Sara Dolnicar

Associate Professor
School of Management & Marketing
Marketing Discipline
Research Interests and Prior Work

• Graduated 1994
• Completed PhD in Vienna 1996
• 1994-2002 assistant professor / secretary general of the Austrian Society of Applied Research in Tourism / extensive consultancy work
• 2002 from Vienna to Wollongong
Research Interests and Prior Work

- Market segmentation – similar groups of people
- Survey design – asking the right people the right questions in the right way to learn the most
- = Strategic Marketing

- Bushcare, Tourism Destinations, Brands, Surfing, Lecture attendance, …… anything exciting …… especially when it really matters (so my job becomes meaningful!)
Present Projects - A Menu 1

- Environmental volunteering
  - How to attract more volunteers
  - Organisational changes in environmental volunteering organisations (accounting, management, structure, ..)
  - ...

- Sustainable tourism
  - Can we find tourists who per se have small environmental footprints?
  - Who are they and how can we get them to come to Australia and send the others elsewhere?
  - ...
Present Projects - A Menu 2

- Brand image measurement
  - Tourist destination images
  - Public school images
  - Consumer goods images

- What is the best length of a survey?
- How can we best identify relevant attributes?
- Should we really ask everyone?
- ...
Present Projects - A Menu 3

• Adoption of recycled water
  - Why and why not?
  - How to ethically stimulate adoption?
  - ...

• WIN entertainment centre customer study
  - What do sports event / rock music concert and chess world championship visitors want?
  - ...

Present Projects - A Menu 4

• Lecture attendance
  - Why do students attend?
  - Why do they not attend?
  - Does attendance increase learning at all?
  - Does attendance mean listening or chatting with a friend in a lecture theatre?
  - ...

• Market segmentation - the easiest path to collaboration: whatever you need grouped, I would love to group it with you!
Potential for Academic Collaboration

• All these topics and areas have potential of various kinds for collaboration.
• Please let me know if anything sounds interesting to you!
Potential for Industry Collaboration

• I am just an immigrant without connections.
• I would love to work with any organisation that is related to any of the above topics, for instance
  - The Wollongong Tourism Authority
  - The Wollongong Brand Image Campaign
  - Tourism Australia, Tourism NSW
  - Sydney Water
  - The NSW Dept of Education
  - Volunteering Australia
  - Bluescope Steel
  - Any organisation that can genuinely see the benefits of collaboration!
Personal Areas of Success
Where I might be able to help out

• Structural areas
  - Academia beyond Wollongong
  - Goal functions at UoW

• Skills
  - Conducting empirical research
  - Writing grant applications
  - Selecting target journals
  - The journal submission “frisbee game”
Discussion Points for the Audience

- Any interest for collaboration in particular areas?
- Any ideas of how your research might blend in with any of the areas I mentioned?
- Do you know any industry partners, who you/UoW has good connections with or who I could call without being perceived as awkward?
- Do you have minor questions that we could integrate into the series of large scale data collections we plan in the next 3 years?
- Anything you would like to ask?