

## **Editor's Note**

It has been the fourth year since the time TMC Academic Journal was first introduced in 2006. It is a significant landmark for TMC Academic Journal to have three prominent international academics in its Advisory Board since June 2009. They are Professor Joanna Finkelstein from University of Greenwich (UK), Associate Professor Dianne Waddell from Deakin University (Australia), and Professor Romeo Lee from Hokkaido University (Japan) and De Lasalle University (Philippines). I hope that under their guidance, TMC Academic Journal will truly become an international journal with a steady increase in the number of worldwide readers and contributors.

This year, one of the objectives of TMC Academic Journal is to work with overseas partners to receive more high quality research and scientific articles in order to expand the market share of its readership. The latest collaboration is to be the journal partner with The 1<sup>st</sup> Annual Business and Management Conference (ABMC) in September 2009, organized by Kigali Institute of Management (Rwanda). TMC Academic Journal also aims to invite more reviewers who are well-known in their fields.

Similar to other issues, this issue covers international perspectives, with focus on cities, people, marketing and tourism. This issue includes an interesting piece of work about "cities" and the association of city with "commerce and industry" by Finkelstein. A city is "citiless" without people. Thus, an article about special courses of action to help men who are considered "non-emotional" and "invulnerable" in the society due to the popular "masculine perception" of men by Lee and Tamashiro is also selected to complement the "cities". Others topics in this issue range from services recovery in the tourism sector by Kuenzel and Katsaris, negotiation processes in the resort industry by Sulkowski to "The Pinochet Effect" associated with brand creation by Wilson and Liu. A short report of psychology research projects on youth disaffection and how to increase young people's aspirations from experienced researchers, Maras, Gudaityte and Potterton, makes the cities with people complete.

My appreciation always goes to the advisors, reviewers, and authors whose have significantly contributed to the growth of TMC Academic Journal. Without their continuous support, it is impossible for TMC Academic Journal to sustain until today.

A very special note of thanks goes to my seniors, three new members of the advisory board, who have accepted my invitation without any hesitation, any conditions or any queries. They are extra-ordinary academics who are the source of my strengths and encouragement. I am also very grateful to our reviewers: Dr. Asoka Balasooriya, Ms. Jennifer Carpio, Ms. Chia Ee Hsuan, Ms. Manuelita dela Torre Contreras, Ms. Irdawati Juffri, Professor Sue McGregor, Dr. Sven Kuenzel, Mr. Hassnain Sadiq, Ms. Nadine Sulkowski, Ms. Gladys Tabal and Mr. Jon Wilson. No words can express my thanks to Dr. Parisa Rungruang, a reviewer for every issue since 2007, who has still helped me complete the review of a manuscript just three days before her wedding.

I want to thank Ms. Dorothy Tan who has tirelessly vetted all accepted manuscripts in order to ensure they are free from grammatical and spelling errors. Finally, I am thankful to the management and the colleagues who have shown interests in the journal and I look forward to receiving your manuscripts.

**Dr. Huong Ha**

## Bio-data of Authors

**Joanne Finkelstein** is a sociologist trained in the Chicago School and supervised by Norman K Denzin. She has published six monographs including *Dining Out – a study of modern manners*; *After A Fashion*; *The Sociological Bent – a study of metro Culture*; *The Art of Self Invention*. She has undertaken research consultancies in the food, science, communications and insurance industries. She is currently Executive Dean of Humanities and Social Sciences at the University of Greenwich, UK.

**Arune Gudaityte** is a researcher at the Centre for Children, Schools and Families based at the University of Greenwich, UK. She has experience in working with children and young people with learning disabilities. Her research interests centre around child development, attachment and parenting in childhood and its influence on effective functioning in adolescence and adulthood.

**Nektarios Katsaris** is a doctoral student at the University of Greenwich, UK. He has a full scholarship from the Greek State Scholarships Foundation (IKY). He has previously worked for AC Nielsen in Greece.

