

CURRICULUM VITAE

Robert Davis - December 2017

KEY POINTS

1. 2018 Massey University forecast PBRF 'A' funding award. All nominated outputs are 'A' ranked.
2. Consistent 'A' and 'A*' ranked journal publications on digital media theory and practice (visual communication, online and interactive media, gaming, mobile media, engagement).
3. Outputs include mostly as first author:
 - a. 3 'A*' and 7 'A' ranked journal publications including 2017 recent work on authenticity online, conditionally accepted in the Journal of Interactive Marketing (A rank).
 - b. Sole author of a published book in the USA on Social Media Branding (2016).
 - c. 25 B/C ranked journal publications and 37 conference publications.
 - d. My work has been cited 1215 times and 724 time since 2012. The current h-index is 15.
4. Fellow of the Chartered Institute of Marketing (UK) certifying practice-based expertise and close working relationships with industry. Current relationships related to digital strategy and application with the Waitemata PHO, Fisher and Paykel Healthcare, the Commission for Financial Capability and Zealandia.
5. 20 years' experience in digital communication and other disciplines using a practice-based approach at undergraduate and postgraduate levels including the Chief supervisor of over 20 Masters Theses and 7 local and international PhDs in various capacities.
6. Hands on engagement in academic leadership and external service; including roles as Professor, Associate Professor, Head of Department, Programme Leader as well as currently serving on 7 internationally ranked journals as editor board member and reviewer. I have also served on department, programme, faculty, external advisory and research academic boards as member and chair.

APPOINTMENTS

2017 – Current	Senior Lecturer – Massey University.
2016 – 2017	Professor, Academic Head of Business, AIS NZ.
2009 – 2014	Associate Professor, Department of Management and Marketing, Unitec.
2009 – 2011	Head of Department, Department of Management and Marketing, Unitec.
2007– 2009	Senior Lecturer (Marketing), Manukau Institute of Technology.
2003 – 2006	Senior Lecturer (Marketing), University of Auckland Business School.
2001-2002	Visiting Professor, Thailand: Assumption University, Thammasat University, Mahidol University College of Management.
2000 – Current	Founder and Consultant, (Consulting and Research), drrobertdavis.com

1996 – 2001	Senior Lecturer (Marketing), University of Auckland Business School. PhD Candidate (Graduated), University of Auckland Business School.
1994 –1995	Marketing Manager, IBM New Zealand, IBM Global Network.

QUALIFICATIONS

2000	PhD in Marketing: University of Auckland Business School, Digital Communication.
1993	Master of Philosophy (Hons.) in Marketing and International Business, University of Auckland Business School.
1989	Bachelor of Agricultural Science (Hons.), Lincoln University, Canterbury.

RESEARCH

Research Activities

My research develops new user behaviour models for digital media theory and practice. These models help develop digital strategies and practice-based application development in digital media and communication, including visual communication, online and interactive media, gaming, mobile media and user engagement.

Journal Articles¹

1. Conditional Acceptance (2017): Davis, R. A., Owen, S, Sherriff, K, Conceptualising and Measuring Consumer Authenticity Online, *Journal of Interactive Marketing*, **[ABDC Ranking: A]**.
2. Davis, R.A., S. Smith, B Lang (2017). A Comparison of Online and Offline Gender and Goal Directed Shopping Online, *Journal of Retailing and Consumer Services*, **[ABDC Ranking: A]**.
3. 2016 - Davis, R.A. and McGinnis, L. Consumption Guilt: Rationalising Excessive Fan Behaviour, *Journal of Retailing and Consumer Services*, **[ABDC Ranking: A]**.
4. Davis, R.A. Piven, I., and M Breazeale (2014). A Conceptual Model of Consumers Service Brand Consumption in Social Media Community, *Journal of Retailing and Consumer Services*, **[ABDC Ranking: A]**.
5. Davis, R.A., Lang, B., and San Diego, J. (2014). Does Gender Matter in the Relationship Between Hedonic Shopping Motivation and Purchase Intentions?" *Journal of Consumer Behaviour*. [ABDC Ranking: B]
6. Davis, R.A., Lang, B., and Gautam, I. (2013). Modelling Utilitarian-Hedonic Dual Mediation (UHDM) in the Purchase and Use of Games. *Internet Research*, 23 (2), pp. 229-256. **[ABDC Ranking: A]**

¹ ABDC is the Australasian Business Dean Council 2013 Journal Ranking used in the New Zealand Tertiary Education Commission, Performance Based Ranking (PBRF).

