal, Journal of Consumer Research, International Journal of Research in Marketing, Journal of Management Studies, Journal of Forecasting, Journal of World Business, British Journal of Management, Journal of Business Ethics.*

concerning to policy makers considering the introduction of legislation of this type, especially where consumer research as to how people say they will behave in a plain packaging world has been prioritised over real life data from Australia showing how people have, in fact, behaved (e.g., whether smoking behaviour has, in fact, been impacted by plain packaging).[4]

2.4 As noted above, since completing my 2014 Report, further studies purporting to be in support of plain packaging have been published or have otherwise been made available for review. I have reviewed these studies using the same criteria employed in my Reports to address the extent to which they provide reliable evidence that plain packaging would be effective in achieving the public policy goals (identified by various regulators) of changing actual smoking behaviour, namely:

(a) reducing smoking uptake (also known as smoking initiation) among minors;

(b) reducing smoking among minors and/or adults; or

(c) increasing smoking cessation among minors and/or adults.

2.5 When reviewing the studies, my logic was to utilise the standards that I apply as a journal editor, as an editorial review board member of more than 10 journals in my field and as an ad hoc reviewer for numerous other journals and research panels. My concern is with (a) the methodological veracity of the studies in terms of design, execution and analysis; and (b) in light of this, whether the conclusions drawn were reliable.

3. SUMMARY OF MY VIEWS

3.1 As outlined above, I am an independent and respected scientist, whose work spans a range of topics (including management, marketing, economics, psychology), and I regularly provide my advice to governments,

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[4] I note that certain other countries, including the UK and France, have now also introduced plain packaging, but I understand that the measure has not yet been fully implemented in either country.

NGOs and other commercial businesses. In my Reports, and in this report, on the basis of my expertise, I add a different lens to the issue of plain packaging (given that the existing consumer studies were apt to repeat the same methodological approach).

3.2 Throughout my Reports, I made suggestions on how the research on the issue of plain packaging could be significantly improved, and how it could be designed to test whether behavioural outcomes were likely. Therefore, I reject any characterisation that my analysis simply dismisses all of the studies in a 'binary' way, and in a manner which requires methodological perfectionism. Indeed, I would suggest, and believe my Reports show, that I am willing to bring a greater degree of eclecticism into the debate by applying research that spans more disciplines and methodological approaches than those conducting the studies (this is evidenced by the variety in the research that I cite to support my critique).

3.3 At the outset, it is important to note that I do not dismiss the studies in their entirety. As I did in the Reports, I note in this report where I believe some studies make use of better methods than others. I have sought not to be critical without providing viable alternative approaches that I feel could be applied to address the issues I raise. Indeed, in my Reports, in numerous instances, I provided examples of related consumer studies in other areas and went into detail as to how the existing studies could be improved.

3.4 Despite this, the majority of the studies repeat the same failings. This remains the case for the majority of studies published since my 2014 Report.

3.5 However, as I discuss in more detail in Annex Two, some of the more recent studies, namely Hoek et al. (2016), Nonnemaker et al. (2016) and Schuz et al. (2016), represent significant improvement on, and are methodologically stronger than, the earlier body of research in this area and are deserving of deeper consideration. These three studies provide better scientific designs, but also (i) try to get closer to examining actual behaviours and contexts; and (ii) utilise more sophisticated modelling approaches, either in their design or in their estimation (or both).

3.6 In doing so, these studies confirm my supposition that the effects seen in nearly all the consumer research relevant to plain packaging are significantly overstated as they are not based on appropriate incentive compatible research designs. The first two of these studies (Hoek et al. 2016; Nonnemaker et al. 2016) show virtually no impact of tobacco packaging on purchasing decisions, while the third study (Schuz et al. 2016) shows no effect from the introduction of plain packaging in Australia on the salience of health warnings on tobacco packaging.

3.7 I discuss in Annex Two the fact that these three studies present a more nuanced and sophisticated insight into consumer behaviour in the context of plain packaging. Even though these more recent studies have limitations, which I discuss further in Annex Two, I consider them to be more valid types of consumer research and, in my view, they should be given more consideration than other studies when evaluating the impact of plain packaging.

3.8 As a collective body of research in support of plain packaging, the remaining studies which I have reviewed in my Reports, and in this report, are not reliable evidence that plain packaging will further reduce smoking or increase smoking cessation. While there are various limitations which apply to each of the individual studies, which I have set out in detail in my Reports, and in Annex Two to this report, there are three overarching limitations when considering the research collectively.

THE CONSUMER RESEARCH DOES NOT MEASURE ACTUAL SMOKING BEHAVIOUR

3.9 First, with the exceptions noted in 3.5, the studies have not examined any specific aspect of marketplace related behaviour directly, instead relying exclusively on attitudes, opinions and self-reports of possible behaviours or assumptions that those attitudes are precursors and causes of said behaviours.

3.10 With the exceptions noted in 3.5, the studies fail to go beyond a very simplistic model of behaviour and never measure the initiation, usage and quitting effects that are the core of the public policy rationale stated for plain packaging. The studies assume, naively, that if people see something in an 'attractive' package, they will pathologically choose it rather than something that they see in a 'plain' package.

3.11 I note that certain summary reports published on the issue of plain packaging, conclude (based on that logic) that, if some studies of other products in some other product categories and in some other purchasing and consumption circumstances, have shown such an effect, it is reasonable (albeit not scientific) to assume that attractive packaging in all circumstances will lead to more consumption.[5] Hence, plain packaging, because it reduces attractiveness, will, reduce consumption.

3.12 At best, such a viewpoint is a hypothesis worthy of testing. However, it is not, in my opinion, a truth that policy can be safely based upon. The following examples will highlight this point.

3.13 In the 1970s, the work of Jay Russo[6] led directly to the introduction of unit price labels on grocery store shelves. This work was solidly based on how consumers processed information and the research behind it was well designed in that Russo measured not attitudes but actual purchasing behaviours in stores where the labelling, as well as other factors — e.g. pricing and promotion — was manipulated experimentally. Later, Russo and his colleagues believed that the same logic would apply to how consumers used nutritional information and proceeded to work on a study testing just that.[7] Unfortunately, what they found was that the structure of the information processing for the 'less salient' nutritional information was such that making it practically useful was nearly impossible, and that the effect sizes associated with the changes were minimal.

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[5] See, for example, "Standardized packaging for tobacco products – evidence review", Professor David Hammond, March 2014.

[6] Russo, J.E. (1977), "The Value of Unit Price Information," *Journal of Consumer Research,* 4(2): 193-201.

[7] Russo, J.E., Staelin, R., Nolan, C.A., Russell, G.J, & B.L. Metcalf (1986), "Nutrition Information in the Supermarket," *Journal of Consumer Research*, 13(1): 48-70.

3.14 Interestingly, like the Munafo and Ramunno eye tracking studies on plain packaging discussed in my Reports, these studies found that individuals' eye movements did track the more salient information when presented in an obtrusive manner and this varied by format (e.g., if the information was presented via a list or a matrix). However, the degree to which this proved useful in driving behaviour was never determined.

3.15 A more recent example is the work of Julia Downs and her colleagues.[8] Their study looked at the introduction of calorie information in fast food outlets in New York (where a law required such postings). Rather than survey individuals or run focus groups, they ran a pre- and post-intervention controlled trial where they collected the individuals' meal receipts and conducted surveys. One conclusion, which was based upon the public health recommendations that led to the law being introduced by Mayor Bloomberg, was that the introduction of calorie information would have an effect on calorie consumption. According to Thomas Frieden, the New York City Health Commissioner, "*The big picture is that New Yorkers don't have access to calorie information. They overwhelmingly want it. Not everyone will use it, but many people will, and when they use it, it changes what they order, and that should reduce obesity and, with it, diabetes*."[9] However,

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[8] Downs, J.S., Wisdom, J., Wansink, B., & G. Loewenstein (2013), "Supplementing Menu Labeling With Calorie Recommendations to Test for Facilitation Effects," *American Journal of Public Health*, 103(9): 1604-1609.

[9] Rivera, R. (2007), "New York City Reintroduces Calorie Rule", *New York Times*, 25 October. This is a good example of the issues that I am discussing. All the research done by the City of New York, which included consumer surveys and focus groups, supposedly demonstrated overwhelming support and impact for the introduction of the calorie postings policy. However, the actual impact predicted, as noted, did not materialise. More recent studies conducted after the introduction of the measure do not look at any behavioral change, but awareness of the new labelling. This research shows that those that noticed the new postings least are mainly non-white, minorities and poor individuals while the affluent obese reportedly noticed the information more. Even after three years, only 25% of people even reported noticing the information. Unfortunately, unlike Downs et al. this study never measured behaviour nor did the authors go beyond self-reports of whether an individual 'noticed' the information (Chen, R., Smyser, M., Chan, N., Ta, M., Saelens, B.E., & J.

Downs, at al. found no effect of the labelling, concluding, "[t]*hese results do not support the introduction of calorie recommendations as a means of enhancing the impact of posted calorie information or reducing the contribution of restaurant dining to the obesity epidemic*".

3.16 What we see in this scenario (e.g. the surveys supporting the introduction of the calorie information in fast food outlets) is the same phenomenon we observe in the extant plain packaging research. Focus group and survey measures imply that people want, and will use, the information. Experiments that are more structured imply that some individuals are effected by the information, but the impact is much smaller than expected given the survey evidence. Finally, when examined in actual purchasing contexts over time, the impact of the labelling measure on purchase choice appears to be nil.

3.17 These groups of studies highlight three points. First, it is problematic to conclude that, because something seems to be intuitively plausible, it will reflect what happens in reality. Second, that definitive behaviour conclusions are more likely to be drawn in the case of clearly measured behaviour outcomes (such as discrete and actual choices). Third, it is possible to go beyond survey based attitudinal research, even with the most complex of consumer decisions, with innovative research designs.

3.18 In respect of the studies relevant to plain packaging, the overall conclusions are based on what those surveyed thought might happen rather than any evidence of what would happen (or, from Australia, what has happened).

3.19 None of the consumer research published to date which considers Australia data assesses whether plain packaging has further reduced smoking or increased smoking cessation. Instead, the research which has been

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Krieger (2015), "Changes in Awareness and Use of Calorie Information After Mandatory Menu Labeling in Restaurants in King County, Washington," *American Journal of Public Health*, 105(3): 546-553.

published focuses on so-called “intermediate outcomes” of plain packaging, such as any changes to the “appeal” of the product or the noticeability or salience of health warnings on packaging, and draws conclusions on how such measures can be linked to behavioural changes.[10] In the Reports, I repeatedly discussed how such a link defies theoretical logic. This is borne out by Schuz et al. (2016), conducted in Australia, which suggests that perception measures (such as “worry”) were related to the packaging of tobacco products, but that this did not translate into reduced smoking.

3.20 In conclusion, absent any true behavioural or purchasing data, and armed predominantly with survey or interview data, the authors of the studies are expressing their opinions about what they thought the studies implied.

THE CONSUMER RESEARCH APPLIES THE SAME, FLAWED, METHODOLOGICAL APPROACHES

3.21 Second, the body of research has continued to apply the same flawed methodological approaches.

3.22 The vast majority of the studies are simply repeated variants of prior studies, many using near identical stimuli, identical survey instruments and identical procedures (and in many cases, carried out by the same or overlapping set of researchers). While repeating methodology is sometimes a good thing when done properly, where there are flaws in the initial research designs (as there are in this case) all researchers find the same flawed responses. Hence, they can become confident in their false belief that there is

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[10] It is worth noting that these studies demonstrate mixed effects in relation to the measures that they were testing. For example, White et al. (2015)(b) found that there has been no change in adolescents’ cognitive processing of on-package health warnings since the introduction of plain packaging in Australia (e.g., how frequently adolescents paid attention to the warning, chose not to have a cigarette because of the warning, or thought about quitting because of the warning). Another study by White et al. (2015)(a) found that participants viewed cigarette packaging negatively before the introduction of plain packaging in Australia.

a preponderance of evidence for a conclusion when, in reality, all that they are seeing is greater refinement of an erroneous conclusion.