**Sven Kuenzel** (PhD) is a Senior Lecturer in Marketing. His teaching covers research methods, relationship marketing and marketing communications at both undergraduate and postgraduate levels. Sven also acts as a supervisor to a number of PhD students. His main research interests are in relationship marketing, consumer behaviour and multivariate data analysis. He has received the prestigious Alfred-Geradi Award (1st Place) from the German Direct Marketing Association for his PhD thesis. He publishes in a range of journals, including the *Journal of Product & Brand Management*, *Managerial Auditing Journal*, *Service Industries Journal*, *Marketing Review*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Prior to working as an academia, he was a consultant for a major strategic management consultancy. His previous clients include *House of Fraser*, *The Mueller Group*, *Saab*, *Procter & Gamble*, *Churchill*, *Kraft Foods* and *General Motors*.

**Romeo B. Lee** holds a doctorate degree in demography from the Australian National University. A Filipino, he has been attached with the Behavioural Sciences Department of De La Salle University-Manila for more than a dozen years now, teaching undergraduate and graduate courses on gender, population studies and introductory Sociology. His research interest revolves around men and their health and non-health-related issues. He has undertaken research and published articles on men's issues involving such topics as sexual behaviour patterns and change, penile enhancement practices, domestic violence and family planning, among others. Romeo has recently completed a third book on the broader contexts of men's sexual behaviour change, highlighting their implications for AIDS behavioural research and prevention.

**Jonathan Liu** is the International Visiting Professor in Global Business Management, at Regent's College, London, UK; where he teaches and researches Entrepreneurship and Venture Management. He is also a Visiting Professor in Management at Middlesex University Business School. With over a hundred articles and eight books published in subject areas relating to Business and Management, Jonathan has also held a variety of positions during his time as an academia. These have included the post of Associate Dean for Research and Enterprise, Deputy Director of the Centre of Excellence for Enterprise and Quality Management, Director of the Management Development Unit, the Head of Short Courses and Consultancy,

the Head of the China Management Centre, and Academic Group Chair for Business and Management Academic Group. As a previous Chair of Middlesex University Business School's largest academic group, Jonathan was responsible for the curriculum development and management of the AMBA accredited MBA programmes. In addition, Jonathan was also responsible for creating and launching MAs in Chinese Management and International Business Management for China, along with training programmes for the Chinese Federal Government, which on average trained over 300 managers a year. Jonathan is a Fellow of Pecs University in Hungary, and was an overseas councillor to the Dalian Education Commission in China. He has assisted in the establishment of China Management Centres at Moscow International Higher School of Business (MIRBIS) in Russia, Pecs University in Hungary and University of Malaya in Kuala Lumpur, Malaysia.

**Pam Maras** is Professor in Social and Educational Psychology. She is Head of the Department of Psychology and Counselling at the University of Greenwich, UK. Professor Maras has carried out extensive funded research and consultancy both in the UK and other countries including Northern France and Australia. Her research team is located in the Centre for Children, Schools and Families and is currently running funded projects looking at children and young people's motivation, aspirations and attitudes to higher education, self-concept and personal and social identity, disaffection and anti-social behaviour (including disorders such as ADHD).

**Amy Potterton** is a Research Fellow at the Department of Psychology and Counselling, University of Greenwich, UK. Her role involves project managing and conducting research for the Centre for Children, Schools and Families, specifically in the areas of social inclusion and widening participation. Her research interests include self-concept, social identity, attribution, motivation and learning in youth, social, emotional and behavioural problems and child and adolescent mental health. She is currently working on a PhD, researching transitions to adulthood.

**Nadine Sulkowski** is Director of Studies of the International Learning Partnership Programme at the University of Gloucestershire, UK, and is responsible for overseeing the academic health of Business programmes delivered by overseas partners. After completing her M.Sc. in International Hotel & Tourism Management at Oxford Brookes University, Nadine held a position as undergraduate programme manager at IIMT, a partner of Oxford Brookes in India, and has been a frequent visiting lecturer to the International School of Management in Germany. Her academic interests centre on resort and spa management and the competitive strategies of tourism firms. She currently researches negotiation processes within the resort and tourism industry. Inspired by her experience in teaching students from diverse cultural backgrounds, Nadine is also actively involved in researching the influence of culture on students' approaches to learning and teaching.

