

March 08, 2013

Dear Panel Members,

I am delighted to have the opportunity to act as a referee for Associate Professor Robert Davies's application for the Professorial position at the University Of Auckland Graduate Business School Of Management. My relationship with Robert is primarily professional. We were members of the Club of Nine Heads of Schools of Marketing (CO9) of NZ universities.

Having reviewed the Role Description, I am confident in Robert's ability to make the most of the wonderful opportunity that the Professorial role presents. I have known Robert for several years. His research publications have been prolific, of high quality, and impactful. He is a good researcher with publications in relevant top tier journals including the Journal of Advertising Research, Marketing Science, and the Journal of Information Technology. His research on online shopping is topical and very relevant in today's business environment. With the growing prominence of online shopping, Robert's work is becoming more recognised by international scholars and he will be in the forefront of this topic in the coming years. Robert is also active in the conference circuit. He has been a reviewer for several conferences in addition to being a presenter.

Robert has extensive experience in administration. He was the Head of the Marketing Department for several years. I got to know him personally when he attended the first CO9 (Club of 9 Heads of Marketing) meeting in Wellington in 2011. In his then capacity as Head of Department, I found him very enthusiastic, diligent, and responsible manager. He always put his staff and department's interest ahead of his. He also has a very easy and friendly manner which will certainly makes him an approachable and cooperative colleague.

Robert has proven to be an excellent lecturer as indicated by the views of various stakeholders. He has considerable teaching experience in various modes and continuously exhibits teaching and learning initiative and leadership. With regards to executive education I have no doubt his teaching performance and knowledge on consumer behaviour within the context of online shopping and social media will greatly enhance the executive programme.

If I should sum up, Robert is view as a devoted, caring and passionate University teacher and scholar. There is clearly evidence of sustained leadership and excellence in research and teaching – as evident by his journal outputs, recognition manifest in invited presentations, and the breadth of completed research supervision and success in securing University and external research funding. It is my view that his application for the professorial position warrants serious attention and I fully support his application.

Thank you for your attention.

Sincerely,



Professor Kim Fam

Head of School of Marketing and International Business

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