
ASSOCIATE PROFESSOR ANGELA R. DOBELE

Associate Professor in the field of Marketing,
School of Economics, Finance and Marketing

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EDUCATIONAL QUALIFICATIONS

Graduate Certificate in Tertiary Teaching and Learning, RMIT University (2008)

Doctor of Philosophy (Marketing), Southern Cross University, (2006)

Supervised by Professor Chad Perry and Associate Professor Tony Ward. After Professor Perry's retirement he remained a mentor during thesis completion.

External examiners were Professor Rob Lawson, University of Otago; Associate Professor Judy Drennan, QUT, and Associate Professor Sharyn Rundle-Thiele, Griffith University.

PhD topic: Positive Word-of-Mouth Referrals. This topic directly informs both undergraduate and postgraduate teaching in three key functional elements of marketing: relationship marketing, interactive marketing and communication.

Master of Business (Marketing), Queensland University of Technology, Brisbane (1999), Dean's Award for Excellence (GPA based)

Bachelor of Business (Marketing), Central Queensland University, North Rockhampton (1994)

PHILOSOPHY OF SCHOLARSHIP

STRATEGIC LEADERSHIP • COURSE DEVELOPMENT • RESEARCH • PUBLICATION • TEACHING

Teaching and research are practices that make a vital contribution to resolving the social, environmental and wicked problems of our times. In my scholarly practice, I seek to be *grounded* in real-world problems, *critical* in theoretical and marketing orientation, and *adragogical* in my approach to student performance.

Research topics are focussed around two areas, first, *relationship marketing* and secondly, *academic industry*. My thesis topic and subsequent research considers word-of-mouth (building within relationship marketing and communication theories) both online (viral) and traditional referrals. The second research topic concerns academic workload and research on student performance. Research in these areas has resulted in several conference papers, journal publications and participation in the Federation of Australian Scientific and Technological Societies (FASTS) women in science workshop.

Current teaching responsibility at RMIT is the first capstone undergraduate marketing and design project. Teaching responsibilities also include course development and writing, course management (as course coordinator), responsibility for lecturing and tutorial staff and teaching duties face-to-face and through technology for both domestic and international students located in Australia and off-shore campuses.

Continued...

CORE COMPETENCIES

- Research and publications
- Communication
- Community engagement
- Course development
- Mentoring
- Presenting research

CAREER OVERVIEW & KEY ACCOMPLISHMENTS

RMIT University, Melbourne

Academic, 2017 - Current

Associate Professor: School of Economics, Finance and Marketing, College of Business, Bourke Street campus.

Academic, November 2014 – 2016

Deputy Head, Research and Innovation: School of Economics, Finance and Marketing (EFM), College of Business, Bourke Street campus.

- Leadership role involving contributions to the research operations of the School through strategic planning and management of research activities and outcomes, in line with the research strategies of the College and University.
- Working towards strengthening the School's links with government, industry and other research organisations both national and internationally.
- Member of the School Executive, chair the School Research Committee and represent the School on higher-level research committees.

Academic, 2008-2013

Senior Lecturer: School of Economics, Finance and Marketing, College of Business, Bourke Street campus.

Central Queensland University (CQU), North Rockhampton

Academic, 1999-2007

Senior Lecturer, 2007: Marketing, School of Commerce and Marketing, Faculty of Business and Informatics Rockhampton campus.

Lecturer, 2001 - 2006: Marketing, School of Marketing and Tourism, Faculty of Business and Law, Central Queensland University, Gladstone and Rockhampton campuses.

Associate Lecturer, March 1999 – January 2001: School of Commerce, School of Management, School of Marketing and Tourism, Faculty of Business and Law, Central Queensland University, Gladstone and Rockhampton campuses.

AWARD RECOGNITION

Most Outstanding Reviewer in the track Marketing Education, 2017 ANZMAC Conference.

Best Track Presenter at 8th ABRM-CILN International Conference in London, UK 6-7th November 2017. 'What were they thinking? Motivations of at-risk students', Track: Teaching & Learning in Life Long Learning Sector, Comments by judges included "We were very impressed by the quality of their research and the confident manner in which they delivered their presentation and answered questions from their peers. It is extremely encouraging to see that academics are not only maintaining a high level of scholarly research, but that are prepared to put their research into the public domain and permit scrutiny and constructive criticism and feedback."

CoB Award for Innovative Research Supervision - School of Economics, Finance and Marketing (2016).