**Hiko Tamashiro** is a Professor with the Department of Global Health and Epidemiology, Graduate School of Medicine, of Hokkaido University located in Sapporo, Japan.

**Jon A. J. Wilson** is the Senior Lecturer in Advertising and Marketing Communications, at the University of Greenwich, UK. Lecturing to undergraduates, postgraduates and marketing professionals, Jon's research areas focus on branding, cross-culture, management, consumer behaviour and marketing communications. Jon holds a degree in Chemistry and an MBA, both from the University of Dundee, Scotland. With over ten years of practitioner experience in magazine print media, online, advertising and marketing communications, Jon previously held full-time positions at Emap Advertising (now Bauer Media) and the Haymarket Media Group.

His consultancy work spans across the commercial, sports, music, education and not-for-profit sectors.

## Bio-data of Reviewers

**Asoka F. Balasooriya** is currently working in the Australian Public Sector. She completed her PhD at Monash University in 2007 on liberalization of telecommunications sector and regulatory arrangements in Sri Lanka. Prior to migrating to Australia, she was a member of Sri Lankan civil service and has completed 20 years of service. Her research interests include: public administration and public policy, governance and strategic management issues. Email: asoka1962@yahoo.com.

**Jennifer Gay Espiritu Carpio** is currently a Lecturer teaching Psychology at TMC Educational Group (Singapore). She holds a Master of Arts in Psychology with a focus on Clinical Psychology from the University of the Philippines, Diliman in the Philippines. As a graduate student, she was one of the grantees of the Presidential Scholarship and College Scholar for two semesters. She has many years of working experience in the academia, sales and human resources. Her research interests include counselling, burnout, stress and current social issues.

**Chia Ee Hsuan** finished her Master Degree of Information Technology at Queensland University of Technology, Brisbane, in 2003. She did some research in digital libraries and information resources. Her current interest is in problem-based learning. She is currently teaching GCE 'O' Level Maths and Physics, Monash College Diploma and TMC proprietary computer courses. She also assisted in editing the research articles for TMC Academic Journal.

**Manuelita dela Torre Contreras** finished her Bachelor Degree in Journalism from the University of the Philippines in Manila and her Master of Mass Communication from Nanyang Technological University in Singapore. She is a contributing writer of the book *Philippine Communication Today* and co-presented a paper at the 15th *Asian Media Information and Communication Centre (AMIC)* annual conference held in Penang, Malaysia (2006). She is currently working full-time as a financial journalist based in Singapore.

**Joanne Finkelstein** is a sociologist trained in the Chicago School and supervised by Norman K Denzin. She has published six monographs including *Dining Out – a study of modern manners*; *After A Fashion*; *The Sociological Bent – a study of metro Culture*; *The Art of Self Invention*. She has undertaken research consultancies in the food, science, communications and insurance industries. She is currently Executive Dean of Humanities and Social Sciences at the University of Greenwich, UK.

**Irdawati Juffri** is a Senior Lecturer at TMC Educational Group. She holds a Bachelor Degree of Arts (Public Relations) with Distinction from Royal Melbourne Institute of Technology (Australia). She completed her Master of Business Administration from the National University of Singapore, specializing in Strategy and Organization. At TMC, Ms. Irdawati teaches Mass Communication and Business subjects to students from the Diploma and Higher Diploma programmes, as well as off-campus students from Monash University and Deakin University. Her research interest revolves around measurement and evaluation of public relations. In 2008, Ms. Irdawati presented a paper at the Liverpool John Moores University-TMC Research Symposium, based on her exploratory study on measuring PR effectiveness conducted in Melbourne.

**Sven Kuenzel** (PhD) is a Senior Lecturer in Marketing. His teaching covers research methods, relationship marketing and marketing communications at both undergraduate and postgraduate levels. Sven also acts as a supervisor to a number of PhD students. His main research interests are in relationship marketing, consumer behaviour and multivariate data analysis. He has received the prestigious Alfred-Geradi Award (1st Place) from the German Direct Marketing Association for his PhD thesis. He publishes in a range of journals, including the *Journal of Product & Brand Management*, *Managerial Auditing Journal*, *Service Industries Journal*, *Marketing Review*, and *International Journal of Nonprofit and Voluntary Sector Marketing*. Prior to working as an academia, he was a consultant for a major strategic management consultancy. His previous clients include *House of Fraser*, *The Mueller Group*, *Saab*, *Procter & Gamble*, *Churchill*, *Kraft Foods* and *General Motors*.

