Biography

Riza Casidy is an associate professor and the research coordinator in the Department of Marketing at Macquarie University. Riza has had extensive experience as a marketing academic and consultant in Australia and overseas. His teaching philosophy is grounded on the authentic teaching approach which incorporates industry-relevant cases, activities, and assessments in the curriculum. He has received two Faculty awards for his contribution to teaching and service in recognition of his ongoing works in linking academia and industry. Riza’s main research interests are in the area of consumer-brand relationships and the effects of religion on consumer behaviour. His works on these topics have been published in Journal of Marketing Research, Journal of Service Research, Industrial Marketing Management, and Tourism Management, amongst others. He is an associate editor of International Journal of Consumer Studies and Journal of Strategic Marketing, and serves as member of the editorial board for Australasian Marketing Journal and Asia Pacific Journal of Marketing and Logistics.

Qualifications

Higher Education, Graduate Certificate in Learning and Teaching, Swinburne University of Technology Award Date: 30 Apr 2012
Marketing, PhD, Monash University Award Date: 14 May 2009
Marketing, Bachelor of Business (Honours), Monash University Award Date: 4 Mar 2006
Marketing, Bachelor of Commerce, Curtin University Award Date: 15 Jul 2004
31 Dec 2019 HDR Supervision Orientation 2018-2020, HDR30

Employment

Associate Professor
Associate Professor
Department of Marketing
Macquarie University
25 Feb 2019 → present

Research outputs

The role of brand in overcoming consumer resistance to autonomous vehicles

Use it or lose it: point expiration and status demotion

Religious belief, religious priming, and negative word-of-mouth in everyday service failure encounters

Relationship factors and firms’ willingness-to-pay: A comparison of east-west settings

A typology of organisational stakeholder engagement with place brand identity
Service innovation and adoption in industrial markets: An SME perspective

B2B purchase engagement: Examining the key drivers and outcomes in professional services

Drivers and inhibitors of national stakeholder engagement with place brand identity

Drivers and outcomes of relationship quality with professional service firms: An SME owner-manager perspective

Exploring brand strength's nomological net and its dimensional dynamics

The effects of brand identity on brand performance in the service sector

Deck the halls with boughs of holly to soften evaluations of service failure

Investigating the impact of young consumers' religiosity on digital piracy

Spirituality, religion and consumption: Introduction to a special issue

The relative influence of functional versus imagery beliefs on brand sensitivity in B2B professional services

Enhancing hotel brand performance through fostering brand relationship orientation in the minds of consumers

Authentic assessment in business education: its effects on student satisfaction and promoting behaviour

The role of brand reputation in organic food consumption: A behavioral reasoning perspective

A taxonomy of prestige-seeking university students: strategic insights for higher education

Service recovery, justice perception, and forgiveness: the "other customers" perspectives

Investigating the role of religiosity as a deterrent against digital piracy

A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price
The role of religious leaders on digital piracy attitude and intention

Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements

Linking prestige perception with consumption experience, loyalty, and WOM

Exploring the integration of social media within integrated marketing communication frameworks: Perspectives of services marketers

Religiosity and digital piracy: An empirical examination

The effects of harm directions and service recovery strategies on customer forgiveness and negative word-of-mouth intentions

Australian consumers’ decision-making styles for everyday products

Linking fashion consciousness with Gen Y attitude towards prestige brands

The impact of brand strength on satisfaction, loyalty and WOM: An empirical examination in the higher education sector

Perceived benefits and church participation: A comparative study among regular and irregular church goers

The role of perceived market orientation in the higher education sector

Brand orientation and service quality in online and offline environments: empirical examination in higher education

Linking brand orientation with service quality, satisfaction, and positive word-of-mouth: evidence from the higher education sector

The role of brand orientation in the higher education sector: a student-perceived paradigm

The role of external influences in high involvement purchase behaviour
An empirical investigation of the relationship between personality traits, prestige sensitivity, and fashion consciousness of Generation Y in Australia

Discovering consumer personality clusters in prestige sensitivity and fashion consciousness context

The relationship between market orientation, brand orientation and perceived benefits in the non-profit sector: a customer-perceived paradigm

The Role of brand orientation in church participation: An empirical examination

Church marketing: the effect of market orientation on perceived benefits and church participation

Predicting brand preferences: An examination of the predictive power of consumer personality and values in the Australian fashion market

The Big Five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality

Prizes

Faculty of Business and Law Award for Effectiveness, Excellence, and Exemplar Practice in Teaching and Learning (2014)
Casidy, Riza (Recipient), 2014

Faculty of Business and Law Award for Outstanding Contribution in Service
Casidy, Riza (Recipient), 2017