

## CURRICULUM VITAE

(updated 12/2020)

Ian F. Wilkinson, B.Sc. Hons (So'ton), M.Sc. (Warwick), Ph.D. (UNSW), FANZMAC, FRSN  
Honorary Professor  
Discipline of Marketing,  
The University of Sydney Business School  
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Ian is an Honorary Professor of Marketing at the University of Sydney and also an Adjunct Professor in the Institute of Entrepreneurship and Relationship Management at the University of Southern Denmark. He was before that a Professor of Marketing at the University New South Wales. He was educated in the UK and Australia (where he was awarded the first Phd in Marketing) and has held academic posts at various American, European as well as Australian universities.

He has published four books and over 250 research papers. His H-Index is 53, total citations 13,033 (source: Google Scholar, 12/2020). In 2005 he was awarded the Distinguished Researcher of the Year Award for his contributions to research in marketing by the Australia New Zealand Marketing Academy and made a Fellow in 2010. In 2014 he was made a Fellow of the Royal Society of NSW. An international study published in Public Library of Science (PLoS) in 2020 includes him among the top 2% of marketing academics.

His current research focuses the development and management of business relations and networks as complex adaptive systems. His research has been funded by grants from the Australian Research Council, the Australian Trade Commission and various University Research Grants. He is a member of the editorial review board of many international journals and regional editor for the J of Business and Industrial Marketing and J of Business and Business Marketing.

### I. EDUCATION

1967	Southampton University	B.Sc. (Hons) Economics
1968	Warwick University	M.Sc. (Business Studies)
1973	University of New South Wales	Ph.D.(Marketing)

### II. ACADEMIC POSITIONS HELD

2017+	Adjunct Professor, Department of Entrepreneurship and Relationship Management, University of Southern Denmark
2013-2016	Professor (Fractional), Department of Entrepreneurship and Relationship Management, University of Southern Denmark
2011-13	Visiting Professor, Department of Entrepreneurship and Relationship Management, University of Southern Denmark
2011+	Honorary Professor, Discipline of Marketing, The University of Sydney Business School

2001-2011 Professor of Marketing, University of New South Wales, Australia  
1991-2000 Foundation Chair in Marketing, University of Western Sydney  
1987-91 Associate Professor, School of Marketing, University of New South Wales, Australia.  
1980-86 Senior Lecturer, School of Marketing, University of N.S.W. Australia  
1977-80 Lecturer, School of Marketing, University of N.S.W. Australia  
1976 Associate Professor of Marketing, Temple University, USA  
1973-76 Assistant Professor of Marketing, Temple University, USA  
1972-73 Teaching Fellow, Cranfield School of Management, U.K.

## AWARDS AND DISTINCTIONS

- 2020 Classified as one of the top 2% of marketing academics in the world (Ioannidis, J. P., Baas, J., Klavans, R., & Boyack, K. W. (2019). A standardized citation metrics author database annotated for scientific field. *PLoS biology*, 17(8), e3000384)
- 2014 Fellow of the Royal Society of New South Wales
- 2013 Finalist, best paper award *Journal of Service Research*. Listed by Marketing Science Institute as one of 10 must reads of 2013
- Emerald Citations of Excellence Award 2015, *Journal of International Marketing*
- 2010 Fellow of the Australia New Zealand Marketing Academy
- 2010 Keynote Speaker, International Tourism Conference, Rio de Janeiro, March
- 2010 Outstanding Paper Award, *International Business Review*
- 2009 External examiner Faculty of Business, University of Malaysia
- 2008 External Examiner B.B.A University of Hong Kong
- 2007 Keynote Speaker, Theory Development Colloquium on Internationalization, Marketing and Networking, University of Technology, Tampere, Finland, August
- 2007 Keynote Speaker on the “The Biology of Business” at the International Brain Research Organization (IBRO) Satellite Conference (Heron Island), June
- 2007 Keynote Speaker, 2nd International Conference on Business Market Management, Delft University, The Netherlands, March
- 2006 Keynote Speaker China Marketing Scholars’ Forum, University of Hong Kong, June
- 2005 Distinguished Researcher of the Year, Australia New Zealand Marketing Academy
- 2005, Keynote Speaker, American Antitrust Institute, Washington DC, USA, June
- 2005, Keynote Speaker China Marketing Scholars’ Forum, Fudan University, May
- 2002 Honourable mention (second place) for article in *Journal of Business and Industrial Marketing*
- 2002 Outstanding Article of the Year, *Journal of Business to Business Marketing*
- 2001 Roger A Layton Best Paper Award *Australian Marketing Journal*
- 1997 Outstanding Article of the Year, *Journal of Business to Business Marketing*
- 1992 Charles Slater Memorial Award for best article in the *Journal of Macromarketing*
- 1989 Dixon and Wilkinson (1985) article selected as one of the seven best articles published in the first 22 years in the *European Journal of Marketing*
- 1980 Kipnis, Schmidt and Wilkinson (1980) article foundation for patented scale, *Profiles of Organizational Influence Strategies*

## IV. OTHER POSITIONS

- 2015-2018 Executive Committee, Australia New Zealand Marketing Academy
- 2015+ Council Member, Royal Society of New South Wales
- 2006 Review Panel for School of Economics and Marketing RMIT
- 2005+ Executive Committee, Australia New Zealand Marketing Academy
- 2004 Review Panel, Faculty of Business James Cook University

- 2000 Judge American Marketing Association Doctoral Dissertation Competition
- 1998-9 External Advisory Committee, Faculty of Business, Uni. of Southern Queensland
- 1994-1997 Director, Centre for International Management and Commerce, UWS-Nepean
- 1993-4 Executive Committee, Asia Business Connection, Sydney
- 1992-2000 Judge, Australian Multicultural Marketing Awards, NSW Ethnic Affairs Commission
- 1992-4 Trade Policy Advisory Council, Australian Department of Foreign Affairs and Trade
- 1992-5, Chair, Research Institute for the Development of International Trade, UWS
- 1987-8 Dissertation Competition review panel, American Marketing Association
- 1985-7 N.S.W. Committee, Market Research Society of Australia, .

### III RESEARCH AND PUBLICATIONS

#### H-Index 53, total citations 13033 (12/20, Google Scholar)

##### (a) Books & Monographs

1. (with M. Kleinaltenkamp, W. Plinke, Geiger, I. eds.) *Mastering Business Markets: Fundamentals of Business-to-Business Marketing*. Springer 2015
2. *Business Relating Business: Managing Organisational Relations and Networks* Edward Elgar 2008
3. (with N.J. Barrett) *In Search of Excellence in Exporting: An Analysis of the 1986 Australian Export Award Winners*, Austrade, Australian Trade Commission 1987
4. (with D.F. Dixon), *The Marketing System*, Longman Cheshire 1982 (reprinted 1989)
5. (with D.N. Darby and S. Glaser), *Health Care and Lifestyle*, UNSW Press, 1981.
6. (With A.G. Woodside, J.T. Sims and D.M. Lewison - joint editors) *Foundations of Marketing Channels*, Austin, Texas. Lone Star Publishing Co. 1978.
7. *Power Considerations in Distribution Channels*, Cranfield Research Monograph, Cranfield School of Management, Cranfield, England, 1973.

##### (c) Refereed Journal Articles

1. Mooi, E., Mani, S., Kleinaltenkamp, M., Lilien, G., Wilkinson, I. (forthcoming) "How can B2B researchers engage in impactful industry collaboration? Lessons from the field" *Journal of Business and Industrial Marketing*
2. Daniels, K., Wilkinson, I. F., Young, L., & Lu, S. Q. (2020). "Extreme brand love: measuring and modelling the intensity of sports team love." *European Journal of Marketing*. 54 (9), 2195-222
3. Earnest, D. and Wilkinson, I.F. (2018) "An agent based model of the evolution of supply chains" *Computational and Mathematical Organization Theory* 24(1), March, 112-144
4. Chandra, Y. and Wilkinson, I.F. (2017) "Firm Internationalization from a Network-Centric Complex-Systems Perspective" *Journal of World Business* 52(5) 691-701
5. Dawson, B. Young. L., Wilkinson. I and Murray, J. (2017) "Drivers of Supplier-Customer Relationship Profitability in China: Assessing International Joint Ventures versus State Owned Enterprises" *Industrial Marketing Management* 66, 29-41
6. Ladley, D., Wilkinson, I. F. and Young, L. C. (2015) "The impact of individual versus group rewards on work group performance and cooperation: A computational social science approach" *Journal of Business Research* 68 (11) 2412-2425
7. Young, L., Wilkinson, I. and Smith, A. (2015) "Scientometric Analysis of Publications in the Journal of Business to Business Marketing 1993-2014" *Journal of Business to Business Marketing* 22(1-2), 111-123.
8. Soutar, G. N., Wilkinson, I., & Young, L. (2015). Research performance of marketing academics and departments: An international comparison. *Australasian Marketing Journal*, 23(2), 155-161.
9. Chandra, Y., Styles, C., & Wilkinson, I. F. (2015). Opportunity portfolio: Moving beyond single opportunity explanations in international entrepreneurship research. *Asia Pacific Journal of Management*, 32(1), 199-228.
10. Sharma, N., Young, L. and Wilkinson, I. (2015) "The Nature and Role of Different Types of Commitment in Interfirm Relationship Competition" *Journal of Business and Industrial Marketing* 30(1), 45-59

