

# Curriculum Vitae

## **John Matthew ROSE**

B.Ec (Hons) (USyd) PhD (USyd)  
*Professor*, Deputy Director of ITLS and  
Graduate Studies Program Director  
Institute of Transport and Logistics Studies (ITLS)  
The University of Sydney Business School  
The University of Sydney

*Visiting Professor*  
Institute of Transport Studies  
Faculty of Environment  
University of Leeds

## **Business Address:**

Institute of Transport and Logistics Studies C37  
Newtown Campus (144 Burren St)  
The University of Sydney  
NSW 2006 AUSTRALIA  
Telephone: + 61 2 9351 0168  
Facsimile: + 61 2 9351 0088  
E-mail: [john.rose@sydney.edu.au](mailto:john.rose@sydney.edu.au)  
Internet: <http://sydney.edu.au/business/staff/johnr>

Dr John Rose is Professor in Transport and Logistics Management, Director of the Choice Analysis Program, a Deputy Director of ITLS and Graduate Studies Program Director. John began his academic career in the field of marketing, commencing as an associate lecturer in the Discipline of Marketing at the University of Sydney in 1995. As an associate lecturer, John taught marketing principles, consumer behaviour, introductory and advanced marketing research techniques, and new product development, all at the undergraduate and postgraduate levels. In 1999, John was promoted to the level of Lecturer where he continued in his teaching role. At the same time, John acted as the quasi head of discipline when, on mass the entire discipline staff, left the University. In this unofficial role, John reshaped the Discipline, introducing new subjects and moving the Discipline into the first year of undergraduate studies. In 2001 John moved over to the ITLS to complete his PhD under Professor David Hensher. John is responsible for teaching transport modelling, transport economics, and discrete choice modelling. John's research interests are in the areas of discrete choice modelling and efficient stated choice experiments. John has many articles published in the top Transportation and Logistics journals (including Transportation, Transportation Research A, B and E) and is a co-author of (with Professors David Hensher and William Greene) Applied Choice Analysis; A Primer, (2005) by Cambridge University Press. He is currently writing a book on generating efficient stated choice experimental designs (with Mike Bliemer, Delft). Currently John is active in consulting, working in the areas of Toll Road evaluation and modelling, demand and take up for pharmaceutical and agricultural products. In between all this, John spent five years as a member of the Australian Army Reserve (1997-2002). Currently, John is a volunteer at Monica's Last Chance Doggie Rescue where he helps care for special needs dogs (<http://www.doggierescue.com/>). John was also appointed a visiting Professor to Institute of Transport Studies, Faculty of Environment at the University of Leeds.

## ***AREAS OF EXPERTISE***

Advanced market research methods, Applied econometric modelling, Consumer preference, choice and demand analysis, Advanced Experimental Design, Market share forecasting, Multivariate statistical analysis, Stated choice methods, Survey sampling and data design, Value of travel time savings

## ***PROFESSIONAL EXPERIENCE:***

**Visiting Professor, Institute of Transport Studies, Faculty of Environment, University of Leeds (2011-current)** <http://www.its.leeds.ac.uk/>

**Associate member Centre for the Study of Choice, Faculty of Business, University of Technology Sydney (2010-current) [www.censoc.uts.edu.au/](http://www.censoc.uts.edu.au/)**

**Professor, Chair in Transport and Logistics Modelling, Institute of Transport and Logistics Studies, The University of Sydney (2012- ongoing)**

As Chair of Transport and Logistics Modelling, it is my role to promote statistical methods in both the transportation and logistics fields. In particular, the position is designed to disseminate state of the art behavioural modelling methods via both the teaching of courses and via research. As program director, I am responsible for managing ITLS postgraduate masters degrees ensuring teaching and learning standards are maintained, including dealing with change management of the programs.

**Associate Professor, Institute of Transport and Logistics Studies, The University of Sydney (2011-2012)**

As an Associate Professor within the Institute of Transport and Logistics Studies, it has been my responsibility to teach Transport and Logistics Management and Transportation modelling within the Masters program, and discrete choice modelling within the executive program. As program director, I am responsible for managing ITLS postgraduate masters degrees ensuring teaching and learning standards are maintained.