Recognition by the Marketing and Management Association invitation to attend the 2015 MMA Fall Educators' Conference and join a panel of educators on the topic of 'Relevant Business Curricula: Integrating Corporate Feedback into the Classroom'.

Team Learning and Teaching Award: Team: MKTG1105 Interactive Marketing - Dr Angela Dobeles, Dr Kevin Argus - RMIT; Mr Stephen Handley - miPlan; Mr James Jackson - Out of the Box Solutions (2013)

Tied First Prize, RMIT Business College, 3 Minute Research Presentation Competition (2013)

Best Journal Publication by an Academic (by School), School of Economics Finance and Marketing Awarded 2013. For: Dobeles, A., Kopanidis, F. Gangemi, M., Thomas, S., (2012) At Risk Policy and Early Intervention Programs for Underperforming Students: Ensuring Success?, Journal of Education + Training. ERA Rank A*

Level A Journal Publication Award, School of Economics, Finance and Marketing, RMIT (2013)

First Prize, RMIT Business College, 3 Minute Research Presentation Competition (2012)

Level A* Journal Publication Award, School of Economics, Finance and Marketing, RMIT (2012)

Level A Journal Publication Award, School of Economics, Finance and Marketing, RMIT (2012)

Teaching Score Achievement, School of Economics, Finance and Marketing, RMIT (2009)

Level A Journal Publication Award, School of Economics, Finance and Marketing, RMIT (2009)

PUBLICATIONS

Journal publications- refereed

1. Dobeles, A. R., Greenacre, L., & Fry, J. (2018). The impact of purchase goal on wine purchase decisions. *International Journal of Wine Business Research*, (published online).
2. Le, T. D., Dobeles, A. R., & Robinson, L. J. (2018). WOM source characteristics and message quality: the receiver perspective. *Marketing Intelligence & Planning*.
3. Powell, A. E., Camilleri, A. R., Dobeles, A. R., & Stavros, C. (2017). Developing a scale for the perceived social benefits of sharing. *Journal of Consumer Marketing*, (ABDC Rank = B), 34(6), 496-504.
4. Dobeles, A., Fry, J., Rundle-Thiele, S., & Fry, T. (2017). Caring for baby: what sources of information do mothers use and trust?. *Journal of Services Marketing*, (ABDC Rank A, IF=1.021), 31(7), 677-689.

5. Chesney, T., Chuah, S., Dobebe, A. & Hoffmann, R. (2017) 'Information richness and trust in v-commerce: implications for services marketing', *Journal of Services Marketing*, Vol. 31 Issue: 3, pp.295-307, <https://doi.org/10.1108/JSM-02-2015-0099>.
6. Dobebe, A. & Rundle-Thiele, S. (2015), 'Progression through Academic Ranks: A Longitudinal Examination of Internal Promotion Drivers', *Higher Education Quarterly*, 69(4), 410-429, ABDC Rank B
7. Dobebe, A., Steel, M., & Cooper, T. (2015) *Sailing the Seven C's of Blog Marketing: Understanding social media and business impact. Marketing Intelligence and Planning*. Accepted. ABDC Rank A.
8. Beverland, M., Dobebe, A., & Farrelly, F. (2014) *The Viral Marketing Metaphor Explored Through Vegemite. Marketing Intelligence and Planning*. Accepted. ABDC Rank A. 2 citations.
9. Dobebe, A. R. (2015). *Assessing the quality of feedback in the peer-review process. Higher Education Research & Development*, 34(5), 853-868. 1 Citation. Altmetric score = 6. Altmetric has seen 11 tweets from 10 users, with an upper bound of 22,024 followers. This score is in the top 25% of all research outputs scored by Altmetric, among the highest-scoring outputs from this source (#32 of 328), is a good score compared to outputs of the same age (75th percentile) and is a good score compared to outputs of the same age and source (66th percentile). There were 9 Mendeley and 1 CiteULike readers.
10. Dobebe, A., Rundle-Thiele, S., & Kopanadis, F. (2014) *The Cracked Glass Ceiling: Equal Work but Unequal Status. Journal of Higher Education Research and Development*, Vol 33, Issue 3, p. 456-468. ERA Rank A. 10 Citations. Altmetric score = 4. Altmetric has seen 8 tweets from 5 users, with an upper bound of 17,451 followers. This score is in the top 25% of all research outputs scored by Altmetric, is a good score compared to outputs of the same age (73rd percentile) and is a high score compared to outputs of the same age and source (80th percentile). There were 14 Mendeley readers.
11. Dobebe, A., Westberg, K. Steel, M. & Flowers, K. (2013) *An Examination of Corporate Social Responsibility Implementation and Stakeholder Engagement: A Case Study in the Australian Mining Industry, Business Strategy and the Environment*, Vol 23, Issue 3, p. 145-159. ERA Rank B. 17 Citations.
12. Dobebe, A., Kopanidis, F. Gangemi, M., Thomas, S., (2012) *At Risk Policy and Early Intervention Programs for Underperforming Students: Ensuring Success?*, *Journal of Education + Training*, Vol 55, Issue 1, p. 69-82. ERA Rank A* 3 Citations.
13. Dobebe, A., Kopanidis, F. Gangemi, M., Thomas, S., Jansson, R. & Blasche, R. (2012), 'Towards a typology of at-risk students: A case study in Singapore', *Journal of Higher Education Policy and Management*, Vol 34, Issue 1, p. 3-13. ERA Rank B. 1 Citation.
14. Dobebe, A. & Lindgreen, A. (2010), 'Exploring the nature of value in the word-of-mouth referral equation for health care.' *Journal of Marketing Management*, Vol 27, Issue 3-4, p. 269-290. ERA Rank A. 21 Citations.
15. Dobebe, A., Rundle-Thiele, S., Kopanidis, F. & Steel, M. (2010), *All Things Being Equal: Observing Australian Individual Academic Workloads*, *Journal of Higher Education Policy and Management*, Vol 32, p. 225-237. ERA Rank B. 5 Citations.
16. Hartley, N. & Dobebe, A., (2009), 'Feathers in the Nest: Establishing a Supportive Environment for Women Researchers', *The Australian Educational Researcher (AER) Journal*, Vol 36, Issue 1, p. 43-58. ERA Rank B. 24 Citations.