3.23 I do not accept the view that consistency in the findings of the research somehow mitigates the poor quality of the individual studies. In fact, 'consistency' in the research is actually part of the problem. I set this out in detail in my letter to Sir Cyril Chantler in 2014 but, for ease, this is for two reasons:

(a) First, there are independence issues in the studies that have been conducted to date. Good science consists of both breadth and depth of analysis when one looks at the collection of research being conducted by different scholars. In other words, to understand a phenomenon, it is important to not just study that phenomenon in the same manner in different contexts, but to bring different methods of analysis to the table. Doing so helps ensure that the results are not a function of the methods being applied, but that they represent a true picture of the phenomenon — independent of how it is studied and by whom. The collection of studies in the context of plain packaging, while numerous, is worryingly repetitive. While some have commented that there is a "consistency" in the findings of the studies,[11] the fact that many mimic the same empirical (and incorrect) approach suggests that any "consistency" may be revealing very little. In short, any consistency in findings may amount to little more than consistency induced by biased methodological approaches.

(b) Second, a lack of independence shows in the mixture of authors and publication outlets. In their peer review process, the editors will quite naturally rely on "experts in the field" to review articles, and this will invariably include those who have published similar studies in the same journal. These experts will not be making independent judgments but rather will view work consistent with their own as

[11] See, for example, paragraph 594 of the judgment of Mr. Justice Green, [2016] EWHC 1169 (Admin).

"good practice" and whether or not that work is consistent with what they consider to be the most appropriate findings of the data. This is highlighted by a very famous study on confirmatory bias in the peer review process by Mahoney[12] where he showed that "*reviewers were strongly biased against manuscripts which reported results contrary to their theoretical perspective*".

THE CONSUMER RESEARCH FAILS TO UTILISE STUDY DESIGNS WHICH COULD, IN PRINCIPLE, ASSESS WHETHER PLAIN PACKAGING HAS IMPACTED SMOKING BEHAVIOUR

3.24 Finally, the studies have failed to take into account important related research which could improve and inform both the scientific and policy debate (I gave examples of many such studies in my Reports).

3.25 There is no way to generate a perfect forecast, but it is possible to undertake research which might robustly determine whether plain packaging has had any effects. One can come closer to an accurate assessment with more innovative research approaches, as has been demonstrated in the recent studies mentioned in paragraph 3.5 above.

3.26 In addition, a more innovative study design can also be seen in Maynard et al. (2015).[13] Although this was a small sample, short-term trial, the authors were able to look at the actual smoking behaviour over a 24-hour period. What the authors found is consistent with my commentary in my Reports, namely that the use of plain packaging has no impact on smoking behaviour, while it did appear to influence certain intention and attitudinal measures. Unfortunately, this study was not structured to be long term and was not timely enough to take advantage of the changes in the regulatory environment in Australia. It is also not clear to what extent the obtrusiveness

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[12] Mahoney, M.J. (1977), "Publication Prejudices: An Experimental Study of Confirmatory Bias in the Peer Review System," *Cognitive Therapy and Research*, 1(2): 161-175.

[13] Maynard, 0.M., Leonards, U., Attwood, A.S., Bauld, L., Hogarth, L. & M.R. Munafo (2015), "Effects of First Exposure to Plain Cigarette Packaging on Smoking Behaviour and Attitudes: A Randomised Controlled Study", *BMC Public Health*, 15:240.

of the intervention had an effect on the outcomes seen. However, it is a more innovative approach that attempted to look at behaviour in realistic circumstances.

3.27 Pre- and post-intervention studies can be conducted. I gave the example of Downs et al. as a good illustration of what could have been done had the researchers working on this topic been more innovative. The studies which do utilise pre-and post-intervention measures do not do so in a manner that determines real behavioural reactions.

3.28 Alternatively, one could engage in a matching study in which individuals in relatively similar locales are studied in a structured manner. One possibility would have been to utilise panels in Australia and New Zealand at the time of the change in Australian law. These panels could have been set up so that one tracked matched pairs of individuals and looked at the attitudes and behaviours of those individuals over time.

4. CONCLUSION

4.1 I have considered the consumer research relevant to plain packaging as a collective body of evidence and assessed whether it is capable of demonstrating that such a measure would reduce smoking or increase smoking cessation.

4.2 As I set out above, I consider that certain of the more recent studies are methodologically stronger than the previous studies in this area. Tellingly, this research, conducted to try and get closer to ascertaining behavioural outcomes, suggests that the effects of plain packaging in the earlier studies, based on participants' attitudes and perceptions, were significantly overstated.

4.3 Therefore, my view remains that the extant consumer research does not provide reliable evidence that plain packaging will be effective in further reducing smoking or increasing smoking cessation.

Signature: 

Name: Professor Timothy M. Devinney

Date: 5 January 2017

ANNEX ONE – STUDIES CONSIDERED IN THIS REPORT

Building on the Reports, the additional studies that have been published since my 2014 Report and which I have reviewed in preparing this report are set out below.

(a) Association between tobacco plain packaging and Quitline calls: a population based, interrupted time-series analysis. Hereinafter referred to as “Young et al. (2014)”;

(b) Personal tobacco pack display before and after the introduction of plain packaging with larger pictorial health warnings in Australia: an observational study of outdoor café strips. Hereinafter referred to as “Zachar et al. (2014)”;

(c) Socioeconomically disadvantaged smokers’ ratings of plain and branded cigarette packaging: an experimental study. Hereinafter referred to as “Guillamer et al. (2014) (a)”;

(d) The effect of plain cigarette packaging on attention to health warnings. Hereinafter referred to as “Ramunno et al. (2014)”;

(e) Visual attention to health warnings on plain tobacco packaging in adolescent smokers and non-smokers. Hereinafter referred to as “Maynard et al. (2014) (a)”;

(f) The Effect of Cigarette Plain Packaging on Individuals’ Health Warning Recall. Hereinafter referred to as “Al-Hamadi et al. (2014)”;

(g) Effects of standardised cigarette packaging on craving, motivation to stop and perceptions of cigarettes and packs. Hereinafter referred to as “Brose et al. (2014)”;

(h) Avoidance of cigarette pack health warnings among regular cigarette smokers. Hereinafter referred to as “Maynard et al. (2014) (b)”;

(i) Cigarette packaging and health warnings: the impact of plain packaging and message framing on young smokers. Hereinafter referred to as “Mays et al. (2014)”;

(j) Plain packaging of cigarettes and smoking behaviour: study protocol for a randomized controlled study. Hereinafter referred to as “Maynard et al. (2014) (c)”;

(k) Tobacco Health warning messages on plain cigarette packs and in television campaigns: a qualitative study with Australian socioeconomically disadvantaged smokers. Hereinafter referred to as “Guillamer et al. (2014) (b)”;

(l) Young women smokers’ responses to using plain cigarette packs and in television campaigns: qualitative findings from a naturalistic study. Hereinafter referred to as “Moodie et al. (2014)”;

(m) Impact of Australia’s introduction of tobacco plain packs on adult smokers’ pack-related perceptions and responses: results from a continuous tracking survey. Hereinafter referred to as “Dunlop et al. (2014)”;

(n) Standardised packaging of tobacco products: recent evidence from Australia and the UK. Hereinafter referred to as “BHF / ITC (2014);

(o) Plain cigarette packs do not exert Pavlovian to instrumental transfer of control over tobacco-seeking. Hereinafter referred to as “Hogarth et al. (2014)”;

(p) Australian smokers’ support for plain or standardised packs before and after implementation: findings from the ITC Four Country Survey. Hereinafter referred to as “Swift et al. (2014)”;

(q) Observational study of the visibility of branded tobacco packaging and smoking at outdoor bars/cafés in Wellington, New Zealand. Hereinafter referred to as “Martin et al. (2014)”;

(r) Has the introduction of plain packaging with larger graphic health warnings changed adolescents' perceptions of cigarettes and brands. Hereinafter referred to as "White et al. (2015) (a)";

(s) Do larger graphic health warnings on standardised cigarette packs increase adolescents' cognitive processing of consumer-health related information and beliefs about smoking-related harms? Hereinafter referred to as "White et al. (2015) (b)";

(t) Australian adult smokers' responses to plain packaging with larger health warnings 1 year after implementation: results from a national cross-sectional tracking survey. Hereinafter referred to as "Wakefield et al. (2015)";

(u) Short term changes in quitting-related cognitions and behaviours after the implementation of plain packaging with larger health warnings: findings from a national cohort study with Australian adult smokers. Hereinafter referred to as "Durkin et al. (2015) (a)";

(v) Are quitting related cognitions and behaviours predicted by proximal responses to plain packaging with larger health warnings? Findings from a national cohort study with Australian smokers. Hereinafter referred to as "Durkin et al. (2015) (b)";

(w) Changes in use of types of tobacco products by pack sizes and price segments, prices paid and consumption following the introduction of plain packaging in Australia. Hereinafter referred to as "Scollo et al. (2015)";

(x) Personal pack display and active smoking at outdoor café strips: assessing the impact of plain packaging 1 year post implementation. Hereinafter referred to as "Zachar et al. (2015)";

(y) Effects of first exposure to plain cigarette packaging on smoking behaviour and attitudes: a randomised controlled study. Hereinafter referred to as "Maynard et al. (2015)";

(z) The Impact of Cigarette Plain Packaging on Health Warning Salience and Perceptions: Implications for Public Health Policies. Hereinafter referred to as Auemaneekul et al. (2015)";

(aa) Impact of the introduction of standardised packaging on smokers' brand awareness and identification in Australia. Hereinafter referred to as "Balmford et al. (2015)";

(bb) Estimating the 'consumer surplus' for branded versus standardised tobacco packaging. Hereinafter referred to as "Gendall et al. (2015)";

(cc) Larger and More Prominent Graphic Health Warnings on Plain Packaged Tobacco Products and Avoidant Responses in Current Smokers: A Qualitative Study. Hereinafter referred to as "Hardcastle et al. (2015)";

(dd) The Impact of Cigarette Packaging Design Among Young Females in Canada: Findings From a Discrete Choice Experiment. Hereinafter referred to as "Kotnowski et al. (2015)";

(ee) Effects of plain package branding and graphic health warnings on adolescent smokers in the USA, Spain and France. Hereinafter referred to as "Andrews et al. (2016)";

(ff) Young Adult Smokers' Neural Response to Graphic Cigarette Warning Labels. Hereinafter referred to as "Green et al. (2016)";

(gg) Perceptions and impact of plain packaging of tobacco products in low and middle income countries, middle to upper income countries and low-income settings in high-income countries: a systematic review of the literature. Hereinafter referred to as "Hughes et al. (2016)";

(hh) Immediate effects of plain packaging health warnings on quitting intention and potential mediators: Results from two ecological momentary assessment studies. Hereinafter referred to as "Schuz et al. (2016)";

(ii) Perceptions of branded and plain cigarette packaging among Mexican youth. Hereinafter referred to as "Mutti et al. (2016)";

(jj) Influence of point-of-sale tobacco displays and plain black and white cigarette packaging and advertisements on adults: Evidence from a virtual store experimental study. Hereinafter referred to as "Nonnemaker et al. (2016)";

(kk) Plain packaging implementation: perceptions of risk and prestige of cigarette brands among Aboriginal and Torres Strait Islander people. Hereinafter referred to as "Maddox et al. (2016)";

(ll) Dissuasive cigarette sticks: the next step in standardised (‘'plain') packaging? Hereinafter referred to as "Hoek et al (2016)";

(mm) A qualitative analysis of New Zealand retailers' responses to standardised packaging legislation and tobacco industry opposition. Hereinafter referred to as "Guthrie et al. (2016)";

(nn) Change in public support for the introduction of plain packaging and new, enlarged graphic health warnings in the Australian state of Victoria, 2011-2013. Hereinafter referred to as "Hayes et al. (2016)";

(oo) Neural Mechanisms Underlying Visual Attention to Health Warnings on Branded and Plain Cigarette Packs. Hereinafter referred to as "Maynard et al. (2016)"; and

(pp) Australia's plain tobacco packs: anticipated and actual responses among adolescents and young adults 2010-2013. Hereinafter referred to as "Dunlop et al. (2016)".

Annex Two – A short discussion of certain of the studies published since my 2014 Report

1.1 To illustrate the points I have discussed in Section 3 above, I have chosen to focus on a selection of the studies which have been published or otherwise made available since my 2014 Report. I choose to discuss these particular studies as a way of assisting the reader in understanding the difference between studies which repeat methodologies I have discussed in my Reports, and studies which have stronger methodologies. For brevity, I have not undertaken a discussion of each of the studies listed in Annex One above, but note that the conclusions reached in this report are as a result of a detailed analysis of all the studies listed in Annex One.

1.2 First, I will briefly comment on the articles by Mutti et al. (2016), Maddox et al. (2015), Andrews et al. (2016), Guthrie et al. (2015) and Hughes et al. (2016). I have chosen to comment briefly on these studies because they suffer from flaws identical, or similar, to studies I have commented upon in detail in the Reports. Second, I will concentrate more on three studies, Hoek, et al (2015), Nonnemaker, et al. (2016) and Schuz, et al. (2016). As discussed in Section 3 above, these studies represent significant improvements upon the studies I have evaluated in the past and are deserving of deeper consideration.