**Senior Lecturer, Institute of Transport and Logistics Studies, The University of Sydney (2007-2010)**

As a senior lecturer within the Institute of Transport and Logistics Studies, it has been my responsibility to teach logistics systems within the Postgraduate Masters program and quantitative methods within the ACCTM executive program. I am also involved in teaching Transport and Logistics Economics within the Masters program, and discrete choice modelling within the executive program. As Director of Industry Programs, I have been responsible for managing ITLS courses taught in conjuncture with the NSW Ministry of Transport and the NSW Bus and Coach Association.

**Lecturer, Institute of Transport and Logistics Studies, The University of Sydney (2005-2007)**

As a lecturer within the Institute of Transport and Logistics Studies, it has been my responsibility to teach quantitative methods within the Postgraduate Masters program and the ACCTM executive program. I teach Analysis Tools for Transport and Logistics and Transport Economics within the Masters program, and discrete choice modelling within the ACCTM executive program. As Director of Industry Programs, I have been responsible for managing ITLS courses taught in conjuncture with the NSW Ministry of Transport and the NSW Bus and Coach Association. I am also responsible for developing further links with Industry as well as developing new executive courses for 2006.

**Adjunct Lecturer, Institute of Transport and Logistics Studies, The University of Sydney (2001-2004)**

As an adjunct lecturer within the Institute of Transport and Logistics Studies, it has been my responsibility to establish the new quantitative unit of study, Analysis Tools for Transport and Logistics as well as take over the lecturing responsibilities for the Discrete Choice Analysis unit of study both within the Postgraduate Masters program and the ACCTM executive program. In each instance, I have been responsible for constructing the course syllabi, the teaching of classes, the grading of assessments, and the day to day running of classes. Within this role, I am currently a working member of the Faculty's Numeracy Advisory Committee examining methods to improve the numeracy levels of students enrolled in the Faculty. Further, I have also taken a leading role in mentoring other PhD students, mainly through offering advice and assisting in the generation of stated choice experiments (to Geoffrey Clifton, Ale Efron, Louise Knowles, Sean Puckett, Xu Min and Jaffar Zamhari) and advanced modelling of data (Geoffrey Clifton, Waffa Dabas, Ale Efron, Melody Hsiao, Sean Puckett, Xu Min and Jaffar Zamhari). With regards to Sean Puckett and Louise Knowles, I acted effectively in the role of joint supervisor.

### **Research Analyst, Institute of Transport and Logistics Studies, The University of Sydney (2001-2004)**

As a research assistant, I have acted as valuable team member on several projects, both academic and consulting. My original task was to work on the simulation of transport data using SPSS, however, my role expanded to include any project utilising stated preference choice models. Specific projects I have worked on using stated preference techniques include, emergency evacuation in bushfire situations, the modelling of group decision making (Interactive Agency Choice Experiments, IACE), demand and preference analysis for non-existent modes of transport in the North-West of Sydney, and the evaluation of value of travel time savings (VTTS) derived from the introduction of new toll roads in Sydney. In this role, I was responsible for the management of several members of ITS staff, working on such projects as the generation of stated preference experimental design software.

### **Lecturer, Discipline of Marketing, The University of Sydney (1999-2001)**

As a lecturer within the Discipline of Marketing, it was my role to lecture and tutor in courses in the Discipline's Undergraduate and Postgraduate programs. During this period, I acted as the nominal Head of Discipline, with my responsibilities being the day to day running and administration of the Discipline, and the generation and implantation of the Disciplines policy directions. During this time, I oversaw the creation of new marketing courses (Marketing and the Law, GIS and Marketing), as well as passing the move for the Discipline to teach in first year of the undergraduate program. I was also responsible (with Mr. John Goodhew) for the Faculty timetabling during this period.

### **Associate Lecturer, Discipline of Marketing, The University of Sydney (1995-1998)**

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.

### **Decision Research Asia External Consultant, The University of Sydney (2003-current)**

In this role, I offer technical advice on stated preference discrete choice modelling to Decisions Research Asia, a marketing research firm specialising in the areas of pharmaceuticals and agricultural products.