7. Davis, R.A., and Lang, B. (2013) Does Self-Congruity Increase Game Usage and Purchase? Young Consumers, 14 (1) pp. 52-66. [ABDC Ranking: B]
 8. Davis, R.A., and Lang, B. (2013). Modelling Game Usage, Purchase and Perceived Complexity. ACM Computers in Entertainment. [ABDC Ranking: B]
 9. Davis, R.A. and Chaudhri, A. (2012), "Conceptualizing Play in Mobile Commerce Environments." International Journal of Mobile Marketing, 7 (2), p 65. [ABDC Ranking: C]
 10. Davis, R.A., and B. Lang (2012). Does Perceived Control Increase Game Usage and Purchase Behaviour? International Journal of Consumer Research, 1179-8785. [ABDC Ranking: C]
 11. Davis, R.A., Laszlo Sajtos and Ahsan Chaudhri, (2012), Do Consumers Trust Mobile Service Advertising? Contemporary Management Research, 7(4), pp. 245-270. [ARC Ranking: B]
 12. Solomona, M., and Davis, R.A. (2012). Exploring Entrepreneurship Policy in a Pacific Context: The Case of Tonga. International Journal of Entrepreneurship and Small Business, 16 (2), pp. 131-145. [ABDC Ranking: C]
 13. Davis, R.A., and Lang, B. (2011). Modelling Game Usage and Purchase Behaviour: The Consumption Value of Self Efficacy. Journal of Retailing and Consumer Services, 19, 67-77. **[ABDC Ranking: A]**
 14. Davis, R.A., and Lang, B. (2011). Modelling Game Usage, Purchase Behaviour and Ease of Use. Entertainment Computing, 3, 27-36. [ABDC Ranking: C]
 15. Davis, R.A. (2010), "Conceptualizing Fun in Mobile Commerce Environments." International Journal of Mobile Communications, 8(1), pp. 21-40. [ABDC Ranking: C]
 16. Davis, R.A. and Sajtos, L. (2009), "Anywhere: Measuring the Ubiquitous Consumer's Impulse Purchase Behaviour.", International Journal of Mobile Marketing, 4(1):15-22. [ABDC Ranking: C]
 17. Davis, R.A. and Sajtos, L. (2008), "Measuring Consumer Interactivity in Response to Campaigns Coupling Mobile and Television Media." Journal of Advertising Research 48 (3): 375-391. **[ABDC Ranking: A]**
 18. Davis, R.A. and Wong, D. (2007), The Optimal Experience of eLearning Environments (2007), Decision Sciences Journal of Innovative Education 5 (1): 97-126. [ABDC Ranking: B]
 19. Davis, R.A. and Yung, D. (2005), Understanding the Interactivity Between Mobile Commerce and Television Environments, Communications of the ACM, July 48 (7): 103-105. **[ABDC Ranking: A]**
 20. Danaher, P.J. Wilson, I.W. and R. A. Davis, (2003), A Comparison of Online and Offline Consumer Brand Loyalty, Marketing Science, 22 (4): 461-476. **[ABDC Ranking: A*]**
 21. Davis, R.A., Buchanan-Oliver, M. and Brodie R. J. (2000), "Retail Service Branding in Electronic-Commerce Environments", Journal of Service Research, 3(2), 178-186. **[ABDC Ranking: A*]**
 22. Davis, R.A. and Buchanan-Oliver, M., (2000), "Managing out of Bounds: The Case of Electronic Commerce," University of Auckland Business Review, 2, 1. [ABDC Ranking: C]
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23. Davis, R.A., Buchanan–Oliver, M. and Brodie R. J. (2000), “Take it on Trust”, Strategic Direction, 16 (6): 11–13. [ABDC Ranking: C]
24. Lindgreen A., Davis, R.A., Brodie R. J and Buchanan–Oliver, M (2000), “Pluralism in Contemporary Marketing Practices”, International Journal of Bank Marketing, 18 (6) 294–308. [ABDC Ranking: B]
25. Davis, R.A. and Buchanan–Oliver, M., (1999), “Marketing Relationships in a Computer–Mediated Environment, (CME),” Australasian Marketing Journal, 7, 1. [ABDC Ranking: B]
26. Davis, R.A., Buchanan–Oliver, M., and Brodie, R.J. (1999), "Relationship Marketing in Electronic Commerce Environments." Journal of Information Technology, 14, 4, 319–331. **[ABDC Ranking: A*]**

International Conference Proceedings (Peer Reviewed)

