

Riza Casidy
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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

Casidy, R., Claudy, M., Heidenreich, S. & Camurdan, E., Jul 2021, In: Psychology & Marketing. 38, 7, p. 1101-1121 21 p.

Use it or lose it: point expiration and status demotion

Shin, H. & Casidy, R., 6 Apr 2021, In: Journal of Services Marketing. 15 p.

Religious belief, religious priming, and negative word of mouth

Casidy, R., Duhachek, A., Singh, V. & Tamaddoni, A., Aug 2021, In: Journal of Marketing Research. 58, 4, p. 762-781 20 p.

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

Nyadzayo, M. W., Mohan, M. & Casidy, R., 1 Nov 2020, In: Industrial Marketing Management. 91, p. 397-410 14 p.

A typology of organisational stakeholder engagement with place brand identity

Helmi, J., Bridson, K. & Casidy, R., 2 Oct 2020, In: Journal of Strategic Marketing. 28, 7, p. 620-638 19 p.

Service innovation and adoption in industrial markets: An SME perspective

Casidy, R., Nyadzayo, M. & Mohan, M., 1 Aug 2020, In: Industrial Marketing Management. 89, p. 157-170 14 p.

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

Nyadzayo, M. W., Casidy, R. & Thaichon, P., Feb 2020, In: Industrial Marketing Management. 85, p. 197-208 12 p.

Drivers and inhibitors of national stakeholder engagement with place brand identity

Casidy, R., Helmi, J. & Bridson, K., 8 Jul 2019, In: European Journal of Marketing. 53, 7, p. 1445-1465 21 p.

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

Casidy, R. & Nyadzayo, M., Apr 2019, In: Industrial Marketing Management. 78, p. 27-42 16 p.

Exploring brand strength's nomological net and its dimensional dynamics

Wymer, W. & Casidy, R., 2019, In: Journal of Retailing and Consumer Services. 49, p. 11-22 12 p.

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

Casidy, R., Prentice, C. & Wymer, W., 2019, In: Journal of Strategic Marketing. 27, 8, p. 651-665 15 p.

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

Newton, J. D., Wong, J. & Casidy, R., 1 Nov 2018, In: Journal of Service Research. 21, 4, p. 389-404 16 p.

Investigating the impact of young consumers' religiosity on digital piracy

Arlı, D., Tjiptono, F., Casidy, R. & Phau, I., 1 Nov 2018, In: International Journal of Consumer Studies. 42, 6, p. 792-803 12 p.

Spirituality, religion and consumption: Introduction to a special issue

Casidy, R. & Arlı, D., 1 Nov 2018, In: International Journal of Consumer Studies. 42, 6, p. 583-585 3 p.

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

Casidy, R., Nyadzayo, M., Mohan, M. & Brown, B., 1 Jul 2018, In: Industrial Marketing Management. 72, p. 26-36 11 p.

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

Casidy, R., Wymer, W. & O'Cass, A., 1 Jun 2018, In: Tourism Management. 66, p. 72-84 13 p.

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

James, L. T. & Casidy, R., 4 Mar 2018, In: Studies in Higher Education. 43, 3, p. 401-415 15 p.

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

Ryan, J. & Casidy, R., 1 Mar 2018, In: Journal of Retailing and Consumer Services. 41, p. 239-247 9 p.

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

Casidy, R. & Wymer, W., 17 Feb 2018, In: Journal of Strategic Marketing. 26, 2, p. 140-155 16 p.

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

Shin, H., Casidy, R. & Mattila, A. S., 4 Jan 2018, In: Services Marketing Quarterly. 39, 1, p. 1-21 21 p.

Investigating the role of religiosity as a deterrent against digital piracy

Casidy, R., Lwin, M. & Phau, I., 1 Jan 2017, In: Marketing Intelligence and Planning. 35, 1, p. 62-80 19 p.

A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price

Casidy, R. & Wymer, W., 1 Sep 2016, In: Journal of Retailing and Consumer Services. 32, p. 189-197 9 p.

