

Dr Mark Wickham: Publications

Journal Articles

Andrew, N. & Wickham, M.D. 2010. The voluntary CSR disclosure in corporate annual reports: Evidence from Australia'. ***Corporate Ownership & Control***. 8(1): 49-55.

Wickham, M.D. & O'Donohue, W. 2009. Developing 'Employer of Choice' Status: Exploring an Employment Marketing Mix. ***Organization Development Journal***. 27(3): 77-95.

Wickham, M.D. & Wong, T.L. 2009. Stakeholder Management Capability: Exploring the Strategic Management of Dissenting Stakeholder Groups. ***Corporate Ownership and Control***. 6(4): 293-300.

Wickham, M.D. 2009. Thana-marketing strategy: Exploring the 8Ps that dare not speak their name. ***International Journal of Business & Strategy***. 9(1): 194-201.

Hanson, D.J. & Wickham, M.D. 2009. How should small shareholders have a choice? Lessons from Gunns Ltd extraordinary general meeting. ***Corporate Ownership and Control***. 79(1): 160-167.

Wickham, M. D. & Fishwick, S. 2008. Presenting a "Career-Life Balance" Approach to the Work-Life Balance Issue. ***International Review of Business Research Papers***. 4(5): 87-96. (A1)

Hall, L.E. & Wickham, M.D. 2008. Organising IMC roles and functions in the business-to-business network environment. ***The Journal of Marketing Communications***. 14(3): 193-206.

O'Donohue, W. & Wickham, M.D. 2008. Managing the Psychological Contract in Competitive Labour-Market Conditions. ***Journal of Global Business Issues***. 2(2): 23-32.

Wickham, M.D. & Parker, P. 2007. Reconceptualising Organisational Role Theory for the Contemporary Organisational Context. ***The Journal of Managerial Psychology***. 22(5): 440-464.

Wickham, M.D. 2007. 'The development of competitive industries: The role of state government actors', ***The Australian Journal of Public Administration***. 66(1): 38-51.

Wickham, M.D. & Hall, L.E. 2006. 'An Examination of Integrated Marketing Communications in the Business to Business Environment: The Case of the Tasmanian Light Ship Cluster'. ***The Journal of Marketing Communications***. 12(2): 95-108.

Wickham, M.D. 2005. Reconceptualising Porter's diamond for the Australian context. ***Journal of New Business Ideas & Trends***. 3 (2): 40-48.

Wickham, M.D. 2005. Entrepreneurship and the management of innovation in the global marketplace: The Incat story. ***The Management Case Study Journal***. 5 (2): 83-93.

Wickham, M.D. & Woods, M. 2005. Reflecting on the strategic use of CAQDAS to manage and report on the qualitative research process. ***The Qualitative Report***. 10 (4).

Holland, P.J. & Wickham, M.D. 2002. Drug testing in the workplace: Unravelling the issues. ***Australian & New Zealand Journal of Occupational Health & Safety***. 18 (1): 55-60.

Holland, P.J. & Wickham, M.D. 2002. The contentious issue of drug testing in the workplace. ***Safety at Work Journal***. 12 (3): 5-11.

Holland, P.J. & Wickham, M.D. 2001. Drug testing in the workplace: The case of the South Blackwater mine. ***The Management Case Study Journal***. 1 (2): 1-17.

Conference & Seminar Papers

Crispin, S.H. & Wickham, M.D. 2010. Ecotourism and strategic management: the current state of play'. ***Proceedings of the 20th Annual CAUTHE Conference***. 8-11 February. Hobart.

O'Donohue, W. & Wickham, M.D. 2010. The role of ethical intelligence and organizational infrastructure in organizational decision-making'. ***Proceedings of the 2010 British Academy of Management Conference***. 14-16 September. United Kingdom.

Wickham, M.D. & Wong, T.L. 2010. The strategic management of brand equity: Exploring the resources, capabilities and lessons of Marriott Hotel's entry into China', ***Abstracts of the 6th International Colloquium - Academy of Marketing***,. April 9-11, 2010. Barcelona.

