

## Mr Shameem Ali

Lecturer in Marketing

Hospitality, Tourism & Marketing

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### **Research Interests:**

Small businesses, home-based businesses and life-style enterprises. Business planning, marketing strategy and customer satisfaction.

### **Research Interests/Projects:**

Identifying high growth home based businesses.  
Visitor satisfaction study: Grampians.

### **Selected Papers**

Ali, S; Breen, J and Paguio, R (2006) Home Based Businesses in the Sunbury Region, Small Business Research Unit, Victoria University.

Breen, J; **Ali, S**; Walker, E and Paguio, R (2006) Local Government Assistance for Home Based Businesses: Is it Working?, *Proceedings of the 51<sup>st</sup> International Council for Small Business Conference (ICSB 2006)*, Melbourne, 18-21 June; ISBN 0-9582632-6-4.

Breen, J; Paguio, R; **Ali, S**; and Sellitto, C (2006) Engaging the Invisible Home-Based Business (HBB) Sector: Challenges and Best Practices in Local Government, *Proceedings of the 51<sup>st</sup> International Council for Small Business Conference (ICSB 2006)*, Melbourne, 18-21 June; ISBN 0-9582632-6-4.

*Breen, J; **Ali, S**; Sellitto, C and Paguio, R (2005) Home Base Business and Local Government, Small Business Research Unit, Victoria University. A report to the Department of Innovation, Industry and Regional Development.*

Morrison A, Breen J and Ali S (2003) Small Business Growth: Intention, Ability, and Opportunity, *Journal of Small Business Management*, Vol. 41, No. 4. (October 2003)

Jago L, Chalip L, Brown G, Mules T and Ali S (2003) Building Events Into Destination Branding: Insights From Experts, *Event Management*, Vol. 8, No. 1, pp. 3-14.

Sims R, Breen J and Ali S (2002) Small Business Support: Dealing with the Impediments to Growth, *Journal of Enterprising Culture*, Vol. 10, No. 4. (December 2002), pp. 241-256

### **Biography**

BA (Economics); BBus (Management); MBus (Marketing)