## ***Summary of Recent Teaching Portfolio***

In 2008, I founded the ITLS teaching and Learning Committee. The committee meets once a month to discuss and promote new teaching innovations. The committee ensures assurance of learning practices are maintained and that the discipline continues to provide the best possible experiences for our students. I am personally responsible for the review of all Unit of Study (UoS) outlines for the Institute making sure each UoS outline conforms to The University of Sydney Business School accreditation as well as other Teaching and Learning requirements, and that each UoS can meet program specific teaching and learning goals/outcomes.

In Semester 2 2009, I took over as chair of The University of Sydney Business School Teaching and Learning Associates group, a role I held until Semester 2 2010. In this role, I created a new blackboard (BB) website for the group and initiated a number of other changes, such as a focus on each discipline at the beginning of each meeting. The BB website has been set up so that teaching related materials can be shared amongst disciplines.

Since 2009, I have been the ITLS program Director reporting to the Graduate Studies Board. This position is one of strategic leadership for the Transport and Logistics programs. The role is one of a champion for quality improvement and enhancement of student experiences, both within the program and across the School. The role covers such responsibilities as ensuring that the programs meet the Faculties accreditation requirements, reviewing and implementing assurance of learning practice across all courses within the program, updating and ensuring the School Handbook is up to date, marketing of the programs, organisation of student orientation, undertaking program reviews, engaging stakeholders, ensuring unit of study outlines are consistent with School requirements, as well as performing other duties as required.

As program director, I have also undertaken major program reviews for two Masters courses I am responsible for, with the major outcome being that they will move from eight to 10 units in 2012. In organising the student orientation day (the only discipline in The University of Sydney Business School which has its own orientation), I have implemented a number of innovations, such as unit of study stalls where course co-ordinators are positioned alongside posters to advertise and explain their courses.

In 2010, I was awarded the Dean's citation for teaching. This award is obtained as a result of excellent student feedback provided in teaching Logistics Systems in Semester 2, 2009.

### ***Summary of Research Portfolio***

Since my first research output in 2002, I have published one book, had 14 book chapters and 74 research articles (for a total of 88 total research outputs). In the same period, I have produced 72 conference papers/proceedings. In total, I have averaged 8.8 research publications and 7.2 conference outputs, or 14.56 total research outputs per year over the past ten years. It should be noted that I obtained my PhD only in 2005, halfway through this period.

Since January 2008 however, 11 of the 14 book chapters and 60 of the 74 journal articles have been published. Further, 52 of the 72 conference papers have been produced since 2008. This translates to an average of 17.5 research publications and 13 conference outputs or 30.5 research outputs per year over the past four years. As such, over 79.55 percent of my research publication output and 72.77 percent of my conference outputs have occurred since January 2008.

Based solely on journal articles that I have published to date, I have an average of 6.90 citations per paper and an average of 42.10 citations per year (this excludes books, book chapters and conference papers). My current H-index is 12 (obtained from Scopus <http://www.scopus.com/home.url>). Based on journal publications in the transportation area only, 48 percent of my publications are in tier 4 (A\*) journals, 32 percent in tier 3 (A) journals and 16 percent are in tier 3 (B) journals. Seven or 11.70 percent of my transportation publications were published in Transportation Research Part B, and eight or 13.30 percent in Transportation, the two premier journals in the Transportation research field.

Since graduating with a PhD in 2005, I have been involved in winning grant applications worth over \$500,000 including two ARC grants, one in the area of Health Economics specifically dealing with examining community preferences for organ donations (\$240,000 over three years, since completed) and one on travel time reliability for public transport ((\$215,000 over three years). This demonstrates not only an ability to win ARC grants, but also that I am capable of working as part of a team on such grants. Other grants I have received vary in topic area from marketing, transport and environmental logistics.

### ***Summary of Service to the University and Community***

Since 2009, I am voting member of The University of Sydney Business School Graduate Studies Board (GSB) representing the interests of the Institute of Transport and Logistics Studies and the Masters of Logistics Management and Masters of Transport Management. In 2010, I joined the Masters of Commerce (MCom) Executive Committee. In this role, as a voting member of this committee, I am responsible for ensuring that the MCom provides sound pedagogical outcomes for students and meets other School and certifying body requirements. I am also tasked with the responsibility of representing the logistics and Supply Chain major offered in the MCom as offered by the Institute of Transport and Logistics Studies.

