

Associate Professor Martin Grimmer
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I am an Associate Professor in the School of Management at the University of Tasmania (UTAS). I began my academic career in Queensland and have worked at the University of Queensland and Griffith University. At Griffith University, I was one of the founding members of the School of Applied Psychology. I have also been a partner in an organisational consultancy business and worked as an industrial/organisational psychologist.

Since joining the School of Management at UTAS, I have taught in human resources (HR), research methods and marketing. I now concentrate on consumer behaviour, which is heavily based on psychological theory. My research interests include the psychological contract, organisational behaviour and staff selection. I have been involved in a range of projects looking at trends in the use of different research methods in published research in both HR and marketing. My current research focuses on the area of pro-social, and specifically pro-environmental, consumer behaviour.

I was Head of the School of Management from 2006-2008 and Acting Dean of the Faculty of Business from 2009-2010, and am currently the MBA Director and the Graduate Research Coordinator. Our Faculty teaches across the three UTAS campuses (Hobart, Launceston and Burnie), in Sydney, as well as in China and Hong Kong. We teach approximately 1800 students in Tasmania, about a third of whom are international students, the highest proportion of any of the UTAS faculties. We offer a diverse range of undergraduate and postgraduate coursework programs, as well as research higher degrees.

I have been the UTAS ANZAM Institutional Representative since 2004, and a member of the ANZAM Board since 2010. I am also the ANZAM 2013 Conference Convener. As President, I will work to foster communication and collaboration within the Academy and will focus on representing the interests of my fellow ANZAM colleagues.