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ANZMAC Newsletter: Issue 1, 2026

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FROM ANZMAC PRESIDENT, LARA STOCCHI

Niina Marni from Tirkangkaku!

It is my absolute pleasure to speak to the ANZMAC Community from the newly established [Adelaide University](#), which proudly stands with First Nations people and is the first university in Australia to have provision for an Aboriginal name in its founding Act. **Tirkangkaku means ‘Place of Learning’** and it is a gift from the Kurna People who represent more than 65,000 years of continuous knowledge and discovery in Australia. I am very touched by this gift, as it profoundly resonates with me during what I feel is a career and life turn. There is a video and some information available on the meaning and importance of this name, which I would love for you all to see:

<https://adelaideuni.edu.au/about/news/2025/Adelaide-University-first-to-receive-Aboriginal-name/>

My humble understanding of the meaning of Tirkangkaku is that there a great deal of inspiration and comfort we can all experience when people, communities and disciplines converge. This convergence creates **a sense of becoming and transforming that is truly collective, as much as it is an individual journey.**

These ideas made me think about our community and what ANZMAC has been and hopefully will be for the years to come. As I see it, there is a clear window of opportunity that we should all explore with pride and in togetherness. As I proudly step into the role

of President of ANZMAC, my vision is simple and very focused: **to make a difference**. In this role, I hope that I will be able to let go of hesitations or reservations, so that I can inspire all the wonderful people working with me and our community to turn plans and ideas into a legacy, we are privileged to be custodians of, and eager to pass on as well to the future generations of marketing scholars.

Thank you for indulging me in these deeply personal reflections. I hope that you enjoy this first newsletter for the year and please stay in touch! My email is: lara.stocchi@adelaide.edu.au.

FROM NEWSLETTER EDITOR, PHAM VAN HAU

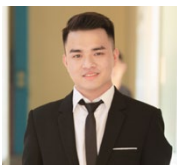
Kia ora ANZMAC community,

Welcome to the first issue of ANZMAC Newsletter of 2026. As we begin a new year, this issue reflects both continuity and change within our community, celebrating scholarship, recognising service, and honouring those who have shaped our Academy. The ANZMAC 2025 conference proceedings are available and you can check it via [here](#).

In this issue, we spotlight members of our Executive – Assoc. Prof. Megan Phillips, share reflections on *Marketing in the Age of Plenty* with our ANZMAC Co-chair Prof. Malcolm Wright, and highlight opportunities for engagement across our network.

Thank you for being part of this vibrant community. I look forward to continuing to strengthen our connections and conversations throughout 2026.

Warm regards,



Pham Hau

Obituary

We are deeply saddened by the passing of our colleague, Associate Professor Kenneth F. Hyde from Auckland University of Technology, in December 2025.

Kenneth was a valued and active member of the ANZMAC community, contributing generously to our collective scholarly life over many years. He was widely respected for his collegiality, intellectual, and commitment to advancing marketing scholarship.

His primary research interests focused on understanding consumer behaviour in service settings. His work was published in leading journals including *Marketing Intelligence & Planning*, *Journal of Business Research*, *Tourism Management*, amongst others. Through his research, Kenneth helped deepen our understanding of service experiences and consumer decision-making, leaving a lasting impact on the field.

Beyond his publications, Kenneth will be remembered for his engagement with colleagues and his dedication to the ANZMAC community.

Our thoughts are with his family, friends, and all those who had the privilege of working with him.

Kenneth will be greatly missed.

SPOTLIGHT ON THE EXECUTIVE

This month, we will introduce you to one member of the Executive Committee: Megan Phillips.

Associate Professor Megan Phillips



Megan Phillips is a member of the 2026 ANZMAC Executive Committee and Associate Professor of Marketing at Auckland University of Technology

Associate Professor Megan Phillips joined Auckland University of Technology (AUT) in 2012. A first-in-whānau university student, she began her studies at AUT in 2008 on a Māori scholarship, describing her early experience of university as challenging but formative. Through persistence and strong academic performance, she completed her undergraduate degree and honors year, graduating in 2012 as the highest-achieving Māori student.

