

ANZMAC 2025

Riding the Waves:
Navigating Marketing's
Dynamic Landscape

Doctoral Colloquium 28-30 November 2025



anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY



MACQUARIE
University
BUSINESS SCHOOL

DOCTORAL COLLOQUIUM PROGRAM

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WELCOME

The ANZMAC Doctoral Colloquium Committee, together with Macquarie Business School, welcomes you to the 2025 Doctoral Colloquium.

At Macquarie Business School, we are committed to reimagining business education and research to create meaningful global impact. As a leading institution in marketing scholarship and host of this year's colloquium, MQBS brings together world-class researchers who are pushing the boundaries of marketing knowledge. Our dedication to fostering the next generation of scholars aligns perfectly with ANZMAC's mission to advance marketing research excellence across the Asia-Pacific region.

ANZMAC represents the premier community of marketing academics in Australia, New Zealand, and the broader Oceania region. Through this Doctoral Colloquium, we provide a platform for emerging scholars to develop their research capabilities, build professional networks, and contribute to marketing knowledge with regional and global significance.

The colloquium brings together doctoral candidates from across the region and beyond who are engaged in cutting-edge marketing research. This research-focused event is designed to support scholarly development through structured paper sessions, panel discussions, and innovative networking opportunities.

The Doctoral Colloquium serves as a cornerstone in developing the next generation of marketing scholars who will shape the future of our discipline through rigorous research, innovative thinking, and meaningful impact on business and society.

We look forward to your active participation and contribution to this important scholarly gathering.

The 2025 ANZMAC Doctoral Colloquium Committee

Professor Ralf Wilden, Chair

Professor Chris Baumann, Co-chair

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Program overview

Friday, 28 Nov 2025		
3:00 PM	7:00 PM	Registration
4:30 PM	5:00 PM	Welcome
5:00 PM	6:00 PM	Opening Keynote: Using AI to shape your marketing career
6:00 PM	7:00 PM	Welcome Drinks
Saturday, 29 Nov 2025		
8:30 AM	5:00 PM	Registration
9:00 AM	10:30 AM	Paper Sessions 1-6
10:30 AM	11:00 AM	Morning tea
11:00 AM	12:30 PM	DocCom Speed Dating
12:30 PM	1:30 PM	Lunch
1:30 PM	3:00 PM	Paper Sessions 7-11
3:00 PM	3:30 PM	Afternoon tea
3:30 PM	5:00 PM	The Unfiltered Truth: What They Don't Tell You About PhDs and Academic Careers
Sunday, 30 Nov 2025		
8:30 AM	5:00 PM	Registration
9:00 AM	10:30 AM	Paper Sessions 12-17
10:30 AM	11:00 AM	Morning tea
11:00 AM	12:30 PM	Paper Sessions 18-23
12:30 PM	1:30 PM	Lunch
1:30 PM	3:00 PM	Finished your PhD: What's next?
3:00 PM	3:30 PM	Afternoon tea
3:30 PM	5:00 PM	How to create impact?
6:00 PM	10:00 PM	Dinner