1. Davis, R. (2017), Exploring and Conceptualising Ambidexterity in Paradoxical Innovation Theory (API), ANZAM 2017, RMIT.
 2. Davis, R and Lang, B. (2014), The LOOP Model: Modelling Consumer Interactivity and Trust in Campaigns Coupling Simultaneous Media 43rd EMAC Annual Conference, Valencia, Spain, June 3-6.
 3. Piven, I., Davis, R.A. and M Breazeale (2014). A Conceptual Model of Consumers Service Brand Consumption in Social Media Community, European Conference Social Media ECSM, Brighton (<http://academic-conferences.org/ecsm/ecsm2014/ecsm14-home.htm>).
 4. McGinnis, Davis, R., L, Gentry, J (2014), New Zealand Underdogs: Giving All a ‘Fair Go’, 39th Annual Macromarketing Conference 2014, July 2-5, Macromarketing and the Crisis of the Social Imagination, School of Management, Royal Holloway, University of London.
 5. Davis, R.A., Lang, B., and San Diego, J. (2013). A Comparison of Online and Offline Gender and Goal Directed Shopping Online. 2013, Academy of Marketing Science World Marketing Conference.
 6. Davis, R.A. (2013). Modelling Consumer Interactivity in Campaigns Coupling Simultaneous Media. American Academy of Advertising, Albuquerque, New Mexico.
 7. Davis, R.A., R. Bhat and K. Xaythanith, (2013). Conceptualising the Entrepreneurial Behaviour of Small and Medium-Sized Enterprises in Laos. International Conference on Research in Marketing (ICRM 2013), 21 – 22, December 2013, New Delhi, India. Convened by IIT Delhi, Curtin University & XLRI Business School.
 8. Piven, I., Davis, R.A. and M Breazeale (2013). Conceptualising the Brand Relationship in Social Media Consumption. 22th AMA Annual Frontiers in Service Conference (Not Presented).
 9. Davis, R.A., and Ahsan Ali Chaudhri (2013), Integration of Simultaneous Media Channel for Modelling Interactivity in Ubiquitous Campaigns. Best Conference Paper Award, 2013 MAG Scholar Global Business, Marketing and Tourism Conference, Dubai, United Arab Emirates, November 10 - 14, 2013.
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10. Gautam, N., Davis, R.A., and Lang, B. (2012). Conceptualising Self-concept, Self-efficacy and Perceived Enjoyment in the Consumption of Games. Australia New Zealand Marketing Academy (ANZMAC).
 11. Piven, I., and Davis, R.A. (2012). Conceptualising the Brand Relationship in Social Media Consumption. Australia New Zealand Marketing Academy (ANZMAC).
 12. Davis, R.A., Lang, B., and San Diego, Josefino. (2012). Does Gender Mediate Online Shopping Attitudes and Purchase Intentions? Australia New Zealand Marketing Academy (ANZMAC).
 13. Hunt, D., and Davis, R.A. (2012). Exploring Adolescent Entrepreneurial Learning and Consequential Behaviour. Australia New Zealand Marketing Academy (ANZMAC). Poster Presentation (Not Presented).
 14. Lim, M., and Davis, R.A. (2012). Conceptualising Cause-Related Marketing: An Algorithm-Based Content Analysis. Australia New Zealand Marketing Academy (ANZMAC). Poster Presentation (Not Presented).
 15. Davis, R.A. and Ahsan Chaudhri (2012), "Conceptual Framework to Integrate Cloud Computing with Mobile Marketing," The Second International Conference on Interdisciplinary Research and Development, Interdisciplinary Network of the Royal Institute of Thailand Under the Royal Patronage of HRH Princess Maha Chakri Sirindhorn, Bangkok, Thailand, 1 June 2012, www.INRIT2012.com.
 16. Davis, R.A., Bodo Lang and Josefino San Diego (2012), Does a Consumers Gender Matter Online or Offline? The Mediating Effect in Hedonic Consumption and Purchase Behaviour, 11th Gender, Marketing & Consumer Behaviour Conference, Queenstown New Zealand. 2-4 July, 2012.
 17. Piven, I and Davis, R.A. (2012). Exploring the Consumers Service Brand Consumption in A Social Media Community, CBR 2012, The Consumer-Brand Relationships Conference, Simmons School of Management, Boston, Massachusetts (USA). Poster Presentation.
 18. Davis, R.A., and Lang, B. (2012). Do Consumers Enjoy Computer Games? DMEF Direct/Interactive Marketing Research Summit. October 13 - 14, 2012 in Las Vegas, NV (not presented).
 19. Davis, R.A., and Gautam, N. (2011). Conceptualising Service Culture. Australia and New Zealand Marketing Academy 2010 Conference Proceedings. 978-0-473-17820-8.
 20. Lim, M., and Davis, R.A. (2011). Conceptualising Service Dominant Logic in Not for Profit Marketing. Australia and New Zealand Marketing Academy 2011. 978-0-473-17820-8.
 21. Davis, R.A., Laszlo Sajtos and Ahsan Chaudhri, (2011), Do Consumers Trust Mobile Service Advertising? ICMS2011 International Conference on Marketing Studies, Kuala Lumpur, Malaysia, September 9-11, 2011 [<http://www.marketing-studies.org>].
 22. Torkestani, A., Davis, R.A., and Sarrafzadeh, A. (2011). Dr. Eve! : Using Life-like Agents in Health Care Service. 20th AMA Annual Frontiers in Service Conference. June 30 – July 3, 2011
 23. Torkestani, A., Davis, R.A., and Sarrafzadeh, A. (2011). VIP-ICMLC-C00365-002. Looking into the Future of Health-Care Services: Can Life-Like Agents Change the
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- Future of Health- Care Services? 3rd International Conference on Machine Learning and Computing (ICMLC 2011), Singapore.
24. Davis, R.A., Torkestani, A., and Sarrafzadeh, A. (2011) Dr. Eve! : Using Life-like Agents in Health Care Service. Extending Service-Dominant Logic in Marketing Workshop, University of Auckland.
 25. Solomona, M., Davis, R.A., and Tiseli, T. (2010). Exploring Entrepreneurship in Developing Countries: The Case of Vanuatu. Australia and New Zealand Marketing Academy. College of Business and Economics, University of Canterbury, New Zealand.
 26. Solomona, M., Davis, R.A., and Talakai, M. (2010). Exploring Entrepreneurship in Tonga: Factors that Constrain and Promote Entrepreneurial Activity. Australia and New Zealand Marketing Academy. College of Business and Economics, University of Canterbury, New Zealand.
 27. Davis, R.A., and Tiseli, T. (2010). "Got any piggy sound effects? Always amusing. Oink Moo Quak" Exploring Consumer Interactivity in Response to Campaigns Coupling Ubiquitous Media. Australia and New Zealand Marketing Academy. College of Business and Economics, University of Canterbury, New Zealand.
 28. Davis, R.A., Crotty, M., and Hawkins, R. (2010). Exploring Service Industry Culture Transformation as a Consequence of Legislative Change: The Case of the Real Estate Agents Act 2008. Australia and New Zealand Marketing Academy. College of Business and Economics, University of Canterbury, New Zealand.
 29. Davis, R.A. (2009). Do Consumers Experience a Reversal State when Encountering Mobile Commerce Services? Australia and New Zealand Marketing Academy. Department of Marketing, Monash University.
 30. Davis, R.A., and Sajtos, L. (2006). Measuring the Effectiveness of the Mobile Channel. Australia and New Zealand Marketing Academy. Brisbane.
 31. Roderick J. Brodie, Davis, R.A. and Richard Brookes (2003), "e-Services Adoption and the Influence of Information Technology", Abstract in AMA Frontiers in Services Conference, Nashville, USA.
 32. R. Davis, Buchanan Oliver and Roderick J. Brodie (2000), "The Value of Consumer Experience in Electronic Markets", CD Proceedings of 29th EMAC Conference, Rotterdam.
 33. Adam Lindgreen, R. Davis, Buchanan Oliver and Roderick J. Brodie (2000), "Pluralism in Contemporary Marketing Practices", 7th International Colloquium In Relationship Marketing, Department of Marketing, University of Strathclyde, Scotland.
 34. R. Davis, Buchanan Oliver and Roderick J. Brodie (1999), "Branding Communications for a Retail Service in a Computer Mediated Environment", Eighth AMA Annual Frontiers in Services Conference, Nashville, USA.
 35. Buchanan Oliver and Davis, R.A. (1999), "Strategic Dualities of Control: The Case of an Interactive E-Commerce Business Network", IMP Conference, Dublin.
 36. R. Davis, Buchanan Oliver and Roderick J. Brodie (1999), "Retailer- Consumer Marketing Relationships in a Computer-mediated Environment", European Marketing Academy Conference, Berlin.
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37. R. Davis, Buchanan Oliver and Roderick J. Brodie (1998), "Retailer– Consumer Marketing Relationships in a Computer–mediated Environment (CME)", International Relationship Marketing Conference, Auckland University.