Since 2008, I have held the role of deputy director of the Institute of Transport and Logistics Studies. This means that I am acting Head of Department when the Institute's Director, Prof. David Hensher is away or unavailable. Each year since 2008, I have acted in this position for approximately six weeks. This represents both a leadership and administrative function.

In the past decade, I have been involved in 13 large scale consulting projects involving the use of stated choice experiments, three of which have occurred since my last promotion in 2008. In each study, I was responsible for the generation of the stated choice experimental design, the construction of the survey and analysis of the data. These consulting projects cover work for the NSW government to determine the demand for heavy rail for the Northwest sector of Sydney, patronage forecasts for the proposed Sydney

City Metro, the generation of values of statistical life for car drivers and passengers as well as pedestrians in NSW, as well as numerous toll road patronage forecasts both in Australia and New Zealand. The study involving the generation of values of statistical life has been used by the NSW Roads and Traffic Authority to update their own values which will have major implications on valuation of cost/benefit for new road infrastructure in the future. The consultation I have been involved with in the area of toll road projects has resulted in two separate consortium winning private public partnership bids in Queensland and New Zealand. Two other projects were also undertaken for the music industry, which were designed to calculate the willingness to pay for music in different industries.

In 2008, I co-founded the Journal of Choice Modelling (JOCM). The JOCM promotes the free and vigorous exchange of ideas among the worldwide community actively involved in the pursuit of understanding choice behaviour, the area of my research. The purpose in setting up this journal was to, as inclusively as possible, allow an equal voice between academics and practitioners, independent of discipline area, thus bridging the gap between theory and practice across all discipline areas. Another important characteristic of the JOCM is its open access nature. The JOCM is available free of charge to all readers so as to promote the free exchange of ideas. At the same time, the journal is using a peer review system of the highest standard to ensure only top quality material is published.

In 2009, I became co-chair of the stated response committee for the annual Transportation Research Board Conference (11,000 participants). As co-chair of this committee, I organised a workshop at the January 2010 conference, as well as initiating a call for papers and creating a research needs document.

I also became a member of the Innovative Methods in Transport Analysis, Planning and Appraisal Programme Committee, European Transport Conference. In this role, I have been heavily involved in the reviewing of articles for the conference.

## ***Major Ongoing Research Projects***

### **Simulated Draws for MMML Models**

The MMNL model involves the estimation of random parameters. This requires the use of simulated draws. This research examines the asymptotic properties of the MMNL model and whether the types and number of draws typically used in research is sufficient.

### **Designing Stated Choice Experiments: State-of-the-Art (with M. Bliemer)**

Stated choice experiments are often used in transportation studies for estimating and forecasting behaviour of travellers, road authorities, etc. These kinds of experiments rely on underlying experimental designs. This research is designed to analyse and describe in as simple manner as possible, the processes of designing stated choice experiments and is intended to give an overview of the current state-of-the-practice and more importantly the current state-of-the-art. Different design types are examined and described. Orthogonal designs are mainstream under practitioners, but nowadays many researchers realize that so-called efficient designs are able to produce more efficient data in the sense that more reliable parameter estimates can be achieved with an equal or lower sample size. Different types of efficient designs are examined, including possible algorithms for generating efficient designs.

### **Designing Efficient Data for Stated Choice Experiments: Accounting for Socio-demographic and contextual effects in designing stated choice experiments (with M. Bliemer)**

Identifying methods for reducing the number of respondents required for stated choice (SC) experiments is important for transport studies given increases in survey costs. Such reductions, however, must not come at the cost of a lessening in the reliability of the parameter estimates obtained from models of discrete choice. Recognition of this has resulted in growing interest in a class of SC designs known as efficient designs, which balance reliability concerns with sample size issues. To date, however, the literature on generating efficient designs has only considered experiments that involve only attributes of the experiment. Covariates that may be used in data analysis have therefore ignored to date. In this research, we demonstrate that if covariates are to be used in data analysis, then the efficiency of a SC design may be lessened. We demonstrate how efficient SC experiments may be constructed to account for covariates, and how minimum quotas may be established in order to retain a fixed level of efficiency.