17. Dobele, A., O'Loughlin, J. & Maher, L-A., (2008), 'To hell and back: lives lived and the lessons we can all learn', SLEID, Central Queensland University. Unranked.
18. Evans, T., Dobele, A., Hartley, N. & Benton, I., (2008), 'Academic rejection: the coping strategies of women', SLEID, Central Queensland University. Unranked.
19. Dobele, A, Lindgreen, A., Beverland, M., Vanhamme, J., van Wijk, R. (2007), 'Why Pass On Viral Messages? Because They Connect Emotionally', *Business Horizons*, Vol. 50, pp.291-304. ERA Rank C. 253 Citations.
20. Dobele, A., Toleman, D., & Beverland, M. (2005), 'Controlled infection! Spreading the brand message through viral marketing', *Business Horizons*, 48(2), March-April, pp.143-149. ERA Rank C. 284 Citations.

Industry Report

Dobele, A., Thomas. S., & Elkins, M. (2014) 'Surfing or diving?: An exploration of student's practices and attitudes towards technology for learning', *HERDSA News* 36 (1), 4.

European Journal of Marketing - Editorial

Lindgreen, A., Dobele, A., & Vanhamme, J., (2013) 'Word-of-mouth and viral marketing referrals: what do we know? And what should we know?', *European Journal of Marketing* 47 (7), 1028-1033.

Book Chapters

21. Heffernan, M., Stavros, C., Westberg, K., Dobele, A., & Smith, A. (2017) 'Australia' in *Routledge Handbook of Physical Activity Policy and Practice*, Piggin, J., Mansfield, L., & Weed, M. (Eds.). (2017). Routledge,
22. Lindgreen, A., Dobele, A., Beverland, M., & Vanhamme, J., (2008), *Viral Marketing, Marketing Metaphors and Metamorphosis*, edited by Philip J. Kitchen, Palgrave Macmillian, Hampshire. (5 Citations)

EDITOR

2015 - Current

Member of the Editorial Board for *Journal of Marketing Education* (ABDC Rank B).

2014 - Current

Associate Editor for the *Journal of Services Marketing*, (Australian Business Deans Council (ABDC Rank A ranked).

2012

Special Edition Co-Editor *European Journal of Marketing*, special issue on 'Word-of-mouth and viral marketing'. With Professor Adam Lindgreen, Hull University Business School and Dr. Joëlle Vanhamme, RSM Erasmus University. 6 Citations.

2008

Special Edition Co-Editor (with Dr Kylie Radel, CQU), Two issues *Studies in Learning, Evaluation, Innovation and Development* (SLEID), titled 'Women in Research: Contemporary Issues in Research'.

INVITED PRESENTATIONS

2016 Keynote Presentation invitation to senior executives of Victorian State Government on behalf of Randstad, one of the world's largest recruitment and HR service organisations.

