

## PUBLICATIONS

### VIVIENNE FRANCES SHAW

#### Research Reports

Lindsay, V., **Shaw, V.**, Beal, T., Cone, M., McLean F., Rod, M., Ashill, N. (2011), Service Success in Asia - Building a sustainable competitive advantage for New Zealand service firms in Asia: Spotlight on China and India, Volume One China and India, Victoria University of Wellington - Ministry of Science + Innovation, 122p.

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**Shaw, V.** (2008), Environmental Education at Fiordland College, Topajka Shaw Consulting Limited, 74p.

**Shaw, V.** (2006), Social Impact Assessment for Pomona Island Charitable Trust, Topajka Shaw Consulting Limited, 33p.

**Shaw, V.** and Hassan, V. (2002) *The International Competitiveness of New Zealand Service Providers*, University of Otago, 39p (ISBN 1 877156-40-X)

**Shaw, V.** and Hassan, V. (2002) *The Interantional Activities of New Zeealnd Service Providers*, University of Otago, 11p (ISBN 1-877156-38-8)

#### Published Refereed Journal Articles

Ottensbacher, M., Shaw, V. and Ermen, D. (2006), "The new service development process for successful entrepreneurial firms", *International Journal of Entrepreneurship and Innovation*, Vol. 7, No. 2, pp. 77-86.

Ottensbacher, M., Shaw, V. and Lockwood, A. (2006), "An investigation of the factors affecting innovation performance in chain and independent hotels", *Journal of Quality Assurance in Hospitality and Tourism*, Vl. 6, No. ¾, pp. 113-128.

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Kauser, S. and Shaw, V. (2004), "International Strategic Alliances: Objectives, Motives and Success", *Journal of Global Marketing*, Vol. 17, No. 2/3, pp. 7-43

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Kauser, S. and **Shaw, V.** (2004), "The influence of behavioural and organizational characteristics on the success of international strategic alliances", *International Marketing Review*, Vol. 21, No. 1, pp. 17-52

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**Shaw, V.** and Shaw, C.T. (2003) "Marketing: The engineer's perspective", *Journal of Marketing Management*, Vol. 19, pp. 345-378

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**Kauser, S. and Shaw, V.** (2001) "International Strategic Alliances: The impact of behavioural characteristics on success", *Journal of Euromarketing*, Vol. 10, No. 1, pp. 71-98

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**Shaw, V.**, (2000), "Successful international marketing strategies: A study of German companies in the UK" *European Journal of Marketing*, Vol. 34, No. 1/2, pp. 91-106

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**Shaw, V.** and Shaw, C.T. (1998) "Conflict between Engineers and Marketers: The Engineer's Perspective" *Industrial Marketing Management*, Vol. 27, pp. 279-291

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### **Edited Volumes**

Arnott, D., Bridgewater, S. Dibb, S. Doyle, P. Freeman, J., Melewar, T. **Shaw, V.**, Simkin, L., Stern, P., Wensley, R. and Wong, V. (1997) *Marketing - Progress, Prospects, Perspectives. Proceedings of the 26th EMAC Conference*, Warwick Business School

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### **Book Chapters**

**Shaw, V.** (1998), "Land Rover: The Discovery Success Story" in P. Doyle and S. Bridgewater (eds.) *Innovation in Marketing*, Butterworth Heinemann, pp. 72-82

**Shaw, V.** (1998), "British Steel's Success in the Construction Industry" in P. Doyle and S. Bridgewater (eds.) *Innovation in Marketing*, Butterworth Heinemann, pp. 98-104

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Ottenbacher, M. and **Shaw, V.** (2002), "The impact of employee management on new service

development success', Eleventh Annual AMA Conference in Frontiers in Service, Maastricht, The Netherlands, p. 59

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**Shaw, V.** and Shaw, C.T. (2000), "Conflict between engineers and marketers: A study of high-tech companies in Britain, Canada and Sweden", ANZMAC 2000 Conference, Griffith University, Australia, 6 pages on CD-ROM (ISBN 0 86857 978 5)

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Matear, S., **Shaw, V.**, Mattsson, L-G. and MacGregor, A. (2000) "How do academics interact with business?" *EDINEB*, Newport Beach, CA., USA, pp. 46-47

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**Shaw, V.**, Shaw, C.T. and Patterson, P.G. (1999) "The relationship between marketing and manufacturing - A case study of BHP Steel in Australia and New Zealand", *Proceedings of ANZMAC99 Conference*, University of New South Wales, Sydney, 8 pages on CD-ROM (ISBN 0 7334 0572 X)

**Shaw, V.** and Richter, T (1999) "Marketing mix standardisation: Preliminary findings from the top 500 German and British companies", *Proceedings of ANZMAC99 Conference*, University of New South Wales, Sydney, 9 pages on CD-ROM (ISBN 0 7334 0572 X)

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## **Book Reviews**

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## **Conference Papers And Abstracts**

Pinho, J.C., Fahrhangmehr, M. and **Shaw, V.** (1999) "The strategic role of financial services subsidiaries: An international comparative study", *The Ninth Biennial World Marketing Congress*, Malta



Lages, L.P. and **Shaw, V.** (1998) "A study of Portuguese port wine exporters to the British market: An examination of exporting market factors related to performance", *Abstracts of the Proceedings of the Australian Wine Industry Technical Conference*, Sydney

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Pinho, J-C., **Shaw, V.** and Fahrhangmehr, M. (1999) "The strategic role of financial services subsidiaries in Spain and Portugal"

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Richter, T. and **Shaw, V.** (1998) "Marketing mix standardisation in international marketing: Empirical findings from the top 500 German companies"

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