MAIN VENUE LOCATION

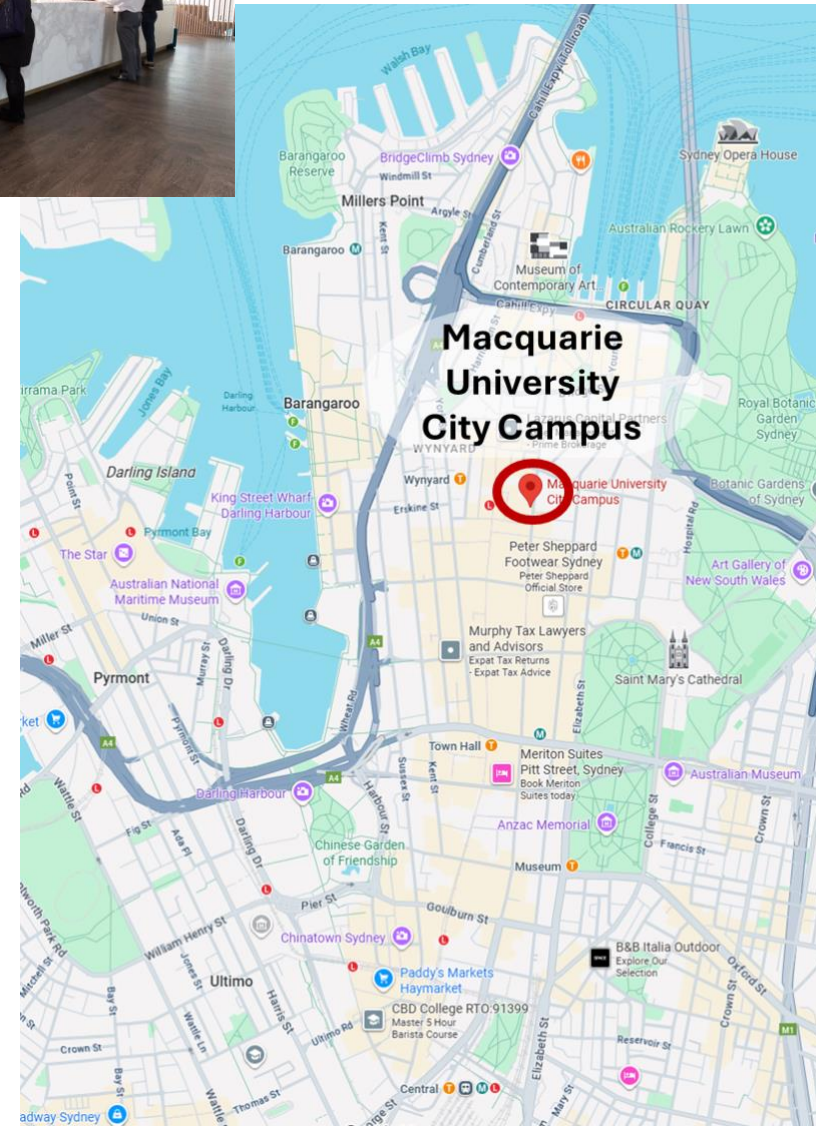
(INCLUDING WELCOME RECEPTION ON FRIDAY)

Angel Place, Level 23-24
123 Pitt St,
Sydney NSW 2000



IMPORTANT INFO ON BUILDING ACCESS ON THE WEEKEND (BOTH SATURDAY AND SUNDAY)

- Please arrive in front of the building at **8.45 am**. A staff member will escort you into the building and grant you access to Level 24.
- Please leave the building before 5.30 pm.
- If you need to enter the building during both days, please ring the **Macquarie University doorbell** located at the front of the building.
- If you encounter any issue accessing the building, please call City Campus staff at **02 9234 1700**.