1.3 Mutti et al. (2016) is a replication of prior studies by Professor David Hammond and others[14] – in this case, using a sample from Mexico. As with the studies being replicated, there is a lack of a behavioural model, no measure of actual purchasing behaviour, or up-take or cessation of smoking, and reliance on self-reported measures of appeal, taste and harm as well as perceptions of smoker-images. There is also the repeating of the erroneous aggregation of measures into dichotomous variables that I criticised in this area of work in the Reports. Such aggregation has no basis in statistical modelling and would not be considered to be appropriate practice.

[14] See Hammond et al. (2009), Hammond and Parkinson (2009), Doxey (2010), Hammond and Doxey (2011).

Ultimately, this study comes to the same conclusions as other studies by Professor Hammond and his colleagues, which is hardly unexpected given the material biases in the methods used.

1.4 Maddox et al. (2015) is a replication of earlier survey based studies with a different sample of individuals – in this case Aboriginal and Torres Strait Islanders. The added twist to this study is the examination of the changes in perceptions between the period before the Australian Plain Packaging Legislation was implemented and the period after implementation. Overall, the study suffers from many of the same issues associated with prior survey studies, with these being slightly alleviated by the before-and-after structure of the study. However, in the end, the study comes to no definitive conclusions with some effects seen and others not seen, leading the authors to make the vague conclusion that they have "*partial support*" for their hypotheses. As with other studies there is no underlying behavioural theory, a quite small sample size, and reliance on survey methods that do not link to perceptions or attitudes to behaviour.

1.5 Guthrie et al. (2015) is a qualitative interview study of stores selling cigarettes. As noted in the Reports, interview studies, being inductive, do not allow for any effective testing of hypotheses and suffer from serious issues related to response, recall and social desirability bias. Ultimately, this study does little more than provide information on the opinions of a small sample of retailers without any material meaning in terms of its implications for plain packaging and its implications.

1.6 Andrews et al. (2016) is similar to many of the studies reviewed earlier in that it is a simple survey based quasi-experiment where adolescents see different package designs and respond on standard Likert scales asking about their perceptions and intentions. As with similarly designed studies, there is no behavioural model, no measure of actual behaviour and the results are simple comparisons between groups and effects. There is no indication that any of the responses relate to any actual cessation behaviour on the part of the participants involved. It is, however, worth noting that the authors found that the effect of the "graphicness" of health warnings was not impacted whether the health warnings were displayed on plain or branded packaging.

1.7 Hughes et al. (2016) is a very limited narrative review of four articles that examine perceptions of harm. The study is flawed in drawing conclusions based on a tiny sample of articles and using narrative techniques which I have commented on in the Reports. Ultimately, all that the authors conclude is that, in survey based studies of perceptions, there are differences in perceptions between those who look at plain packs and those who look at regular packs, independent of the actual quality of the studies or the material meaningfulness of those perceptions to behaviour.

1.8 Hoek et al. (2016), use a fairly standard choice design employing a best-worst scaling methodology. For the most part, this study meets the criteria I set out in the Reports. The structure of the choice experiment is balanced and orthogonal and meets the minimum requirements for efficiency. The empirical model applied – a variant of latent class modelling – is also one that I recommended in the Reports as a means of capturing heterogeneity between consumers. Hence overall, one must conclude that the general results of this study have a degree of robustness – particularly, when looking at segment differences and the relative preferences (i.e., the relative likelihood of choosing one cigarette type over another). The limitations of this study are those associated with all studies of this type. First, the focus on unique attributes can increase the salience of that attribute in the choice model. This is somewhat mitigated here as the comparison is between types (levels) within that attribute (i.e., different cigarette stick designs). Second, it is difficult to estimate the actual overall effect since these studies are within market comparisons. What this means is that while the authors can show what the market share differences might be between different designs, they tend to over-predict total sales effects.

1.9 Nonnemaker et al. (2016) is an example of exactly the type of virtual reality (VR) marketplace I discussed in my Reports. Overall, it is well designed and reflects a much more appropriate means of studying policy changes in close to market conditions. A limitation to the study it is that the complexity of the task for individuals forces the researchers to use simpler designs, in this case a simple 2x2 design (see their Figure 1). As with the discussion relating to Hoek et al. (2016), this may imply that the absolute effects seen are exaggerated because of the salience effect. However, relative comparisons remain valid. The limitations of this study fall into three categories. First, because it is a one-off study – that is, individuals are only purchasing once – there is no way to tell what the long-term effects are. Second, the use of a condition relating *only* to smoking purchasing does not simulate most purchasing contexts. A better approach would have been to embed the potential for purchasing cigarettes within a VR simulation where the individual could purchase other items as well (e.g., coffee, take away lunch and so on). It is very likely that the magnitude of the effects is significantly exaggerated because the intent of the study is clear to participants. Third, the econometrics could have been more sophisticated to tease out covariate effects. In other words, the analysis is simplistic and could have utilised an approach like Hoek et al. (2016), which would have allowed for a much better understanding of the role of individual differences in the results. Overall, the style of the design is very good, but the salience effect of the structure of what the authors do, will no doubt lead to significant response bias effects.

1.10 Schuz, et al. (2016) is also a mode of research more in line with my recommendations in the Reports. Indeed, it is the only study to examine behaviour in situ (e.g. in Australia). Interestingly, it is also the one study to show the least material effects of plain packaging. In addition, unlike nearly all the studies I examined, there is an attempt to link the empirical model to a specific behavioural theory. Both of the studies conducted within this study are well done. The fact that they show that the survey measures of issues like worry and efficacy were related to packaging but ultimately did not trickle down to changes in actual behaviour is consistent with the theoretical logic – e.g., the attitude-behaviour gap and the failure of stated intentions to translated into actual behaviour – that I have discussed in my Reports. If there are concerns with this study, the issue is related to sample size. Overall, the two studies used less than 100 participants and there would no doubt be a need to broaden the sample to account for individual variations in responses and to control for a greater number of potentially intervening factors.

1.11 Overall, if one examines these studies collectively one sees that the first five do little that adds to our understanding and simply repeat the limited approaches I commented on above. The last three studies are different in that they provide not just better scientific designs but also try to (i) get closer and closer to actual behaviours and contexts and (ii) utilise more sophisticated modelling approaches – either in their design or in their estimation (or both). What we see in this last set of studies is that as we move further from attitudes, perceptions and intentions and get closer to behaviours two things happen. First, we see smaller effects from the legislative changes. Second, we see more nuanced and sophisticated consumer behaviour. However, even these studies have limitations, but they are more valid and should therefore be given more consideration when evaluating the impact of plain packaging.

ANNEX THREE – MY CV

TIMOTHY MICHAEL DEVINNEY

University Leadership Chair and Professor of International Business
Leeds University Business School
University of Leeds
Leeds LS2 9JT UK

Email: T.Devinney@leeds.ac.uk

URL: http://leeds.academia.edu/TimothyDevinney

Education:

B.Sc.	(Psychology), summa cum laude, Carnegie-Mellon University, 1977
M.A.	(Public Policy Studies), University of Chicago, 1979
M.B.A.	(Economics and Statistics), University of Chicago, 1981
Ph.D.	(Business Economics), University of Chicago, 1984
THESIS	*A General Equilibrium Analysis of the Borrower-Lender Relation: An Examination of Credit Rationing Hypotheses.* (Committee: J. Gould, A. Madansky (co-chairmen), D. Carlton, D. Diamond, E. Lazear, M. Miller)

Academic Experience (excluding short course assignments):

Professor and University Leadership Chair in International Business, University of Leeds, September 2013–present.

Pro Dean for Research and Innovation (2015–present). Oversee a discretionary budget of £1M per annum and a staff of 30 related to both research performance, funding and the PhD programme (which is a separate multimillion GBP budget). Responsible for the Research Excellence Framework reporting and research performance assessment of more than 200 faculty and 300 PhD students.

Professor (Conjoint), Faculty of Medicine and Health Sciences, Macquarie University, November 2014–present.

Professorial Research Fellow, University of Newcastle, 2014–present.

Past and Visiting Positions (significant positions marked with *):

Lecturer in Mathematics, Graduate School of Business, University of Chicago, 1981–1982.

A/Professor of Management, Owen Graduate School of Management, Vanderbilt University, 1982–1990.*

Visiting Professor of Economics, Abteilung für Wirtschaftswissenschaften, Universität Ulm, Winter 1985.

Visiting Professor of Economics, Institut für Geld- und Kapitalverkehr, Universität Hamburg, Summer 1989.

A/Professor of Management, Anderson Graduate School of Management, University of California, Los Angeles, 1990–1992.*

Visiting Professor of Management, Betriebswirtschaftslehre, Universität Trier and Universität Frankfurt, Summer 1992–Winter 1993.

Professor of Management, Australian Graduate School of Management (now part of the UNSW School of Business), 1993–2009 (June).*

AGSM Professorial Research Fellow, 2006–2009. (Equivalent to an endowed chair and given for outstanding research performance)

2006 Senior Faculty Research Award (for outstanding performance over a 10-yr period)

Director AGSM Executive MBA Program, 1993–1996 (equivalent to Associate Dean)

The latter role included the initial establishment of the program, its promotion, structure development and management. The AGSM EMBA was the first such program in Australia & New Zealand.

Director AGSM Centre for Corporate Change, 1999–2006

The latter role has entailed the capital development and research program of the CCC. The CCC's capital base was over $850,000 with approximately $1.2 million in recurrent grant funding per year as well as general fund raising to meet the on-going administrative and academic operations of the Centre.

Two spinoff companies were generated by the Centre. Brandalytics® provided brand equity monitoring services and was a JV with AMR Harris and UTS. The Future Choice Initiative was a partnership between three universities and provides advance discrete choice modeling software and services. FCI was a finalist in the Australian Governments Secrets of IT Success Competition in 2005 and the winner of its most promising research award.

Highlights includes a Research Briefing series, a Symposium series, the Global Leaders Forum and a series of private Thought Leadership in International Business Conferences conducted jointly with the University of

Illinois CIBER in St Thomas (2002), Snoqualmie (2003) and Lafayette (2004). Support was also given to the conference activities of the AIB and AOM.

Visiting Reader, Hong Kong University of Science and Technology, Fall 1995.

Visiting Research Fellow, City University–Hong Kong, Fall/Winter 1997.

Visiting Research Professor, Copenhagen Business School, 2002, 2004, 2006.

International Fellow, Advanced Institute of Management (UK); Visiting Professor London Business School, 2004–2005.

Research Fellow, Centre for the Study of Choice, University of Technology (Sydney), 2006–2009.

Alexander von Humboldt Foundation Research Award (Forschungpries); Visiting Professor Humboldt Universität−Berlin, 2007–2008, 2010–2013.

Rockefeller Foundation, Bellagio Fellow, 2008.

University Professor of Strategy, School of Business, University of Technology Sydney, 2009 (June) – 2013 (August).*

Professor (Conjoint), Faculty of Medicine, Australian Institute of Health Innovation, UNSW, 2009 (July) – 2014 (October).

Ernst & Young Institute for Emerging Market Studies (Moscow, Beijing), Affiliated Researcher, 2009–2011, Senior Research Fellow, 2011–2014.

Visiting International Fellow, BI—Norwegian School of Management, 2014.

Other formal/informal relationships:

Visiting Professor, Universität Hamburg (1989 and periodically since 2000); Visiting Research Professor, Copenhagen Business School (periodically since 2002); Visiting Professor, China European International Business School, Shanghai (periodically since 1999); External Visitor, Insead (periodically since 2003).

Courses taught (by Institution). Syllabi and materials on website:

AT Leeds: Philosophy of Science (PhD), International Business Strategy (MBA/EMBA)

AT UTS: Philosophy of Science (PhD/Honours), Research Strategy (PhD)

At AGSM (<u>MBA/EMBA</u>): International Business in Asia (MBA on site project course in China), Corporate Strategy (MBA/EMBA), International Business Strategy (MBA/EMBA), Strategic Management of Intellectual Property (MBA shortcourse), Philosophy of Social Science (PhD), Ph.D.

Seminars (one on Corporate Strategy and one on Innovation), Globalization of the Knowledge Based Organization (MBA).

