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ANZMAC Newsletter: Issue 2, 2026

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FROM ANZMAC VICE PRESIDENT, MAREE THYNE

Kia ora ANZMAC whānau,

I hope the year is off to a positive and productive start for you wherever you are across Aotearoa New Zealand, Australia, and our wider international community. It's hard to believe that we are already racing toward Easter and the mid-semester break.

ANZMAC continues to thrive because of the energy and collegiality of you, our members. One of the things that consistently stands out to me about this community is the way we support one another - through research collaboration, mentorship, conference engagement, and the many informal connections that strengthen our discipline.

This issue highlights several great opportunities to engage with the ANZMAC community, including the launch of the new DocCom Research Interest Groups, Expressions of Interest for editorial roles with the *Australasian Marketing Journal*, and the call for proposals for ANZMAC Special Interest Groups for 2026–2028. Initiatives like these are an important part of how we continue to grow our scholarly community and create opportunities for collaboration and impact.

Thank you to everyone who continues to support ANZMAC and contribute to the strength of our community. I hope you enjoy this issue of the newsletter.

And a big thank you to Pham once again for pulling everything together.

Kia kaha,

Maree Thyne
Vice President, ANZMAC

FROM NEWSLETTER EDITOR, PHAM VAN HAU

Kia ora ANZMAC community,

Welcome to Issue 2 of the ANZMAC Newsletter for 2026. It is a pleasure to reconnect with our community and share updates from across the ANZMAC network.

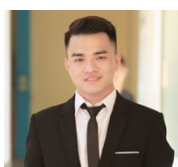
In this issue, we highlight several exciting initiatives and opportunities for engagement. We feature a spotlight on Executive Committee member Dr Rico Piehler, whose academic journey and contributions reflect the collaborative spirit of our community. We are also delighted to introduce the newly launched DocCom Research Interest Groups (RIGs), an initiative led by the DocCom leadership to foster scholarly dialogue, mentorship, and collaboration among doctoral researchers across shared research domains.

This issue also includes several important opportunities for members, including Expressions of Interest for Associate Editor and Senior Editor roles for the Australasian Marketing Journal, as well as the call for ANZMAC Special Interest Groups (SIGs) for 2026–2028. These initiatives continue to strengthen ANZMAC as a vibrant platform for research collaboration.

Finally, we share the Call for Papers for the Asia Pacific Social Marketing Conference 2026, which will be held in Perth this October and will bring together scholars and practitioners to explore how social marketing can respond to complex societal challenges.

As always, thank you to everyone who contributes to making ANZMAC such a supportive and inspiring scholarly community. If you have updates, achievements, or initiatives you would like to share in future issues, we would be delighted to hear from you.

Warm regards,



Pham Hau

vpham@unitec.ac.nz

SPOTLIGHT ON THE EXECUTIVE

This month, we will introduce you to one member of the Executive Committee: Rico Piehler

Rico Piehler



Dr Rico Piehler, ANZMAC Executive Committee member and Senior Lecturer at Macquarie University

Rico joined Macquarie University in 2020, commencing his academic journey in Australia when the pandemic began: *“Starting a job at a new employer, in a new country, in a different academic system, and all alone in the building definitely wasn’t how I imagined my first months in Australia.”* But thanks to incredibly supportive colleagues, he quickly found his feet, teaching in the Master of Marketing, MBA, and research training programs and conducting research in branding. He also put himself right at the intersection of people, ideas, and strategy by serving in leadership and service roles as Corporate Engagement Coordinator, Research Training Director, and Faculty Director of the Master of Research.

Rico made his first academic steps in Germany at the University of Bremen, where he completed his PhD at the Chair of Innovative Brand Management. The department was co-funded by major companies such as Kraft Foods, Kellogg’s, Beck’s, and Mars, creating an environment where academic research and industry practice were closely connected: *“I wasn’t just reading about academia-industry collaboration in textbooks; I was living it.”* During this time, Rico worked with organisations across sectors, including healthcare, technology, FMCG, financial services, automotive, and software. These early experiences shaped his long-standing commitment to research that is both theoretically meaningful and practically relevant, and it has sparked his interest in exploring and bridging the academia-practice gap in marketing.

