



Dr Shane Mathews PhD

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SUMMARY OF EXPERIENCE

Dr Shane Mathews is an Associate Professor in the School of AMPR, QUT Business School. Shane has more than 20 years of experience in the marketing profession. Shane's research investigates digitalization. The internet's impact on digital marketing such as digital branding, firm digital marketing capabilities, virtual social networks and the broader implications of digital marketing and international marketing.

PREVIOUS PROJECTS

A selection of Shane's previous projects include:

- Social media analysis for strategic marketing decisions
- Insight into Internet international marketing. A comparison between Australia, Chile, Taiwan and Japan.
- Specifically, the Internet's impact on marketing.

SELECTED PUBLICATIONS

- Mathews, Shane W., Maruyama, Masahiro, Sakurai, Yuka, Perks, Keith J., & Sok, Phyra (2018) Risk perceptions in Japanese SMEs: The role of Internet marketing capabilities in firm performance. *Journal of Strategic Marketing*. (1-13.)
- Mathews, Shane W., et al. "Internet resources and capabilities: Japanese SME risk-taking, industry and performance." *Asia Pacific Business Review* 24.5 (2018): 675-692.
- Bianchi, Constanza, Glavas, Charmaine, & Mathews, Shane (2017) SME international performance in Latin America: The role of entrepreneurial and technological capabilities. *Journal of Small Business and Enterprise Development*, 24(1), pp. 176-195.
- Chen, Hsiu-Li & Mathews, Shane (2017) Experiential brand deployment : improving tourism brand evaluations. *Journal of Hospitality & Tourism Research*, 41(5), pp. 539-559.
- Glavas, Charmaine, Mathews, Shane W., & Bianchi, Constanza (2017) International opportunity recognition as a critical component for leveraging Internet capabilities and international market performance. *Journal of International Entrepreneurship*, 15(1), pp. 1-35.
- Grewal, D., Levy, M., Mathews, S., Harrigan, P., and Bucic, T. (2017), *Marketing*, McGraw Hill Education, edition 2e, Australia.
- Mathews, Shane, Bianchi, Constanza, Perks, Keith J., Healy, Marilyn, & Wickramasekera, Rumintha (2016) Internet marketing capabilities and international market growth. *International Business Review*, 25(4), pp. 820-830.
- Glavas, Charmaine & Mathews, Shane (2014) How international entrepreneurship characteristics influence Internet capabilities for the international business processes of the firm. *International Business Review*, 23(1), pp. 228-245.
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Mathews, Shane W. & Healy, Marilyn J. (2008) "From garage to global": the internet and international market growth, an SME perspective. *International Journal of Internet Marketing and Advertising*, 4(2/3), pp. 179-196.

RESEARCH FOCUS

To build a research portfolio focus based on digitalisation. In particular research that investigates the influence of the Internet on marketing and international marketing strategy and the firm. Within this context Shane uses different country contexts to understand these contemporary issues so as to better map what capabilities are needed to facilitate future strategy; the digitalisation nexus between future customers and future firms. Shane is currently working on research projects in Australia, Japan, Taiwan, Thailand, Indonesia, China, Chile and Austria.