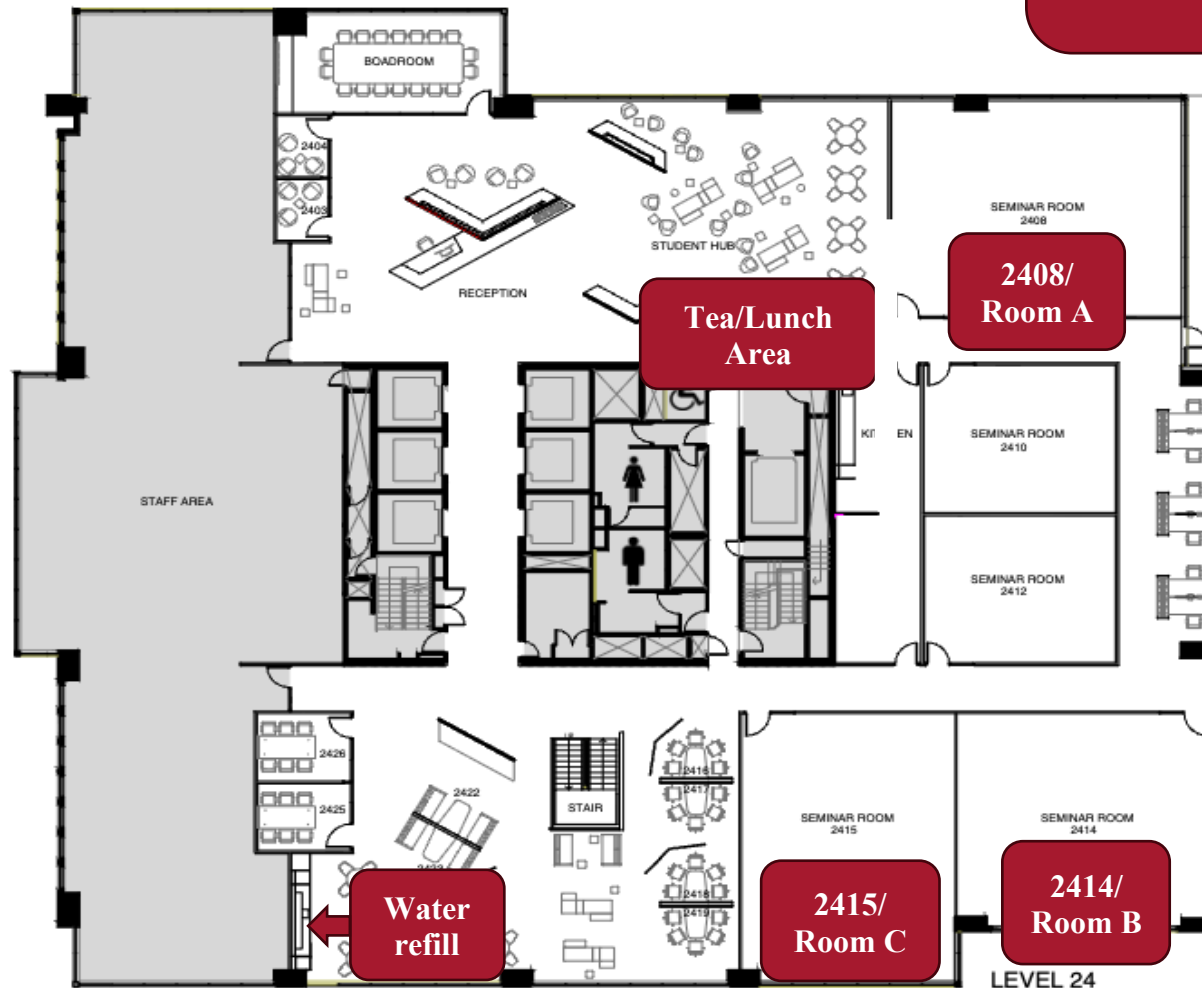
Venue map

LEVEL 24 (LIFT ARRIVES AT THIS FLOOR)

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Browse to <http://www.mq.edu.au>
Enter passcode: ANZMAC25



SCAN ME FOR FULL PROGRAM



LEVEL 23 (ACCESS VIA STAIRS ON LEVEL 24)



FRIDAY - OPENING KEYNOTE: USING AI TO SHAPE YOUR MARKETING CAREER | NOV 28 | 5:00 PM – 6:00 PM | ROOM A

Ming-Hui Huang

Ming-Hui Huang is a University Chair Professor and Distinguished Professor in the Department of Information Management at National Taiwan University. Professor Huang received her PhD from the University of Wisconsin-Madison, USA. Recognized globally for her contributions, she is ScholarGPS 2024 Top 0.5% Artificial Intelligence Scholar, Scopus 2022-2024 World's Top 2% Scientist, and Clarivate 2023 Top 1% Highly Cited Researcher worldwide, one of the 86 most impactful researchers worldwide, across all fields of business and economics. Professor Huang has been named a Fellow of the Association for Information Systems (AIS) and the European Marketing Academy (EMAC), and is a Distinguished Research Fellow at the Center for Excellence in Service, University of Maryland, USA. She has also been an International Research Fellow at the Centre for Corporate Reputation, University of Oxford, UK.



Specializing in artificial intelligence (AI), service, and marketing, Professor Huang's AI research has been published in leading academic and managerial journals, including the Journal of Marketing, Journal of Consumer Research, Journal of Service Research (JSR), Journal of the Academy of Marketing Science (JAMS), Marketing Science, Journal of Retailing, Harvard Business Review, California Management Review, and MIT Sloan Management Review. She is currently the Editor-in-Chief of the Journal of Service Research, the leading journal in the field of service studies.