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**Sue L.T. McGregor** (PhD) is a Canadian home economist and Director of Graduate Education at the Faculty of Education, Mount Saint Vincent University, Halifax, Nova Scotia, Canada. She explores and pushes the boundaries of consumer studies and home economics philosophy and leadership, especially from transdisciplinary, transformative, new sciences, and ethical and moral imperatives. She is a member of the IFHE Research Committee, a Kappa Omicron Nu Research Fellow, a board member of the Iowa State University Family and Consumer Sciences doctoral Leadership Academy, and an Executive Board member for the *International Journal of Consumer Studies* (in addition to sitting on the Board of 10 other consumer, home economics and peace journals). She has delivered over 20 keynotes in 12 countries, and has over 100 peer-reviewed publications as well as seven book chapters, and two monographs. She recently published a book on *Transformative Practice* (2006). Email: [sue.mcgregor@msvu.ca](mailto:sue.mcgregor@msvu.ca), <http://www.consultmcgregor.com>.

**Parisa Rungruang** received her PhD degree in Human Resource Management from Monash University, Australia. Currently, she teaches Management, Organizational Behaviour and Human Resource Management at the College of Management, Mahidol University, in Thailand. Her research interests include organizational commitment, organizational support, organizational justice and employee satisfaction.

**Hassnain Sadiq** is currently working as Program Coordinator (Marketing) and Offshore Coordinator at Monash College, Monash University, Melbourne. He holds a Master of Business Administration (MBA) from University of Wollongong (UOW), Australia, and is currently undertaking research qualification from Monash University, Australia. He has many years of teaching experience in tertiary educational institutions and working experience in marketing research, sales and marketing and business development in Australia and South East Asia. His research interests include international education, cross-cultural issues, branding and consumer perception. He has reviewed text books in the areas of Consumer Behaviour and Marketing.

**Nadine Sulkowski** is Director of Studies of the International Learning Partnership Programme at the University of Gloucestershire, UK, and is responsible for overseeing the academic health of Business programmes delivered by overseas partners. After completing her M.Sc. in International Hotel & Tourism Management at Oxford Brookes University, Nadine held a position as undergraduate programme manager at IIMT, a partner of Oxford Brookes in India, and has been a frequent visiting lecturer to the International School of Management in Germany. Her academic interests centre on resort and spa management and the competitive strategies of tourism firms. She currently researches negotiation processes within the resort and tourism industry. Inspired by her experience in teaching students from diverse cultural backgrounds, Nadine is also actively involved in researching the influence of culture on students' approaches to learning and teaching

**Gladys Virtudazo Tabal** is currently a Senior Lecturer at TMC Educational Group, Singapore. She holds a Bachelors degree in Psychology with distinction from MSU-IIT (Phils.), and completed her Master degree in Psychology from Ateneo de Cagayan Xavier University (Phils.). She worked as Guidance Coordinator at De La Salle University (Phils.) whereby her experience deals with counseling, admissions and testing tertiary students. At TMC, Ms. Tabal teaches Higher Diploma Psychology students as well as off-campus degree students from Monash University.

**Jon A. J. Wilson** is the Senior Lecturer in Advertising and Marketing Communications, at the University of Greenwich, UK. Lecturing to undergraduates, postgraduates and marketing professionals, Jon's research areas focus on branding, cross-culture, management, consumer behaviour and marketing communications. Jon holds a degree in Chemistry and an MBA, both from the University of Dundee, Scotland. With over ten years of practitioner experience in magazine print media, online, advertising and marketing communications, Jon previously held full-time positions at Emap Advertising (now Bauer Media) and the Haymarket Media Group. His consultancy work spans across the commercial, sports, music, education and not-for-profit sectors.