Books and Book Chapters

1. Davis, Robert, (2015), Social Media Branding, Business Expert Press (USA).
2. Davis, Robert. (2011). Teaching Notes for: "Integrated Marketing Communications by Chitty/Barker/Shrimp" 3rd Edition. Preparation of teaching manual. Cengage. ISBN: 13- 9780170136679.
3. Davis, Robert (2008). Contribution of "Real Virtual Model" of Online Marketing Relationships in "Managing Market Relationships: Methodological and Empirical Insights" by Adam Lindgreen. ISBN: 978-0-566-08883-4.

International Industry Reports (Peer Reviewed)

1. Davis, R.A. (2013). Legislation as a Tool for Reform: The Case of New Zealand. Keller Centre Research Report. 6: 1. <http://www.baylor.edu/business/>: (AACSB).
2. Davis, R.A. and Solomona, M., (2010). Benchmarking Entrepreneurial Behaviour in the Pacific GEM Vanuatu 2010 – Policy Implications. Report prepared for Australian Agency for International Development (AUSAID).
3. Davis, R.A. and Solomona, M., (2010). Benchmarking Entrepreneurial Behaviour in the Pacific GEM Vanuatu 2010 – Adult Population Survey. Report prepared for Australian Agency for International Development (AUSAID).
4. Davis, R.A. and Solomona, M., (2010). Benchmarking Entrepreneurial Behaviour in the Pacific GEM Vanuatu 2010 – National Experts Survey and Qualitative Results. Report prepared for Australian Agency for International Development (AUSAID).
5. Davis, R.A. and Solomona, M., (2010). GEM Vanuatu: Interim Report to AusAID. Report prepared for Australian Agency for International Development (AUSAID).
6. Davis, R.A. and Solomona, M., (2009). Benchmarking Entrepreneurial Behaviour in the Pacific GEM Tonga. Global Entrepreneurship Monitor – Policy Implications. Australian Agency for International Development (AUSAID).
7. Davis, R.A. and Solomona, M., (2009). Benchmarking Entrepreneurial Behaviour in the Pacific GEM Tonga. Global Entrepreneurship Monitor - Adult Population Survey: Australian Agency for International Development (AUSAID).
8. Davis, R.A. and Solomona, M., (2009). Benchmarking Entrepreneurial Behaviour in the Pacific GEM Tonga. Global Entrepreneurship Monitor - National Experts Survey and Qualitative Research: Australian Agency for International Development (AUSAID).

Invited Research Presentations (selection)

1. Davis, R, and McGinnis (2013), Consumption Guilt: Rationalising Extreme Fan Behaviour, University of Auckland Seminar.
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2. Davis, R.A., and Solomona, M. (2011). Presentation to Government of Vanuatu on the GEM Vanuatu Results. Global Entrepreneurship Monitor. Australian Agency for International Development (AUSAID).
3. Davis, R.A., and Talakai, M. (2010). Presentation to Kingdom of Tonga and Prime Minister of the GEM Tonga Results. Global Entrepreneurship Monitor. Australian Agency for International Development (AUSAID).
4. Davis, R.A., and Solomona, M. (2010). Presentation of GEM Vanuatu Results and Policy Implications to Vanuatu Government. Global Entrepreneurship Monitor. Australian Agency for International Development (AUSAID).
5. Davis, R.A., and Solomona, M. (2009). GEM Tonga: Presentation to AusAID and Local Community Stakeholders. Global Entrepreneurship Monitor. Australian Agency for International Development (AUSAID).

Current Research Projects

1. Conceptualising and Measuring Consumer Authenticity Online.
2. Consumer Interactivity and Simultaneous Media Consumption.

AWARDS (SELECTION)

1. Best Conference Paper Award: 2013 MAG Scholar Global Business, Marketing and Tourism Conference (<http://www.magscholar.com/joomla/>), Le Meridien, Airport Road, Dubai, United Arab Emirates, November 10 - 14, 2013. Presented to Robert Davis and Ahsan Ali Chaudhri for the paper entitled: Integration of Simultaneous Media Channel for Modelling Interactivity in Ubiquitous Campaigns.
2. Emerald Literati 2013 Award for Excellence Outstanding Reviewer for Internet Research (ABDC Ranking = A).
3. Fellow of Chartered Institute of Marketing (United Kingdom) (<http://www.cim.co.uk>).
4. Todd Foundation Award for Excellence (1997 – 2000) (<http://www.toddfoundation.org.nz/>).