After completing his PhD, Rico spent a few years as a Consultant and Senior Consultant at the KEYLENS Research Center, a joint venture between the university and a management consultancy. In this role, he applied academic theories and research methods to real branding challenges of organisations such as Burger King in Germany. Reflecting on this experience, he describes it as *“an ideal playground for a branding nerd.”* He has maintained a close connection to practice ever since, as evidenced by his voluntary service on the Australian Marketing Institute NSW State Committee.

Rico first attended the ANZMAC Conference in 2017 in Melbourne as a faculty member. Having participated in AMA, AMS, and EMAC conferences for years, he found ANZMAC to be different: *“It felt more relaxed, collegial, and welcoming, especially for academics new to the region.”* His first ANZMAC Conference led to new friendships, collaborations, and even an invitation as a visiting academic, which brought him back to Australia the following year. Since then, he has not missed an ANZMAC conference, and he particularly enjoys the social element of the event – if there is karaoke, count him in! One highlight so far has been co-organising the ANZMAC 2025 Conference in Sydney. While the lead-up involved more than a few sleepless nights, seeing everyone enjoy the event was deeply rewarding.

For Rico, ANZMAC represents more than an academic association: *“ANZMAC is about belonging to a community of curious, supportive, and enthusiastic marketing scholars.”* This sense of community continues to motivate Rico’s contributions to ANZMAC. Across his broader academic service, he has supported international conferences as a track co-chair and serves as an Associate Editor and Editorial Review Board member for branding and marketing journals. Through his work on the ANZMAC Executive Committee, including the conference, HDR/ECR/MCR, and strategic engagement subcommittees, he aims to strengthen the supportive environment that made him feel academically at home in Australia and New Zealand.

DocCom Research Interest Groups

DocCom is excited to launch Research Interest Groups (RIGs), an initiative introduced by DocCom Chair Yuzheng (Yoly) Li and DocCom Vice Chair Siyu (Candice) Liu.

The ANZMAC DocCom Research Interest Groups are student-led scholarly communities that bring together doctoral researchers with shared research interests. These groups aim to foster knowledge exchange, discussion of emerging research trends, and peer learning among HDR students.

RIGs provide a flexible platform for sharing ideas, exploring methodological and theoretical developments, and initiating collaborative research opportunities. Each group is supported by experienced academic mentors who provide high-level scholarly insights and constructive feedback to guide discussions and research development.

We are honoured to have the following mentors generously contributing their expertise to support our doctoral community:

- **Sustainability, Social Marketing & DEI:** Prof. Sharyn Rundle-Thiele, A/Prof. Ranjit Voola, and Dr. Pham Van Hau
 - **AI & Marketing Analytics:** Prof. Billy Sung and Dr. David Goyeneche
 - **Consumer Behaviour & Psychology:** Prof. Jill Lei and Dr. Yi Li
 - **Digital & Social Media Marketing:** Dr. Ashish Kumar, Dr. Kane Koh, and Dr. Simon Dang
 - **Services Marketing & Customer Experience:** Prof. Liliana Bove and Dr. Ruud Wetzels
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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

EXPRESSIONS OF INTEREST (EOIS) – ANZMAC SPECIAL INTEREST GROUPS (SIGS) (2026-2028)

As part of ANZMAC's ongoing commitment to fostering vibrant, member-led scholarly communities, we are pleased to invite Expressions of Interest (EOIs) to establish ANZMAC Special Interest Groups (SIGs) commencing in 2026.

SIGs are designed to support collaboration and knowledge exchange across diverse marketing domains: conceptual, methodological, sectoral, interdisciplinary, and scholarship of teaching. Each SIG will operate on a two-year cycle (2026–2028) and will receive funding of \$2,500 per year (up to \$5,000 total) to support research-related activities such as workshops, collaboration meetings, or data collection.

Key details:

- EOI deadline: 1 April 2026 (5pm AEST)
- Up to four SIGs will be funded
- Each SIG must include 8–10 ANZMAC members (including at least one ECR) across a minimum of four Institutional Members
- The SIG Chair must be from an ANZMAC Institutional Member university

Successful SIGs will also receive a dedicated slot in the ANZMAC Conference program and will be expected to deliver at least one member-facing activity per year.

We warmly encourage members with shared research interests to come together and propose a SIG that advances research excellence, relevance, and real-world impact within our community.

The full EOI guidelines and application form are available here: https://mcusercontent.com/83c1084c9cc9e068a6c107c5b/files/c854f686-63c5-ee41-a720-9cae11518c3c/ANZMAC_SIGs_2026_Application.docx

Please submit EOIs to Sean Sands - Chair of the Research Sub-committee via ssands@swin.edu.au by the deadline above.