At AGSM (Executive Programs): *Managing Competitive Strategy,* Technology Management,* The International Manager's Program,* Managing Intellectual Property,** the Accelerated Development Program, the General Manager Program, and the Development Program for Managers (* indicates program directorship and development)

At Vanderbilt: Pricing, Managerial Decisionmaking and EC92, Economics of the Firm, International Business, Industrial Strategy and Organization, Regulation and Antitrust Economics, Financial Institutions, Information Economics (PhD)

In Germany (Humboldt. Hamburg, HSBA, Frankfurt, Aachen & Trier): Managerial Decisionmaking and EC92, Information Economics (PhD), International Business Strategy, Management of Knowledge (PhD), Economics and Management of E-Business, Philosophy of Science (PhD), CSR Summer School (PhD)

At UCLA: Marketing Strategy, Product Management, MBA Projects.

In Hong Kong (HKUST, City University, AGSM HKMBA): Corporate Strategy, International Business Strategy, Management of Knowledge, e-Business Strategy

In Denmark (Copenhagen Business School): Knowledge Creation and Innovation Management (Executive MBA), Advanced Lectures on Measurement Methodologies, NORD–IB PhD Program, PhD Seminar on CSR Research.

Professional Associations/University Affiliations (including awards/recognitions):

Professional Associations and Activities Therein (Including Awards): American Economic Association, Econometric Society, INFORMS, The Product Development Management Association, Academy of International Business, Academy of Management, Australia New Zealand Academy of Management, Australian New Zealand Marketing Academy

Academy of International Business (AIB):

Chair, Academy of International Business, Annual Meeting, Sydney, 2001. Chairing the AIB 2001 Meeting required the raising of more than $150,000 in support, either in cash or in-kind.

Journal of International Business Studies (Editorial Board & Consulting Editor). 2006 JIBS Decade Award Committee Chair. Faculty 2006 AIB Doctoral Consortium. 2007 Program Organizing Committee (Track Chair). 2009 Program Organizing Committee (Track Chair). 2010 Program Organizing Committee (Track Chair). AIB Fox Best Paper Award Committee, 2009–2012. 2013 Program Organizing Committee (Track Chair). 2014 Program Organizing Committee (Track Chair).

Best Paper Award Finalist, 2005 AIB Conference. Best Reviewer, 2012 AIB Conference.

AIB Fellow, Elected 2008.

Academy of Management (AOM):

Executive Committee and Chair, International Management Division of the Academy of Management (2004–2009).

Raised funding for the Booz & Co./strategy+business eminent scholar award in International Business (2004–2009). Organized IMD PDW program (2005). Organized IMD Conference Program (2006). Served as Division Chair (2007−2008). Received one of three AOM Enterprise Awards (2005) to develop multimedia delivery of IMD Program activities. Chair IMD Communications Committee (2008−2009). IMD Service Committee (2010−2012). SIM Division Associate Editor for Program (2012, 2013, 2014).

BPS Junior Faculty Consortium Faculty (2006, 2011). New Doctoral Consortium Faculty (2008).

Carolyn Dexter Award Finalist (Social Issues in Mgt Division)—Best Intl Paper (2007). Best Paper Finalist (Social Issues in Mgt Division), 2011, Social Issues in Management (SIM) Book Award (2012).

Evidence-Based Management Collaborative (2007–2008). Founding Member.

Academy of Management Perspectives, Co-Editor, (2012–2015), Associate Editor (2006-2011).

Strategic Management Society (SMS):

Strategic Management Journal (editorial board), *Global Strategy Journal* (editorial board), International Management Interest Group: Representative-at-large (2008–2009), Associate Program Chair (2011), Program Chair (2012), IG Chair (2013). Conference Organizing Committee, Rio de Janiero (2010). Conference Organizing Committee and Consortium Chair, Sydney (2014).

ANZAM (ANZ Academy of Management):

Executive Committee, ANZAM (2005–2006). Best Paper Award, ANZAM Conference, 2001, 2006 & 2007. 2007 ANZAM Conference Organizing Committee.

Distinguished Member (Fellow), Elected 2008.

ANZMAC (ANZ Marketing Academy): Researcher of the Year Award, 2007.

Academy of Social Sciences (UK): Elected Fellow, 2015.

Royal Society for the Arts (UK): Awarded Fellowship, 2014.

AIM International Fellowship (2004–2005). Named one of the first International Fellows by the UK ESRC to examine, in conjunction with George Yip and Gerry Johnson, the strategic competitiveness of British corporations.

European International Business Academy: Dunning Doctoral Consortium Faculty (2001–2003, 2011–2016).

INFORMS: Organizing Committee, Marketing Science Conference, Nashville 1987; Program Coordinator, Euro XII/TIMS International XXXI, Helsinki 1992 and TIMS XXXIII, Singapore 1995; Organizing Committee, Marketing Science Conference, Sydney 1995.

European Academy of Business in Society (EU Framework Initiative): Doctoral Consortium Faculty (2006).

GOLDEN (Global Organizational Learning and Development Network): Advisory Board (2011–2012).

GRONEN (Group on Organisations and the Natural Environment): Scientific Committee Member (2011–2012).

American Marketing Association: Jury, Paul Converse Award.

Editorial and Refereeing Duties (Formal):

Director, Social Science Research Network (SSRN), International Business Research Network and Editor, *International Business Strategy & Structure*, 2009−present, *Sustainability Research & Policy Network*, 2012−present

Co-Editor, *Academy of Management Perspectives* (with D. Siegel), 2011–2015. Website: http://amp.aom.org/

Co-Editor, *Advances in International Management*, Emerald (with T. Pederson and L. Tihanyi), 2009−present. Received the "Leading Editor" Award in the 2011 in the Literati Awards. Website: http://www.emeraldinsight.com/books.htm?issn=1571-5027

Founding Editor, *Foundations & Trends in International Business*, 2014–present. Website: http://nowpublishers.com/journals

Founding Editor, *Annals in Social Responsibility*, 2014–present

Associate Editor, *Academy of Management Perspectives*, 2006–2011

Associate Editor, *Australian Journal of Management*, 1995–2005

Associate Editor, *Management Science*, 1988–1990

Consulting Editor, *Journal of International Business Studies*, 2011–present. Co-Editor of special issue on Measuring Culture (2015)

Editorial Board, *Strategic Management Journal*, 2007–present

Editorial Board, *Journal of International Business Studies*, 2003–present

Editorial Board, *Global Strategy Journal*, 2010–present. Co-Editor of Special Issue on Managing Global Stakeholders (2013)

Editorial Board, *Strategic Organization*, 2006–present

Editorial Board, *Corporate Governance: An International Review*, 2007–present. Co-Editor of special issue on CSR, Institutions and Governance (2012)

Editorial Board, *Journal of Strategy & Management*, 2008–present

Editorial Board, *Long Range Planning*, 2013–present. Co-Editor of special issue on Innovating for Sustainability (2015)

Editorial Board, *European Management Review*, 2005–present

Editorial Board, *European Journal of International Management*, 2010–present

Editorial Board, *Management Organization Review*, 2013–present

Editorial Board, *Asia Pacific Journal of Management*, 2003–present

Editorial Board, *BuR–Business Research*, 2007–2015

Editorial Board, *Journal of Product Innovation Management*, 1991–2014. Editor of special issue on the Internationalization of Innovation (2000)

Editorial Board, *Journal of Small Business Economics*, 1993–2002

Served as ad hoc referee for *The Journal of Business, American Economic Review, Rand Journal of Economics, Economica, Management Science, Organization Science, California Management Review, Financial Management, Economic Inquiry, Marketing Science, Journal of Marketing Research, Journal of Economics and Business, Empirical Economics, Academy of Management Journal, Journal of Consumer Research, Journal of Institutional and Theoretical Economics, International Journal of Research in Marketing, Journal of Management Studies, Information Systems Journal, Journal of Forecasting, AGENDA, Journal of World Business, Decision Support Systems, British Journal of Management, Journal of Business Ethics* and *The MS/OR Handbook of Research in Marketing*

Served as member of the expert assessor for *The National Science Foundation, Hong Kong Grants Authority, Australian Research Council,* *Marketing Science Institute*, *SS&H Research Council of Canada and served as a SEER assessor for ARC ERA I & II.*

Academic Advisory Board, Global Research Consortium, 1997–2007.

Associate, Centre for Regional Economic Development, People's University, Beijing, PRC, 1989–1995.

Governmental Panels:

Research Quality Framework, Assessment Panel, 2007−2008. The RQF Panel is responsible for the assessment of individual faculty research quality with the aim of ultimately determining the allocation of funding to universities. It was established by the Department of Education, Science and Training (DEST). It was disbanded with the election of a new government late in 2007.

I have been involved in other government panels and advisory roles that can not be listed because of confidentiality requirements.

Publications: *Overall, the publications listed have 10,000+ Google Scholar citations with an H-Index of 46 (2,200+ SSCI citations with an H > 21; 2,600+ Scopus citations with an H > 24).*

<u>Refereed Journals</u>:

1. “The Past is Prologue: Moving on from Culture’s Consequences,” *Journal of International Business Studies*, forthcoming (with J. Hohberger). (ERA A*)

2. “Examining Managerial Preferences And Choice: The Role of Value Creation and Value Appropriation Drivers in Strategic Outsourcing,” *Long Range Planning*, forthcoming (with N. Lin & T. Holcomb). (ERA A)

3. “Inertia and Discounting in the Selection of Socially Responsible Investments: An Experimental Investigation,” *Annals in Social Responsibility*, 2, 2016 (with P. Auger, G. Dowling & C. Eckert). (ERA NR)

4. “The Architecture of Dynamic Capability Research: A Scientometric Investigation,” *Academy of Management Annals*, 10, 1, 2016 (with R. Wilden & G. Dowling). (ERA A*)

5. “Cooperation and Compliance in Non-Equity Alliances,” *Journal of Business Research*, 69, 5, May 2016 (with S. Gudergan & S. Ellis). (ERA A)

6. “Conceptualizing and Measuring Culture in International Business and Management: From Challenges to Potential Solutions,” *Journal of International Business Studies*, December 2015 (with D. Caprar, B. Kirkman & P. Caliguiri). (ERA A*)

7. “Modeling the Operational Capabilities for Customized and Commoditized Services,” *Journal of Operations Management*, 31, 7-8, November 2013 (with T. Coltman) (ERA: A*).

8. “A Research Agenda for Global Stakeholder Strategy,” *Global Strategy Journal*, 3, 4, November 2013 (with A. McGahan & M. Zollo) (ERA A).

9. “Corporate Social Responsibility and Corporate Governance: Comparative Perspectives,” *Corporate Governance: An International Review*, 21, 5, September 2013 (with J. Schwalbach & C.A. Williams) (ERA A).

10. “Is Microfoundational Thinking Critical to Management Thought and Practice?” *Academy of Management Perspectives*, 27, 2, May 2013 (ERA A).

11. “How Much Does a Company’s Reputation Matter in Recruiting?” *MIT Sloan Management Review*, Spring, 2013 (with P. Auger, G. Dowling, C. Eckert & N. Lin) (ERA: A).

12. “Taking the “Non-“ out of “Non-Market” Strategy,” *Global Strategy Journal*, 3, 2, May 2013 (ERA A).

13. “Continuing Differences Between Health Professions’ Attitudes: The Saga of Accomplishing Systems-Wide Interprofessionalism,” *International Journal for Quality in Health Care*, 25, 1, February 2013 (with J. Braithwaite & 6 others) (ERA A).

14. “Can the Socially Responsible Consumer be Mainstream?” („Kann der gesellschaftlich verantwortliche Konsument zum Mainstream werden?”) *Zeitschrift für Wirtschafts- und Unternehmensethik* (*J. for Business, Economic and Ethics*), 12, 3 (with P. Auger & G. Eckhardt). (Invited article based on keynote address, ERA: NR).