## **Valuation of travel time savings - practical lessons in estimation and application (with D. Hensher)**

Recent developments in willingness to pay (WTP) methods have focussed extensively on accounting for preference heterogeneity through judicious selection of analytical distributions in random parameter logit models. In the context of valuing travel time savings, there is now an accumulated body of evidence and experience on what happens to the WTP distribution when we impose specific distributional assumptions in unconstrained and constrained forms. The evaluation of various distributions has in large part been motivated by the desire to avoid long tails and sign changes on WTP that are often deemed behaviourally implausible. Recent research has raised a more fundamental concern about the focus on alternative distributions which may be looking in the wrong place for resolving some empirically identified behavioural inconsistencies. In this research we take a close look at a range of issues that we believe will support greater behavioural realism without having to exercise analytical gymnastics to establish behavioural compliance. The issues investigated include the heterogeneity of attribute processing strategies adopted by individuals; a two-stage estimation method that first identifies anomalies in choice outcomes and then re-estimates on the remaining data set; and specific treatments of the numerator and denominator in WTP calculations.

## **Sample Size Requirements for Stated Choice Experiments (with Bliemer, M.C.J.)**

Sampling, alongside experimental design, remains one of the least understood areas of choice analysis. This research stream adopts a systematic examination of the sample size requirements for estimation of asymptotically efficient parameter estimates for stated choice design (SC) attributes, taking into account the various design dimensions of SC experiments (i.e., number of alternatives, number of attributes, number of attribute levels, etc). Current research is limited to the MNL model with linear utility expressions but future research is intended to extend the inquiry to more complex discrete choice models (e.g., mixed logit) and non-linear in the attributes specifications of the utility expressions defining alternatives.

## **Multi Period Stated Choice Panel Data: Can temporal Spreading Alleviate Cognitive Burden on Respondent (with Hensher, D.A. and Black, I.)**

Recently, a significant proportion of research effort has focused on the impact various experimental design dimensions have on respondent's behavioural responses in stated choice tasks. While in reality, individuals seem able to make decisions by evaluating alternatives in complex (often sub-conscious) ways, we still struggle with how best to replicate that process in a way that captures the data necessary to formally model the choice process. This paper investigates the use of multi-period stated choice respondent panels as an alternative data collection paradigm. Holding the actual design alternatives and attributes fixed, we assign respondents, at random, to one of three experimental conditions involving a total of 40 choice sets. In the first condition, respondents are offered all 40 choice sets at one time, in the second condition each respondent views 20 choice sets over two sittings, and in the third condition, respondents view 10 choice sets over four sittings. Our results suggest that there is no impact on variability of choice response over the different conditions, however, the assigned conditions are a source of preference heterogeneity.

## **Modelling Agent Interdependency in Group Decision Making**

This research is designed to establish the rationale for a method that recognises the interdependency of choices made by two or more agents, known as interactive agency choice experiments (IACE), and the behavioural implications of maintaining the assumption of agency exogeneity in discrete choice models. We model the interdependent decision making process using the IACE method to illustrate how to capture information on preferences for members of a decision making group. Two empirical studies are used to highlight the role that other agents play in influencing the decisions of individual agents. The IACE reveals barriers to agency choice that can be better understood and minimised by each agent having more information on the other agent's preferences and willingness to cooperate that is lacking in the agent-independence modelling framework.

## ***External Funding***

### **Australian Research Council grant (2012-2014) Reliability and crowding in public transport: \$215,000 (with Prof. David Hensher)**

Reliability of trip arrival and departure times, and crowding at stations/stops and in-vehicle for both trains and buses, are two very important influences in choosing public transport. Both are complex constructs, characterised by high levels of variability across repeated trip activity, requiring the construction of methods that recognise this variability, and hence uncertainty. This uncertainty is a key dis-benefit to choosing public transport over the car and its impact is poorly understood. To quantify this impact, and to use it in evaluating the demand for improved public transport infrastructure, is a high priority for many govt agencies (e.g., infrastructure Australia), filling a knowledge gap in infrastructure project planning.