11. (with G. Buttriss) (2014) “Pinpointing the deeper structures, processes and mechanisms of change within interactional fields” *Australasian Marketing Journal* 22(1) 45-50
12. (with Fabian Held, L. Young, R. Marks) (2014) “Agent-Based Modelling: A New Type of Research” *Australasian Journal of Marketing* 22(1), 4-14
13. (with Y. Huang) 2014 “A Case Study of the Development of Trust in a Business Relation: Implications for a Dynamic Theory of Trust” *Journal of Business Market Management* 7(1) 254-279
14. Tax, S. S., McCutcheon, D., & Wilkinson, I. F. (2013). The service delivery network (SDN) a customer-centric perspective of the customer journey. *Journal of Service Research*, 16(4), 454-470.
15. (with P-O Siebers) (2013) “Editorial: Multi-Agent Simulation as a Novel Decision Support Tool for Innovation and Technology Management” *International Journal of Innovation and Technology Management* 10 (5), 1-4
16. (with Y. Huang) (2013) “The Dynamics and Evolution of Trust in Business Relationships” *Industrial Marketing Management* 42 (3) 455-456
17. (with L. Young) (2013) “The past and the future of Business Marketing Theory” *Industrial Marketing Management* 42 (3) 394-404
18. “Roger A. Layton and marketing Systems Theory” *Australasian Marketing Journal* 20 (3) 2012, 185-190
19. “Introduction to special issue on the life and work of Roger A. Layton” *Australasian Marketing Journal* 20 (3) 2012, 179-180
20. (with C. Styles and Y. Chandra) “An Opportunity Based View (OBV) of Rapid Internationalisation” *Journal of International Marketing* 21 (1) 2012, 74-102
21. (with B. Rong) “What do managers’ survey responses mean and what affects them? The case of market orientation and firm performance” *Australasian Marketing Journal* 19 (3) 2011, 137-147
22. (with A. Payne, P. Frow and L. Young) “Customer Management and CRM: Addressing the Dark Side” *Journal of Services Marketing* 25 (2), 2011, 79-89 (Reproduced as Chapter 1 in Simkin, L., Canhoto, A. and Payne, A. eds. *The Dark Side of CRM*, Routledge)
23. I. F. Wilkinson “Tipping Point: the Teaching of the Wharton Marketing Theory Seminar 50 Years Ago” *J of Historical Research in Marketing* 3 (1) 2011, 29-32
24. “Don Dixon: A Scholar of Marketing and Gentleman of the First Order” *J of Historical Research in Marketing* 3 (1) 2011, 96-107
25. (with Etemad, H. and Dana, L.P.) “Internetization as the necessary condition for internationalization in the newly emerging economy” *Journal of International Entrepreneurship* 8 (4) 2010, 319–342
26. (with C. Wong, L. Young) “Towards an Empirically Based Taxonomy of Buyer-Seller Relations in Business” *Journal of the Academy of Marketing Science* 38 6, 2010 720 -737
27. (with R. March) “Conceptual tools for evaluating tourism partnerships” *Tourism Management* 30 (2009) 455–462
28. (with Y. Chandra and C. Styles) “The Recognition of first time International Entrepreneurial Opportunities: Evidence from Firms in Knowledge-Based Industries” *International Marketing Review* 26:1, 2009 30-61 (best paper award)
29. (with L. Young and J. Wiley) “A Comparison of European and Chinese Supplier and Customer Functions and the impact of Connected Relations” *Journal of Business and Industrial Marketing* 24, 1 2009, 35-45
30. (with Roy Crossfield) “The Business Genome Project and the Advancement of Business Practice” *European Business Review* 20 (4), 2008, 331-349
31. “Managing and Being Managed in Relations and Networks in Academic Life” *Australasian Marketing Journal* 16 (2) 2008, 78-83
32. (with G. Easton, R. Brooks and K. Georgieva) (2008) “Understanding the Dynamics of Industrial Networks Using Kauffman Boolean Networks” *Advances in Complex Systems* 11(1), 139–164.
33. (with D Gray) “The Production and Consumption of Marketing Theory” *Australasian Marketing Journal* 15 (1) 2007, 39-52
34. (with G. Buttriss) “Using narrative sequence methods to advance international entrepreneurship theory” *Journal of International Entrepreneurship* 4 (December) 2006, 157-174

35. (with N. Sharma and L. Young) "The Commitment Mix: Dimensions of Commitment in International Trading Relationships with India" *Journal of International Marketing* 14 (3), 2006, 64-91

36. (with J. Debenham) "Exploration versus Exploitation in Market Competition" *Industry and Innovation* 13 (3) 2006 263-289

37. "The Evolution of an Evolutionary Perspective on B2B Business" *Journal of Business and Industrial Marketing* 21 (7), 2006, 458-465

38. "The Evolvability of Business and the Role of Antitrust" *Antitrust Bulletin* 51 (1) 2006, 111-141

39. (with James Wiley and Louise Young) "The nature, role and impact of connected relations: a comparison of European and Chinese suppliers' perspectives" *Journal of Business and Industrial Marketing*, 21 (1) 2006 3-13

40. (with J. Wiley and L. Young) "Evaluating a Model of Industrial Relationship Performance: A Comparison of European and Chinese Results using the IMP Data Base" *Australasian Marketing Journal* 13 (2) 2005, 49-60

41. (with L. Young) "Toward A Normative Theory of Normative Marketing Theory" *Marketing Theory* 5 (4) 2005, 363-396

42. (with P. Freytag and L. Young) "Business Mating: Who Chooses Whom and Gets Chosen?" *Industrial Marketing Management* 34: 7 (2005) 669 – 680

43. (with Catherine Welch) "A Network Interpretation of International Interfirm Conflict" *Journal of Business Research* 58, February, 2005, 205-213

44. (with Pierra Morlacchi and Louise Young) " Social Networks of Researchers in B2B Marketing: A Case Study of the IMP Group 1984-1999" *Journal of Business to Business Marketing* 12 (1) 2005 3-34

45. (with S. Roy) "International Long Term Business Relationship, communities of practice and innovation-A Longitudinal Case Study of NDDB, India and Tetra Pak , Sweden" *International Journal of Technology Transfer and Commercialisation* Volume 3 Number 4 2004, 454-469

46. (with Christina Grundström) "The role of personal networks in the development of industry standards: a case study of 3G mobile telephony" *Journal of Business and Industrial Marketing* 19(4) 2004, 283-293

47. (with C. Welch) "The Political Embeddedness of International Business Networks" *International Marketing Review* 21 (2) 2004, 216-231

48. (with T. Ritter and W. Johnston) "Firms' Ability to Manage in Business Networks: A Review of Concepts" *Industrial Marketing Management* 33, 3 , April 2004, 175-183

49. (with Roy, Subroto, Sivakumar, K.) "Innovation Generation in Supply Chain Relationships – A Conceptual Model and Research Propositions," *Journal of the Academy of Marketing Science* 32 (1) 2004 61-79

50. (with Van Nguyen) "A Contingency Model of Export Entry Mode Performance: The Role of Production and Transaction Costs" *Australasian Marketing Journal* 11 (3), 2003 44-60

51. "Ralph Frederick Breyer: Contemporary Theory and Method in a Distant Past? A Review Essay of Ralph Breyer's Commodity Marketing 1931, and its relation to his book The Marketing Institution 1934" *Journal of Macromarketing* 23 (June) 42-49

52. (with Louise Young) (2003) "A View from the Edge" *Marketing Theory* 3(March) 179-181

53. (with Catherine Welch "Idea Logics and Network Theory in Business Marketing" *Journal of Business to Business Marketing*, 2002, 8 (3), 27-48

54. (with T. Ritter and W. Johnston) "Measuring network competence: some international evidence" *Journal of Business and Industrial Marketing* 17 (2/3) 2002 119-138

55. (with V. Havila) "The principle of the conservation of business relationship energy: or many kinds of new beginnings" *Industrial Marketing Management* 31 2002 191-203

56. (with L. Young) "Marketing in the Third Millennium: Looking Backwards and Forwards" *Journal of Business Research* 55(2) 2002, 81 -- 85

57. (with L. Young) "On Cooperating: Firms, Relations and Networks" *Journal of Business Research* 55(2) 2002, 123-132