15. “Strategic Implications for (Non-Equity) Alliance Performance,” *Long Range Planning*, 45, 5–6, 2012 (with S. Gudergan, N. Richter & S. Ellis). (ERA A)

16. “Perspectives on the Art and Science of Management Scholarship,” *Academy of Management Perspectives*, 26, 1, February 2012 (with D. Seigel). (ERA A)

17. “A Four-Year, Systems-wide Intervention Promoting Interprofessional Collaboration,” *BMC Health Services Research*, 12, 99, April 2012 (with J. Braithwaite & 7 others) (ERA B)

18. “Social Responsibility, Global Strategy and the Multinational Enterprise: Global Monitory Democracy and the Meaning of Place and Space,” *Global Strategy Journal*, 1, 3-42 (launch issue), 2011. (ERA A)

19. “Customer Relationship Management and Firm Performance,” *Journal of Information Technology*, 26, 3, 2011 (with T. Coltman & D. Midgley). (ERA A*)

20. “Best-Worst Scaling Approach to Predict Customer Choice for 3PL Services” *Journal of Business Logistics*, 32, 2, 2011 (with T. Coltman & B. Keating). (ERA B)

21. “What Drive the Choice of Third Party Logistics Provider?” *Journal of Supply Chain Management*, 47, 2, April 2011 (with E. Anderson, T. Coltman & B. Keating). (ERA B)

22. “Why Don’t Consumers Behave Ethically?” *Journal of Consumer Behaviour*, 9, 6, November/December 2010 (with G. Eckhardt & R. Belk). (ERA B)

23. “Using Frontier Analysis to Evaluate Company Performance,” *British Journal of Management*, 21, 4, December 2010 (with G. Yip & G. Johnson). (ERA A)

24. “Organizational Knowledge and the Project Dimension,” *International Journal of Project Organisation and Management*, 2, 3 September 2010 (with L. Bourgenon). (ERA NR, New Journal)

25. “The Consumer, Politics and Everyday Life,” *Australasian Marketing Journal*, 18, 3, August 2010. (ERA B)

26. “The Importance of Intangible Social Attributes in Consumer Purchasing Decisions: A Multi Country Comparative Study,” *International Business Review*, 19, 2, 2010 (with P. Auger, J. Louviere & P. Burke). A variant of this paper was nominated for the Carolyn Dexter Award for the best international paper at the 2007 AOM Conference. (ERA B)

27. “The Importance of Social Consumerism Across Eight Countries,” *Zeitschrift für Betriebswirtschaft (Journal of Business Economics)*, 2010, 1 (with P. Auger & J. Louviere). (ERA NR)

28. “Supply Chain Contract Evolution,” *European Management Journal*, 27, 6, December 2009 (with T. Coltman, K. Bru, Nidthida Perm-Ajchariyawong & G.R.G. Benito). (ERA B)

29. “Measuring Organizational Performance as a Dependent Variable: Towards Methodological Best Practice,” *Journal of Management*, 35, 3, June 2009 (with P. Richard, G. Yip & G. Johnson). (ERA A*) Received the 2014 Scholarly Impact Award from Sage for the most cited article from 2009.

30. “Measuring Long Term Superior Performance: The UK’s Long-Term Financial Performers, 1983-2004,” *Long Range Planning*, 42, 3, June 2009 (with G. Yip & G. Johnson). (ERA A)

31. “Modelling Consumer Choice Behaviour in Space Tourism,” *Tourism Management*, 30, 3, June 2009 (with G. Crouch, J. Louviere & T. Islam). (ERA A*)

32. “Is The Socially Responsible Corporation a Myth? The Good, Bad and Ugly of Corporate Social Responsibility,” *Academy of Management Perspectives*, 23, 2, May 2009 (shortlisted for best paper of 2009). (ERA A)

Reprinted in Crane, A., Matten, M. and L. Spence (eds), *Corporate Social Responsibility Readings and Cases in a Global Context*, 2nd edition, London: Routledge, 2012.

33. “The Nature and Role of Power in Client-Consultant Teams,” *Journal of Strategy & Management*, 21, 1, February 2009 (with N. Nikolova). (ERA NR, New Journal)

34. “The *Financial Times* Business Schools Ranking: What Quality is This Signal of Quality?,” *European Management Review*, 5, 4, Winter 2008 (with G. Dowling & N. Perm-Ajchariyawong). There are three additional commentaries on this paper in the same issue. (ERA C)

35. “The Value of Managerial Beliefs in Turbulent Environments: Managerial Orientation and E-Business Advantage, *Journal of Strategy & Management*, 1, 2, December 2008 (with T. Coltman & D. Midgley). (ERA NR, New Journal)

36. “Formative versus Reflective Measurement Models: Two Applications of Formative Measurement,” *J. Business Research*, 61, 12, December 2008 (with T. Coltman, D. Midgley & S. Venaik). (ERA A)

37. “Do Social Product Features Have Value to Consumers?” *International Journal of Research in Marketing*, 25, 3, September 2008 (with P. Auger, J. Louviere & P. Burke). (ERA A)

38. “Tourism and Discretionary Income Allocation: Heterogeneity among Households,” *Tourism Management*, 29, 1, February 2008 (with G. Crouch, S. Dolnicar, T. Hyubers, J. Louviere & H. Oppewal). (ERA A*)

39. “Do Managers Behave as Theory Suggests? A Choice Theoretic Examination of Foreign Direct Investment Location Decision Making,” *Journal of International Business Studies*, 38, 7, December 2007 (with P. Buckley & J. Louviere). Best paper finalist, AIB Conference, Quebec City, 2005. (ERA A*)

40. “Do What Consumers Say Matter? The Misalignment of Preferences with Unconstrained Ethical Intentions,” *Journal of Business Ethics*, 76, 4, December 2007 (with P. Auger). (ERA A)

41. “External Knowledge Acquisition, Creativity and Learning in Organizational Problem Solving,” *International Journal of Technology Management*, 38, 1/2, 2007 (with D. Midgley & C. Soo). (ERA B)

42. “An Action Research Protocol to Strengthen System-Wide Inter-Professional Learning And Practice,” *BMC Health Services Research*, 7, September 2007 (with J. Braithwaite, J. Westbrook, A. Foxwell, R. Boyce, M. Budge, K. Murphy, M-A. Ryall, J. Beutel, R. Vanderheide, E. Renton, J. Travaglia, J. Stone, A. Barnard, D. Greenfield, A. Corbett, P. Nugus and R. Clay-William). (ERA B)

43. “E-Business Strategy and Firm Performance: A Latent Class Assessment of the Drivers and Impediments to Success,” *Journal of Information Technology*, 22, 2, May 2007 (with T. Coltman & D. Midgley). (ERA A*)

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70. “The Return to Advertising Expenditure,” *Marketing Letters*, 3, May 1992, (with B. Cooil) (ERA A)

71. “The Impact of New Product Introductions on the Market Value of Firms”, *Journal of Business*, 64, October 1991, (with P. Chaney and R. Winer). Another version of this paper is published as Marketing Science Institute Research Report 89-105. (ERA A*)

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75. “Rationally Determined Irrationality: An Extension of the Thesis of Rationality as Anti-Entropic,” *Journal of Economic Psychology*, 10, November 1989. (ERA A)

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1. *Global Entrepreneurship: Past, Present and Future, Advances in International Management (Volume 29)*, Bingley: Emerald, 2016 (co-editor) (with G. Markman, T. Pedersen & L. Tihanyi).*

2. *Emerging Economies and Multinational Enterprises, Advances in International Management (Volume 28)*, Bingley: Emerald, 2015 (co-editor) (with T. Pedersen, E. Banalieva & L. Tihanyi).*

3. *Orchestration of the Global Network Organization, Advances in International Management (Volume 27)*, Bingley: Emerald, 2014 (co-editor) (with T. Pedersen, M. Venzin & L. Tihanyi).*

4. *Measuring Society's Preferences,* New York: Palgrave, in process, forthcoming in 2017 (with P. Auger, R. DeSailly & 6 others).

5. *Capitalizing Corporate Social Responsibility: Paths to Making Social Responsibility Both Meaningful and Profitable*, Cambridge MA: MIT Press, in process, forthcoming in 2017 (with P. Auger, G. Dowling & C. Eckert).

6. *Philosophy of Science and Meta Knowledge in International Business and Management, Advances in International Management (Volume 26),* Bingley: Emerald, 2013 (co-editor) (with T. Pedersen & L. Tihanyi).*

Website: http://www.emeraldinsight.com/books.htm?issn=1571-5027&volume=26

7. *Institutional Theory in International Business and Management, Advances in International Management (Volume 25),* Bingley: Emerald, 2012 (co-editor) (with T. Pedersen & L. Tihanyi).*

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8. *Dynamics of Globalization: Location-Specific Advantages or Liability of Foreignness? Advances in International Management (Volume 24)*, Bingley: Emerald, 2011 (co-editor) (with C. G. Asmussen, T. Pedersen & L. Tihanyi).*

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(a) *Contemporary Sociology* (http://csx.sagepub.com/content/41/2/191.full), (b) *J. Product & Brand Management* (http://www.emeraldinsight.com/journals.htm?articleid=17019256&show=html), (c) J. *Consumer Culture* (http://joc.sagepub.com/cgi/reprint/11/3/392), (d) *Economica* (http://onlinelibrary.wiley.com/doi/10.1111/ecca.12001/abstract)

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1. “Annals in Social Responsibility: Bringing New Perspectives to the Study of Social Responsibility,” *Annals in Social Responsibility*, 1(1). Introductory Editorial to Journal.

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5. “Do We Really Understand a Research Topic? Finding Answers Through Meta-Analysis,” in T. Devinney, T. Pedersen and L. Tihanyi, eds., *Philosophy of Science and Meta-Knowledge in International Business and Management* (Volume 26), Bingley: Emerald, 2013 (with R. Tang).

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8. “Utilizing Rich Multimedia Methods for the Elicitation of Preferences for Radical Future Technologies,” in *Proceedings of the ESOMAR/EMAC Where Science Meets Practice 2004*, Warsaw, 2004 (with J. Louviere & T. Coltman).*§

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“Why Don’t Consumers Behave Ethically? The Social Construction of Consumption,” People’s Choice Award winner at the European ACR Film Festival, 2006 (27 Minutes), Finalist at the ACR Film Festival, 2006. Full video published by Insight Media.

Centre and Research Program Published Reports (available on my academia.edu website):

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Cases (those appearing *de la Torre, Doz* and *Devinney*, 2000 marked *):

"Procurement Contract Design Challenges at the Norwegian Railway Company," 2008 (with T. Coltman and N. Perm-Ajchariyawong). Available at:

http://cscmp.org/downloads/Public/Education/cs-norwegian-railways.pdf

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“Agribuys,” (plus teaching note) 2002.

“Challenges at Maconomy,” 2001.

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“Global Knowledge at AT Kearney,” (plus teaching note) 2001.

“Integrated Options: Knowledge Management,” (plus teaching note) 2000.

“Carrefour vs Wal-mart: The Battle for Global Retail Dominance,” (plus teaching note) 2000. Published in M.A. Carpenter & W.G. Sanders, *Strategic Management: A Dynamic Perspective.* Englewood NJ: Prentice Hall, 2006.

“Knowledge Management at Morgan & Banks,” (plus teaching note) 2000.

“Hans Sulzer AG,” (plus teaching note) 1999.

“Dewey, Cheetham and Howe,” 1999.

“SouthGold,” (plus teaching note and Excel worksheet on futures hedging) 1999.*

“Colonial vs National Mutual: The Battle for a China License,” (plus teaching note) 1998.*

“China Southern Airlines,” & “China Southern Airlines: The Accident Dilemma” (plus teaching note) 1998.*

“Nizhlak: The Top Management Team,” (plus teaching note) 1998.*

“Egon Zehnder International: Asian Expansion,” & “Egon Zehnder International: The Indian Overture,” (plus teaching note) 1997.* A condensed version entitled “Egon Zehnder International: Asian Options” plus a Chinese language version are available also.

“The Australian Motorcycle Company: Born Global or Stillborn?” (plus teaching note) 1997.*

A series of six case studies relating to an exercise on economic development opportunities—Hoggart Meats, Brasico Steel, Silverstar Communications, White Rhino, Lazarus Medical Care, and Gyozu Ltd.

<u>Patents:</u>

WO/2006/024108 Method, System And Computer Program Product for Measuring and Tracking Brand Equity (with J. Louviere).

<u>Working Papers (Some selections of unpublished work):</u>

More working papers (and updates) are listed and available at: http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=283089 or http://leeds.academia.edu/TimothyDevinney/Papers

"Being In Good Standing: The Value of a Corporate, Workplace & Social Reputation to Potential Executive Employees," March 2013 (with H. Aguinish, P. Auger, G. Dowling, C. Eckert & N. Lin). Target: *Academy of Management Journal* (ERA A*).

"The Commercial Vectors of Corporate Social Responsibility," January 2014, under review, *California Management Review* (with P. Auger, G. Dowling & C. Eckert) (ERA A).

"Inertia and Discounting in the Selection of Socially Responsible Investments: An Experimental Investigation," October 2013 (with P. Auger, G. Dowling, C. Eckert & N. Lin), under review, *J. Behavioral Finance* (ERA A).