The role of religious leaders on digital piracy attitude and intention

Casidy, R., Phau, I. & Lwin, M., 1 Sep 2016, In: Journal of Retailing and Consumer Services. 32, p. 244-252 9 p.

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

Shin, H., Casidy, R., Yoon, A. & Yoon, S. H., Sep 2016, In: Journal of Brand Management. 23, 5, p. 1-23 23 p.

Linking prestige perception with consumption experience, loyalty, and WOM

Casidy, R. & Wymer, W., 6 Jun 2016, In: Marketing Intelligence and Planning. 34, 4, p. 540-558 19 p.

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

Valos, M. J., Haji Habibi, F., Casidy, R., Driesener, C. B. & Maplestone, V. L., 1 Feb 2016, In: Marketing Intelligence and Planning. 34, 1, p. 19-40 22 p.

Religiosity and digital piracy: An empirical examination

Casidy, R., Phau, I. & Lwin, M., 2 Jan 2016, In: Services Marketing Quarterly. 37, 1, p. 1-13 13 p.

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

Casidy, R. & Shin, H., Nov 2015, In: Journal of Retailing and Consumer Services. 27, p. 103-112 10 p.

Australian consumers' decision-making styles for everyday products

Nayeem, T. & Casidy, R., 1 Feb 2015, In: Australasian Marketing Journal. 23, 1, p. 67-74 8 p.

Linking fashion consciousness with Gen Y attitude towards prestige brands

Casidy, R., Nuryana, A. N. & Hati, S. R. H., 1 Jan 2015, In: Asia Pacific Journal of Marketing and Logistics. 27, 3, p. 406-420 15 p.

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

Casidy, R. & Wymer, W., 1 Jan 2015, In: Journal of Brand Management. 22, 2, p. 117-135 19 p.

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

Casidy, R. & Tsarenko, Y., 4 Nov 2014, In: Asia Pacific Journal of Marketing and Logistics. 26, 5, p. 761-776 16 p.

The role of perceived market orientation in the higher education sector

Casidy, R., May 2014, In: Australasian Marketing Journal. 22, 2, p. 155-163 9 p.

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

Casidy, R., 1 Jan 2014, In: Services Marketing Quarterly. 35, 3, p. 236-254 19 p.

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

Casidy, R., 1 Jan 2014, In: Journal of Nonprofit and Public Sector Marketing. 26, 2, p. 142-161 20 p.

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

Casidy, R., 4 Nov 2013, In: Asia Pacific Journal of Marketing and Logistics. 25, 5, p. 803-820 18 p.

The role of external influences in high involvement purchase behaviour

Nayeem, T. & Casidy, R., 21 Oct 2013, In: Marketing Intelligence & Planning. 31, 7, p. 732-745 14 p.

An empirical investigation of the relationship between personality traits, prestige sensitivity, and fashion consciousness of Generation Y in Australia

Casidy, R., 1 Nov 2012, In: Australasian Marketing Journal. 20, 4, p. 242-249 8 p.

Discovering consumer personality clusters in prestige sensitivity and fashion consciousness context

Casidy, R., 1 Jul 2012, In: Journal of International Consumer Marketing. 24, 4, p. 291-299 9 p.

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

Mulyanegara, R. C., 1 Aug 2011, In: Journal of Strategic Marketing. 19, 5, p. 429-441 13 p.

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

Casidy Mulyanegara, R., 1 Jul 2011, In: Journal of Nonprofit and Public Sector Marketing. 23, 3, p. 226-247 22 p.

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

Mulyanegara, R. C., Tsarenko, Y. & Mavondo, F., 1 Jan 2011, In: Services Marketing Quarterly. 32, 1, p. 60-82 23 p.

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

Mulyanegara, R. C. & Tsarenko, Y., 1 Oct 2009, In: Journal of Fashion Marketing and Management. 13, 3, p. 358-371 14 p.

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

Mulyanegara, R. C., Tsarenko, Y. & Anderson, A., 22 Jan 2009, In: Journal of Brand Management. 16, 4, p. 234-247 14 p.

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