The aim of this research is to provide a set of willingness to pay (WTP) estimates for travel time reliability, and station/stop and vehicle crowding, in the context of public transport (PT) infrastructure provision, that (i) can take into account the level of risk and/or uncertainty associated with both service features, (ii) would enable us to incorporate WTP values for reliability and crowding into formal benefit-cost analysis of PT projects, and (iii) can assist in prioritising investments that can deliver on two critical features that really matter to travellers, that have in the past been claimed as discouraging the use of PT. The focus on establishing WTP functions for PT reliability and crowding that can account for the degree of reliability and crowding, must also account for the presence of other influencing attributes (such as travel time savings associated with access, egress, waiting and line-haul times) associated with car and PT modes, so that we can provide a suite of internally comparable WTP measures for the key drivers of user choices of transport modes by time of day. The modelling context will be choice of mode and departure time for commuting given the main behavioural response to improvements in reliability and crowding.

### **Australian Research Council grant (2009-2011) Community preferences for organ donation and allocation in Australia: \$240,000 (with Dr K. Howard, A/Prof. S. Jan, Dr A. Cass, A/Prof. S.J. Chadban, Prof. R.D. Allen)**

Improvements in the organ donation rates can be expected to have significant societal benefits with reductions in long term health care costs for recipients as well as improvements in quality of life. Unfortunately, Australia currently is recognised as having one of the lowest organ donation rates in the developed world. The chronic shortage of donor organs is recognised as a significant national and international health priority and the appointment of the national Taskforce to address this topic is testament to the significance and importance of this issue in Australia.

Understanding why Australia has such a low organ donation rate is critical before organ donation rates can be improved. Without detailed research into public perceptions towards and even knowledge of organ donation procedures, strategies and procedures cannot be implemented that will increase donation rates within this country. Whilst a number of studies have examined public attitudes towards organ donations, these have tended to rely solely on multi-item scale questions, which whilst useful, typically provide a snapshot of current attitudes but do not provide useful information as to possible strategies that may bring about changes in public attitudes and perceptions of organ donations. As such, a different methodology capable of not only measuring the public's attitudes towards organ donations, but also allowing for the testing of different policy procedures is required. The research aims to use SC methods to understand the public preferences for organ donation and, in doing so, assist in driving debate on several potential policy measures that may be implemented by the Australian government.

### **School of Economics and Business grant (2009) Preferences for acute health care delivery for older people in residential aged care: \$11,250.**

In this study, we will examine preferences for the provision of acute health care of older people living in residential aged care facilities, using discrete choice experiments (DCE). DCE represent a rigorous, state of the art tool for assessing stated preferences. They have been widely applied in transport and environmental policy, and are becoming more common in the area of health policy. The methodology assumes that decisions are made on the basis of a combination of different factors ('attributes'), which are varied within the context of a survey to determine the relative importance of each attribute to a

decision. Ultimately this highlights to policy makers the strength of respondent preferences for different options and how preferences for alternative strategies of acute health care delivery might be influenced by policies aimed at altering different components of alternatives. By providing a better understanding of the relative value that respondents attach to different attributes of healthcare provision, policy makers will be able to devise acute care delivery strategies that optimize efficiency, minimise cost of delivery and which are also acceptable and equitable.

**School of Economics and Business grant (2008) Policy implications based on customer preferences for end of life product recycling: A stated preference application for reverse logistics: \$8,000.**

The disposal of Electrical Electronic Equipment (EEE) has been gaining prominence in the past decade. The issue has attracted interest due to the hazardous components, such as lead, cadmium, and beryllium, of waste electrical and electronic equipment (WEEE) which then interact with the environment when disposed of in conventional waste stream. The number of EEE devices being sold and the speed at which they reach obsolescence is also seen to be increasing. The recycling of domestic waste has become firmly planted in government waste management practices around the world. Improving recycling rates of metal cans, glass, plastic and paper reflect the general uptake of recycling activities in households. Consumers as one of the major forces, besides governmental regulators, who are responsible for the change in electronic waste management practices and environmentally sound developments concerning governmental and companies' activities in general, are identified in many articles. The proposed study will utilise SC methods analysed using discrete choice models. These methods essentially involve a survey in which sampled respondents are asked to choose from amongst a number of hypothetical alternatives defined on a number of attribute dimensions. By presenting respondents with different choice situations where the attribute levels of the alternatives are changed, researchers are able to identify how these attribute level changes influence choice. In the current study, respondents will undertake a similar choice experiment, with different policy alternatives for recycling of three different products; i) cans/and or bottles, ii) mobile phones and iii) televisions. These three products represent products of different values as well as products with different life cycles. By choosing products with these different characteristics, it is hoped to determine how these influence individual's preferences for recycling of different goods.