"Why Should Managers Look Beyond Cost When Making Outsourcing Decisions? Outsourcing Driven Innovation as a Form of Open Innovation," April 2008 (with N. Perm-Ajchariyawong), Winner Best Paper Award, 2007 ANZAM Conference.

"Knowledge Creation in Organizations: Exploring Firm and Context Specific Effects," February 2006 (with D. Midgley & C. Soo).

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"Athletic Scholarship and Regulation by the NCAA," July 1992. Available at:

Research Support Received (and under application):

Since 1999 individual grant support received amounted to over $14,000,000. This does not include grant moneys and general support raised in relation to others associated with the Centre for Corporate Change

1983–1988	Summer Research Support, Dean's Fund for Faculty Research, Owen Graduate School for Management, Vanderbilt University
1985–1987	Misc. Research Support, University Research Council, Vanderbilt University

1985–1987	Marketing Science Institute, Cambridge MA, Impact of New Product Introductions on the Market Value of Firms – US$10,000
1988–1989	Marketing Science Institute, Cambridge MA, The Impact of Components of Corporate Strategy on the Market Value of Firms – US$10,000
1992	Center for International Business Education and Research UCLA, Research Managerial Decisionmaking and European Integration – US$5,000
1993–1994	Andrus Foundation, Washington D.C., Age as a Rating Factor in Automobile Insurance Pricing (with B. Cooil) – US$64,000
1994–1995	International Diffusion of a Technological New Product, Australian Research Council (with David Midgley) – A$11,000
1994–1995	Australian Research Council (Small Grants), International Patenting Behavior: Determinants of Country Patenting Behavior and its Relationship to the Business Cycle – A$11,000
1995–1997	Australian Research Council (Special Research Grant), The Transfer of Knowledge and Capabilities Across International Boundaries – A$26,000
1997	Egon Zehnder International, Case Development on International Expansion – A$10,000
1997	Program for International Research Linkages, Canadian High Commission, Carrying Competencies Off-Shore: An Investigation of Australian and Canadian Foreign Investment in China (with A. Seror) – C$5,000
1998	University Grants Council, Hong Kong, Measuring the Utility Value of Ethical Consumerism (with Patrice Auger) – HK$45,000
1999–2000	Australian Research Council (Small Grants), An Alternative Methodology for the Investigation of MNE Performance (with David Midgley, Sunil Venaik and Kendall Roth) – A$15,000
1999–2001	Centre for Corporate Change, Knowledge Creation Processes and Firm Innovation (with David Midgley and Christine Soo) – A$20,000 + $9,000 extension of funding. Additional funding of US$100,000 secured through AT Kearney Centres of Excellence.

1999–2002	SRG and UCG, Hong Kong, Measuring the Utility Value of Ethical Consumerism (with Patrice Auger and Jordan Louviere) – HK$143,860 (SRG) (granted 1/6/99) and A$115,000 (ARC)
2000–2001	Special Research Grant (with R. Bhattacharya and Madan Pillutla) – A$15,000, Experimental Validation of Outcome Trust
2000–2001	SAS Institute, E-Intelligence and Corporate Strategy – A$88,000
2002–2003	CRC for Smart Internet Technology (Linkage Grant), Measuring Customer Response to Radical Future Technologies (with J. Louviere and industry partners Westpac) – A$138,000 + $25,000 top up, A$121,000 in 2004.
2003–2005	Australian Research Council (Discovery Grant), Cross-Cultural Differences in Perceptions Of Consumption Ethics (with G. Eckhardt and R. Belk) – A$112,000
2003–2005	Australian Research Council (Discovery Grant), Outcome Trust: An Experimental Validation (with R. Wood) – A$68,000
2003	Nokia/Telstra, Using Lead User Research to Determine the Demand for 3G Service Delivery – A$50,000
2003–2005	Transurban, Discrete Choice Modeling of Infrequent Road Users (with J. Louviere) – A$275,000
2003–2006	Australian Research Council (Linkage Program), Negotiation Style Choice and Performance in Non-Equity Business Partnerships (with S. Gudergan) – A$105,000
2004–2005	Australian Research Council (Linkage International Award), Knowledge and Networks: An Evaluation of Patent Citation Activity and Active Knowledge Networks (with M. Reitzig and T. Pedersen, Copenhagen Business School) – A$45,400
2003–2004	Australian Research Council (Special Research Initiative), Management and Consumer Decisionmaking Network—Convener of a seed funding request to create a network of academic researchers – A$30,000
2004	AIM Fellowship (ESRC UK), Performance of UK Firms (with G. Yip and G. Johnson) – A$200,000

2004	Cooperative Research Centre for Sustainable Tourism, Modelling and Exploring Tourism Consumer Choice: Strengthening the Knowledge Base for Improved Strategic Decision Making in The Australian Tourism Industry (with T. Huybers, G. Crouch, S. Dolnicar, J. Louviere, and H. Oppewal) – A$45,000
2005–2007	Australian Research Council (Linkage Program), Patterns of Rural Segmentation (with J. Louviere and S. Gudergan) – A$1,400,000+ **(Described at: http://www.ruralchoice.com.au)**
2005–2007	Australian Research Council (Discovery Grant), Information Provision and the Valuation of Social Attributes (with P. Auger, MBS, A. Gunnthorsdottir, AGSM, J. Louviere and M. King, UTS) – A$205,000
2006–2008	Australian Research Council (Linkage Program; DHL), Modelling the Dynamics of Supply Chain Alignment: Linking Customer Behaviour to Internal Capabilities (with T. Coltman, J. Gattorna, E. Anderson) – A$1,000,000 [Note that I am not named as a co-investigator on this grant but am part of the project team]. **(Described at: http://www.sitacs.uow.edu.au/projects/sca/DHL/index.htm)**
2006–2009	Australian Research Council (Linkage Program; Bluescope Steel), A Simulation Based Approach to Understanding Alternative Supply Chain Configurations (with T. Coltman, J. Gattorna and T. Spedding) – A$231,000
2007–2010	Australian Research Council (Linkage Program; ACT Health), An Action Research Project to Strengthen Inter-Professional Learning and Practice Across the ACT Health System (with J. Braithwaite, R. Iedema, J. Westbrook, R. Foxwell, R. Boyce, K. Murphy, M.-A. Ryall, J. Beutel, M. Budge, W. Ramsey) – A$4,700,000.
2007–2008	Alexander von Humboldt Foundation. Research Award, €60,000.
2008	Rockefeller Foundation, Bellagio Centre Fellow.
2008–2010	Australian Research Council (Linkage Program; CRT), Strategic Service Innovation: The Role of Heterogeniety in Substantive and Dynamic Capabilities (with I. Lings, S. Gudergan and J. Louviere) – A$510,000.
2009–2012	Australian Research Council (Discovery Program), The Value of CSR to Close Stakeholders: A Discrete Choice

Modelling Approach (with P. Auger and G. Dowling) – A$190,000

2010–2014 Australian Research Council (Discovery Program), Extreme Values: The Anatomy of Civil Society Supporters and Protest Groups (with R. Belk, J. Schwalbach, P. Auger and A. Gunnthorsdottir) – A$388,000

2010–2012 Alexander von Humboldt Foundation. Research Award (Renewed).

2012–2016 Australian Research Council (Linkage Program), Technology and Innovation Management in High Risk Situations (with T. Coltman, R. Sharma, S. Gudergan, B. Brooks and N. Lin) – A$652,000 (ARC) + $650,000 (Partners)

Research Paper Presentations (ordered chronologically. Multiple presentations in parentheses, titles are excluded for simplicity, information is also provided where there was special activity related to the conference or visit):

In the last 10 years more than 200 paper and conference presentations globally at leading conference and institutions of higher learning. Those prior to 2000 are only summarized for brevity.

Prior to 2000 (43 Conferences, 58 University Presentations; multiple presentations in parentheses) [* indicates by invitation only or privately funded invitation]:

University of British Columbia,* London Business School (4),* INSEAD (4),* Brussels University,* University of Chicago,* Harvard University (School of Public Health & HBS),* Marketing Science Conference (University of Chicago, 1984), American Psychological Association (Toronto, 1984), ORSA/TIMS (Dallas, 1984), Universität Karlsruhe (6),* Universität Konstanz,* Universität Ulm,* Marketing Science Conference (Vanderbilt University, 1985), ORSA/TIMS (Boston, 1985), Marketing Science Conference (University of Texas, 1986), ORSA/TIMS (Miami, 1986), McGill University,* Marketing Science Conference (Jouy-en Josas, France, 1987), Universität Bern,* American Psychological Association (New York, 1987), Carnegie Mellon University (Served as Visiting Scholar 10/87),* Illinois,* Cornell,* Rochester,* Toronto,* Michigan,* SUNY Buffalo,* Marketing Science Conference (Washington, 1988), Washington University, Marketing Science Institute, Northwestern,* USC (2),* Marketing Science Conference (Duke, 1989), European Institute for Advanced Studies in Management (Brussels), TIMS International Meeting (Osaka, 1989), Universität Lüneburg,* Universität Hamburg,* Universität Mainz,* Universität Kiel (2),* Tulane,* Marketing Science Conference (Delaware, 1991), UC Irvine,* UCLA (3),* Konrad-Adenauer Stiftung (San Diego, 1991), University of South Carolina,* Warwick,* Iowa,* Helsinki School of Economics,* Universität Würzburg,* Universität Frankfurt,* TIMS International Meeting

(Helsinki, 1992), Marketing Science Conference (London, 1992), Universiteit Groningen,* Australian Graduate School of Management (UNSW),* University of Melbourne,* Wissenschaftszentrum Berlin, American Economic Association (Anaheim, 1993), American Economic Association (Boston, 1/94), Marketing Science (Arizona, 3/94), Universität Trier (2),* American Economic Association (Washington, 1/95), Cranfield University,* Erasmus University,* Oxford University,* City University HK (2),* European AIB (Stockholm 12/96), Marketing Science Conference (Berkeley, 3/97), Sydney University,* Decision Sciences (Sydney 7/97), Minnesota,* Georgetown,* Marketing Science Institute, Marketing Science Conference (INSEAD, 7/98), AIB (Vienna, 10/98), ANZMAC (Otago, 12/98), Meso Conference (Duke, 3/99), Marketing Science Conference (Syracuse, 5/99), Egos Conference (Warwick, 6/99), Mainz/MSI/Stanford Competition Conference (6/99), IESE (Barcelona), NYU,* Universität Dresden,* Universität Leipzig,* Universität Jena,* Universität Giessen,* AIB (Charleston, 11/99)

2000–2010 (90 Conferences, 41 University Presentations) [* indicates by invitation only or privately funded invitation]:

Organization Science Winter Conference (Keystone, 2000)*

e-Commerce & Global Business Forum (Santa Cruz, May 2000)*

Stockholm School of Economics (June, 2000)*

Competences Conference (Helsinki, June 2000)

Strategic Management Society (Vancouver, October 2000)

UC Berkeley (October 2000)*

Academy of International Business (Phoenix, November 2000)

U. Illinois (November 2000)*

IMD (November 2000)*

European Int'l Business Academy (Maastricht, December 2000) **(Doctoral Consortium Faculty)***

UCLA–CMIE Research Conference (February 2001)*

Strategic Management Society (San Francisco, October 2001)

Academy of International Business (Sydney, 2001) **(Program Organizer/Local Host)***

eLab Conference (Singapore, 2001)*

ANZ Academy of Management, ANZAM (Auckland, 2001) (**Winner, Best Paper Award)**

Int’l Academy of E-Business (Orlando, 2002)

Egos Conference (Athens, 2002)

European Marketing Academy (Braga, 2002)

Academy of International Business (San Juan, 2002)

Strategic Management Society (Paris, 2002)

LINK Conference (Copenhagen Business School, 2002)*

National University of Singapore (October 2002)*

Managing Entreprises in the New Economy; Erich-Gutenberg-Arbeitsgemeinschaft (Hagen, 2002)*

European Int’l Business Academy (Athen, 2002) **(Doctoral Consortium Faculty)***

WHU–Koblenz (December 2002)*

U. Pittsburgh (December 2002)*

Knowledge Management & the Global Firm (Sydney, 2003) (**Conference Organizer along with U. Sydney, Carnegie Mellon U. and U. Pittsburgh)***

U. of Pennsylvania, Wharton (March 2003)*

U. of Technology, Sydney (April, 2003)*

CHERE [Centre for Health Economics Research & Education] (March 2003)*

Danish Research Unit on Industrial Dynamics (Copenhagen Business School, 2003)*

Academy of International Business (Monterey, 2003)

Globalization Conference (EISE, Barcelona 2003)*

Academy of Management (Seattle, 2003)