RESEARCH METHODS APPLICATION (QUALITATIVE AND QUANTITATIVE)

1. Actual (Server Data) Behavioural Data Analysis.
 2. Survey Research.
 3. Confirmatory Factor Analysis.
 4. Structural Equation Modelling.
 5. Other Statistical Data Analysis Methods.
 6. Case Study Research.
 7. Focus Groups.
 8. Decision Support System Focus Group.
 9. Interview (One on One)
 10. Grounded Theory.
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11. Thematic (Qualitative) Analysis.
12. Content Analysis Using Leximancer.
13. Qualitative Data Analysis Using Nvivo.

CONTRIBUTIONS TO SCHOLARLY JOURNALS (SELECTION)

1. Emerald Literati 2013 Award for Excellence Outstanding Reviewer for Internet Research.
2. Editorial Board: Internet Research (Current).
3. Editorial Board: Journal of Marketing Communications (Current).
4. Reviewer: European Journal of Marketing (Current).
5. Reviewer: Journal of Retail and Consumer Services (Current)
6. Reviewer: Journal of Interactive Marketing (Current).
7. Reviewer: Journal of Service Research (Current).
8. Reviewer: Journal of the Academy of Marketing Science: Service Dominant Logic.
9. Reviewer: Games and Culture (Current).
10. Reviewer: Computers in Human Behaviour (Current).
11. Reviewer: European Marketing Academy (EMAC) (Current).
12. Reviewer: American Academy of Advertising (Current).
13. Reviewer: ANZMAC (1999, 2009, 2010 (Track Chair), 2011 (Track Chair), 2012).

ACADEMIC SERVICE (SELECTION)

1. Master of Commerce Thesis Examiner, Department of Marketing, University of Auckland Business School (2017 – Current).
 2. Head of Department, Faculty of Creative Industries and Business, Unitec (2009-2011).
 3. Establishment of academic focus on Maori and Pacific Business (2009-2014).
 4. Member: Unitec Faculty of Creative Industries and Business Research Committee (2009-2014).
 5. Member: Unitec Faculty and Organisation Academic Board (2009-2014).
 6. Chair of Departmental Research Committee, Unitec (2009-2014).
 7. Acting Dean for the Faculty of Creative Industries and Business, Unitec (2009).
 8. Member of Manukau Institute of Technology Research Committee (2008).
 9. Thesis Examiner (Current).
 10. Co-ordinator of Advanced Quantitative Methods Group at Unitec (2009-2014)
 11. University of Auckland community relationship in Tamaki Campus area (2003).
 12. Strategic development of Assumption University/University of Auckland relationship, (2003).
 13. Centre of Digital Enterprise (University of Auckland), Coordinator (2003).
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RESEARCH GRANTS

- 2011 – Now Fisher and Paykel Healthcare Scholarship for the MBus Students Thesis (\$5000).
- 2011 – Now Tony Falkenstein Scholarship for the MBus Students Thesis (\$5000).
- 2009 - 2011 Benchmarking Entrepreneurial Behaviour in the Pacific (2009 to 2011): GEM Tonga and Vanuatu (2 Separate Projects). The research was the first international research project funded by AusAID on entrepreneurship in the Pacific. The largest research project that Unitec has completed to date with Unitec Team (\$600,000).
- 2008 – 2010 Manukau Institute of Technology Research Fund (2008) (\$32000).
- 2006 – 2007 PlayDay Strategy and Website Development (\$25,000).
- 2006 – 2007 Green PX Web and Mobile Strategy Development (\$5,000).
- 2006 – 2007 TXTPLAY Campaign Development (\$150,000).
- 1997 – 2000 Todd Foundation Award for Excellence (\$15,000).
- 1997 – 2000 Woolworths Research Funding Award (\$32,000).

PROFESSIONAL APPOINTMENTS (CURRENT)

1. Fellow of Chartered Institute of Marketing (United Kingdom).
2. Member of American Academy of Advertising (USA).
3. Member of Academy of Marketing Science.
4. Expert Contributor for the Keller Centre, Baylor University (USA).
5. Member of ANZMAC.
6. Co9 Board: Marketing Head of Departments (NZ).

INVITED POSITIONS AND LECTURES (SELECTION)

1. Assumption University, Thammasat University, Thailand, 2002, Faculty of Commerce and Accounting, Mahidol University College of Management, Thailand, 2002.
2. School of Architecture, University of Auckland, 2001.
3. Master of Arts Administration, Whitecliffe College, 2001.

SELECTED INDUSTRY INVOLVEMENT (SELECTION)

1. Research relationship with Haier (China) Corporate Research and Development, to provide thought leadership into their business. A key part of that development is to co-ordinate other researchers in New Zealand and Australia.
 2. Industry relationships (teaching/research); e.g., Tony Falkenstein, Just Water, Fisher and Paykel Healthcare, Air New Zealand, TradeMe, Rakon, The Human Interface Initiative, Turners and Growers, Altezano, Super Liquor and other industry linkages (1997 to Current).
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3. Implementation of regional supervision of YES Secondary schools entrepreneurship programme in Auckland (2009 – 2011).
4. Implementation of National YES Secondary schools entrepreneurship programme sponsorship (2009 – 2011).
5. Development of relationship with Rosebank Business Association (2009 to Current).
6. Industry Mentor (1997 to Current): Mentoring to Chief Executive.
7. Research advice to Auckland Regional Physical Activity and Sport Strategy (2005 – 2007).
8. Research advice to Paralympics NZ and International Paralympics Committee (2004).

