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ANZMAC 2007 Conference CD

UNIVERSITY OF OTAGO
ANZMAC 2007
Reputation, Responsibility, Relevance
3 - 5 December 2007
University of Otago, Dunedin, New Zealand
Conference Proceedings

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Track 3 - Business Interaction; Relationship Marketing and Networks

A Case Study on the Dynamics of Trust in Dyadic Business Relationships
Yimin Huang, Ian F. Wilkinson (University of New South Wales, Australia)
Louise Young (University of Technology Sydney, Australia)

An Attempt to Validate the Construct "Relationship Strength" Between a Customer and Service Worker
Liliana L. Bove (The University of Melbourne, Australia)
Felix Mavondo (Monash University, Australia)

Antecedents and Moderating Influences of Customer Advocacy: A Conceptual Model
Dan Liu, Adrian Payne (University of New South Wales, Australia)

Conversion Franchising: The Likelihood of Conversion Based on Relational Benefits, Brand Strength and the Management of the Franchise Relationship
Cori Hodge, Harmen Oppewal, Civilai Terawatanavong (Monash University, Australia)

Converting Relationship Value into Performance: The Effect of Commitment and Trust
Roger A. Baxter (Auckland University of Technology, New Zealand)

Do B2B brands contribute to relationship marketing success?
Mark Glynn (Auckland University of Technology, New Zealand)

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