2016 Keynote Presentation invitation to present at the 'Supervisors' Colloquium: Can You Publish That?' for the School of Graduate Research, College of Business, RMIT University.

2015 Invitation to be a panellist 'Relevant Business Curricula: Integrating Corporate Feedback into the Classroom' at the Marketing and Management Fall Educators' Conference 2015.

2014:

1. Chair and presenter, ECR Mentor event run by Research Capacity Building Team, RMIT University, on the topic of Building a Research Program.
2. Guest presenter and panel member at the Australian Association of Social Marketers Technology Symposium, held in Melbourne on communication and social media.
3. Invited to lecture to the undergraduate Market Research class, University of Lethbridge, Canada.
4. Guest research presenter at the University of Lethbridge on the topic of research excellence and showcased the research excellence of EFM (as Deputy Head, Research & Innovation).
5. Guest lecturer, undergraduate Advanced Marketing Communication class, Monash University, invited by Professor Peter Danaher.

2013 Keynote Presentation invitation Victoria University College of Business Candidature Forum and at the Business Research Showcase, RMIT University on research skills and strategies.

2012 Invited guest presenter Fairly Educated Conference on communication and social media.

COMMUNITY AND REGIONAL ENGAGEMENT

Industry engagement evidenced by current school-industry research projects with the Australian Broadcasting Corporation (ABC), SecondBite, Red Cross, miPlan Life Insurance, Atlassian, Victorian Dog Rescue, Cengage Learning, Remote Control Records, Tomorrows Laundry and VB.

Linkages with industry have also been built beyond the classroom with miPlan, Remote Control Records and Victorian Dog Rescue.

Attendance at School and College meetings and have served on College Ethics Committee and School Research Committee, have been on selection panels and confirmation panels for new staff and research higher degree candidates and am a current chair of the Research Committee Funding Approval Group. Chair of the School Exclusions and Student Progress Committee (off-shore) and co-deputy chair of the onshore committee.

Leadership contribution is exemplified by the request from the then-Dean, Professor Catherine Smith, of CQU, to undertake the role of Acting Head of School, School of Marketing and Tourism, August – December 2004.

Engagement with the regional community evidenced through guest panel membership with ABC Capricornia Radio, invitation to be part of the 2006 Australian Human Resources Institute (AHRI) Student Forum and assistance to Rockhampton AHRI with marketing and advertising strategies.

Regional engagement also evidenced through development of industry links as sources of case studies for classroom learning.

RESEARCH GRANT INCOME

Funding – From 2010 to current

| Type | Description | Amount |
|-------------------------------|--|---|
| 2014 and 2013 Funded Projects | | |
| External Funded | With Australian Centre for Financial Studies: ‘The impact of social media presence on business outcomes: a case study of the Australian general insurance industry’. With Dr Stuart Thomas, student Ms Caroline Bommers and Consultant Mentor Professor Jason Potts. | \$12,127.27 |
| | With Red Cross Blood Service: ‘Towards a typology of referring blood service community members’. With Professor Rebekah Russell-Bennett, QUT University. | \$19,560.00 (with in-kind contributions, \$24,060.00) |
| | With Higher Education Research and Development Society of Australia. Researching (HERDSA) New Directions in Learning and Teaching: Seed Funding to Support Project Mentoring and Collaboration | \$2,500.00 |
| Internal | Research Capacity Building Team, (RCBT), funding for the development of a research program. With Dr Stuart Thomas. | \$20,000.00 |
| | Research Excellence Awards for ‘Best Journal Publication by an Academic’, shared between authors | \$1,000.00 |
| | HDR HDR...wherefore art thou HDR, with Dr Stuart Thomas (Finance) and Dr Asthon De Silva (Economics), EFM | \$4,988.00 |
| | L&T EFM Grant: Surfing or Diving? An exploration of student’s practices and attitudes towards technology for learning. with Dr Stuart Thomas (Finance) and Dr Asthon De Silva (Economics), EFM | \$2,000.00 |
| | L&T EFM Grant: Wherefore Art Though HDR.- Top Up, with Dr Stuart Thomas (Finance) and Dr Asthon De Silva (Economics), EFM | \$2,000.00 |
| | L&T EFM Grant: What you talking about?’ Case study analysis of student communications in an official and unofficial Facebook page, with Dr Stuart Thomas (Finance) and Dr Asthon De Silva (Economics), EFM | \$1,000.00 |
| | Research Publication Grant Scheme for A level publication, shared between authors | \$1,000.00 |
| | E.F.M. Research Grant, with Mr Tim Lyons. | \$1,000.00 |
| 2012 | | |
| Internal | Research Publication Grant Scheme for A* level publication, shared between authors | \$2,000.00 |
| | Research Publication Grant Scheme for A level publication, shared between authors | \$1,000.00 |
| | E.F.M. Research Grant, Professor Judy Drennan, QUT | \$4,987.10 |
| 2011 | | |
| Internal | College of Business Readership Award | \$20,000.00 |
| 2010 | | |
| Internal | RMIT RiLT College of Business | \$8,845.00 |
| | Research in Learning and Teaching Scheme EFM College of Business with Foula Kopanidis and Mike Gangemei, ‘At-Risk Students: Who do they think they are?’ | \$4,988.00 |
| | School of Economics, Finance and Marketing Research Grant with Foula Kopanidis and Mike Gangemei. ‘At-risk students in the School of Economics, Finance and Marketing: what reasons do they give for failing’ | 5,000.00 |

