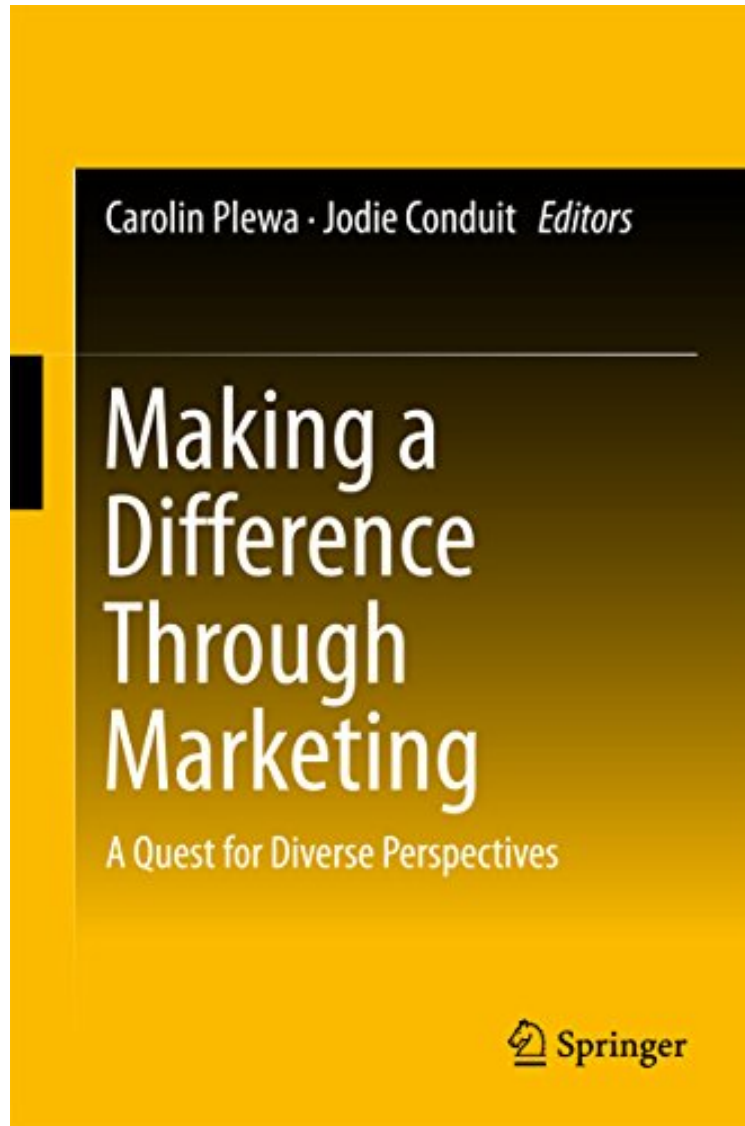


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About the Author Carolin Plewa is Associate Head Research (Marketing and Management) at The University of Adelaide Business School. She has published extensively on university business collaboration, sponsorship and corporate social responsibility as well as services marketing. Jodie Conduit is a Senior Lecturer at The University of Adelaide Business School, where her research interests focus on interactions between business and customers, customer engagement, marketing strategy, customer insight and services marketing. She has extensive experience as a research consultant with service organisations.