Roland T. Rust

Roland T. Rust is Distinguished University Professor, David Bruce Smith Chair in Marketing, and Executive Director of the Center for Excellence in Service at the Robert H. Smith School of Business at the University of Maryland, and is VP of Publications for the American Marketing Association. His top lifetime achievement honors include the AMA Irwin/McGraw-Hill Award, the Lovelock Award, the Converse Award, and the top lifetime honors from EMAC, the INFORMS Society for Marketing Science, and the American Statistical Association, as well as the top career honors in marketing research, marketing strategy, and advertising, as well as two honorary doctorates in economics. Awards for his publications include four best article awards from the Journal of Marketing, as well as the Berry/AMA Book Award for the best book in marketing. He served as EIC of the Journal of Marketing, founded the annual Frontiers in Service Conference, was founding EIC of the Journal of Service Research, and served as EIC of IJRM.



SATURDAY - PAPER SESSION 1 – 6 | NOV 29 | 9:00 AM – 10:30 AM

Mentee	Affiliation	Title	Session/ Room	Mentor
Ery Adam Primaskara	The University of Western Australia	Navigating Sensory Overload in Digital Marketing Platform	1 / A	Dr Andrew Murphy A/Prof Gavin Northey
Iqra Tariq	University of Eastern Finland	Privacy, Presence, and Purchase: The Role of VR Mirror Placement in Physical Retail		
Safiye Caferoglu	University of Wollongong	An exploratory study of how Australian consumers authenticate eco-products: A multi-generational perspective	2 / B	A/Prof Ranjit Voola Dr Alex Belli
Jenna Elston	University of Canterbury	Sustainability Through a Moral Lens: Exploring the Role of Morality in Shaping Consumer Behaviour in Sustainable Fashion Consumption		
Ibraheem Badahdah	University of Technology Sydney	Tangible Ethical Attributes Motivate Ethical Consumption		
Bilal Mukhtar	University of Tasmania	Exploring the Impact of B2B Markets' Sustainability Positioning on Strategic and Operational Outcomes: A Comprehensive Analysis	3 / C	Prof emeritus Roger Marshall A/Prof Civilai Leckie
Zohdy Rateb	Queensland University of Technology	Dynamic Deal Pursuit Theory (DDPT): A Microfoundational Cognitive and Tactics Framework for Large B2B Deal Pursuits		
Karen Powell	RMIT University & LUT University	AI-Mediated B2B Buying Decision-Making: When AI Becomes Part of the Buying Group		
Elahe Afifi	Deakin University	Status-based reward systems and reviewers' behaviour in online review platforms	4 / D	Prof Jill Lei Prof Andreas Lanz
Shannon Lutze	The University of Queensland	Are Our Choices Still Our Own? Algorithms and the Invisible Architects Behind Decisions		
Ruiyi Xing	University of Technology Sydney	Created with AI or Selected by AI? How Process Disclosure Shapes Consumer Response through Authenticity and Replaceability		
Renata Schaffman	Macquarie University	Caught Between Now and Later: Decision-Making in Risky Consumption	5 / E	Prof Ann-Marie Kennedy A/Prof Sommer Kapitan
Xiaodan (Lizzy) Li	RMIT University	How do older adults co-create digital citizenship: a co-creation practice lens		
Marleen Campbell	RMIT University	Relational Strategies of Emotional Labour in informal digital support in the service track.		
Xiaotian Liu	The University of Queensland	From Solo to Collective: How Group Visual Cues Activate Anticipated Effervescence in Volunteer Recruitment	6 / F	Prof Denni Arli Prof Ross Gordon
Yubo Wang	Monash University	Toward Genuine Inclusion: How Communal vs. Exchange Orientation Shapes Consumers' Preferences for Interacting with Employees with Disabilities		
Negar Zandipour	Swinburne University of Technology	Transformative Service Delivery for Refugees: Designing Inclusive AI to Bridge Vulnerability and Digital Divides		

SATURDAY - DOCCOM SPEED DATING | NOV 29 | 11:00 AM – 12:30 PM | ROOM

A

Session Overview

Connect with fellow doctoral students through rapid-fire research discussions! In this 90-minute networking event, you'll engage in 6-minute "dates" with 6-10 peers from different universities and research areas. Share your research, discover common interests, and spark potential collaborations in a fun, structured format that takes the pressure off traditional networking.

