

## DEM256: Some References

There is no prescribed textbook for this unit

### Reference Books

- Siegel, J.S. (2002) *Applied Demography*. Academic Press, San Diego.
- Pol, L. and Thomas, R. (1997). *Demography for Business Decision Making*. Quorum Books. London.
- Rowland, D.T. (2003) *Demographic methods and Concepts* OUP, Oxford.
- Pollard, A. , Farhat Yusuf and G. Pollard (1990). *Demographic Techniques*. Pergamon: Oxford.
- Kintner, H. Merrick, T., Morrison, P. and Voss, P. (1994) *Demographics: A Casebook for Business and Government*. Westview, Boulder.
- Schiffman, L. Bednall, D., O’Cass, A. Paladino, A. Ward, S. And Kanuk, L. (2008) *Consumer Behavior*. Pearson. Sydney.

### References by Lecture Topic

\* Indicates available from E-readings

#### Introduction

- Pol, L. and Thomas, R. *Demography for Business Decision Making*. Chapter 1.
- Siegel, J.S. (2002) *Applied Demography*. Chapter 6.
- Weeks, J.R (2005). *Population*. Chapter 1.
- Schiffman, L. Bednall, D., O’Cass, A. Paladino, A. Ward, S. And Kanuk, L. (2008) *Consumer Behavior*. Chapter 2.

#### Methodology of Sample Surveys

- Fowler, F.J. *Survey Research Methods* Chapters 1-6
- Neuman, W.L. *Social Research Methods* Chapters 9-10
- Scheaffer, R.L., Mendenhall, W., and Ott, L.R. *Elementary Survey Sampling*.
- Lohr, S.L. *Sampling: Design and Analysis*
- Moser, C.A. and Kalton, G. *Survey Methods in Social Research*

#### The Demography of Households in Australia

- De Vaus, D. 2004. *Diversity and Change in Australian Families*. AIFS: Melbourne.
- McDonald, P. (2003) Transformations in the Australian Family Chapter 4 of Khoo, S.E. and McDonald, P. (eds) *The Transformation of Australia’s Population 1970-2030* UNSW, Sydney
- Schiffman, L. Bednall, D., O’Cass, A. Paladino, A. Ward, S. And Kanuk, L. (2008) *Consumer Behavior*. Chapter 9.
- Weeks, J.R. *Population*. Wadsworth: Melbourne. Chapter 10.

### Business Applications of Demographic Techniques

- Pollard, Yusuf, Pollard (1990) *Demographic Techniques*. Chapters 1,2,5,8.  
or Rowland, D.T. (2003) *Demographic Methods and Concepts*. OUP, Oxford Chapters 1-4.)
- Siegel, J.S. (2002) *Applied Demography*. Chapters 1 and 6.
- Pol, L. (1997) Demographic Methods in applied demography: an American perspective. *Genus*.\*
- Pol, L. and Tymkiw, D. (1991). A technique to compare demographically different markets. *Marketing Research*.\*
- Pol, L. (1991). Demographic contributions to marketing: an assessment. *Journal of the Academy of Market Science*\*.
- Kintner, H. Merrick, T., Morrison, P. and Voss, P. *Demographics: A Casebook for Business and Government*. Chapters 11, 14

### Local Area Demography

- ABS Regional Population Growth 1996 to 2006 <http://www.abs.gov.au>
- ABS 2006 Census Data (<http://www.abs.gov.au>)
- Siegel, J.S. (2002) *Applied Demography*. Chapters 5 & 6
- Pol, L. and Thomas, R. (1997) *Demography for Business Decision Making*. Chapters 8 and 11.
- Kintner, H. et al. (1994). *Demographics: A Case Book for Business and Government*. Chapters 7-14

### International Population Trends and Their Implications for Business

- US Census Bureau *World Population Profile*. <http://www.census.gov/ipc/www/idb/>
- UNPD. *Revision of World Population Estimates and Projections*. (<http://www.undp.org/popin/wdtrends>)
- UNPD *World Urbanisation Prospects*. (<http://www.undp.org/popin/wdtrends>)
- McCarthy, Perreault and Quester *Basic Marketing: a Managerial Approach* Chapter 6.
- OECD (2002) *Coping with population ageing*, OECD Economic Surveys - Netherlands, OECD Publications and Information Centre, p115(40)

### The Demography of Australia's Labour Force

- J.S. Siegel (2002) *Applied Demography* Chapter 8.  
*ABS Labour Force*
- Parr, N.J. and Murray, P. (2004) "The Implications of the Changing Age and Sex Distributions of Professions for Labor Management Policy in Australia" *Macquarie Business Research Papers* 1/2004
- Foot, D.K. and Venne, R.A. (1990) "Population Pyramids and Promotional Prospects" *Canadian Public Policy*
- Assael, H. (1998) *Consumer Behavior*. Chapter 12

Workforce Projections and Planning

*ABS Labour Force Projections*

J.S. Siegel (2002) *Applied Demography* Chapter 8.

Clark, R.L. and Ghent, I.S. (2009) Strategic HR Management with an Aging Workforce: Using Demographic Models to Determine Optimal Employment Policies. *Population Research and Policy Review*.

Morrison, P. (1993) "Strategic Sleuths" *Forecast*. (in E-readings)

Walker, J.W. (1992) *Human Resource Strategy*.