58. Wilkinson I.F. (2001), "A History of Channels and Network Thinking in Marketing in the 20th Century" *Australasian Marketing Journal* 9 (2), 23-53 (Best Paper Award). Reprinted in P. McLaren, M. Saren and M. Tadjewski eds. *Marketing Theory* Volume 2, Sage Publications 2007)

59. (with James B. Wiley and Aizhong Lin) "Modelling the Structural Dynamics of Industrial Networks" *Interjournal of Complex Systems*, Article #409 2001 www.interjournal.org

60. (With D. Gardner, Frank Johnson, M. Lee) "A Contingency Approach to Marketing High Technology Products" *European Journal of Marketing* 34 (9/10) 2000, 1053-1077

61. (with Lars-Gunnar Mattsson and G. Easton) "International Competitiveness and Trade Promotion Policy from a Network Perspective" *Journal of World Business* 35 (3). 2000, 275-299

62. (with D. Welch, L. Welch, and L. Young) "Market Focus or Group Functioning? Analysis of an Export Grouping Scheme" *Journal of Euromarketing* 9(2) 2000, 59-84

63. (with L. Young) "Issues in cross-cultural marketing research in business to business markets: Comments on Patterson et al and Covello" *Australasian Journal of Marketing*, 7:1 1999 37-40

64. (with C. Cheng) "Multicultural Marketing in Australia: Synergy in Diversity" *Journal of International Marketing* 7: 3, September 1999 106-125

65. (with M.J. Polonsky, R. Lawson, M. Uncles, L.W. Johnson, and F. Alpert " Perspectives on Academic Publishing: Advice for those Just Starting" *Australasian Marketing Journal*, 6:2 December 1998, pp 63-80

66. (with D. Welch, L. Welch, and L. Young) "The Importance of Networks in Export Promotion: Policy Issues" *Journal of International Marketing*, 6 (4), 1998 pp.66-82

67. (with D. Welch, L. Welch, and L. Young) "Dancing to Success: Export Groups as Dance Parties and the Implications for Network Development" *Journal of Business and Industrial Marketing*, 13:6 1998, pp 492-510

68. (with L. Young) "The Space Between: Towards a Typology of Interfirm Relations" *Journal of Business to Business Marketing*, Vol 4 No 2 1997 pp 53-97 (Best paper award)

69. (with R. Fletcher and N. Barrett) "Countertrade and Internationalization: An Australian Perspective" *Journal of Global Marketing* Vol 10 No 3 1997 pp 5-25

70. (with R. Cameron) "Influence Processes in Household Purchase Decisions: An Empirical Investigation" *Asian Journal of Marketing* January 1997 pp 7-27

71. (with D. Welch, L. Welch, and L. Young) "Network Development in International Project Marketing and the Impact of External Facilitation," *International Business Review* Vol 5 No 6 1996 pp 579-602(Occasional Paper 2/1995 Centre for International Management and Commerce, UWS Nepean)

72. (with D. Welch, L. Welch, and L. Young) "Network Analysis of a New Export Grouping Scheme: The Role of Economic and Non-economic Relations" *International Journal of Research in Marketing* 13: 1996 pp 463-477

73. (with L.C. Young) "Business Dancing: An Alternative Paradigm for Relationship Marketing" *Australasian Marketing Journal*, 2:1 1994 pp 67-80 (Reprinted in D. Ford ed Business Marketing 2nd edition 1996)

74. (with N. Renko, L.C. Young and V. Bahovec) "Comparison of Business Relations between Enterprises of Australia and Croatia" (in Croatian) *Ekonomski Pregled* 45: 7-8 1994 pp 506-528

75. (with D. B. Hibbert) "Chaos in the dynamics of markets" *Journal of the Academy of Marketing Science* 22:3 1994 pp 218-233

76. (with B. Cotton, D. Farmer, D. Ford and A. Gross) "Make or Buy Decisions and their Implications for Buying, Marketing and Technology Strategy" *Industrial Marketing Management* Vol 23 No 3 August 1993 pp 207-214

77. "Toward a Theory of Structural Change and Evolution in Marketing Channels" *Journal of Macromarketing* Fall 1990 pp 18-46 (Best paper award)

78. (with Louise Young) "The Role of Trust and Cooperation in Marketing Channels: A Preliminary Study" *European Journal of Marketing* Vol 23 No. 2 1989 pp. 109-123

79. (with D. Darby and A. Mant) "Self Care and Self-Medication: An Evaluation of Individuals' Health Care Decisions" *Medical Care* Vol. 25 October 1987 pp. 965-978

80. (with N.J. Barrett) "Australian Food Manufacturers and the Role of Exporting" *Food Technology in Australia* vol.39 no.1 September 1987 pp.426-429

81. (with D.N. Darby) "Self-Care in Health: Theory and Research" *Advances in Non Profit Marketing: A Research Annual*, Volume 2, R. Belk (ed), JAI Press, Greenwich, Conn. 1987 pp.39-70

82. (with D.F.Dixon) "Toward a Theory of Channel Structure" *Research in Marketing: A Research Annual*: Volume 8. (L.P. Bucklin and J.Carman (eds) Distribution Channels and Institutions), JAI Press, Greenwich, Conn. 1986 pp.27-70
83. (with N.Barrett) "Export Stimulation: A Segmentation Study of the Exporting Problems of Australian Manufacturing Firms", *European Journal of Marketing*, Vol. 19, No.2, 1985, pp.53-72.
84. (with D.F.Dixon) "An Alternative Paradigm for Marketing Theory" *European Journal of Marketing*, 18, 3, 1985, pp. 40-50. (Selected as one of the seven best articles in the Journal over the last 22 "The best from the *European Journal of Marketing*" Vol. 23 No. 8, 1989, pp 59-69)
85. (with D.Kipnis, S.M.Schmidt and C.Swaffin-Smith) "Patterns of Managerial Influence: Shotgun Managers, Tacticians, and Bystanders" *Organizational Dynamics*, 12 (3) 1984, pp.58-67.
86. "Power, Conflict and Satisfaction in Distribution Channels: An Empirical Study" *International Journal of Physical Distribution and Materials Management*, vol. 11 no.7, 1981, pp.20-31.
87. (with D.Kipnis and S.Schmidt) "Intraorganizational Influence Tactics: Explorations in Getting One's Way" *Journal of Applied Psychology*, vol. 65 no.4 (August 1980) pp. 440-452
88. "Power and Satisfaction in Channels of Distribution" *Journal of Retailing*, vol. 55 no. 1 (Summer 1979) pp.79-94.
89. (with D.Kipnis) "Interfirm Use of Power", *Journal of Applied Psychology*, vol.63 no.3, 1978, pp.315-20.
90. "An Exploration of Methodologies for Detecting Subgroups, Subsystems and cliques of firms in Distribution Channels", *Journal of the Academy of Marketing Science*, 4 (1-2) 1976, pp.539-553.
91. "Distribution Channel Management: Power Considerations" *International Journal of Physical Distribution*, Vol.4, No.1, 1974, pp.4-15.
92. "Researching the Distribution Channels for Industrial and Consumer Goods", *Journal of the British Market Research Society*, Vol.16, No.1, 1974, pp.12-32.
93. "Power and Influence Structures in Distribution Channels" *European Journal of Marketing*, Vol.7, No. 2 (Summer 1973), pp 119-129.
94. (with G.S.C. Wills) "Marketing Tilts at Tariff Windmills" *Management Decision*, (Winter 1972), pp. 213-223.
95. "Power Relations Between Firms", *Australian Journal of Marketing Research*, Vol. 5, No. 2, May 1972, pp. 49-55.
96. "Power Relations in Distribution Channels" *Australian Journal of Marketing Research*, Vol. 4, No. 2, September 1971, pp.64-66.

#### **(d) Book Chapters:**

1. Evers, W., Freytag, P, Wilkinson, I. F. (2017) "Displaying Research Results" in Per Freytag and Louise Young (eds.) *Collaborative B2B Research Design: Working with Managers for Meaningful Findings*, Springer 285-310
2. Held, F and Wilkinson, I. F. (2017) "Computer Simulation and Agent -Based models as a Research Method" in Per Freytag and Louise Young (eds.) *Collaborative B2B Research Design: Working with Managers for Meaningful Findings*, Springer 377-398
3. Guntner, B., Kuhl, M., Ungruhe and Wilkinson, I. "Procurement Policy" in M. Kleinaltenkamp, W.Plinke, Wilkinson, I. and Geiger, I. eds. *Mastering Business Markets: Fundamentals of Business-to-Business Marketing*. Springer 2015, p 227-273
4. Plinke, W. and Wilkinson, I. (2015) "The Market Process" in M. Kleinaltenkamp, W.Plinke, Wilkinson, I., Geiger, I. eds. *Mastering Business Markets: Fundamentals of Business-to-Business Marketing*. Springer p. 1-75
5. (with L. Young) "Kleinaltenkamp Integration: The Man and the Academic" in Fließ Haase and Jacob Ehret (eds) *Kundenintegration und Leistungslehre* Springer/Gabler (2014 forthcoming)
6. (with Held, F., R.E. Marks and L. Young (2014) "Developing Agent-Based Models of Business Relations and Networks". *Networks in Society: Links and Language* Rob Stocker & Terry Bossomaier (eds) Pan Stanford Publishing Pte Ltd. pp 113-140
7. (with R. Fletcher (2010) "Relationships and Networks in International Marketing: the case of Gateway Pharmaceuticals" Case 11 in R. Fletcher *International Marketing* 5th Edition, 438-446.