Don't miss this proven networking goldmine that's already transforming how doctoral students connect. Your next co-author, accountability partner, or research breakthrough is just one conversation away!

Moderators

James Keene
University of Technology Sydney

Siyu (Candice) Liu
University of Sydney

SATURDAY - PAPER SESSION 7 - 11 | NOV 29 | 1:30 PM – 3:00 PM

Mentee	Affiliation	Title	Session/ Room	Mentor
Terina Litchfield	Curtin University	Conceptualising Consumer Fanaticism Towards Human Brands	7 / B	A/Prof Sommer Kapitan Prof Stacey Brennan
Samudrika Rasanjalee Rajapaksha Mohotti Kankanamalage	Deakin University	Conceptualising Anthropocentric Meaning in Species Conservation Marketing		
Nathan Moore	University of Technology Sydney	Personalised Nudges for EV Adoption: Overcoming Individual Barriers		
Amir Abedini Koshksaray	Griffith University	Consumer Technology Adoption Journey(s)	8 / C	Dr Yi Li Prof Jill Lei
Shuge Li	University of New South Wales	The Impact of Dual-Goal EV Tax Credits on Consumer Demand		
Viya Zhang	Auckland University of Technology	Crafted Selves, Collective Good: Virtual Influencers as Catalysts for Pro-social Engagement		
Kumar Rohit	Indian Institute of Management Visakhapatnam	Advisor or Manipulator? AI Chatbots in Financial Services	9 / D	A/Prof Davide Orazi Prof emeritus Ajay Manrai
Sara Morais	ISCTE – University Institute of Lisbon	Towards Sustainable Shopping: Exploring AI's Role in Customer Experience Transformation		
Kaiwen Xue	Queensland University of Technology	Perceived Empathy: How It Shapes the Customer – AI Therapeutic Relationship		
Samby Freedy	University of Wollongong	Generative AI at the Organisational Frontline: An Employee Affordance Perspective	10 / E	A/Prof Civilai Leckie A/Prof Angela Cruz
Courtney Geritz	University of the Sunshine Coast	Self-managing gist-induced expectation-experience mismatch in complex service ecosystems to improve satisfaction.		
David Goyeneche	The University of Queensland	Aligning stakeholders in the age of service robots: A triadic perspective		
Thai Tran	Macquarie University	Balancing Stories and Strategy: Extending Creative Conundrum Theory to Brand Integration in Narrative Advertising	11 / F	A/Prof Gavin Northey Prof Valentyna Melnyk
Esra Aslan	Norwegian School of Economics	Misjudgments of interpersonal reactions		

SATURDAY - THE UNFILTERED TRUTH: WHAT THEY DON'T TELL YOU ABOUT PHDS AND ACADEMIC CAREERS | NOV 29 | 3:30 PM – 5:00 PM | ROOM A

Session Overview

Join four academics for an unfiltered conversation about the realities of doctoral life and academic careers. In this refreshingly honest session, our panelists will share their authentic journeys – including the struggles, failures, and unexpected challenges rarely discussed in formal settings.

This is your safe space to voice real pain points in research, teaching, and service/leadership. Ask those "awkward" questions you've been hesitant to raise.

Expect candid answers, practical survival strategies, and genuine support from those who've navigated these waters. Leave with actionable insights and the reassurance that you're not alone in your struggles.