Megan's academic career has developed steadily within AUT. Starting as a contract lecturer and teaching assistant, she completed her PhD in 2017 and commenced a full-time academic role through the [Eke Tangaroa](#) program, supporting Māori and Pacific early-career academics. Her research sits at the intersection of retailing, consumer behaviour and sensory marketing, with a strong focus on consumer health and well-being and, more recently, Indigenous Māori perspectives. Her research has been recognised through competitive funding and awards, alongside leadership contributions within the department and faculty, including recent service as Interim Deputy Head of Department for Marketing and International Business.

A distinctive feature of Megan's approach is how she aligns teaching, research and service. As she has noted, "*I always like to basket what I do.*" By creating alignment across these areas, she works in ways that are both sustainable and meaningful, particularly while balancing academic life with caring responsibilities. She has also shared about the importance of setting boundaries and sustaining herself in a profession that can otherwise at times feel relentless. Reflecting on lessons she is carrying forward, she shared that she is becoming "*more comfortable saying no to work that does not fit my kawa and prioritising ko au (myself).*"

Although she has not come from a traditional corporate pathway, Megan's research is grounded in extensive practical experience. She has described consistently balancing work alongside study, noting, "*I've always balanced multiple roles alongside my studies. You've got to pay the bills and have some fun along the way, right?*" Across her undergraduate and postgraduate years, she worked in a range of food and clothing retail roles and conducted market research in the grocery sector – important experiences that continue to inform her research questions and partnerships.

Megan's bond with ANZMAC began in Adelaide in 2018, shortly after completing her PhD. Having previously attended large international conferences, she found ANZMAC offered something noticeably different, describing it as "*closer to home, more regionally grounded, and offered a strong sense of community.*" She especially valued travelling to a new part of Australia, "*spending face-to-face time with co-authors (which is priceless),*" and receiving constructive feedback on her work. The peer support also stood out, reinforcing for her "*the importance of feeling connected to a scholarly community.*"

Reflecting on what ANZMAC means to her now, Megan said **'It's important to find your people, and ANZMAC is those people for me! They are friendly, uplifting, and developmental, with scholars who are doing some awesome, highly impactful mahi!'**. Through her role on the Executive Committee, Megan continues to contribute to ANZMAC as a professional home that supports connection, growth and meaningful scholarship across all career stages.

‘ANZMAC and Marketing in the Age of Plenty’ - Professor Malcolm Wright



Professor Malcolm Wright, ANZMAC Fellow and Professor of Marketing at Massey University

Malcolm Wright is a Professor of Marketing at Massey University and Co-Chair of ANZMAC 2026. His research focuses on evidence-based marketing, with particular attention to market structure, buyer behavior, and the critical examination of long-standing marketing assumptions through empirical analysis and theory testing. He has been actively involved with the ANZMAC community since its early years and has played a sustained role in supporting the Academy as a forum for debate and disciplinary development through his role as Fellow of the Academy.

As the ANZMAC community looks ahead to the 2026 Conference, the theme *Marketing in the Age of Plenty* provides a timely opportunity to reflect on marketing’s purpose, its intellectual foundations, and its responsibilities in a rapidly changing world. In a recent

interview, Professor Wright shared reflections drawn from a long academic career, offering a grounded perspective on evidence, education, and the role scholarly communities can play in advancing the discipline.

His journey with ANZMAC

After spending several years working in industry, Malcolm made the decision to return to study. *“I worked in industry for five years and worked out I’d rather be an academic,”* he reflected. That decision led him back to postgraduate study, an assistant lectureship, and eventually the completion of his PhD. His connection with ANZMAC stretches back to the earliest days of marketing conferences in Australia and New Zealand. Before ANZMAC formally existed, he was already attending a range of conferences across the region. Although he missed the first ANZMAC conference, he has attended almost every conference since and described his involvement as extending *“really effectively since its beginning.”*

Reflecting on the Academy’s significance, Professor Wright describes ANZMAC as *“a much more substantive, credible conference with a strong community behind it.”* For him, its value lies not only in scholarly output, but in the sense of professional continuity and collective identity it has provided over time. *“It’s been fantastic for the profession,”* he noted.

Rethinking marketing’s purpose in the age of plenty

When discussing the idea of plenty, Professor Wright, places it in a broader historical context. *“Human society has been going through many ages of plenty in one way or another,”* he says, pointing to long transitions from agriculture to extraction, manufacturing and services. Each period of abundance shifts attention toward new scarcities and new challenges.