8. (with Held, F., R.E. Marks and L. Young) "Toward Agent-Based Models of the Development And Evolution of Business Relations and Network" in Ali Minai, Dan Braha, Yaneer Bar-Yam eds. *Unifying Themes in Complex Systems* Volume IV Part II. Springer 2010, 414-421.
9. (with J. Wiley and A. Lin) "Modelling the Structural Dynamics of Industrial Networks" in Ali Minai, Dan Braha, Yaneer Bar-Yam eds. *Unifying Themes in Complex Systems* Volume IV Part II. Springer 2010, 347-365
10. (with R. March) "Regional Tourism from a Network View: Management and Policy Implications" in Noel Scott, Chris Cooper, Rodolfo Baggio (eds.) *Network Analysis and Tourism: From Theory to Practice* Channel View Publications 2008 pp
11. (with Louise Young) "Extending the mind and body of the firm through global partnerships" in Jacques-Marie Aurifeille, Serge Svizzero and Clement A. Tisdell eds. *Globalization and Partnerships: Features of Business Alliances and International Cooperation* Nova Publishers, 2007, 39-46
12. (with Louise Young) "To teach or Not to Teach Alderson? There is no Question" in S. Shapiro and B. Wooliscroft eds *Alderson for the 21st Century* Springer 2005, 199-208
13. (with Kevin Yeoh) "Value Creation in Chinese and European Business Relationships" in David Brown and Alistair McBean eds. *Economy and Business in China*, Routledge, London 2005, 87-101
14. \*(with Louise Young) "A planning framework for relationship and network management" in P. Andersson, S. Hertz, S. Sweet eds. *Perspectives on market networks – boundaries and new connections* Economic Research Institute, Stockholm School of Economics, 2005, 39-52
15. (with Louise Young) "Improvisation and Adaptation in International Business Research Interviews" in R. Marschan-Piekkari and C. Welch (eds) (2004) *Handbook of Qualitative Research Methods for International Business*, Cheltenham, UK Northhampton, MA: Edward Elgar. 207-223
16. "Entrepreneurship, Innovation and the Internet: New Ways of Priming the Innovation Process" in Sogaard, V. Svendsen, S.G. and Moller J.V. (eds) *Arsrapport 2002/2003 Tema: Nye Organisationsformer*, Centre Smavirksomhedsforskning, Syddansk Universitet, Denmark, 61-66 (ISSN 1600-8286, ISBN 87-91070-07-4)
17. D. Welch, L. Welch, I. Wilkinson and L. Young, "Analysis of an Export Grouping Scheme", in L.P.Dana (ed.) *International Entrepreneurship: An Anthology*, NTU Entrepreneurship Development Centre, Nanyang Technological University, Singapore, 1999, pp. 111-133
18. (with G. Easton, and C. Georgieva) "On the Edge of Chaos: Towards Evolutionary Models of Industrial Networks" in Hans Georg Gemunden and Thomas Ritter eds. *Relationships and Networks in International Markets*, Elsevier 1997 pp273-294
19. (with N.J. Barrett) "Australian Policies for Trade Promotion and Assistance: Review and Evaluation" in S.T. Cavusgil and M.R Czinkota (eds) *International Perspectives on Trade Promotion and Assistance*, New York, Quorum Press, 1990 pp65-78
20. (with N.J. Barrett) "Internationalisation Behaviour; Management Characteristics of Australian Manufacturing Firms by Level of International Development" in P.W. Turnbull and S.J. Paliwoda (eds.) *Research in International Marketing* Beckenham, Kent Croom Helm Ltd. 1986 pp213-233.
21. "Power in the Channel of Distribution", in R.A.Layton and K.LeLievre (eds), *Marketing in Australia: A Systems Perspective*, McGraw Hill, 1978. pp162-179
22. "The Sources of Power in Channels of Distribution in A.Woodside et al (eds) *Foundations of Marketing Channels*, Lone Star Publishing Coy. 1978 pp 305-319

#### **(e) Book Reviews**

1. "D. Iacobucci ed.: Networks in Marketing. Thousand Oaks, Sage 1996" *Journal of Business to Business Marketing*, Vol 4 No 2 1997 pp 99-104
2. "Conceptualizing and Measuring the Nature, Causes and Consequences of Market Orientation: A Review of Rohit Deshpande ed. Developing a Market Orientation". *Journal of Business to Business Marketing*, 8:2 2001

#### **(f) Conference Papers and Proceedings:**

1. Wilkinson, I.F. and Rong, B. (2019) "When does a manager think their firm is Market Oriented?" Australia New Zealand Marketing Academy, Wellington, New Zealand, December 2-4
2. Wilkinson, Ian, Huang, Yimin, Young, Louise (2019) "Causal Process Tracing: A new approach to studying the dynamics and evolution of business relations and networks" IMP Annual Conference, Paris, September
3. Wilkinson, I., Young, L (2018) From Firm-Centric to Network-Centric Theories of Firm behaviour: A Complex Systems Perspective, IMP Annual Conference, Marseilles, September
4. Wilkinson, I. F. and Chandra Y. (2017) "Firm Internationalisation as an Emergent Property of a Complex System" 10th Munich-Sydney-Tilburg Conference in the Philosophy of Science, University of Sydney, March
5. Freytag, P., Ingstrup, M. B., Wilkinson, I., Young, L. (2016) "Facilitating and Framing Network Entry in New International Networks: The Case of Danish Water Technologies in SE Asia" International Marketing and Purchasing (IMP) Conference, Poland, Poznan University of Economics and Business August 30 – September 3
6. Matous, P., Pattinson, P., Wilkinson, I., Perez, P., Axtell, R., Todo, Y., Wang, P. (2016) "Modelling the Resilience and disruption propagation of business networks at the firm level: Introduction of previous research and future plans" European Conference on Social Networks, Paris, June 14-17
7. Jeremy Webster and Ian Wilkinson (2015) "Innovation Processes and Participant Roles in Online Innovation Communities" ANZMAC Conference, University of NSW, 30 November to 2 December
8. Dan Ladley, Ian Wilkinson and Louise Young (2015) "The Effect of Individual vs Group Selection Mechanisms on the Evolution of Cooperation in Groups: The Emergence of Self-sacrificers" Conference on Complex Systems CCS2015, Tempe, Arizona September 28 to Oct 2
9. Yimin Huang and Ian Wilkinson (2015) "Using Event Structure Analysis to Develop a Process Model of Trust in Business Relations" Industrial Marketing and Purchasing Conference (IMP) Annual Conference, Syddansk University, Kolding, Denmark 25-29 August
10. Dan Ladley, Ian Wilkinson and Louise Young (2015) "Engineering Cooperation Within and Between Firms to Improve Business Marketing and Purchasing Performance" 7th Bi-Annual International Conference on Business Market Management (BMM 2015), Queen Mary University of London, July 2-4
11. Wilkinson, L. Young and S. Moran (2014) "Researching Consumer Behaviour at the Top of the Pyramid: Cultures of Consumption of the Super Rich" ANZMAC Conference, Queensland University of Technology, Brisbane, December
12. J. Webster and I. Wilkinson (2014). "Innovation & Open Online Communities: A Network Perspective" ANZMAC Conference, Queensland University of Technology, Brisbane, December
13. G. Soutar, I. Wilkinson and L. Young (2014). "Research Impact in Marketing: A Comparison of the Top 500 Universities in Australia, New Zealand, Canada, the UK and the USA" ANZMAC Conference, Queensland University of Technology, Brisbane, December
14. G. Buttriss and I. Wilkinson (2014) "Using Event Structure Analysis to Analyze a Case of Firm Internationalization" Industrial Marketing and Purchasing (IMP) Annual Conference, Euromed, Bordeaux, September
15. (with L. Young and M. Burford) "Why is research on Education Services underrepresented in top Marketing services journals and textbooks?" ANZMAC Conference, University of Auckland, New Zealand, December 2013
16. (with Yimin Huang) "Conceptualizing Dynamics of Trust in Business Relationships" IMP Conference, Atlanta, USA, September 2013
17. (with Louise Young) "The Dynamics of Non-Change in Business Relations and Networks" Business Market Management Conference, University of Bamberg, Germany, June 2013
18. (with Louise Young) "Towards a Theory of Change and Non-Change of Business Relations and Networks" IMP Asia Conference, Goa, India, December 2012
19. (with Louise Young) "Innovation and Evolution of Business Relations and Networks: Theory and Method" Innovation in Business Networks Seminar, Syddansk, Denmark, March 22-23, 2012
20. (with Fabian Held) "Beer Game Simulation: Implications for Multi-Level Marketing" ANZMAC Conference, November 2011