Advances in Strategic Management Conference (Insead, 2003)*

MSI Conference on Social Initiatives (Boston, 2003)*

SAP–Innovation Congress (Basel, 2003)*

European Int’l Business Academy (Copenhagen, 2004) **(Doctoral Consortium Faculty)***

European Marketing Academy (Murcia, 2004)

Strathclyde University (June 2004**) (AIM Fellowship Public Lecture)***

Marketing Science Conference (Rotterdam, 2004)

EGOS Conference (Ljubiana, 2004)

Academy of International Business (Stockholm, 2004)

Academy of Management (New Orleans, 2004) **(Elected to AOM Leadership Executive)**

J. of Int'l Business Studies Frontiers Conference (Michigan State U., 2004)*

Strategic Management Society (San Juan, 2004)

ESOMAR (Warsaw, 2004)*

International CSR Conference, Humboldt University (Berlin, 2004)*

ANZ Marketing Academy, ANZMAC (Wellington, 2004)

ANZAM (Dunedin, 2004) **(Named to the ANZAM Executive)**

Berkeley Social Responsibility Conference (2005)*

European Marketing Academy (Milan, 2005)

Melbourne Business School (October 2005)

European ACR—Film Festival (Gothenberg, 2005) (**Finalist in Film Festival)**

EGOS (Berlin 2005)

Academy of International Business (Quebec, 2005) **(Finalist Best Paper Award)**

Academy of Management (Honolulu, 2005) **(Organizer, IM Divisional Professional Development Workshops; Winner of AOM Innovation Award)**

Strategic Management Society (Orlando, 2005)

ANZMAC (Freemantle, 2005)

ANZAM (Canberra, 2005)

ACCS (Berlin, 2006)*

Academy of International Business (Beijing, 2006) **(Doctoral Consortium Faculty; Chair, JIBS Decade Award Committee)***

Marketing Science Conference (Pittsburgh, 2006)

London Business School Social Responsibility Conference (July 2006)*

Academy of Management (Atlanta, 2006) **(Program Chair, IM Division; Business Policy & Strategy Junior Faculty Consortium Faculty)***

European Assn of Consumer Research—Film Festival (Sydney, 2006) **(Winner of the People's Choice Award)**

Assn of Consumer Research—Film Festival (Orlando, 2006) (**Finalist in Film Festival)**

National University of Singapore (September 2006)*

Carnegie-Bosch Institute CSR Conference (Hong Kong, 2006)*

AOM-UN Global Compact Conference (Cleveland, 2006)*

Strategic Management Society (Vienna, 2006)

Norwegian School of Management (October 2006)*

Erasmus University (October 2006)*

2nd Intl Conference on CSR (Berlin, 2006) **(Member of the Organizing Committee)***

University of Vienna (October 2006)*

ANZAM (Rockhamption, 2006) **(Winner, Best Paper Award)**

Academy of International Business (U. Indiana, 2007) **(Program Organizing Committee)***

Marketing Science (Singapore, 2007)

NHH Bergen (May 2007)*

CSMP (Philadelphia, 2007)

Cambridge University (May 2007)*

London School of Economics (May 2007)*

Tsinghua University, MSOM (Beijing, 2007)

European Marketing Academy (Reykjavik, 2007)

Evidence Based Management Collaborative (Carnegie Mellon, 2007–2008)*

Academy of Management (Philadelphia 2007) **(Chair, IM Division; Nominee, Carolyn Dexter Award)***

ESSEC Paris (October 2007)*

Humboldt University, Berlin (November 2007)*

ANZAM (Sydney, 2007) **(Program Organizing Committee; Winner, Best Paper Award)***

ANZMAC (Dunedin, 2007) **(Winner, Researcher of the Year)***

Beijing University (December 2007; May 2010)*

York University (January 2008)*

University of Iceland (January 2008)*

Bocconi University (February 2008)*

Rockefeller Foundation (February 2008)*

Münster University (April 2008)*

Nordic Academy of Management (Reykjavik, 2008) **(Keynote Speaker)***

Offshoring & Outsourcing Conference, Bocconi University (Milan, 2008)

Wirtschaftsuniversität Wien (April 2008)*

Academy of International Business (Milan, 2008) **(Elected Fellow)**

Academy of Management (Anaheim, 2008) **(Chair, IM Division)***

3nd Intl Conference on CSR (Berlin, 2008) **(Member of the Organizing Committee)***

Strategic Management Society (Köln, 2008)

Köln University (October 2008)*

Sultan Qoobas University, Oman (October 2008)*

ANZ Academy of Management, ANZAM (Auckland, 2008) **(Named Fellow)**

Hong Kong University of Science and Technology (December 2008)*

Temple University (February 2009)*

Ethics and Audit Symposium (RMIT & University of Tasmania, February 2009)*

Northeastern University (March 2009)*

Seoul National University (April 2009)*

National Chengchi University, Taiwan (April 2009)*

National Sun Yat Sen University, Taiwan (April 2009)*

Academy of International Business (San Diego, 2009) **(Track Chair)**

Academy of Management (Chicago, 2009) **(Past Chair, IM Division)**

Peking-Humboldt Conference on CSR (Beijing, 2009)*

Strategic Management Society (Washington, 2009)

ANZMAC/ANZAM (Melbourne, 2009)

Hamburg University (January, 2010) **(Keynote Speaker)***

Stockholm School of Economics (February, 2010)*

BI—Norwegian School of Management (February 2010)*

Australian Institute of Health Innovation (February 2010)*

EURAM (May 2010)

Academy of International Business (Rio de Janiero, 2010) **(Track Chair)**

ERB Conference (University of Michigan, 2010)*

Global Strategy Journal Launch Conference (Chicago, 2010)*

Academy of Management (Montreal, 2010)

4th Intl Conference on CSR (Berlin, 2010) **(Member of the Organizing Committee, Doctoral Consortium)***

Strategic Management Society (Rome, 2010)

ANZIBA Symposium (Flinders University, 2010) **(Keynote Speaker)***

<u>2010– (* indicates by invitation only or privately funded invitation):</u>

BI—Norwegian School of Management (January 2011)*

Dynamics of Globalization Conference (Copenhagen Business School, 2011) **(Keynote Speaker)***

City University of New York (February, 2011)*

Strategic Management Society, Special Interest Conference on Emerging Markets (Rio de Janiero, 2011) **(Member of the Organizing Committee)***

ANZIBA Conference (Melbourne, 2011) **(Doctoral Consortium, Keynote Speaker)***

Strategic Management Society Special Interest Conference on Global Stakeholders (Barcelona, 2011)

EURAM (Tallinn, 2011)

Academy of International Business (Nagoya, 2011)

Strategic Management Society Special Interest Conference on Bayesian Modeling (Salt Lake City, 2011)*

Academy of Management (San Antonio, 2011) **(IMD Junior Faculty Consortium)**

Stanford University (November, 2011)*

Strategic Management Society (Miami, 2011) **(Member of the Organizing Committee, Associate Program Chair – Global Strategy Interest Group; Junior Faculty Consortium, Competitive Strategy Interest Group)**

Bremen University (November, 2011), Inaugural Lecture Series on Transnational Corporations*

Essen University (November, 2011), Institute for Advanced Study in the Humanities, Consumer Ethics Conference **(Keynote Speaker)***

Dongbei University, Dalian (December 2011)*

GOLDEN Research Initiative Conference (Boston University, 2011) (**Keynote Speaker**)*

European Int'l Business Academy (Bucarest, 2011) (**Doctoral Consortium Faculty**)

AIB-Middle East North Africa Conference (Dubai, 2012) (**JIBS Workshop, AIB Representative, Keynote Speaker**)*

University of Western Australia (April, 2012)*

Sydney University (May, 2012)*

Insead (June, 2012)*

Academy of International Business (Washington, 2012)

Academy of Management (Boston, 2012) (**AMP Editorial Activities**)

5th Intl Conference on CSR (Berlin, 2012) **(Member of the Organizing Committee, Keynote Speaker)***

Strategic Management Society (Miami, 2012) **(Member of the Organizing Committee, Program Chair – Global Strategy Interest Group)**

Philosophy of Science in IB Conference (London, 2012) **(Conference Organizer)**

Aalto University (October, 2012)* **(Keynote Speaker, NORD-IB Meeting)**

Copenhagen Business School (October, 2012)*

European Business School (October, 2012)*

SMAANZ (Sydney, November 2012) **(Keynote Speaker**)*

European Int'l Business Academy (Brighton, 2012) (**Doctoral Consortium Faculty**)*

E&Y Emerging Markets Institute Conference (Moscow, 2012) **(Member of the Organizing Committee)***

University of Melbourne (December, 2012)*

Royal Academy of Arts & Science, Brussels (March, 2013) **(MARS Catalyst Keynote)***

London Business School (March, 2013)*

Tilburg University (March, 2013)*

ANZIBA Conference (Sydney, 2013) **(Special Panel Speaker)***

Academy of International Business (Istanbul, 2013)

Northeastern University (August, 2013)*

Academy of Management (Orlando, 2013) (**AMP Editorial Activities**)

Strategic Management Society (Atlanta, 2013) **(Chair – Global Strategy Interest Group)**

Reading University (November, 2013)*

Bocconi University (November, 2013) **(AIM Workshop)**

European Int'l Business Academy (Bremen, 2013) (**Doctoral Consortium Faculty**)*

BI–Norwegian School of Management (February 2014) **(International Fellow)***

Royal Holloway–U. London (February 2014)*

Strategic Management Society, Special Conference (Copenhagen, 2014)

Academy of International Business (Vancouver, 2014) (**Jnr Faculty Consortium Faculty**)

Academy of Management (Philadelphia, 2014) (**AMP Editorial Activities**)

Strategic Management Society (Madrid, 2014) **(Past Chair–Global Strategy Interest Group)**

6th Intl Conference on CSR (Berlin, 2014) **(Member of the Organizing Committee, Keynote Speaker, Doctoral Consortium Faculty)***

ANZIBA Symposium (Sydney, 2014) **(Keynote Speaker)***

University of South Australia (November, 2014)*

Macquarie University, Faculty of Medicine (November, 2014)*

Strategic Management Society, Special Conference (Sydney, 2014) **(Doctoral & Jnr Faculty Consortium Co-Chair; Member of the Organizing Committee, Keynote Panel Speaker)***

European Int'l Business Academy (Uppsala, 2014) (**Doctoral Consortium Faculty**)*

Big Data Symposium, Royal Society, London (January, 2015)*

London Business School Ghoshal Conference (May, 2015)*

Academy of International Business (Bangalore, 2014)

Academy of Management (Vancouver, 2015) (**AMP Editorial Activities**)

Strategic Management Society (Denver, 2015)

University of Hamburg (October, 2015)*

University of Bath (October, 2015)*

Innovation Forum (London, November 2015)* **(Keynote Panel)**

Hamburg School of Business Administration (November, 2015)*

European Int'l Business Academy (Rio de Janiero, 2015) (**Doctoral Consortium Faculty**)*

Universidad Adolfo Ibáñez (December, 2015)*

Universidad ESAN (December, 2015)*

University of Leeds, Institute for Transport Studies (January, 2016)*

ESRC Series on Interdisciplinary Perspectives in Consumption Ethics (**Keynote**, London, January 2016)*

Edinburgh International Science Festival (**Keynote Debate**, National Museum of Scotland, March, 2016)*

University of Edinburgh (March, 2016)*

Nottingham University (**Keynote Debate**, April, 2016)*

London Business School Ghoshal Conference (June, 2016)*

Academy of International Business (New Orleans, 2016)

7th Intl Conference on CSR (Berlin, 2016) **(Member of the Organizing Committee, Keynote Speaker, Doctoral Consortium Faculty)***

Strategic Management Society (Berlin, 2016) (**Organizer** of the SMS Extension on Strategic Social Responsibility, Stakeholder Strategy Doctoral Consortium)*

Strategic Management Society (Milan, 2016) (**Keynote Speaker,** SMS Extension on Experimental Methods)*

International Conference on Consumer Research (Bonn, 2016) (**Keynote Speaker**)*

University of Western Ontario (Richard Ivey School of Management) (October, 2016)*

European Int'l Business Academy (Vienna, 2015) (**Doctoral Consortium Faculty**)*

AIB-LAT (March, 2017) (**Keynote Speaker**)*

Recent Press Coverage (selected examples from 2004–). Note: This does not include articles in which I was short quoted only:

Blog postings can be seen at http://www.modern-cynic.org.