We look forward to seeing your innovative proposals and to strengthening our scholarly community together.

Call for Papers - Asia Pacific Social Marketing Conference

21-23 October 2026
UWA Business School
Perth, Australia

Conference website: <https://aasm.org.au/events/conferences/apsmc-2026/>

Conference Theme:

Compassion, Complexity, and Change: Navigating a Polycrisis World

The Asia Pacific Social Marketing Conference (APSMC) is the premier regional conference of the Australian Association of Social Marketing (AASM) and represents the revitalised evolution of the long-standing International Social Marketing Conference.

The APSMC reflects a strategic shift to strengthen the conference's Asia-Pacific identity, recognising the region as one of the world's most dynamic and complex contexts for social change, policy innovation, and public wellbeing. While grounded in strong international traditions, the conference foregrounds regional relevance, cultural diversity, and systems-level social impact.

APSMC 2026 brings together academics, practitioners, policymakers, industry leaders, and doctoral researchers working across public health, sustainability, social equity, community resilience, and behaviour change in complex social systems.

The University of Western Australia is pleased to host APSMC 2026, reflecting its commitment to research that serves society, engagement across the Asia-Pacific region, and the advancement of translational social marketing scholarship.

Theme Rationale:

Social marketing is increasingly called upon to address complex and interconnected social issues, including public health challenges, environmental sustainability, social inequality, community wellbeing, artificial intelligence and ethics and trust in institutions. These issues often occur simultaneously and interact across systems, sectors, and levels of society. The 2026 conference theme—Compassion, Complexity, and Change: Navigating a Polycrisis World—invites contributions that reflect on how social marketing can respond effectively and ethically in such environments.

Within this context, social marketing faces both heightened responsibility and opportunity. The 2026 conference theme foregrounds three interrelated imperatives:

- **Compassion** – centering care, dignity, equity, inclusion, and ethical responsibility in social change efforts.
- **Complexity** – recognizing non-linear dynamics, power asymmetries, institutional constraints, and unintended consequences within social systems.
- **Change** – advancing transformative, regenerative, and systems-level interventions, including the implications of digitalisation and artificial intelligence for social marketing practice, governance, trust, and social outcomes.

Conference Co-Chairs

Dr. Gauri Laud and Dr. Uwana Evers

Conference Tracks and Topics include:

Submissions are welcomed across a broad range of topics relevant to social marketing, including (but not limited to):

Social Marketing and Contemporary Social Challenges

- Public health and wellbeing

- Climate change, sustainability, and environmental behaviour
- Social equity, inclusion, and community resilience
- Crisis response, preparedness, and recovery
- Social Marketing, Social License, and Resource Communities
- Uncertainty, Geopolitical Change, and Vulnerable Communities

Ethics, Responsibility, and Inclusion

- Ethical decision-making in social marketing
- Power, vulnerability, and social inclusion
- Indigenous and culturally informed social marketing approaches
- Equity-focused program design and evaluation

Systems, Policy, and Institutional Contexts

- Systems thinking and social marketing
- Policy design, governance, and regulation
- Multi-stakeholder collaboration and partnerships
- Unintended consequences of social interventions

Digital and Emerging Technologies

- Digital and social media for social marketing
- Artificial intelligence and automation
- Trust, misinformation, and digital wellbeing
- Technology-enabled behaviour change

Advancing Social Marketing Theory and Methods

- Conceptual and theoretical developments
- Methodological innovation and evaluation
- Participatory, mixed-methods, and longitudinal research
- Translational and impact-focused research

Practice, Policy, and Knowledge Translation

- Practice-based case studies
- Co-design and community engagement
- Research–practice–policy collaboration

- Scaling and sustaining social marketing initiatives

Submission Types:

- Full research papers
- Working papers / research-in-progress
- Conceptual and theoretical papers
- Case studies and practitioner reflections

Important Dates

- Call for Papers Opens: [1st February 2026]
- Full Paper Submission Deadline: [30th April 2026]
- Notification of Acceptance: [20th June 2026]
 - Early bird registration: [15th August 2026]
- Conference Dates: [21st – 23rd October 2026]

Submission System

All submissions will be managed through the conference submission system. Authors will be required to submit their papers via:

- Submission Link: <https://easychair.org/conferences/?conf=apsmc2026>