Looking ahead, he suggests that technological developments such as artificial intelligence and automation may lead to an abundance of services. Recalling an observation from an older colleague, he also reflects that *“when he was young, things were expensive and labor was cheap,”* whereas later in life *“things became cheap, but labor was expensive.”* Whether this balance shifts again remains uncertain. *“Whether it will actually play out or not, who knows,”* he says. *“But I think we need to be prepared for that possibility.”* For Malcolm, the concept of plenty is therefore less about prediction and more about readiness. Marketing scholarship, in his view, needs to engage seriously with the possibility of large-scale economic and social change, rather than assuming that existing frameworks will continue to apply unchanged.

Marketing concepts in need of re-examination

A recurring theme in Malcolm's reflections is the importance of confronting ideas that persist despite strong contradictory evidence. One such idea is the emphasis on heavy buyers. "*This idea of targeting heavy buyers kind of seems to refuse to die,*" he notes, despite evidence showing that "*most markets, most brands are supported by a lot of weakly engaged, lighter buyers.*" These lighter buyers, he emphasises, are "*really, really important,*" and deserve far greater attention in both theory and practice.

He makes a similar point about micro-targeting in digital environments. While acknowledging that digital technologies offer unprecedented targeting precision, Malcolm questions whether this precision is always beneficial. "*Digital offers so many opportunities for micro-targeting,*", but warned that excessive targeting may narrow communication so much that firms stop speaking to most of their customers. In his words, organisations risk "*putting yourself out of business*" by failing to address the broader market.

Professor Wright also challenged the field to reconsider comfortable assumptions around customer service and satisfaction. While these ideas are often treated as inherently desirable, he pointed to contemporary technology firms that succeed while offering minimal customer service. "*They specialise in being terrible at customer service because it saves them money,*" he observed. For him, the issue is not endorsement but intellectual honesty. Marketing scholars, he argued, must "*avoid holding on to nice ideas that we think ought to be true*". What is needed, he argues, is "*strong theory*" combined with "*critical tests of competing theories based on evidence.*" "*That's science,*" he said, underscoring his commitment to marketing as a rigorous empirical discipline.

Teaching and developing the next generation

In discussing teaching, Professor Wright emphasizes professional and personal development. "*We're trying to apprentice them,*" he explained. "*We're trying to open their minds. We're trying to educate them.*" He also addresses concerns that universities are under threat from artificial intelligence, arguing that such tools rely on students already being independent learners. Hence, universities remain essential because they are "*specialists in developing people,*" a role that requires cultural, contextual, and interpersonal understanding that AI currently lacks.

Skills, mindsets and ethical lenses in marketing education

When asked what should be central in marketing education today, Malcolm immediately points first to intellectual dispositions. "*Flexibility and curiosity*" are, in his

view, fundamental. Alongside these, he stresses that ethics as non-negotiable. *“Ethics is incredibly important,”* because *“if you have an unethical approach, it’s ultimately not sustainable.”* In this vein, students can be supported to *produce “professional quality work,”* provided they learn how to work with AI responsibly. One of his most striking observations captures this balance clearly. *“AI has the answers, but AI doesn’t have the questions,”* he says. Helping students learn to *“ask questions and ask the right questions”* is, for him, a central responsibility of marketing education.

The role of ANZMAC as a scholarly community

Professor Wright feels that ANZMAC’s strength lies in community rather than prescription. *“I think the best thing ANZMAC can do is foster a strong community,”* he explains. ANZMAC can create an environment where ideas emerge through contestation and dialogue. *“We want vigorous debate,”* viewing disagreement and critique as essential to intellectual progress. Through its conferences, journals and networks, ANZMAC provides a space where assumptions can be challenged and ideas refined. For Malcolm, this role is central to the Academy’s contribution to the discipline.

Advice to early-career researchers and doctoral students

For early-career researchers and HDR students interested in contributing to debates around *Marketing in the Age of Plenty*, Malcolm’s advice is direct and principled. *“Be critical thinkers,”* he urges. Emerging scholars should identify important problems early, engage deeply with the literature, attend conferences, and become active members of research communities.

At the same time, he cautions against reducing scholarship to acceptance-seeking. *“Resist the temptation to simply get acceptance,”* and aim instead for *“robust knowledge.”* He encourages researchers not to rush into fitting established ideas but to interrogate assumptions carefully.