Panel Discussants

Alex Belli
University of Melbourne

Yi Li
Macquarie University

Davide Orazi
Monash University

Ljubomir Pupovac
University of New South Wales

SUNDAY - PAPER SESSION 12 - 17 | NOV 30 | 9:00 AM – 10:30 AM

Mentee	Affiliation	Title	Session/ Room	Mentor
Ferdos Abbaspour	University of Wollongong	Contesting Meaning in Political Campaigns: A Critical Marketing Analysis of Australia's Voice Referendum	12 / A	A/Prof Angela Cruz Prof Natalina Zlatevska
Miriam Etz	Aalto University	Don't miss out! Conceptualizing Fear of Missing Out in Marketing		
Cagla Dayangan	University of Southampton	Who am I here? Context-induced self-uncertainty and consumer coping in identity-charged store environments		
Fatimah Abbas	The University of Newcastle	Understanding AI-Enabled Chatbot Service Quality and its Impact on Consumer Behaviour in Omnichannel Retailing	13 / B	Prof Andreas Lanz A/Prof Ofer Mintz
Nada Sabyani	The University of Newcastle	Understanding Digital Service Ecosystem Experience Quality (DSEEQ): A Consumer-Centric Study in Smart Tourism		
Anna-Riikka Valo	Aalto University School of Business	Switching on the Smarts: Smart Tech as Practice		
Rico Boesch	University of Auckland Business School	Navigating Complexity: Actor Innovation and Technology in Circular Market Emergence	14 / C	Dr Marian Makkar Prof Ann-Marie Kennedy
Xianrui Zeng	Australian National University	How Intermediaries Navigate Centralised Regulatory Market System: The Case of China's Wine Market		
Chantal James	Griffith University	Beyond Individual Minds: Distributed Cognition and Attitude Formation in Fertility Online Health Communities		
Zi Lin	University of Melbourne	Narrative (Mis)fit Model: Towards Strategic Narrative Persuasion	15 / D	Prof Steven D'Alessandro A/Prof Davide Orazi
Uchitha Wijesinghe	Queensland University of Technology	Beyond Warmth: How Competence Cues Drive Engagement with Food Advertisements on Facebook		
Qing Yan	University of Western Australia	Slowmo in Influencer Marketing: The Impact of Slow Motion in Social Media Videos		
Elham Mahdian	RMIT university	Understanding Consumer Boycott and Buycott Intentions as Expressed on Social Media	16 / E	Prof Ross Gordon A/Prof Ranjit Voola
Karthika Kumar	RMIT University	Cultural Brand Activism: Navigating Landmines, Eclipses, and Crosscurrents		
Yixin Zhang	Macquarie University	Social media influencers as strategic brand partners: Communication and activism		
The Hoa Mai	Monash University	Can Green Innovations Enhance Competitive Advantage?	17 / F	Dr Ljubomir Pupovac Prof Ralf Wilden
Rabeel Khan	La Trobe University	Leveraging digital voice of the customer for new product ideation		
Ena Vejnovic	The University of Western Australia	Between Visions and Paralysis: Understanding why circular economy transitions stall.		

SUNDAY - PAPER SESSION 18 - 23 | NOV 30 | 11:00 AM – 12:30 PM

Mentee	Affiliation	Title	Session/ Room	Mentor
Tien Duong	Deakin University	Countering scepticism by authentic CSR storytelling	18 / A	Prof Stacey Brennan
Kexin Yang	The University of Queensland	Data Breaches: Effects on Consumer-based Brand Equity and Mitigation Strategies		Prof Mark Uncles
Bowen Shao	Swinburne University of Technology	When Do Consumers Prefer AI vs Human Recommendations in Secondhand Consumption?	19 / B	Prof emeritus Ajay Manrai
Ting-Tse Chen	The University of Sydney	Temporal Causal Forests: Transformer-Based Feature Learning for Heterogeneous Treatment Effects		A/Prof Michael Mehmet
Ye (Jennifer) Zheng	The University of Sydney	Voices of Loyalty: Role of Voice in Calming Stressed Customers		
Mara Leonie Konduschek	University of Münster, Germany	The Rise of Low Sensory Retail: How Quiet Stores Reshape Experiential Retail Strategy	20 / C	Dr Alex Belli
Nguyen An	University of Otago	Beyond Labelling: Nudging Sustainable Product Adoption		Prof Steven D'Alessandro
Liu Yingxin	The University of Sydney	Love is Not Blind: Mating Mindset and Consumer Pickiness		
Gary Chiew	University of South Australia	An Emergent SME-AI Adoption Framework: Balancing Human-Technology through Organisational Ambidexterity	21 / D	A/Prof Ofer Mintz
Ninnart Daorattanaong	University of Canterbury	The role of community capital in building the resilience of street food vendors: A case study of Chiang Mai, Thailand		Dr Ljubomir Pupovac
Yvette Zhao	University of Melbourne	Situating Imprinting in Entrepreneurship		
Zihao Xiao	University of Sydney	Turn Stumbling Blocks into Stepping Stones: Flipping Normative Influence to Foster Sustainable Behavioral Change	22 / E	Prof Natalina Zlatevska
Areej Alghamdi	RMIT University	Understanding the Impact of Impulse Buying Behaviour in the Mobile Phone Context		Prof Ekant Veer
Jin Xubei	Monash university	The power of (in)tangibility: Framing effects of corporate sustainability messages on consumers' sustainable behaviour		
Nurul Hosen	Monash University	Assembling Recursive Taste within Social Media Algorithmic Landscape: The Lurkers Perspective	23 / F	A/Prof Lauren Gurrieri
James Keene	University of Technology Sydney	The Impact of Spiritual and Religious Values on Complex Decision-Making Journeys		Dr Marian Makkar
Nurun Naher Popy	University of Otago	Consumer Adoption of Reusable Packaging: A Cross-Cultural Study		