21. (with G. Buttriss) "Interactional Fields: Social Kinds in Processes of Development and Change" IMP Conference, Glasgow, September 2011
22. (with David Earnest) "Using Kauffman NK Models and Agent-Based Models to Model the Dynamics of Marketing Systems" Complexity in Business Conference, University of Maryland, October 2011
23. (with T. Bossomaier, F. Held, R. Marks and L. Young) "Business Network Agent-Based Modeling System" International Conference on Complex Systems, Boston, June, 2011
24. (F. Held & L. Young) "BNAS: Business Network Agent-Based Modeling System" Business Market Management University of Tampere, Finland, May, 2011
25. (with C. Wong and L. Young) "Buyer-Seller Relationship Taxonomies in Stable and Unstable Environments" ANZMAC Conference, December, 2010
26. (with F. Held, R. Marks and L. Young) "Modelling the Dynamics Relations and Networks in B2B Markets" ANZMAC Conference, December, 2010
27. (with F. Held, R. Marks and L. Young) "Exploring the Dynamics of Economic Networks: First Steps of a Research Project" 3rd World Congress on Social Simulation, Kassel, Germany, September 2010.
28. (with D. Ladley and L. Young) "In the beginning there were Mean Birds: The Life of a paper" Complexity in Business Conference, University of Maryland, October 2010
29. (with F. Held, R. Marks and L. Young) "Towards Simulation Models of the Dynamics of Business Relations and Networks" Complexity in Business Conference, University of Maryland, October 2010
30. (with F. Held, R. Marks and L. Young) "Towards Simulation Models of the Dynamics of Business Relations and Networks" IMP Conference, Budapest, September 2010
31. (with Louise Young, Sara Denize, Simeon Simoff, Ekta Nankani) "Researching the structures and processes of collaborative academic networks" Academy of Marketing Science Annual Conference, Portland Oregon, June 2010
32. (with L. Young) "The Role of Business Relations and Networks in Tourism Performance" International Seminar on Tourism, Pontifical Catholic University of Rio de Janeiro, March 3-4, 2010
33. B. Dawson, J. Murray, L. Young and I. Wilkinson "Secrets of Success: The Performance of a Chinese-based International Joint Venture" IMP Asia Conference, Kuala Lumpur, December 2009
34. Wilkinson and A. Kovak "Ultimate Consumption" ANZMAC Annual Conference, Melbourne, December 2009
35. B. Dawson, J. Murray, L. Young and I. Wilkinson "Towards a More Substantial Examination of Supplier-Customer Relationship Performance" Industrial Marketing and Purchasing (IMP) Group Annual Conference, Marseilles, September 2009
36. "(with Y. Chandra and C. Styles) ""Effectual and Causal Logic in International Venturing: Evidence from Serial and Novice Entrepreneurs"" Academy of International Business Annual Conference, San Diego 2009 "
37. (with Y. Chandra and C. Styles) "An Illustrative Case of International Entrepreneurship: The Biovite Case" Asia Pacific Symposium on Entrepreneurship and Innovation April 3-6 2009, University of Sydney
38. (with A. Payne, P. Frow, L. Young) "Customer Husbandry: The Rearing, Growing and Fleecing of Customers" ANZMAC Conference, University of Western Sydney, 1-3 December, 2008
39. "(with C. Wong and L. Young) ""Relationship Attractors: Distinguishing Between Stable and Transient Relationship Atmospheres using the IRRP data base"" IMP Conference, University of Uppsala, September 2008"
40. "(with C. Wong and L. Young) ""Towards an Empirically Based Taxonomy of Buyer-Seller Relations in Business Markets: Cluster Analysis of the IRRP data base"" IMP Asia Conference, Phuket, Thailand, December, 2007"
41. (with Y. Huang) "Interpreting Interpretive Research" ANZMAC Conference, University of Otago, December, 2007
42. (with M. Razzaque) "Research Performance of Senior Level Marketing Academics in the Australian Universities: An Exploratory Study Based on Citation Analysis" ANZMAC

Conference, University of Otago, December, 2007

43. (with Ladley, D. and Young, L.C.) "Group Selection and the Evolution of Cooperation" 9th European Conference on Artificial Life, September 10-14, 2007, Lisbon, Portugal

44. (with Ladley, D. and Young, L.C.) "Group Selection versus Individual Selection and the evolution of cooperation in business networks" paper to be presented at IMP Annual Conference, University of Manchester, UK, 29 Aug – 1 Sept, 2007

45. (with Louise Young) "Escher Does It Better: Re-Presenting our Concepts, Theories, Models and Methods" Theory Development Colloquium on Internationalization, Marketing and Networking, University of Technology, Tampere, Finland, August 22-24, 2007

46. (with Louise Young) "Rethinking Marketing: Putting Firms, Relationships and Networks in Context" Theory Development Colloquium on Internationalization, Marketing and Networking, University of Technology, Tampere, Finland, August 22-24, 2007

47. (with Louise Young) "From A to C: Evolving Collaborative Advantage in Business Relations and Networks" Theory Development Colloquium on Internationalization, Marketing and Networking, University of Technology, Tampere, Finland, August 22-24, 2007

48. (with L. Young) "The Biology of Business" Keynote Address, International Brain Research Organization (IBRO) Satellite : Brain Mechanisms, Cognition and Behaviour in Birds, Heron Island, Queensland from Thursday 19-Monday 23 July, 2007

49. (with R. Marks and L. Young) "Mean Bad Birds versus Kind Friendly Chickens: Group Selection and the Evolution of Cooperation" Competitive Paper, Complex07 8th Asia-Pacific Complex Systems Conference, Gold Coast, Queensland, July 2-5, 2007

50. (with J. Wiley) "Using Kauffman" Competitive Paper, Complex07 8th Asia-Pacific Complex Systems Conference, Gold Coast, Queensland, July 2-5, 2007

51. (with N. Sharma and L. Young) "Linking Multi-Component Commitment to Relationship Value, Trust, Conflict and Cooperation" 36th Annual Conference of EMAC, Reykjavik University, Iceland, 22-25 May 2007

52. (with B. Rong) "Sensemaking in the Market Orientation-Performance Relationship Research" Opening address, Special Panel Session, Are are Correlations Leading us Astray?" 36th Annual Conference of EMAC, Reykjavik University, Iceland, 22-25 May 2007

53. "Mean Birds vs. Friendly Chickens - Collaborative Advantage in Business" Keynote Address, 2nd International Conference on Business Market Management, Delft University, The Netherlands, March 25-27 2007

54. "The Production and Consumption of Marketing Theory" ANZMAC/EMAC Colloquium, QUT, December, 2006

55. (with Baiding Rong) "Reinterpreting the Market Orientation-Performance Relationship: A Psychological Perspective" ANZMAC Conference, QUT, December, 2006

56. (with Yimin Huang) "Understanding Power and Trust in Interfirm Relationships: A Dynamic Perspective" IMP Conference, University of Bocconi, Milan, Sept 6-9, 2006

57. (with R. Marks and L. Young) "Toward Agent-based Models of the Development And Evolution of Business Relations and Networks" International Conference on Complex Systems (ICCS2006), Boston, Mass.