Looking ahead to the ANZMAC 2026 conference

Looking forward to the ANZMAC 2026 conference, Professor Wright hopes that the conference will shape not only what topics are discussed but also how problems are framed. Drawing on work in decision-making, he highlights the importance of agenda-setting and context. The conference can encourage scholars to think carefully about how marketing should respond if society moves toward greater abundance, economic disruption, and an expanding information landscape.

Malcolm also concludes with a final reflection on marketing’s role in helping societies navigate information abundance. Even in a world where access to information

continues to expand, information still needs to be organised so that people can make sound decisions. For him, marketing remains centrally concerned with supporting efficient exchange and building institutions that help set agendas, frame problems, and guide choice. Helping to build and adapt those institutions may become more important than ever as the intelligence explosion continues to unfold.

ANZMAC Diversity, Equity and Inclusion (DEI) Subcommittee

We congratulate the newly elected ANZMAC members appointed to the Diversity, Equity and Inclusion (DEI) Subcommittee and look forward to their contributions to fostering an inclusive and representative ANZMAC community.

1. Ann-Marie Kennedy (Chair) - University of Canterbury
 2. Marian Makkar - RMIT University
 3. Megan Phillips - Auckland University of Technology
 4. Amelie Burgess - Adelaide University
 5. Jessica Harris - Griffith University
 6. Johnpaul Smith - Swinburne University of Technology
 7. Melissa Fong Emmerson - Edith Cowan University
 8. Nadia Zainuddin - University of Wollongong
 9. Ranjit Voola - University of Sydney
 10. Shea Calvin - University of Newcastle
 11. Sichen Meng - Queensland University of Technology
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EXPRESSIONS OF INTEREST (EOIs) – ASSOCIATE EDITORS AND SENIOR EDITORS POSITIONS FOR THE AUSTRALASIAN MARKETING JOURNAL

The Australasian Marketing Journal (AMJ) is the official journal of the Australian and New Zealand Marketing Academy (ANZMAC). Beginning 2026, the journal has two new Editors in Chief (EiCs) and a revised journal structure, as well as a set of new strategic pillars – for more information we refer to the inaugural editorial by the title “*How Journals Grow: The New Wave of Development of the Australasian Marketing Journal (AMJ)*” (<https://doi.org/10.1177/14413582251413460>).

Given the number of submissions this journal is currently receiving and the aspiration for continuing to improve its quality, we are seeking Expressions of Interest (EOIs) for new **Associate Editor(s)** and for the appointment of three **Senior Editors (SEs)**.

All EOIs need to be [submitted online, using the provided forms \(see links here below\)](#), by **March 20th, 2026** (deadline 5pm AEST). Please note that EOIs submitted via email or, in general, unsolicited applications sent individually via email will not be accepted.

All EOIs will be reviewed by the current Editors in Chief (EiCs) Professor Paul Harrigan from the University of Western Australia (paul.harrigan@uwa.edu.au) and A/Professor Lara Stocchi from Adelaide University (lara.stocchi@marketingscience.info), with further input and support of ANZMAC Executives. Outcomes will be announced via direct emails sent to those who submitted an EOI early in April, following a brief discussion via video call, if necessary.

LINK TO EOI FORM FOR AEs

LINK TO EOI FORM FOR SEs

Call for papers

There are several active and forthcoming calls for papers in some popular marketing journals. We thought we included some of these in this newsletter, and we welcome notifications of special issues happening in relevant marketing publications for further dissemination across our community.

Australasian Marketing Journal: <https://journals.sagepub.com/page/anz/callforpapers>

- “The Role of Marketing in Advancing the Circular Economy”, deadline 27th February 2026
- “Mind the Researcher-Practitioner Gap: Turning Marketing Research into delivering Impact That Matters”, deadline: 1st April 2026
- “Evidence-Based Marketing for Charities & Nonprofits”, deadline 27th June 2026.

Journal of Advertising:

- Special issue on “Social Change and the Role of Advertising Regulation: New Challenges and Opportunities”, closing July 31st 2026 – see [LINK](#).

Journal of Consumer Behaviour:

- Special issue on “Consumer Vulnerability in the Age of Algorithmic Persuasion: Risks, Responsibilities, and Remedies”, closing 30th August 2027 – see [LINK](#)
- Special issue on “Innovating Sustainable Behaviour and Consumption through AI: Future Opportunities and Challenges”, closing April 30, 2026 – see [LINK](#)
- Special issue on “Influence of Agentic AI in Consumer Behaviour: Future Landscape”, closing 30th August 2027 – see [LINK](#)