

Associate Professor Suku Bhaskaran
Director
Food Marketing Research Unit

Werribee Campus
Room No: 2247
Phone: +6 13 9919 8263
Fax: +6 13 9919 8135
Mobile: 0401-718969



Research Interests

Innovation orientation and adoption of innovation, strategic marketing and marketing planning

Research Interests/Projects

- § Department of Industry, Tourism and Resources: Food SME capacity building and business development
- § Rural Industries Research and Development Corporation and GS1 Australia: Relationship marketing and e-business strategies in food enterprises
- § Department of Primary Industries (Victoria), EAN Australia, Exhaust Controls (Australia) Pty Ltd: Business networks
- § Smart Water Fund and The Christou Group: A new water-efficient system for hydro-cooling freshly harvested vegetables
- § Department of Agriculture, Fisheries and Forestry: Projects on adoption of new crops such as green tea, wasabi and myoga
- § AusIndustry/Australian Speciality Pet Foods Pty Ltd: Innovation in process technology and marketing strategy
- § Projects for companies such as Steritech Australia, Austrimi Seafoods, Victorian Aquaculture Cooperative Society, Carlton and United Breweries, Murray Goulburn Cooperative, Sakata Snackfoods, Cascade Beverage Company, Field Fresh Tasmania

Selected Publications

Academic Journals

- § 'National culture, business culture and management practices: Consequential relationships?', *Journal of Cross Cultural Management – An International Journal*, 14(1), pp. (Bhaskaran, S. and Sukumaran, B., Forthcoming)
- § 'Contextual and methodological issues in COO studies', *Marketing Intelligence & Planning*, 25(1), pp. (Bhaskaran, S. and Sukumaran, B., Forthcoming).
- § 'Environmentally sustainable food production and marketing: opportunity or hype?', *British Food Journal*, 108(8), pp. 677-690 (Bhaskaran, S., Polonsky, M., Cary, J., and Fernandez, S., 2006).
- § 'Incremental innovation and business performance: Small and medium sized food firms in a concentrated industry environment'. *Journal of Small Business Management*, 44(1), pp. 64-80. (Bhaskaran, S., 2006).
- § 'Strategic experimentation and innovation in rural Australia'. *British Food Journal*, 106(2&3). pp 141-152. (Bhaskaran, S., 2004).

Academic Conferences

- § 'Website laddering and the adoption of e-business by Australian small-to-medium scale food enterprises', Eighth International Research Conference on Quality, Innovation and Knowledge Management (Bhaskaran, S and Fernandez, S, Forthcoming)
- § 'Customer satisfaction, profit maximization and shareholder value: Have business basics been ignored?', Australia and New Zealand International Business Academy Conference (Bhaskaran S and Kulkarni, M, 2005)

- § 'Innovation and commercialisation of R&D by business networks', Seventh International Research Conference on Quality, Innovation and Knowledge Management (Bhaskaran, S., 2005).
- § 'Innovation orientation: The outcome of 'cultural baggage?' Academy of Marketing 2001 Conference (Bhaskaran, S., 2001).
- § 'Applying a national index of customer satisfaction for improved strategic marketing in the agribusiness sector', Integrity – The Weakest Link in the Global Food Chain: 11th World Food and Agribusiness Forum & Symposium, International Food and Agribusiness Management Association Conference (Bhaskaran, S. and McKay, M., 2001).

Publications - Books and Monographs

- § 'Relationship Marketing and E-Business, Operations and Strategies of Small-to-Medium Scale Food Enterprises', Rural Industries Research and Development Corporation, Canberra. (Bhaskaran, S., Forthcoming).
- § 'Green Marketing and EMS: Assessing potential consumer influence on EMS development in fresh food chains', Rural Industries Research and Development Corporation, Canberra. (John Cary, Suku Bhaskaran and Michael Polonsky, 2004).
- § 'Commercial Outcomes: Asian Foods Projects', Rural Industries Research and Development Corporation, Canberra. Rural Industries Research and Development Corporation: Canberra, pp. 1-41 (Bhaskaran, S., 2002).

Publications – Trade Magazines

- § 'Trends in food marketing landscape: Healthy foods and foods with therapeutic attributes', Asia Pacific Food Industry, (forthcoming)
- § 'Corporate trends: Driving profits with health', Asia Food Journal, 4 December 2006. <http://www.asiafoodjournal.com/article>
- § 'Marketers face health challenge', Food Magazine, December 2006, p. 12.
- § 'Fundamentally China', Food Magazine, September 2006, p. 9.
- § 'Managing networks', Food Magazine, August 2006, p. 9.

Biography

Qualifications

- § PhD, Monash University, Melbourne
- § Master of Business (Research), Victoria University of Technology, Melbourne
- § Graduate Diploma in Social Science, University of Tasmania
- § Master Membership, Institute of Grocery Distribution, England
- § Bachelor of Arts (Economics and Geography), University of Malaya

Employment History

- § More than sixteen years experience in senior management and consultancy positions in Australia and overseas. Expertise in areas such as strategic planning, development of joint ventures and other forms of business alliance, and managing joint ventures and agencies for products and franchises.
- § Approximately 12 years experience in academic research: generated \$2.8 million in external R&D funding, published 50 peer reviewed journal articles and conference papers, 33 contract research reports and nearly 60 articles in trade journals and periodicals.

Other Research Activities

- § Member of the 2nd Annual Food Magazine Challenge Awards 2006 Judging Panel
- § Expert Assessor: Australian Research Council (Discovery Projects), Australian Research Council (Linkage Projects) (2002-2006)
- § Invited Panellist: Industry Roundtable – Managing the Relationship between Compliance and Marketing to Maximise Food Label Efficiency and Effectiveness, The 8th Annual Food Regulations and Labelling Standards Conference, Sydney, 23-24 November 2006
- § Invited Speaker: 'Colours & Flavours Innovations in Food & Beverage 2006', Singapore, 9-10 October 2006
- § Invited Speaker: 'International Palm Oil Trade Fair & Seminar', Kuala Lumpur, Malaysia, 21-24 November 2006