SUNDAY - FINISHED YOUR PHD: WHAT'S NEXT? | NOV 30 | 1:30 PM – 3:00 PM | ROOM A

Session Overview

Finishing a PhD in marketing is a major milestone — but it's also the start of the next big journey. This panel brings together experienced academics to discuss the diverse pathways available after your doctorate. Whether you're considering an academic career, industry research, consulting, or entrepreneurial ventures, our panellists will share practical insights on navigating the transition, building your research identity, publishing strategically, and leveraging your PhD to create meaningful impact.

Join us for an open conversation about opportunities, challenges, and lessons learned on life *after* the PhD.

Panel Discussants

Ming Chow
University of Melbourne

Kane Koh
RMIT University

Andreas Lanz
University of Basel

Jill Lei
University of Melbourne

Stephan Dua Modest
RMIT University

Ralf Wilden
Macquarie University

Moderator

Yuzheng (Yoly) Li
RMIT University

SUNDAY - HOW TO HAVE IMPACT? | NOV 30 | 3:30 PM – 5:00 PM | ROOM A

Session Overview

What does it really mean to create impact as a marketing scholar? Beyond publications and citations, impactful research changes the way people think, make decisions, and solve real-world problems. This panel brings together accomplished academics and industry collaborators to explore how to design, communicate, and translate your research for broader influence — in academia, business, and society.

Join us to learn how to identify high-impact topics, engage with industry and policymakers, and build a research profile that matters — not just in journals, but in practice.