INVITED INDUSTRY PRESENTATIONS (SELECTED)

1. Entrepreneurship in Vanuatu: Australian Agency for International Development (2010).
2. Entrepreneurship in Tonga: Australian Agency for International Development (2010).
3. Expert Panel, NetSafe Conference, Wellington on Internet Safety (2006).
4. Invited Speaker, SEAANZ, Mobile Commerce (2004).
5. Invited Speaker, TUANZ eBusiness Web-based Seminar, Export electronic retailing (2001).
6. Conference Chair, Internet Marketing Conference, International Institute for Research (2000).
7. Invited Speaker, Cyberbranding Conference, International Institute for Research (2000).
8. Invited Speaker, The Digital Future Conference, International Institute for Research (2000).
9. Invited speaker, eMail Marketing Conference, International Institute for Research (2000).
10. Invited Speaker, Executive Seminar, IMPACT, Culture of Real Virtuality, TUANZ (1998).

IN THE MEDIA

1. Quote about Fonterra wants top-three image, by Hugh Stringleman, <https://farmersweekly.co.nz/section/dairy/view/fonterra-wants-top-three-image>
 2. Davis, R.A., and Oram, R. (2010). Forum of the Future: The Auckland Supercity, Unitec.
 3. Davis, R.A., and Oram, R. (2009). Forum of the Future: Catching up with Australia, Unitec.
 4. TV3, ASB Bank Business (2009): Competing with Australian economy.
 5. New Zealand Herald, Mobile Commerce (2006) (quoted).
 6. New Zealand Herald, Mobile Commerce (2005) (quoted).
 7. Expert Witness, (Freehills, Australia – www.freehills.com).
 8. Computerworld, De Ja Vu – The Emerging Duopoly in the Mobile Industry, May (2004).
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9. Sun Microsystems eZine on Mobile Commerce (2003) (quoted).
10. The Listener on Mobile Commerce (2003) (quoted).
11. New Zealand Herald on Mobile Commerce (2003) (quoted).
12. InfoTech Weekly, eTailers slow to offer multi-currency sales, Tom Pullar Strecker (2001).
13. Computerworld, Year in Review, Photo and caption about PhD, December (2000).
14. Marketing Magazine, Retailers Xmas Plans Online, Damon Birchfield, July (2000).
15. Computerworld, Mark Broatch, Feature Article on PhD Research, October (2000).
16. InfoTech Weekly, Phoenix to study human drivers in eCommerce, May (2000).
17. Marketing Magazine, eMail Marketing, Adele Gautier, June (2000).
18. InfoTech Weekly, Symbolic Tomatoes and a Trust-Based Approach to eCommerce (1998).
19. Real Virtuality and Symbolic Tomatoes (1998), TUANZ Topics, eCommerce.

TEACHING AND LEARNING EXPERIENCE

A wide range of courses and programmes have been taught globally at the undergraduate, postgraduate and executive programme levels. Teaching and learning has involved a number of different contexts (e.g., interdisciplinary, industry-based, physical locations, distance, new course programme/development, teaching and co-ordination).

Executive Program Teaching (MBA)

1. Strategic Marketing Communications.
2. Marketing Leadership.
3. Internet Marketing.
4. Product Management.
5. Service Marketing.

Postgraduate Teaching

1. Research Methods (MBus/MCom).
2. Advanced Marketing/Marketing Strategy (MBus).
3. Digital Marketing (MCom).
4. Digital Enterprise (MBus).

Undergraduate/Diploma Teaching

1. Managing Services.
 2. Strategic Management.
 3. International Business.
 4. Service Management/Service Science.
 5. Marketing Strategy.
 6. Strategic Brand Management.
 7. Strategic Marketing Communications.
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8. Marketing Communications and Advertising.
9. Marketing Management.
10. Principles of Marketing.
11. Project in Marketing Practice.
12. Information Systems for Marketing.
13. Customer Relationship Management.
14. eBusiness.
15. Digital Marketing

THESES SUPERVISION

Masters Theses Supervision

Current

Murray Bain, Dean of Business (Unitec) Professional Master of Practice, Otago Polytechnic, New Zealand.

Completed

1. Chantal Baker, Gendered Behaviour and Fan Consumption Behaviour, MBus, Unitec New Zealand.
 2. Kevin Sheriff, Authentic Consumer Consumption, MBus, Unitec New Zealand.
 3. Amish Patel, Underdog Consumption Behaviour, MBus, Unitec New Zealand.
 4. Sandeep Pant, Primary Supervisor, Conceptualising and Measuring Service Culture, MBus, Unitec New Zealand (2013).
 5. Kaly Nou, Brand Relationships, MBus, Unitec New Zealand, (2013).
 6. Daniel Hunt, Adolescent Entrepreneurial Behaviour, MBus, Unitec New Zealand, (2013).
 7. Inna Piven, Understanding Participator Behaviour in the Social Media Consumption of Service Brands, MBus, Unitec New Zealand, (2012).
 8. Jimmy Xaythanith, SME Entrepreneurial Behaviour, MBus, Unitec New Zealand, (2012).
 9. Neil Gautam, Understanding Consumption Behaviour in Computer Games, MBus, Unitec New Zealand, (2011).
 10. Mary Lim, Measuring Relationships Between the Not for Profit Social Marketer and their Stakeholders, MBus, Unitec New Zealand, (2011).
 11. Tuna Tiseli – The Allure of the Consumption of Illegal Narcotics, MCom, Marketing, University of Auckland Business School (2005) (uncompleted).
 12. David Yung, Mobile Commerce Marketing Relationships, MCom in Marketing (2003).
 13. Sylvia Lee, Channel Effectiveness in Mobile Commerce Marketing Environments, MCom, University of Auckland Business School (2004).
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16. Don Wong, Measuring Flow in eLearning Environments, MCom, University of Auckland Business School (2004).
17. Anusha Pradhanang (2002 – 2004), The Service Experience in Mobile Commerce Marketing Environments: SMS vs. MMS, MBA, Assumption University, Bangkok, Thailand.
18. Kanchan Karki (2002 – 2004), Measuring Word of Mouth in Mobile Commerce Marketing Environments: SMS vs. MMS, MBA, Assumption University, Bangkok, Thailand.
19. Daranee Sengsakdi (2002 – 2004), Advertising Effectiveness in Mobile Commerce Marketing Environments: SMS vs. MMS, MBA, Assumption University, Bangkok, Thailand.
20. Sanjeena Tuldahar, (2002 – 2004), Impulse Purchase Behaviour in Mobile Commerce Marketing Environments: SMS vs. MMS, MBA, Assumption University, Bangkok, Thailand.