58. "Modeling Market Competition and the Dynamics and Evolution of Business Relations and Networks" Proceedings of Agent Based Models of Market Dynamics and Consumer Behaviour Conference, University of Surrey, UK, January 17-18, 2006,

59. "(with G. Buttriss) ""Mapping Mechanisms of Internationalisation"" IMPAsia Conference, Phuket December 2005"

60. "(with J. Wiley and L. Young) ""The Development and Functions of Connected Relations: A Comparison of European and Chinese Customer Perspectives"" IMPAsia Conference, Phuket December 2005"

61. "When do Managers think their firm is Market Oriented?" ANZMAC Conference Perth December 2005

62. (with Lay Peng Tang) "The Role, Meaning and Importance of Context in the Study of Marketing Behaviour" ANZMAC Conference Perth December 2005

63. (with D. Gray) "The Production and Consumption of Marketing Theories: Academic vs. Practitioner Perspectives" IMP Conference, Rotterdam, September 2005

64. "The Evolvability of Business and the Role of Antitrust" American Antitrust Institute Workshop, Washington DC, June 2005 (invited keynote address)
65. "Networks and Channels Thinking in Marketing in the 20th Century and a Look to the Future" 3rd China Scholars Marketing Forum, Fudan University, Shanghai June 2005 (invited keynote address)
66. (with L. Young) "The Firm in the Network and the Network in the Firm" IMP Workshop, Oslo May 2005
67. "(with Yanto Chandra and Chris Styles) "The Discovery of International Entrepreneurial Opportunities: Insights from Knowledge-Based Industries"" Second AGSE Regional Entrepreneurship & Innovation Research Exchange Australian Graduate School of Entrepreneurship (AGSE), Swinburne University of Technology, Feb 2005"
68. (with David Gray) "It's all very well in theory but will marketing practitioners actually use it?" ANZMAC December 2004
69. (with M. Beekman) "What can Social Insects Teach Us About Marketing?" ANZMAC December 2004
70. (with L. Young) "Evolution of Networks and Cognitive Balance" IMP Conference Copenhagen Sept 2004
71. (with G. Buttriss) "From 'snap-shots' to 'moving pictures': Tracing Processes Using Narrative Sequence Analysis in the Evolution of an E-Business" IMP Conference Copenhagen Sept 2004
72. (with Yasinta Widjojo) "Asian Intra-cultural Perceptions and Response to Cultural Stimuli in Advertising" European Marketing Academy Conference, Spain, 2004
73. (with G. Buttriss) "Narrative Sequence Methods: New methods for marketers" Competitive Paper ANZMAC Annual Conference, Uni of South Australia December 1-3, 2003 (CDRom)
74. "On Generalising: Seeing the General in the Particular and the Particular in the General in Marketing" Competitive Paper ANZMAC Annual Conference, Uni of South Australia December 1-3, 2003 (CDRom)
75. (with S. Roy) "Developing and Using the Interaction Measure from IMP databases" IMP Annual Conference, Lugarno, Sept 3-6, 2003. ([www.impgroup.org](http://www.impgroup.org))
76. (with G. Buttriss) "Towards a Process Model of Internetalisation: Becoming an E-Business" IMP Annual Conference, Lugarno, Sept 3-6, 2003 ([www.impgroup.org](http://www.impgroup.org))
77. (with Per Freytag, L. Young and M-C Chery) "Business Mating: Who Chooses Whom and Gets Chosen?" IMP Annual Conference, Lugarno, Sept 3-6, 2003 ([www.impgroup.org](http://www.impgroup.org))
78. (with Louise Young) "Towards a Normative Theory of Normative Theory: Or When Can and Should you say Should to a manager" in Klainaltenkamp, M, Ehret, M. Co-operation-Competition-Co-Evolution? 7th Research Conference on Customer Relationship Marketing Management, Freie Universtat, Berlin, June 22-25, 107-114
79. (with John Debenham) "Exploitation versus Exploration in Market Competition" Marketing Science Annual Conference, University of Maryland June 12-15, 2003
80. (with K. Yeoh) "Value Creation in Chinese and European Business Relationships" paper presented at Inaugral Conference: Economy and Business in China, Lancaster Centre for Management in China, Lancaster University, 2-4 April 2003
81. (with K. Yeoh) "Developing a Business Model of Value Creation in Chinese Business Relations" paper presented at Conference on Towards a Chinese Enterprise Model – Chinese Enterprises and their Institutional Environment, UNSW Centre for Chinese Studies, UNSW, 9-10 December 2002
82. (with Marie-Celine Chery) "E-Procurement and Intrafirm Influence" EMAC/ANZMAC Colloquium, Kuala Lumpur December 16-17th 2002 (Web)
83. (with J. Wiley and L. Young) "Toward Developing Measures of Business Relationships" IMP Asia Conference Perth, Curtin University, December 11-13th 2002 (CDRom)
84. (with T. Ritter and W. Johnston) "Firms' Ability to Manage in Business Networks: A Review of Concepts" IMP Asia Conference Perth, Curtin University, December 11-13th 2002 (CDRom)
85. "A Hierarchical Model of Export Entry Mode Choice" ANZMAC Conference, Melbourne Dec 2-4 2002 (CDRom)
86. (with L. Young) "Soft Assembled Strategies: Bringing the Manager, Organisation and Network Together" ed. F. Bleimel, A. Eggert and G Fassott Poiceedings of 10th Annual International Colloquium in Relationship Marketing, University of Kaiserslautern / Germany September 29 -

October 2, 2002, 829-846

87. (with T. Bock and L. Young) "The Nature and evolution of intra and intergroup working relations: a preliminary study" Proceedings: IMP Conference, Dijon Business School, Dijon France 2002 (CDRom)
88. (with Christina Grunstrom) "Standardization As A Personal Network Phenomenon– Findings from A Study of 3G Mobile Telephony Development" Proceedings: IMP Conference, Dijon Business School, Dijon France 2002 (CDRom) (revised version under review JBIM)
89. (with C. Welch) "The Political Embeddedness of Business Networks" Proceedings: IMP Conference, Dijon Business School, Dijon France 2002 (CDRom)
90. (with L. Young) "Scientific Method and Marketing: An Analytical Framework" in J. Cadeaux and A. Pecotich eds. Macromarketing in the Asia Pacific Century, Proceedings of 27th Macromarketing Conference, UNSW 11-14 June pp 161-169
91. (with L. Young) "Management within and of Complex Systems" Paper presented at First Biannual Conference on Complexity, Instituto di Filosofia, Havana, Cuba, January 7-12th 2002\
92. "(with L. Young) ""Antecedents of Relationship Functions in International industrial Markets: A Cross National Comparison"" ANZMAC Conference, Massey University, New Zealand December 3-5, 2001 (CDRom)"
93. (with Neeru Sharma, Louise Young, ) "A Conceptualisation and Empirical Examination of the Multidimensional Structure of Relationship Commitment in Interfirm Relationships" Paper to be presented at 2001 IMP Conference, Norwegian School of Management – BI,, Oslo, Norway
94. (with J. Wiley and L Young) "Evaluating a Model of International Business Relationship Performance" paper presented at ANZMAC Conference, Gold Coast, 2000 (revised version under review JIBS)
95. (with T. Ritter) "The Measurement of a Firm's Network Competence: Preliminary Results" IMP2000 Conference, University of Bath September 2000
96. (with C. Welch) "From AAR to AARI? Incorporating Idea Logics into Network Theory" IMP2000 Conference, University of Bath September 2000
97. "The Development of the IMP Research Tradition" Invited Plenary Paper, IMP2000 Conference, University of Bath September 2000
98. (with L. Young and Piera M) "Silent Colleges: A Network Analysis of Research Links among IMP Researchers" IMP2000 Conference, University of Bath September 2000 (Revised version under review JBBM)
99. (with Subroto Roy) "Evolving a Business Marketing Research Methodology- combining qualitative and quantitative techniques: Discussion of a Ph.D. research methodology" Business Marketing Faculty Consortium 2000, The allen Centre, Kellogg Graduate School of Management, Northwestern University August 3-5, 2000
100. with James B. Wiley and Aizhong Lin) "Modelling the Structural Dynamics of Industrial Networks" International Conference on Complex Systems, New England Complex Systems Institute, Nashua, NH, USA May 21-26, 2000
101. "(with Subroto Roy and K. Sivakumar), ""2000 AMA Winter Educators' Conference- Marketing Theory and Applications,"" Proceedings:2000 AMA Winter Educators' Conference- Marketing Theory and Applications, John P. Workman Jr and William D. Perreault Jr., eds. San Antonio, Texas:American Marketing Association, Chicago Illinois. pp 275-276"
102. (with C. Welch) "On Rewriting History: A Network Interpretation of International interfirm conflict" Industrial Marketing and Purchasing Conference, Dublin, September 1999.
103. (with Jim Wiley and Geoff Easton), "Simulating Industrial Relationships with Evolutionary Models" Work in Progress Paper, Proceedings 28th European Marketing Academy Annual Conference, Humboldt University, Berlin, May 12 –14th 1999
104. "(with Huifen Fu, Robert Spencer and Louise Young) ""The Recent Evolution of Business Networks in China: Two Case Studies"" Competitive Paper, Proceedings: European Marketing Academy Annual Conference, Humboldt University, Berlin, May 12 –14th 1999"
105. ""Thoughts about Competing"(invited paper) Proceedings of the 6th International Colloquium in Relationship Marketing, University of Auckland, December 1998 pp 229-250"
106. "(with Fu Huifen, R. Spencer and L. Young) ""Reshuffling Relationships in Chinese International Business"" (9ANZMEC Annual Conference, University of Otago, December 1998"
107. "(with L. Young) ""Beyond Relationship Marketing: Thoughts on Competing"" Relationship Marketing Conference, Emory University Atlanta, June 1998. (Awarded Honorable Mention, i.e.second prize, in the best paper competition."

