Riza Casidy is Associate Professor and the Director of Research in the Department of Marketing at Macquarie University. Riza’s main research interests are in the area of consumer behaviour in the B2C and B2B settings. 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.

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 Journal of Service Research, Industrial Marketing Management, Australasian Marketing Journal and Asia Pacific Journal of Marketing & Logistics. Riza has been ranked in the top 2% of scientists in the marketing discipline, top 5% of business researchers globally and top 1% of marketing researchers nationally in terms of research productivity and quality.

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 industry partners. Riza has provided intellectual leadership in the academic community on the use of scholarly-authentic approach. His paper on this topic, published in Studies in Higher Education (James & Casidy, 2018), demonstrates that the use of authentic assessment is strongly related with student engagement and satisfaction. Riza has received several awards for his teaching performance, including Faculty of Business & Law award for teaching excellence (2014), and Faculty of Business & Law award for outstanding service contributions (2018) at Deakin University.

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
1 Mar 2022 → present

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

Customer brand engagement and co-production: an examination of key boundary conditions in the sharing economy
Maximizing customer adoption outcomes in emerging industrial markets via supplier innovativeness and relationship quality

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

Use it or lose it: point expiration and status demotion

Religion, spirituality, and advertising

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

Religious belief, religious priming, and negative word of mouth

The role of brand in overcoming consumer resistance to autonomous vehicles

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

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

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

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

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

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  

Brand orientation and service quality in online and offline environment: 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