Honours Dissertation

1. Sybil Soulie, Croix Rouge – Le Processus De Recherche De Solutions Du Point De Vue Managérial Et Logistique Devrait-Il Être Adapté Localement Ou Peut-Il Être Standardisé ? France vs. Nouvelle Zélande. Travail de Fin d'Études déposé en vue de l'obtention du titre de Bachelier en Commerce Extérieur. EPHEC Business School Brussels (2010).
2. Winnie Ng – Gender in Technology Environments, Bachelor of Commerce, Dissertation (Hons), University of Auckland Business School (2004).
3. Chyi–Main Ong – The Consumption Experience in Technology Gaming Environments, Bachelor of Commerce, Dissertation (Hons), University of Auckland Business School (2004).
4. Conor Mills – Measuring the Interactivity Between Mobile Commerce and Television, Dissertation (Hons), University of Auckland Business School (2004).
5. Brad Robinson, Honours Dissertation in Marketing, University of Auckland Business School (mCommerce) (2003).

Doctoral

1. Kim Owen, PhD, Authenticity, Proposal Stage.
 2. Leo Yohannan, Brand consumption in a social media community, PhD student, Business and Management Research Institute, University of Bedfordshire. (informal supervision based on my published research).
 3. Ahsan Ali, An Integrated Conceptual Model of Mobile Communications in Marketing, Southern Cross University, Doctor of Business Administration, (in examination): Primary Supervisor.
 4. Inna Piven (PhD Proposal Stage) Conceptualising the Social Media Brand: Supervised by Davis, R.A., B. Lang, M. Breazeale for PhD University of Auckland.
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5. Dimitris Drossos, Effectiveness of Mobile Advertising, Department of Management Science and Technology, Athens University of Economics and Business.
 6. Afiff Shah, Service Marketing Relationships: An Islamic Perspective, Southern Cross University, Doctor of Business Administration (uncompleted).
 7. Harry Ghazala, International Mode of Entry Market Selection, Southern Cross University, Doctor of Business Administration (uncompleted).
 8. David Yung, The Use of Information Technology (mobile and web) in Political Campaign: University of Auckland Business School (uncompleted).
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REFEREES AND WRITTEN REFERENCES ON REQUEST

RECENT MASSEY UNIVERSITY INDEPENDENT TEACHING EVALUATION



MASSEY UNIVERSITY

Initial Teaching Observation Schedule

This schedule is designed to identify teaching strengths and areas for development of the NZIE Business teaching team as a whole, and provide evidence on which to base a programme of teaching development for the team. The "standard" referred to in the ratings is based on our expectations and definitions of effective teaching, and will be explained and taught in the programme.

Individual staff observations will be shared with staff members and their line manager in order to promote effective teaching/learning practice for students. All comments from individual staff observations are recorded for the purposes of staff professional development and are not part of any HR process.

Note: It is important to understand that this schedule is designed to encourage tutors to shift from traditional didactic delivery to contemporary interactive teaching, or "guided instruction". This means a competent traditional tutor may receive an unexpected number of "developing" ratings.

Session details (to be organised for each of 9 tutors):

Tutor: Robert Davis	Observer: Teaching Consultant Dave Snell
Date, time and place	Friday 17 th April 2015 9.30am – 10.30am Robert's Rim L2 Anzac St Campus, Teikapuna
Learning context	Unit Standards 601 Marketing Planning Control & 602 Research Methods: Student presentations
Number of students	12
Observation debrief format	Written report emailed to tutor 22 April

Initial Observation Checklist

Rating			Teaching criteria	Comments and suggestions
Exceeds standard	At expected standard	Developing		
Design				
	✓		Session overview, and learning outcomes/ aims of session made explicit to students	Explanation of procedure given to students at the start of the class.
	✓		Links made to previous sessions, supporting tutorials, and the course generally	Students prepared beforehand. Relevant aspects of presentations were linked to previous learning material using tutor feedback

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Design (continued)			
	✓	Clear structure and flow – content organized and sequenced effectively	Overall direction of class clear: <ul style="list-style-type: none"> • Introduction • Presentations • Summing up Summing up could have been used more effectively to highlight what skills were necessary/beneficial to the group research project i.e. to reinforce learning
	✓	Key learning points stressed and repeated in different ways	Used student presentations as the basis for information sharing on group work skills as opportunity arose. Tutor developed/expanded on contributed student ideas with additional comments and explanations. Think about how you could use relevant everyday examples to add emphasis.
	✓	Regular pauses for reflection and exploration through student activities	Class predominantly student focussed through presentations. Used questioning to draw out ideas from student comments and class discussion
	✓	Content at appropriate level for students as shown by their behaviour	Students mostly engaged (dropped off towards end of a long presentation) All material relevant as they were reporting on a part of their group assignment Useful 'backfilling' of information by tutor when required
	✓	Appropriate amount of content for the time available	Presentations expected to be 5 minutes. Some were much longer - partly because of tutor comments, although others (the good ones especially) were well over. This is not necessarily a bad thing... but the attention of the rest of the class was dropping off with the last pair.
	✓	Links made to next sessions ("feed forward"), assessments and the course generally	Part of on-going assignment. Feed forward provided at end of class as to the direction students should be moving in with regards to assignment.
Facilitation			
	✓	Tutor enthusiastic about subject area	Relaxed and friendly manner with students who appeared comfortable and happy to contribute to conversation. Watch that you don't over dominate class during discussions.
	✓	Subject matter presented in organized way, with key points signposted	Use of student presentations was an effective way to reiterate key points. You drew attention to important ideas and concepts as they arose both in the presentation and during class discussion.