108.(with D. Welch, L. Welch, and L. Young) "A Policy Perspective on networks and Export Promotion" paper presented at the 23rd Annual Meeting of the European International Business Academy, Stuttgart, December 14-16, 1997

109.(with B. Dawson and L. Young) "Conceptual and Methodological Issues in Translation of a Business Questionnaire into Chinese" in Scott M. Smith ed. Proceedings of Sixth Symposium on Cross Cultural Consumer and Business Studies, Hawaii Dec 10-13th 1997 (Brigham Young University) pp 183-187

110.(with C. Cheng) "Multicultural Marketing Synergy in Diversity" in P.W.Reed, S. L. Luxton and M.R.Shaw eds. Proceedings of the Australia New Zealand Marketing Educators Conference, Monash University, December 1997 Volume III Competitive Paper pp1404-1414

111."(with V. Havila) ""The principle of the conservation of business relationship energy: or many kinds of new beginnings"" in F. Mazet, R. Salle and J-P Valla eds. Interaction Relationships and Networks in Business Markets : 13th IMP Conference Vol 2: Competitive Papers, Groupe ESC Lyon 1997 pp (revised version under review at an international journal)"

112."(with G. Easton) ""Edge of Chaos II: Industrial Network Interpretation of Boolean Functions in NK Models,"" in F. Mazet, R. Salle and J-P Valla eds. Interaction Relationships and Networks in Business Markets : 13th IMP Conference Vol 2: Competitive Papers, Groupe ESC Lyon 1997 pp"

113.(with D. Welch, L. Welch, and L. Young) "Networks: A Challenge for Export Promotion" Paper Presented at International Business Workshop, Vaasa, Finland August 25-8 1996

114.(with D. Welch, L. Welch, and L. Young) "Export Groups: Market Development and Group Functioning" Academy of International Business Annual Conference, Bannf, Canada September 1996

115.(with L. Young, D. Welch and L. Welch) "Come Dancing or Strictly Ballroom? Export Groups as Dance Parties and the Implications for Network Development" in Hans Georg Gemunden, Thomas Ritter and Achim Walter eds. Proceedings of the 12th International Conference on Industrial Marketing and Purchasing: Interaction, Relations and Networks Volume 2 Karlsruhe, Germany September 5-7th 1996 p1493-6

116.(with G. Easton, C. Gorgieva, H. Hakansson and B. Hibbert) "Modelling Industrial Networks Using NK Models" in Hans Georg Gemunden, Thomas Ritter and Achim Walter eds. Proceedings of the 12th International Conference on Industrial Marketing and Purchasing: Interaction, Relations and Networks Volume 2 Karlsruhe, Germany September 5-7th 1996 p821

117.(with G. Easton, B. Hibbert) "Modelling Industrial Networks Using NK Models" in Hans Georg Gemunden, Thomas Ritter and Achim Walter eds. Proceedings of the 12th International Conference on Industrial Marketing and Purchasing: Interaction, Relations and Networks Volume 2 Karlsruhe, Germany September 5-7th 1996 p807

118.(with G. Easton) "NK Models and the Evolution of Structure" in Hans Georg Gemunden, Thomas Ritter and Achim Walter eds. Proceedings of the 12th International Conference on Industrial Marketing and Purchasing: Interaction, Relations and Networks Volume 2 Karlsruhe, Germany September 5-7th 1996 p809

119.(with D. Welch, L. Welch, and L. Young) "Export Groups: Market Development and Group Functioning" Academy of International Business Annual Conference, Bannf, Canada September 1996

120."""On Competing"" Keynote Address, American Society for Competitiveness Annual Conference, Atlanta, August 1996"

121.(with R. Spencer and L. Young) "A Cross Country Comparative Study of the Nature and Function of Interfirm Relations in Domestic and International Industrial Markets" in J. Sheth and A. Sollner eds. Development, Management and Governance of Relationships: Proceedings of 1996 International Conference on Relationship Marketing, Humboldt-Universitat zu Berlin, March 29-31 1996 pp199-220

122.(with D. Welch, L. Welch, and L. Young) "Export Grouping Relationships and Networks: Evidence from an Australian Scheme," in P. Turnbull, D. Yorke and P. Naude, Interaction Relationships and Networks: Proceedings of IMP 11th International Conference, Manchester Federal School of Business and Management, Manchester, September 7-9 1995 pp. 1190-1221

123.(with L. Young) "Business Dancing: Understanding and Managing Business Relations" in W.G.Biemans and P.N.Ghauri (eds) Meeting the Challenges of New Frontiers: Proceedings 10th IMP Conference, University of Groningen, The Netherlands September 29th-Oct 21, 1994 p780.

124."(with L. Young) ""The Space Between: The Nature and Role of Interfirm Relations in Business"" in J.N.Sheth and A. Parvatiyar (eds) Relationship Marketing: Theory, Methods and Applications. Proceedings of 2nd Biannual Relationship Marketing Conference, Emory University, Atlanta, GA June 1994"

125."(with L. Young) ""The Nature and role of Interfirm Relations in Domestic and International Trade: the IRRP Program in Australia"" invited paper presented at Fifth Asian Pacific Researchers in Organisation Studies (APROS) International Colloquium Hawaii, December 13-15 1993 "

126."(with R. Fletcher and N. Barrett) "" Towards an Approach for Understanding Countertrade in a Network Context"" 9th IMP Conference, University of Bath, September 1993. "

127."(with L-G Mattsson) ""International Trade Policy from a Network Perspective: The Case of Australia"" 9th

IMP Conference, University of Bath, September 1993. (Department of Marketing in conjunction with Centre for International Management and Commerce UWS-Nepean Working Paper 1/1993) Under review Journal of International Marketing."

128."(with C. Cheng) ""Synergy in Diversity - Multicultural Marketing to the World"" presented at Multicultural Marketing Seminar, SBS & NSW Department of Ethnic Affairs May 21 1993 (Department of Marketing in conjunction with Centre for International Management and Commerce UWS-Nepean Working Paper 2/1993)"

129."(with L. Young) ""Cooperation and Competition in Interfirm Relations: Some results from the IRRP Program in Australia"" American Marketing Association's Business to Business Marketing Research Conference, San Francisco, March 1993."

130."(with N. Renko and L. Young) ""A Cross-Cultural Comparison of the Cooperativeness and Competitiveness of Interfirm Relationships: An Australian and Creation Example, European Marketing Academy Annual Conference, Barcelona, March 1993."

131."(with N. Barrett , and R Fletcher) ""Countertrade and the Internationalisation of the Firm" in J-P Valla, R.Spencer eds. Proceedings of 8th I.M.P. Conference, Lyons September 1992 "

132."(with L. Young) ""Towards a Typology of Interfirm Relations in Marketing Systems "" in J-P Valla, R.Spencer eds. Proceedings of 8th I.M.P. Conference, Lyons September 1992"

133."(with L. Young and S. Glaser) ""An Exploration of the Dimensions of Interfirm Trust and Cooperation in J-P Valla, R.Spencer eds. Proceedings of 8th I.M.P. Conference, Lyons September 1992"

134."(with L. Young) ""The Interfirm Relations Research Program in Australia"" 7th I.M.P. Conference, University of Uppsala, Sweden September 6-8 1991 (Department of Marketing UWS, Nepean Working Paper Series 5/1991)"

135."(with D B. Hibbert) ""Modelling the Evolution of Marketing Systems using Genetic Algorithms"" 7th I.M.P. Conference, University of Uppsala, Sweden September 6-8 1991 (Department of Marketing UWS, Nepean Working Paper Series 4/1991) "

136."(with L.C.Young) ""Understanding Interfirm Relations: Australian Experience"" Proceedings of Pan-Pacific Conference VII Seoul, Korea May-June 1990 Dankook University Press pp224 -226"

137."(with L.C.Young) ""1989 Survey of Interfirm Relations - Preliminary Findings"" Franchising: Evolution in the Midst of Change Proceedings Fourth Annual Conference, Society of Franchising Scottsdale Arizona Feb 1990"

138."(with B. Hibbert) ""Towards Evolutionary Models of Structural Change in Marketing Systems"" Chaos in Australia International Conference University of NSW Feb 4-9 1990 "

139."(with N.J.Barrett) ""Trade Promotion and Assistance in Australia: Review and Evaluation"" Proceedings: Symposium on Trade Promotion and Assistance, Washington D.C. May 1988"

140."""The Dynamics of Channel Structure and the Structure of Dynamics"" Proceedings: Winter Educators Conference of the American Marketing Association, San Diego, February 1988"

141."""Consumers' Habits and Attitudes"" in The Significance of Self-Care in the Nation's Health, Proprietary Association of Australia 1987 pp.10-13 "

142."(with N.J.Barrett) ""Problem Perception and International Behaviour and Attitudes of Australian Manufacturers"" , Proceedings: Annual Conference of the American Decision Sciences Institute, Hawaii, November 1986 pp425-429"

143."(with N.J.Barrett) ""Australian Manufacturers' Perceptions of Exporting - Past and Present"" Proceedings: Market Research Society of Australia's Annual Conference, Canberra, September 19-22 1986 "

144."(with N.J.Barrett) ""Australian Manufacturers and the Role of Exporting"" , Australian Management Educators Conference, Adelaide August 27-30 1986"

145."""An Illustrative Analysis of the Stability of Simple Channel Systems' Behaviour"" , Australian Management Educators Conference, Adelaide August 27-30 1986"

146."(with D.N.Darby) ""An Evaluation of Individuals Self Health Care Behaviour: Preliminary Findings"" Proprietary Association of Australia Regional Conference, Sydney and Melbourne Sept. 1984"

147."""Co-ordinating Economies and the Economics of Co-ordination in Marketing Channels: Towards a Theory of Marketing Channel Structure"" , Macro-Marketing Conference, Boulder, Colorado, August 5-8, 1982."

