ROOM 5

TRACK NAME: CULTURAL VALUES, MARKETING, HUMAN RESOURCE MANAGEMENT

		PRESENTER	THEME	TOPIC	DEPARTMENT
8:30 AM	Registration				
9:15 AM	Welcome and Keynote				
Session Chair — Tony Bryant					
10:00 AM	Session 1	Onur Ates	Culture	Investment Appraisal in the Cultural Sector: Accounting for Economic and Cultural Value	Economics
10:20 AM	Session 2	Anita Zednik	Culture	Taste and Consumers' Demand for Music	Economics
10:40 AM	Session 3	Jan Zwar	Culture	Analysis of Sales of the Top 5000 Non-fiction Titles in Australia in 2004	Economics
11:00 AM	Morning Tea				
Session Chair — Chris Baumann					
11:20 AM	Session 4	Jasmina Illicic	Marketing	Celebrity Co-Branding Partners as Irrelevant Information: Dilution of Consumers' Attachment, Beliefs, Attitudes and Intentions	Business
11:40 AM	Session 5	Lucy Miller	Marketing	Exploring Consumer Motivations for Facebook Content Creation	Business
12:00 PM	Session 6	Paul Silverberg	Marketing	Enhancing Brand Equity through Co-Branding and Cause Related Marketing	Business
12:30 PM	Lunch				
Session Chair — Paul Gollan					
1:40 PM	Session 7	Jonathan Hamberger	HRM	Workplace Grievance and Disputes Procedures in Australia	Business
2:00 PM	Session 8	Helene Mountford	HRM	Mature Aged Employment in a Shrinking Labour Market	Business
2:20 PM	Session 9	Neil Rupidara	HRM	Actors, Institutional Change and Stability in the Indonesian Industrial Relations System	Business
2:40 PM	Afternoon Tea				
Session Chair — Pete Langford					
3:00 PM	Session 10	Nathan Vincent	Marketing	Relationship Marketing in Membership Associations: Quantitative Findings from a Wine Club	Business
3:20 PM	Session 11	Alfred Presbitero	HRM	Seven Higher-Order Factors of organisational climate; generalisable or culture-specific	Business
3:50 PM	PANEL				
4:50 PM	PRIZES				