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Facilitation (continued)			
✓		Examples, illustrations or other techniques used effectively to explain difficult concepts	Questions used to check student understanding and provide clarification Regularly linked material to real world through the use of examples and by drawing on student experiences
✓		Variety and interaction encouraged by provision of student activities	All students expected to speak during presentations Used student contributions (comments and questions) to expand discussion. Encouraged students to use whiteboard to vary presentations
✓		Voice clear and pronunciation correct; students' behaviour showed they could hear	Yes
✓		Visual aids, handouts, other resources used effectively to contribute to learning	Used whiteboard. Note: if you expect students to write on the whiteboard make sure you have good pens available for them to use.
✓		Tutor approachable; treated students fairly and with respect	Encouraging and acknowledging of student contributions. Students openness and willingness to participate in classroom activities reflects their respect and trust
Assessing (formative)			
✓		Student activities provided opportunities to check understanding	Presentations enabled you to check student understanding and to provide feedback/comments as they progressed.
✓		Students encouraged to ask questions	Critical thinking and self-reflection are important learning tools that the activity expected students to use. While you encouraged students through asking "any questions?" you need to find ways of getting the students to more fully engage. Consider strategies for getting students to ask more questions e.g. nominate a group to have a prepared question or comment for each presentation
✓		Questions answered and other feedback given constructively	Used student questions and comments to segue into explanations of concepts and to reaffirm student understanding

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What were some of the good things about the session?

Getting students to learn from each other is important and using their presentations to highlight the skills required to succeed in the assignment was effective. It enabled the students to see what their peers were doing and issues they were encountering and resolving.

You used their contributions as a way to expand and/or clarify aspects of the project and to get them to think about their next steps towards completion.

How could this session have been improved?

Think about how you can use the summing up more effectively to emphasise key information that arose. It would have been useful to have made a shared list (on the whiteboard) of the key aspects of group work that arose from the student presentations and had a quick discussion around why they were important. Drawing examples from the students about how they were dealing with the issues could have been part of this. Some of the topics I noted (not definitive by any means) included:

- Communication
- Professional language
- Working together as a team rather than as a collection of individuals
- Writing/presentation
- Survey methods and analysis

What areas would the tutor like to receive teaching development in?

Group work

Comments/Suggestions for follow up

Robert,

You are to be congratulated on the way you have developed this group of students into such a willing community of learners. I was impressed with how you have managed to meld them into a cohesive group who were open with each other and prepared to genuinely discuss their own and each other's learning. This is no mean feat with international students and is evidence of both your professionalism and the rapport you have built up with this class.

I particularly like that you are expecting the students to work with and learn from each other and feel that this is an area of your teaching that could be further developed to the benefit of both you and your students.

Thanks for inviting me in to your class. I enjoyed the experience.

Dave Snell

RECENT STUDENT COMMENTS ON TEACHING PERFORMANCE

- "I have finally cleared my qualification in Business, Thank you for all your help, guidance and support I could not have done it otherwise. Your lessons have taught me a lot which I shall cherish for the rest of my life."
 - "I would like to thank you for the experience shared along the way. Your classes were very enriching and really inspired me to do well on the assignments..."
 - "Robert, this has been a great course and journey for me. I love the industry contact and pressure sustained throughout the course. I have learnt an awful lot in terms of working constructively within teams that I can take forward and I thank you for that..."
 - "Thank you for all your encouragement and support during the course."
 - "I have never met a person like you; you are the best lecturer I have ever had. Thanks for every guidance and help."
 - "Thank you...teaching us in this semester in such an effective way"
 - "He has a wired brain with zillions of thoughts passing every second...I learn a lot during his sessions...Thx [Lecturer A]!!!"
 - "Wow, what can I say. Fantastic lecturer and relays information back to students in an easy to understand way. Assignments relate back to exactly what you are learning, and the positive and constructive feedback you receive about your assignment is great. It keeps you on track and helps you understand what you can do better next time. The idea of creating online portfolios is a great way to stay connected with other students as well and get an idea of how work should be put together. In my three years at Unitec, I would have to say that this has probably been the most enjoyable and challenging class I have attended."
 - "This course engages me and is research based which is very interesting."
 - "Lecturer A has his own way of analysing brands and makes them understand in simpler way. This class has changed the way I look towards brands in market. I must admit this is the class I never want to miss. Salute to Lecturer A. Thank You for your 24/7 support and motivation to enhance our marketing skills."
 - "The most exciting class...every new one really contributes to my thinking!"
 - "I would like to give you an update on my life. Since the 4th of January I have been working for a [the Hilton]. I am their Business Development Coordinator with 80% of my tasks focusing on Branding, Brand Standard Checks and liaise with the Regional team regarding the re-branding...I will from now on take total ownership of the Marketing tasks. Last week I received a pay raise with a letter from the GM congratulating me on my spirit and passion for my job. I would like to thank you for this. Indeed you made me discover this passion through your class and truly made me discover what I wanted to do in my professional life. I hope you will take pride in my professional success because I am surely giving you credit for it."
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