148."(with D.Darby) ""A Segmentation Study of Health Care Behaviour and General Life Style"" in S.M.Smith and M.Venkatesan (eds), Advances in Health Care Research, Proceedings Association for Consumer Research Conference, Snow Bird Utah, April 1982, pp.99-104."

149."(with N.Barrett) ""Encouraging Exporting"" A study of the types of assistances required by Australian Manufacturing"" , ANZAAS Conference Brisbane 1981 "

150."(with S.Glaser and D.Darby) ""Self Medication in Australia: Some Policy Issues"" , Behavioural Medicine Conference Cumberland College of Health Sciences, Sydney October 21-22, 1980"

151."""Power Conflict and Satisfaction in the Distribution Channel for Bulk Beer"" , Australian Management Educators Conference, Melbourne October 1980, "

152. "(with D.N.Darby and S.Glaser) ""Communication, the Mass Media and Health Care Planning"" , Australian and New Zealand Society for Epidemiology and Research in Community Health and the Australian Public Health Association Joint National Conference, Sydney May 21-23, 1980, "

153. "(with D.N.Darby and S.Glaser) ""Stress Control and Health Care Attitudes and Behaviour"" ANZAAS Conference Adelaide, May 1980"

154. "(with D.N.Darby, S.Glaser and R.A.Layton) ""Self Health Care in Australia"" 4th World Congress of the Proprietary Manufacturers Associations Sydney, October 1979"

155. "(with D.N.Darby) ""An Empirical Analysis of Factors affecting People's Health Care Behaviour"" Australian and N.Z. Society for Epidemiology and Research into Community Health (ANZSEARCH) and Australian Public Health Association National Conference, Perth, May 1979"

156. "(with R.Cameron) ""Dimensions of Intraorganisational Influence Tactics"" 49th ANZAAS Conference Auckland N.Z. Jan. 1979"

157. "(with R.Cameron) ""Intra Family Compliance Gaining Behaviour in Purchase Decision Making"" Australian Management Education Conference, University of New South Wales, May 1978"

158. "(with D.Kipnis) ""Interorganisation Use of Power"" National Conference of American Institute for Decision Sciences, San Fransisco, November 1976."

159. ""Factors Affecting the Use of Power by Firms"" W.Naumes (ed) Proceedings: Fifth Annual Meeting N.E. Regional Conference of American Institute for Decision Sciences Philadelphia, April-May 1976 pp.126-129"

**(h) Other publications/media**

1. Wilkinson, I, Ladley, D, Young, L. (2015) "Bonus Time? Research Shows it's better to reward groups than individuals" [theconversation.com/bonus-time-research-shows-its-better-to-reward-groups-than-individuals-50839](http://theconversation.com/bonus-time-research-shows-its-better-to-reward-groups-than-individuals-50839)
2. "There's a quiet revolution going on in the social sciences" *ABC Radio National Occam's Razor* (Broadcast January 1 2012)
3. "There's more to university than the qualification at the end" *The Conversation* 6 April 2011 ([theconversation.edu.au/theres-more-to-university-than-the-qualification-at-the-end-614](http://theconversation.edu.au/theres-more-to-university-than-the-qualification-at-the-end-614))
4. "Baby--Boomer Academics – Time for a Change?" *Australian Financial Review* March 2011
5. "How the hell do they do it .. and why?" Broadcast August 2 2007, *ABC Radio National "Perspective"*
6. "Stay Cool on Global Warming" *Australian School of Business Magazine* 2008 p46
7. "The Tyranny of Distance versus the Internet" Turn Kauppakarkeakoun (Finnish Business Magazine) 2000 10-11

**VI. MAJOR RESEARCH GRANTS**

2008-10 *ARC Discovery Grant* (DP0881799) Prof IF Wilkinson (UNSW), Prof R Marks (UNSW), Prof LC Young (UTS) "Modelling the Development and Evolution of Business Relations and Networks as Complex Adaptive Systems" 2008 \$41,866; 2009 \$39,053; 2010 \$39,053. (Total: \$119,972)

2008-10 *ARC Discovery Grant* (DP0879789) Dr SJ Simoff (UTS) Prof JK Debenham (UTS), Prof C Sierra (AII, Spain) Prof IF Wilkinson (UNSW) "It's all about me" *Anthropomorphised Trading in Believable Electronic Markets*" 2008 \$123,210; 2009 \$118,000; 2010 \$112,000 (Total: \$353,210)

2004-6 *ARC Discovery Grant* (DP0451692) Dr SJ Simoff (UTS) Prof JK Debenham (UTS) Prof IF Wilkinson (UNSW) Prof ML Maher (U of Syd), "The Evolution of Business Networks in Virtual Marketplaces," 2004 \$75,000, 2005 \$75,000, 2006 \$75,000 (Total=\$225,000)

2003 CRC for Sustainable Tourism Research Grant for *The Structure of the Tourism Industry* Dr. Roger March (UNSW), Prof Ian F. Wilkinson (UNSW); Prof Chris Cooper; Noel Scott and Dr Christof Pforr (University of Queensland);, 2003 = \$35,000

2002-4. *ARC Discovery Grant* (DP0211939): J. Debenham (UTS), SJ Simoff (UTS), I Wilkinson (UNSW)"Shaping E-markets by Timely Information Discovery" 2002: \$69,232, 2003: \$92,000, 2004: \$92,000 (Total= \$253,000)

2002-4. *ARC linkage Grant* (LP0214841): 2002: \$130,500 2003: \$83,850 2004: \$84,294. "Supply Chain Management and eProcurement." SP Fowell (UTS), SR Elliot (University of Newcastle), IF Wilkinson (UNSW), KM Langfield-Smith (Monash). (Total= \$298,000)

1997.-8. *ARC Small Grant*, supplemented by UWS Nepean Research Grant. "Towards Evolutionary Models of Industrial Networks" Ian F. Wilkinson (UWS) Professor D. B. Hibbert (UNSW) \$10,000

1995- 7 ARC Large Grant "The development and Management of Interfirm Relations in International Trade with Asia - A Cross Cultural Comparative Study" Ian F. Wilkinson (UWS) and Dr. L. Young (UTS), Total= \$120,000

## VI. RESEARCH SUPERVISION

2012 Fabian Held "Agent-Based Models of Business Relations and Networks" PhD University of Sydney  
2010 Yimin (Stephanie) Huang "Understanding Dynamics of Trust in Business Relationships" PhD UNSW  
2009 Gary Buttriss The processes of becoming an E-Business: An Event Sequence Analysis Approach PhD UNSW  
2008 Yanto Chandra "Internationalisation as an Entrepreneurial Process" PhD UNSW  
2007 Baoding Rong "Reinterpreting the Market Orientation-Performance Relationship: A Psychological Perspective" M. Phil UNSW  
2004 Graham Massey "Intra firm functional Relations and the Marketing Function" PhD UNSW  
2002 Subruto Roy "Innovation and Adaptation in interfirm Relations" PhD Western Sydney University  
2002 Neeru Sharma "Value in Interfirm International Relations: An Empirical Study"(PhD UTS (co – supervised with Louise Young)  
2001 Catherine Welch "The Role of the Political Actor in Industrial Networks" Western Sydney University  
1996 Richard Fletcher, "An Empirical Study of Countertrade and the Internationalisation of the Firm" PhD UTS (co-supervised with Nigel Barrett)  
1994 Van Nguyen "International Entry Modalities: An Integration of the Transaction Cost Approach and the Network Approach" PhD UNSW  
1989 R.C.Cameron "Intra-Household Compliance Gaining Behaviour in Relation to Purchase Decision" Making" PhD UNSW  
1986 N.J.Barrett "A Study of the Internationalisation of Australian Manufacturing Firms" PhD UNSW  
1983 D.N. Darby "A Conceptualisation of Self-Helping Behaviour with a Particular Emphasis on Self Care in Health" PhD UNSW (co-supervisor Stan Glaser)