

Riza Casidy  
Professor  
Department of Marketing  
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## Biography

Riza Casidy is a Professor of Marketing and the Director of Research in the Department of Marketing at Macquarie University. Riza's main research interest is on the effects of ideological beliefs on consumer behaviour. His secondary research interest is on the study of consumer decision making in B2B context. He has published over 50 papers in high-quality (ABDC A\* and A-ranked) journals, including *Journal of Marketing Research*, *Journal of Service Research*, *Industrial Marketing Management*, and *European Journal of Marketing*, amongst others. Riza has been ranked in the top 2% of scientists in the marketing discipline based on Stanford Ranking, top 5% of business researchers globally and top 1% of marketing researchers nationally in terms of research productivity and quality, according to P-Ranking.

Riza is an award-winning educator with one University award and three Faculty Awards to date including, most recently, **Vice Chancellor's Award for Teaching Excellence** (2022) at Macquarie University. Riza's teaching is characterised by a "scholarly-authentic" approach whereby he empowers students to draw upon latest developments in marketing research to address contemporary challenges faced by various industry partners, including Medibank and MYOB. His paper on this topic, published in *Studies in Higher Education* (James & Casidy, 2018), has provided intellectual leadership in the academic community on the use of scholarly-authentic approach to optimise student engagement.

Riza is actively involved in the marketing academic community as Associate Editor and/or Editorial board member of leading journals including *Journal of Service Research*, *Industrial Marketing Management*, *Journal of Strategic Marketing*, *International Journal of Consumer Studies*, and *Australasian Marketing Journal*. He is also an executive member of Australian and New Zealand Marketing Academy (ANZMAC).

## 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

### Professor

Professor  
Department of Marketing  
Macquarie University  
1 Jan 2023 → present

## Research outputs

### The Influence of Religious Identification on Strategic Green Marketing Orientation

Casidy, R., Arli, D. & Tan, L., 10 Mar 2024, (Accepted/In press) In: *Journal of Business Ethics*.

### Factors influencing consumer forgiveness: a systematic literature review and directions for future research

Kim, Y., Ho, T. H., Tan, L. P. & Casidy, R., 10 Aug 2023, In: *Journal of Service Theory and Practice*. 33, 5, p. 601-628 28 p.

**The effects of B2B sustainable brand positioning on relationship outcomes**

Casidy, R. & Lie, D. S., 19 Feb 2023, In: Industrial Marketing Management. 109, p. 245-256 12 p.

**Maximizing customer adoption outcomes in emerging industrial markets via supplier innovativeness and relationship quality**

Nyadzayo, M. W., Casidy, R. & Mohan, M., 15 Feb 2023, In: Journal of Business and Industrial Marketing. 38, 4, p. 958-973 16 p.

**Customer brand engagement and co-production: an examination of key boundary conditions in the sharing economy**

Casidy, R., Leckie, C., Nyadzayo, M. W. & Johnson, L. W., 28 Nov 2022, In: European Journal of Marketing. 56, 10, p. 2594-2621 28 p.

**Integrating B2B and B2C research to explain industrial buyer behavior**

Casidy, R., Mohan, M. & Nyadzayo, M., Oct 2022, In: Industrial Marketing Management. 106, p. 267-269 3 p.

**Leveraging consumer behavior research to forge new insights into B2B buyer behavior: Contextualizing extant research and developing a research agenda**

Mohan, M., Casidy, R., Thaichon, P. & Nyadzayo, M., Aug 2022, In: Industrial Marketing Management. 105, p. 1-17 17 p.

**The effects of supplier B2B sustainability positioning on buyer performance: The role of trust**

Casidy, R. & Yan, L., Apr 2022, In: Industrial Marketing Management. 102, p. 311-323 13 p.

**Innovation and adoption in emerging industrial markets: The role of trust and commitment in interfirm relationships: An abstract**

Mohan, M., Nyadzayo, M. & Casidy, R., 2022, *Celebrating the Past and Future of Marketing and Discovery with Social Impact: 2021 AMS Virtual Annual Conference and World Marketing Congress*. Allen, J., Jochims, B. & Wu, S. (eds.). Cham: Springer Nature Switzerland AG, p. 481-482 2 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

**Use it or lose it: point expiration and status demotion**

Shin, H. & Casidy, R., 26 Nov 2021, In: Journal of Services Marketing. 35, 8, p. 1013-1027 15 p.

**Religion, spirituality, and advertising**

Waller, D. S. & Casidy, R., 30 Sept 2021, In: Journal of Advertising. 50, 4, p. 349-353 5 p.

**Customer identification: The missing link between relationship quality and supplier performance**

Mohan, M., Nyadzayo, M. & Casidy, R., Aug 2021, In: Industrial Marketing Management. 97, p. 220-232 13 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.

**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.

**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.

**Brand strength's nomological net and dimensional dynamics: An abstract**

Wymer, W. & Casidy, R., 2020, *Enlightened marketing in challenging times: Proceedings of the 2019 AMS World Marketing Congress (WMC)*. Pantoja, F., Wu, S. & Krey, N. (eds.). Cham: Springer Nature Switzerland AG, p. 127-128 2 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

**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.

Customer responses to the point management strategy in the occurrence of customer demotion: An Abstract

Shin, H. & Casidy, R., 2019, *Finding new ways to engage and satisfy global customers: Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*. Rossi, P. & Krey, N. (eds.). Cham: Springer Nature Switzerland AG, p. 397 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

**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.

Customer responses to service failure in direct and indirect harm context: An abstract

Shin, H. & Casidy, R., 2017, *Marketing at the confluence between entertainment and analytics: Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress*. Rossi, P. (ed.). Cham: Springer Nature Switzerland AG, Vol. 1. p. 247 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

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

Casidy, R. & Wymer, W., 1 Sept 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 Sept 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., Sept 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.

Brand orientation and service quality in online and offline environment: An empirical examination

Casidy, R., 2016, *Let's get engaged! Crossing the threshold of marketing's engagement era: Proceedings of the 2014 Academy of Marketing Science (AMS) Annual Conference*. Obal, M. W., Krey, N. & Bushardt, C. (eds.). Cham: Springer Nature Switzerland AG, p. 489 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

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

**Macquarie Business School (MQBS) Highly-Commended Finalist for the 2022 Vice-Chancellor's Teaching Excellence Award**

Casidy, Riza (Recipient), 1 Oct 2022

**Winner - Vice-Chancellor's Award for Teaching Excellence**

Casidy, Riza (Recipient), 21 Nov 2022