RESEARCH MENTORING AND SUPERVISION

Current facilitator of the College of Business and School of Economics, Finance and marketing 12 Week Writing Challenges. These writing groups run twice yearly, over 12 weeks, and provides mentoring, guidance and friendly competition to develop more effective writing skills and writing dedication. In this program she has created and introduced 'TeamTime', an original and innovative web application which tracks individuals' total time spent writing as well as group totals. This program has been a powerful motivator for team members. Writing training and time comprises twice weekly face-to-face *Shut Up and Write* sessions, several virtual writing sessions and mentoring to achieve their stated outcomes. Over three semesters, participants have submitted over 100 research-related submissions including 22 journal manuscripts (e.g European Accounting Review (ABDC Rank A*) and British Accounting Review (A), 18 grant applications (including four ARC expressions of interest and an ARC Linkage expression of interest) and 10 journal re-submissions (including to Accounting, Organizations and Society (A*) and the Journal of Services Marketing (A) (Appendix 4).

Introduced a course-work student research writing and mentoring group to showcase research writing. Mentorees include two Masters by course work students in a research project which has led to two accepted journal publications (one ABDC rank A) a successful external grant application multiple conference paper presentations.

Women and Research President: Women and Research group, School of Economics, Finance and Marketing, RMIT University (2010 - current). Deputy President (2009). This group supports women researchers. Creator and Editor Women and Research Newsletter, first published in 2010 and source both internal and external academics, industry representatives and students to feature in issues. Associate Professor Dobeles mailing list includes the United Kingdom, France, Denmark, Germany, United States, Canada, New Zealand and Australia.

Informal leadership positions involve mentoring junior academics in research and research-related objectives. For example, Associate Professor Dobeles brought together three ECR colleagues, Dr Foula Kopanidis (then level B), and Dr Michael Gangemi and Dr Stuart Thomas (both Level C), in a project innovation related to her positions as Chair of Offshore Student Progress Committee (SPC) and Co-Deputy Chair for Onshore SPC. The research premise sought to understand At Risk students; in danger of being expelled or withdrawing from the program due to very poor results. Much of the current research focusses on attrition rather than those at the tipping point.

The research has resulted in several publications (see CV), including an A* publication in the Journal of Education + Training. This publication was also recognised as the 'Best Journal Publication by an Academic (by School)' for the School of Economics Finance and Marketing, 2013. The paper is called 'At Risk Policy and Early Intervention Programs for Underperforming Students: Ensuring Success?'. Associate Professor Dobeles has also mentored across projects, for example with Dr Foula Kopanidis in cross-institution workload research, with Griffith University, resulting in two co-authored journal papers and a conference presentation.

In her informal mentoring of junior academics Associate Professor Dobeles seeks to facilitate the successful trajectory of research and teaching objectives. This begins with determining career goals and aspirations and progresses to individual goals such as time management or multitasking. Associate Professor Dobeles provides the same personalised mentoring program to her students. Associate Professor Dobeles has reviewed for multiple journals including the Journal of Marketing (A*), Journal of Psychology & Marketing (A, IF 1.4), Marketing, Intelligence and Planning (A), Journal of Services Marketing (A), Journal of Social Marketing (B), Journal of Management and Organization (B), Journal of Marketing Education (B), Australasian Marketing Journal (B), Services Marketing Quarterly, (B), and is a regular reviewer for The Australian and New Zealand Marketing Academy Conference (ANZMAC).