

Matthew Beck

Curriculum Vitae

Personal Details

Name: Matthew John Beck

Nationality: Australian

Qualifications: Doctor of Philosophy (Enrolled), Economics, *University of Sydney*
Master of Philosophy, Economics, *University of Sydney*
Bachelor of Economics (Honours), *University of Sydney*

Bio: Matthew completed an undergraduate degree at the University of Sydney where he graduated with honours in Economics (specialising in International Trade and Development Economics). His Master's thesis, entitled *Fair Weather to Gale Force: The Evolutionary Winds of Sports Fandom*, is a comprehensive treatise on the role of sport in society and the development of sporting loyalty by individual supporters. During this time he was also employed by the Discipline of Marketing at the University of Sydney where he was instrumental in the maintenance and regeneration of the discipline. In this role he delivered a broad range of subjects at both an undergraduate and postgraduate level, courses including marketing principles, consumer behaviour, introductory and advanced marketing research techniques, and new product marketing and retail and services marketing and was nominated for a Faculty Teaching award in 2005. He also acted as Undergraduate Student Coordinator, was involved in several discipline committees, and actively oversaw the professional development of junior academic staff. In 2007 he enrolled at Institute of Transport and Logistics to complete a PhD under the supervision of Doctor John Rose and Professor David Hensher. Within ITLS he is a member of the Teaching and Learning Innovations Committee and is involved in the lecturing of postgraduate courses. In 2009 he was again nominated for a teaching award. Matthew is also active in consulting working on diverse brand management, media relations, fast moving consumer goods and pharmaceutical projects.

Contact Details

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144 Burren St.
Newtown, NSW
2042

Professional Experience

Role: Associate Lecturer
Dates: 1999 - 2005
Body: Discipline of Marketing , University of Sydney

Description: My role as Associate Lecturer evolved during my employment into a position as the head tutor for the Discipline of Marketing. My responsibilities involved not only teaching but also the development of the Discipline's tutorial program and the managing of the Discipline's other tutors. As a lecturer it was my role to lecture and tutor in courses in the Discipline's Undergraduate and Postgraduate programs.

Role: Lecturer
Dates: 2007 - Current
Body: Institute of Transport and Logistics Studies, University of Sydney

Description: As a lecturer within the Institute of Transport and Logistics Studies, I teach quantitative methods within the Postgraduate Masters program. I have also had experience teaching Geographical Information Systems and I was a foundation member of the Teaching and Learning Innovations Committee.

Role: Director
Dates: 2005 - Current
Body: Pulse Market Research

Description: In this role I consult for several market research firms, specialising in quantitative data analysis. I provide project management, data analysis and result presentation services specialising in fast moving consumer goods and financial markets.

Research Projects

Development of a Behavioural System of Stated Choice Models: Modelling Behavioural, Pricing and Technological Opportunities to Reduce Automobile Energy Levels

[ARC Discovery Project Grant]

Staff: Professor David Hensher
Dr John Rose
Matthew Beck

Dates: 2007 - Ongoing

Summary: Automobile use is attributed with over 70% of CO2 emissions from the transport sector. This project delivers a new framework to assess the impact of policies to reduce CO2 and other energy sources associated with existing ICE fuel sources and a range of scenarios that involve futures with alternative fuels. The proposed framework will radically change the approach used by practitioners in prediction, and provide a way of capturing behavioural

responses of car users to new environmental futures, in which price, performance, distribution and maintenance play a crucial role in adopting environmentally friendly fuels and vehicle designs. Australia lacks this behavioural capability. The focus is on vehicle type choice and use, implementing ideas in discrete-continuous choice modelling, attribute processing, group decision making and prospect theory.

Research Publications

Formal Publications

Accepted

2011

Hensher, D.A., and Beck, M.J. and Rose, J.M. "Accounting for Preference and Scale Heterogeneity in Establishing Whether it Matters Who is Interviewed to Reveal Household Automobile Purchase Preferences." *Environment and Resource Economics*, accepted 29th August 2010.

Beck, M.J., Rose, J.M. and Hensher, D.A. "Behavioural Responses to Vehicle Emissions Charging." *Transportation*, accepted 11th December 2010.

Submitted

2010

Beck, M.J., Rose, J.M and Hensher, D.A. "The Accuracy of Proxy Responses in a Stated Choice Setting: a Reexamination and Some Controversial Conclusions." submitted to *Transportation Research Part A*, 20th July 2010, inquired 6 December 2010.

Conferences (Refereed)

2011

Beck, M.J, Rose, J.M., Hensher, D.A. and Zhang, J. "Collecting Instant and Simultaneous Group Responses in Stated Preference Experiments: An Analysis of Vehicle Choice and Emissions Charging." *International Conference on Travel Survey Methods*, Chile, November 2011.

Beck, M.J, Rose, J. M., Hensher, D.A. and Zhang, J. "Listen to What I'm (Not) Telling You: Respondent Behaviour in Stated Preference Experiments." *International Conference on Travel Survey Methods*, Chile, November 2011.

Beck, M.J, Rose, J.M., and Hensher, D.A. "Consistently Inconsistent: The Role of Certainty in Scale Heterogeneity." *Second International Choice Modelling Conference*, Leeds UK, July 2011.

Beck, M.J., Rose, J.M. and Hensher, D.A. (2011) "Identifying Response Bias in Stated Preference Surveys: Attitudinal Influences in Emissions Charging and Vehicle Selection." *Transportation Research Board Annual Meeting*, Washington DC USA, January 2011, Accepted for Presentation.

2010

Beck, M.J., Rose, J. and Hensher, D.A. (2010) "The Role of Environmental Attitudes in Emissions Charging and Vehicle Selection" *Proceedings of the 33rd Australasian Transport Research Forum*, Canberra, 29 September – 1 October 2010.

2009

Beck, M.J., Rose, J. and Hensher, D.A. (2009) "Behavioural Responses to Vehicle Emissions Charging." *12th International Conference of the International Association for Travel Behaviour Research*, Jaipur India, December 2009.

Beck, M.J., Rose, J. and Hensher, D.A. (2009) "The Accuracy of Proxy Responses in a Stated Choice Setting." *12th International Conference of the International Association for Travel Behaviour Research*, Jaipur India, December 2009.

Beck, M.J., Rose, J. and Hensher, D.A. (2009) "The Role of Household Members in Automobile Choice: Does it Matter who is Interviewed?" *12th International Conference of the International Association for Travel Behaviour Research*, Jaipur India, December 2009.

2008

Beck, M.J., Rose, J. and Hensher, D.A. (2008) "Variable User Charging: Experiences and Extensions in a World of Carbon Emissions", *Conference of Australian Institutes of Transport Research*, Perth Australia, December 2008. Best Paper Award

Awards

Name: Nominated for School of Business Award for Teaching Excellence
Awarded By: Faculty of Economics and Business, University of Sydney
Date: 2010

Name: Nominated for Wayne Lonergan Award for Outstanding Teaching
Awarded By: Faculty of Economics and Business, University of Sydney
Date: 2009

Name: Research Excellence in Transport or Logistics
Awarded By: Institute of Transport and Logistics Studies
Date: 2009

Name: Rodney Vaughan Memorial Prize for Paper
Awarded By: Conference of Australian Institutes of Transport Research
Date: 2008

Name: ITLS Choice Modelling Scholarship
Awarded By: Institute of Transport and Logistics Studies
Date: 2007

Name: Nominated for School of Business Award for Teaching Excellence
Awarded By: Faculty of Economics and Business, University of Sydney
Date: 2005