"Brexodus: The World's Highly Skilled Have Options Other Than The UK," *The Times Higher Education*, 10 November 2016. Online at: https://www.timeshighereducation.com/comment/brexodus-worlds-highly-skilled-have-options-other-uk

"The TEF, Ravens and Mistaken Measures," *The Times Higher Education*, 8 September 2016. Online at: https://www.timeshighereducation.com/letters/the-teaching-excellence-framework-tef-ravens-and-mistaken-measures#

"The Summer When Working in a British University Lost its Global Appeal," *The Conversation*, 8 August 2016. Online at: https://theconversation.com/the-summer-when-working-in-a-british-university-lost-its-global-appeal-63431

"Why Corporate Social Responsibility Does Not Help a Company," *The Globe and Mail*, 30 March 2016. Online at: http://www.theglobeandmail.com/report-on-business/video/video-talking-

management-why-corporate-social-responsibility-doesnt-help-a-company/article29428662/

"Dilemmas Facing China Today," *Andina*, 11 December 2015. Online (in Spanish) at: http://www.andina.com.pe/agencia/noticia-china-retomara-mayor-expansion-si-supera-problemas-estructurales-y-falta-transparencia-589041.aspx

"BHP Billiton Offers a Lesson in Crisis Management," *The Independent*, 18 November 2015. Online at: http://www.independent.co.uk/news/business/news/bhp-billiton-offers-a-lesson-in-crisis-management-a6738691.html

"The Careless Consumer," *The RSA Journal*, Issue 1, 2015.

"Why Fossil Fuel Divestment Campaigns Could Do more Harm Than Good," *The Conversation*, 25 March 2015. Online at: http://theconversation.com/the-guardians-fossil-fuel-divestment-campaign-could-do-more-harm-than-good-39000

"What Next for Space Tourism," *The Conversation*, 5 November 2014. Online at: https://theconversation.com/what-next-for-space-tourism-after-spaceshiptwo-33801

"The Bard's Backers in Three Acts," *Financial Times*, 27 March 2014. Online at: http://www.ft.com/intl/cms/s/0/1ba766ea-af57-11e3-9cd1-00144feab7de.html#axzz2yTN2voZJ

"China's Biggest Barrier to Development? Trust," *The Globe and Mail*, 14 November 2014. Online at: http://www.theglobeandmail.com/report-on-business/careers/management/transcript-chinas-biggest-barrier-to-development-trust/article15686189/

"What is the Role of Scholarship in Business Schools?" *The Financial Times*, 3 December 2013. Online at: http://www.ft.com/intl/cms/s/2/3ba9551e-4898-11e3-8237-00144feabdc0.html#axzz2oirvN0GQ

"Want to Solve Global Tax Problems? Stop Taxing Corporations," *The Conversation*, 11 July 2013. Online at: http://theconversation.com/want-to-solve-global-tax-problems-stop-taxing-corporations-15158

"The End of Economics as We Know It? Don't Bet on It," *The Conversation*, 2 July 2013. Online at: http://theconversation.com/the-end-of-economics-as-we-know-it-dont-bet-on-it-15628

"The Ethical Shopper," *ABC LifeMatters*, 25 June 2013 (Discussion with the CEO of Oxfam). Online at: http://www.abc.net.au/radionational/programs/lifematters/the-ethical-shopper/4777026

"The Big Idea: We Need an Elite Management University," *The Australian*, 8 May 2013, Online at: http:// http://www.theaustralian.com.au/higher-education/opinion/the-big-idea-we-need-an-australian-management-university/story-e6frgcko-1226636599650 or http://www.modern-cynic.org/2013/04/27/a-modest-proposal/

"All Talk, No Action: Why Company Strategy Often Falls On Deaf Ears," *The Conversation*, 18 March 2013. Also, a variant in Spanish at: http://www.elfinancierocr.com/blogs/reflexiones/Liderando-caos-relevante-concepto-estrategia_7_324637538.html

"Marissa Mayer is Right: Your Company Needs You (in the Office)," *The Conversation*, 4 March 2013. Online at: http://theconversation.edu.au/marissa-mayer-is-right-your-company-needs-you-in-the-office-12590. There is also an interview related to this on *ABC Business Lateline*: http://www.abc.net.au/news/2013-03-06/the-yahoo-work-from-home-ban/4557294; and *The New Zealand Herald*: http://www.nzherald.co.nz/opinion/news/article.cfm?c_id=466&objectid=10869826.

"CSR – Philanthrocapitalist Bravado or Common Sense?" *Sustainable Business Forum*, 9 January 2013, Online at: http://sustainablebusinessforum.com/sbtoolkit/76436/csr-philanthrocapitalist-bravado-or-common-sense

"Integrity Pays Dividends: The Case for Minding Your Own Business," *The Conversation*, 25 October 2012, Online at: http://theconversation.edu.au/integrity-pays-dividends-the-case-for-minding-your-own-business-9301

"What's Next for Greece and the Euro," *2SER Radio*, 16 October 2012, Online at: http://2ser.podomatic.com/entry/2012-10-13T03_20_31-07_00

"Why MOOCs are Good for Australian Business Education and Scholarship," *Business Higher Education Roundtable (BHERT)*, 16 October 2012.

"The Lunatic Environmental Fringes: Who are They?" *The Conversation*, 18 September 2012. Online at: http://theconversation.edu.au/the-lunatic-environmental-fringes-who-are-they-9438

"What We Really Care About, and How to Lift Sustainability's Real Appeal," *The Conversation*, 12 July 2012. Online at: https://theconversation.edu.au/what-we-really-care-about-and-how-to-lift-sustainabilitys-real-appeal-8201

"Why the Global Environmental Movement is Failing," *The Conversation*, 22 June 2012. Online at: https://theconversation.edu.au/why-the-global-environmental-movement-is-failing-7819

"Change Consumer Behavior by Sweetening the Sustainability Pill," *Triple Pundit*, 24 May 2012. Online at:

http://www.triplepundit.com/2012/05/consumer-behavior-sweeten-sustainability-pill/

“Global Warming Matters Little to Australians,” *Chicago Tribune,* 8 May 2012.

“Nation Now Indifferent to the Environment,” *Sydney Morning Herald,* 30 April 2012. Online at: http://www.smh.com.au/environment/climate-change/nation-now-indifferent-to-environment-20120429-1xt25.html (The story also reported in over 200 other papers).

“What Matters to Australians,” *ABC News, ABC Radio National,* plus various other ABC programs, 30 April 2012.

“Eco Issue Not High on the Agenda’,” *The Australian*, 30 April 2012. Online at:

http://www.theaustralian.com.au/news/nation/eco-issue-not-high-on-the-agenda/story-e6frg6nf-1226342149353

“What We Really Think,” *UMagazine*, May 2012.

“The Values of Australians,” *ABC Radio National, Life Matters, 23* April 2012. Online at: http://mpegmedia.abc.net.au/rn/podcast/2012/04/lms_20120423_0925.mp3

“MBAs Enhanced by Foreign Flavour,” *The Australian Financial Review, 23* April 2012.

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"Brain Drain,"*ABC TV Midday Report*, 21 April 2004.

“Consumers Can be Less Caring,” *Sydney Morning Herald* and *The Age*, 4 April 2004.

Miscellaneous University Activities (recognized formally):

Vanderbilt University:

Served as a member of the Economics and Finance Faculty Recruiting Committees (1983–1986); Chairman, Business Environment Faculty Recruiting Committee (1986); Research Workshop and Working Paper Coordinator (1983–1989); Member of the Faculty Computer Committee (1985); Member of the Faculty Research Committee (1984–1985); Member of the Faculty Library Committee (1986–1989); Chairman, Communications Proficiency Committee (1987–1988); Justin Potter Lectureship Committee (1988–1989); Chairman, Library & Communications Committee (1988–1989); Information Technology Committee (1988–1989)

Ph.D. Dissertation Committee Membership: D. Chang, “Unorganized Money Markets and Monetary Policy in Less Developed Countries” (Vanderbilt, 1986). I. Erata, “A Study of Cost Functions in the Commercial Banking Industry” (Vanderbilt, 1987).

AGSM/ASB/UNSW:

General Management/Strategy Hiring Committee (1994–1996, 1999-2006, 2008), MBA/XMBA Articulation Committee (1994), Director, Executive MBA Program, (1993–1996), Member of the AGSM Board of Management (1995–1997), Member of the AGSM Advisory Committee (1995–1997), Member of the Board of Directors—AGSM Ltd (1995–1997), Chair, AGSM Strategic Review Reference Committee (1999), Director, Centre for Corporate Change (1999–2006), XP Working Party (2001), AGSM Governance Committee (2001), AGSM Growth Options Committee (2002), Research & PhD Committee (1999–2006), AGSM Strategic Planning Group (2003), External Relations Working Party (2003), Curriculum Committee (2004–2005), Standing Committee (2006).

Management Committee, Centre for European Studies (UNSW) (1996–2004)

Management Board, Centre for Clinical Governance Research in Health, Australian Institute of Health Innovation (UNSW) (2006–2013)

UTS:

Research Management Committee (2009–2013), School of Marketing Executive (2009–2013), Professorial Promotion Committee (2012–2013), Sustainability Working Party (2012–2013)

Leeds University (Leeds University Business School):

LUBS Faculty Executive Committee (2015–), LUBS Dean’s Executive (2015–), LUBS International Advisory Board (2015–), LUBS Research

Committee Chair (2015–), University Research & Innovation Board (2015–), Health & Safety Committee (2015–), University of Leeds Faculty Senate (2015–), Leeds Social Science Board (2015–). Various Hiring Committees across all levels (2013–). Additional ad hoc committees related to academic workloads, grant application approval, and various strategic initiatives at the level of the university.

Consulting and other Professional Experience (not listed elsewhere):

Co-Founder and Director, Brandalytics (JV company) (2005–2007)

Co-Founder and Director, FutureChoice (2005–2009)

Director, Timotheos Partners Ltd, Sydney, Australia (2000–2006)

Director, Century Link Corporation, Hong Kong, China (1999–)

Board of Directors, International House, Sydney (2003–2004)

Management Board, Amnesty International, Sydney (2000)

Board of Directors (Trustee), Volunteer Action Leeds (2013–)

Management consultant for various organizations including large corporations—United Press International, IMS/Dun & Bradstreet (London), Apple Computer, Martin-Marietta (Department of Energy), NationsBank, Dominion Bank, Freshfields (UK), Nuturn Corporation, The Tennessee Valley Authority, LG (Seoul), Permanent General Insurance, Boral, AT Kearney (London), GEC-Alsthom, AMP, Morgan & Banks/TMP, GM/Holden, CSR, Mobil, Koppers Industries, SAP, Rolls Royce (UK), SAS Institute, Telecom Austria, Hanimex/Rabbit Photo, Thomson Publishing, Transurban, Nokia, Telstra, Sabanci Holdings (Turkey), Borusan (Turkey), Anadolu (Turkey) and Westfield Holdings—as well as many small Internet startups—e.g., Agribuys (US), Haburi (Denmark), Maconomy (Denmark), and ChateauOnline (France)—and governments and non-profits—e.g., the State Council of the PRC (China), the government of PNG, Amnesty International, Greenpeace, WWF, The Property Council of Australia, Invest Australia, Australian Manufacturing Council and the City of Sydney. Served as an economic expert in numerous legal cases.

Written Op-Ed articles in publications such as the *Wall Street Journal*, *Sunday Express* (London), *Times Higher Education*, *The Times Higher Education*, *Sydney Morning Herald*, *The Australian*, *The Australian Financial Review*, *Ad News*, *Business Review Weekly*, *Financial Times*, *Asia Inc.*, *Süddeutsch Zeiting*, and *Il Sol* (Rome). Appeared on SBS, ABC, NHK & BBC broadcasts (to name just a few). Serve as a regular contribution to *The Conversation*.

Lectured or served as program director in executive programs at Vanderbilt University, the Helsinki School of Economics, Helsinki University of Technology, Universität Frankfurt, China European International Business

School (CEIBS), Wirtschaftsuniversität Wien, Copenhagen Business School, Sabanci University, Insead, and the Australian GSM as well as private corporate programs in the USA, Australia, India, China, Turkey, the Gulf States, Korea and Hong Kong.

Judge *MIS Asia* Innovation Awards, 2003–2005.

Personal Interests:

Cycling & Mountain Biking, Running (Competed in the Berlin Marathon x 4, Vienna Marathon, Beijing Great Wall Marathon, Riga Marathon, Polar Marathon, plus various ½ Marathons), Hiking, Travel, Photography (many of my photographs are used publicly and privately, http://www.flickr.com/photos/tdevinney/) and Motorcycling.