Panel Discussants

Ranjit Voola
University of Sydney

Jessica Vredenburg
Auckland University of Technology

Nadia Zainuddin
University of Wollongong

Natalina Zlatevska
University of Technology Sydney

Moderators

Samby Fready
University of Wollongong

James Keene
University of Technology Sydney

Mentors and Panel Discussants

Denni Arli
University of Tasmania

Alex Belli
University of Melbourne

Stacey Brennan
University of Sydney

Ming Chow
University of Melbourne

Angela Cruz
Monash University

Steven D'Alessandro
Edith Cowan University

Stephan Dua Modest
RMIT University

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Sydney*

Lauren Gurrieri
RMIT University

Ming-Hui Huang
National Taiwan University

Sommer Kapitan
*Auckland University of
Technology*

Ann-Marie Kennedy
University of Canterbury

Kane Koh
RMIT University

Andreas Lanz
University of Basel

Civilai Leckie
*Swinburne University of
Technology*

Jill Lei
University of Melbourne

Yi Li
Macquarie University

Marian Makkar
RMIT University

Ajay Manrai
University of Delaware

Roger Marshall
*Auckland University of
Technology*

Michael Mehmet
University of Wollongong

Valentina Melnyk
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Wales*

Ofer Mintz
*University of Technology
Sydney*

Andrew Murphy
Massey University

Gavin Northey
Griffith University

Davide Orazi
Monash University

Ljubomir Pupovac
*University of New South
Wales*

Roland T. Rust
University of Maryland

Mark Uncles
*University of New South
Wales*

Ekant Veer
University of Canterbury

Ranjit Voola
University of Sydney

Jessica Vredenburg
*Auckland University of
Technology*

Ralf Wilden
Macquarie University

Nadia Zainuddin
University of Wollongong

Natalina Zlatevska
*University of Technology
Sydney*

Mentees

Fatimah Abbas
University of Newcastle

Ferdos Abbaspour
University of Wollongong

Amir Abedini Koshksaray
Griffith University

Elahe Afifi
Deakin University

Areej Alghamdi
RMIT University

Nguyen An
University of Otago

Esra Aslan
*Norwegian School of
Economics*

Ibraheem Badahdah
*University of Technology
Sydney*

Rico Boesch
University of Auckland

Safiye Caferoglu
University of Wollongong

Marleen Campbell
RMIT University

Ting-Tse Chen
University of Sydney

Gary Chiew
University of South Australia

Ninnart Daorattanahong
University of Canterbury

Cagla Dayangan
University of Southampton

Tien Duong
Deakin University

Jenna Elston
University of Canterbury

Miriam Etz
Aalto University

Terina Litchfield
Curtin University

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University of Wollongong

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Sydney*

Rabeel Khan
La Trobe University

Mara Leonie Kondushek
University of Münster

Karthika Kumar
RMIT University

Shuge Li
*University of New South
Wales*

Xiaodan Li
RMIT University

Zi Lin
University of Melbourne

Xiaotian Liu
University of Queensland

Yingxin Liu
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Shannon Lutze
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Xianrui Zeng
*Australian National
University*

Viya Zhang
*Auckland University of
Technology*

Yixin Zhang
Macquarie University

Yvette Zhao
University of Melbourne

Ye (Jennifer) Zheng
University of Sydney

SUNDAY DINNER LOCATION

Fratelli Fresh

ICC Sydney, tenancy 2/14 Darling Dr,
Sydney NSW 2000, Australia



DARLING HARBOUR'S SLICE OF NAPOLI

Right on the harbour's edge, Fratelli Fresh Darling Harbour brings the radiant spirit of Napoli to Sydney. Elevated and effortless, think sunlit piazza energy: lively, welcoming, and always on the move.

A natural fit for travellers and city wanderers seeking refined, relaxed Italian. Whether it's a spontaneous lunch, a lingering dinner, or a quick bite between adventures, our attentive service and flavour-packed menu make it easy to enjoy la dolce vita by the water.

Acknowledgements

**Our sincere thanks go to the ANZMAC
DocCom Members for volunteering**



Samby Fready
University of Wollongong



Siyu (Candice) Liu
University of Sydney



Yuzheng (Yoly) Li
RMIT University



James Keene
*University of Technology
Sydney*



Pham Van Hau
University of Otago



Ena Vejnovic
*University of Western
Australia*



Tin Nguyen
University of Canterbury

**We are grateful to the University of Melbourne for sponsoring
the 2025 ANZMAC Doctoral Colloquium.**



Macquarie University is a vibrant hub of intellectual thinkers, all working towards a brighter future for our communities and our planet.

A PLACE OF INSPIRATION

Macquarie is uniquely located in the heart of Australia's largest high-tech precinct, a thriving locale which is predicted to double in size in the next 20 years to become the fourth largest CBD in Australia. Our campus spans 126 hectares, with open green space that gives our community the freedom to think and grow. We are home to fantastic facilities with excellent transport links to the city and suburbs, supported by an on-campus train station.

RENOWNED FOR EXCELLENCE

We are ranked among the top two per cent of universities in the world, and with a 5-star QS rating, we are renowned for producing graduates that are among the most sought after professionals in the world.

A PROUD TRADITION OF DISCOVERY

Our enviable research efforts are brought to life by renowned researchers whose audacious solutions to issues of global significance are benefiting the world we live in.

BUILDING SUCCESSFUL GRADUATES

Our pioneering approach to teaching and learning is built around a connected learning community: our students are considered partners and co-creators in their learning experience.

FIND OUT MORE

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mq.edu.au

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CRICOS Provider 00002J