Wickham, M.D., O'Donohue, W. & Hanson, D.J. 2008. Conceptualising the Employment Value Proposition: The Role of the Extended Marketing Mix. ***Proceedings of the ANZMAC Conference***.

Wickham, M. D. & Fishwick, S. 2008. Reconciling the divide between strategic HRM practices and Work-Life Balance: Conceptualising a Career-Life Balance Audit. ***Proceedings of the Annual London Conference of Money, Economy and Management***. London.

O'Donohue, W. & Wickham, M.D. 2007. Managing the Psychological Contract for Employers of Choice: Would you like fries with that? ***Proceedings of the ANZAM Conference***. Sydney.

Woods, M. & Wickham, M.D. 2006. Methodological Implications of Software Use: An Empirical Investigation of the Impact of Software Programs on Literature Analysis using N6 and NVIVO7. ***Proceedings of the QualIT Conference***. Brisbane.

Wickham, M.D. & Parker, M.L. 2006. Effectively Managing the Work-Family and Work-Life Balance: An Organisational Role Theory Perspective. ***Proceedings of the ACREW Conference***. Italy.

Wickham, M.D. 2006. The Role of Government in Facilitating the Innovative Capacity of Industry: The Case of the Tasmanian Light Shipbuilding Industry. ***Proceedings of the Academy of World Business Conference***. Paris. .

Parker, M.L & Wickham, M.D. 2005. Organizational Role Theory and the Multi-Faceted Employee. ***Proceedings of the 19th Australian and New Zealand Academy of Management Conference***. Victoria.

Wickham, M.D. & Hall, L.E 2005. Organising IMC Functions in the Business-to-Business Environment: The Case of the Tasmanian Light Shipbuilding Cluster. ***Proceedings of the ANZMAC Conference Proceedings***. Perth Dec 4-7.

Wickham, M.D. 2005. Regional Economic Development: Exploring the 'Role of Government' in Porter's Industrial Cluster Theory. ***Centre for Regional Innovation and Competitiveness Conference***. 20 June -1 July.

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Wickham, M.D. & Woods, M. 2004. Broadening the strategic use of CAQDAS to manage the qualitative research process: lessons from the field. ***Proceedings of the Qualitative Research and IT Conference***. Brisbane.

Hanson, D.J. & Wickham, M.D. 2004. Who really matters in the end? Gunns of Tasmania and the Green shareholder revolt. ***Proceedings of the 2004 Inter-Disciplinary CSR Research Conference***. Nottingham UK.

Wickham, M.D. & Hanson, D.J. 2002. Industrial Cluster Development: The Role of Government in a Regional Economy. ***Proceedings of the 16th Australian and New Zealand Academy of Management Conference***. Victoria.

Holland, P. J. & Wickham, M.D. 2001. Mandatory Drug Testing in the Workplace: Issues, Problems, Agendas. ***Proceedings of the 15th Australian and New Zealand Academy of Management Conference***. Auckland, New Zealand.

Wickham, M.D. & Holland, P. J. 2001. A Longitudinal Analysis of CEO Pay and Organisational Performance in Australia: Is There a Relationship? ***Proceedings of the 15th Australian and New Zealand Academy of Management Conference***. Auckland, New Zealand.

Wickham, M.D. & Holland, P.J. 2001. The Contentious Issue of Drug Testing in the Workplace: The Case of the South Blackwater Mine. ***Proceedings of the Association of Industrial Relations Academics Australian and New Zealand Conference***. Wollongong.

Book Chapters

Wickham, M.D. 2008. Regional Economic Development: Exploring the 'Role of Government' in Porter's Industrial Cluster Theory. ***Cluster Initiatives: Engine for Economic Growth***. Hyderabad: The Icgai University Pres: 126-144.

Thesis

Wickham, M.D. 2004. Industrial Cluster Development: The Role of Government in a Regional Australian Economy. ***Doctoral Thesis***.