
Hugh M. Pattinson (University of Western Sydney, Australia) and David R. Low (University of Western Sydney, Australia)

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Hugh M. Pattinson is Senior Lecture in the School of Marketing at the University of Western Sydney. He recently completed a PhD on applying storytelling and Decision Systems Analysis to new Internet-based software application development and delivery. Other areas for research focus include scenario planning and its application in marketing; scenario planning of new and emerging e-business technologies; negotiation research from a complex systems perspective, and new methodologies for analysis and visualisation of unstructured information. He also maintains a strong research interest in strategic alliances and Internet Marketing. Pattinson has a substantial record of curriculum development particularly in the area of e-marketing and e-business and was the Director of E-Business Marketing Programs in the Faculty of Business at UTS. He has developed several courses and subject from pre-university level through to MBA and Executive MBA courses. Prior to joining UTS, he spent over 12 years in various marketing roles within the information technology industry including Channels Marketing Manager, Competitive Intelligence Manager, Marketing Business Analyst and Market Research Consultant.
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