**Accounting and Finance Association of Australia and New Zealand Research Grant (2008) Identifying Risk Perception of Various Stakeholder Groups to a Public Private Partnership Tollroad Contract: \$7500 (with Demi Chung and Prof. David Hensher)**

Public Private Partnership (PPP) projects involve parties from the public sector and the private sector whose objectives are expected to differ. Currently, there is a lack of quantitative research in the extant literature of PPPs that study the dimensions of risk of various stakeholder groups to a PPP tollroad contract. The methodologies to be used are qualitative in-depth unstructured interviews and quantitative discrete choice modelling (DCM). This research will provide empirical evidence on how risks are allocated during the contract negotiation stage. The contribution of this project will be to quantify the effects of perceptions of risk on the observed risk allocation process.

**School of Economics and Business grant (2007) The impact of a carbon tax upon air travel: Imposing carbon taxes on customers aboard long haul flights: \$11,500.**

Stated choice experiments are becoming an increasingly popular survey methodology for investigating air travel choice behaviour. Nevertheless, some evidence suggests that SC experiments do not mirror decisions in real markets. In this paper we introduce a novel survey methodology that aims to make air travel surveys more consistent with real world settings, with the aim of obtaining more realistic results. The survey is modelled on the interface and functionality of an online travel agent (OTA). As with a real OTA, many ticket options are to be presented. Sort tools allow the options to be reordered, search tools allow options to be removed from consideration, and a further tool allows attributes to be hidden and shown. Extensive use of these tools is expected to be made, with the captured data revealing some attribute preferences at the individual level, and significant heterogeneity of preference across individuals. A traditional SC component will also be completed by the respondents. There are two facets to this research project, each with different expected outcomes. The first facet is to develop theoretical arguments for the imposition of carbon taxes upon long distance airline travellers to offset greenhouse gas emissions and to empirically test such a tax upon travel demand. The second facet of this project is to

test the first facet using two different data collection methods to determine which is best in forecasting travel demand. Firstly, respondents are exposed to a traditional stated preference survey including a carbon tax attribute as part of the experiment. The same respondents are then also be asked to visit a number of websites mocked up to look and react exactly like existing travel agent and airline booking sites, where carbon taxes will also be shown to respondents. The results from the traditional stated preference experiment will then be compared with the internet data collected.

**SBUS grant (2005) Revealing Information Processing Strategies in Stated Choice Experiments in increasingly more complex designs: \$13,000 (with Prof. David Hensher).**

This project seeks to examine the role different information processing strategies play as the complexity of stated choice experiments increases. Ultimately, this research stream seeks to examine what influences specific design configurations, in the aggregate, have on the behavioural outputs of discrete choice models estimated on SC data. Underlying the research is what Hensher originally termed the Design of Designs (DoD) SC experiment in which the 'attributes' of the design are the design dimensions themselves including the attributes of each alternative in a choice set. The design dimensions that are varied are the number of choice sets presented, the number of alternatives in each choice set, the number of attributes per alternative, the number of levels of each attribute and the range of attribute levels.

**SBUS grant (2005) Improving the design of efficient stated choice experiments: \$12,000.**

This research seeks to extend the theory and practice of generating efficient stated choice experiments in two ways. Firstly, current design methods allow only for the generation of efficient experiments using rudimentary candidate set algorithms to locate efficient designs. Such algorithms are only able to search over a small subset of the total possible design space, hence meaning that any optimal solution located is likely to be local. This project will seek to investigate the use of intelligent algorithms, such as targeted swapping and genetic algorithms to search larger areas of the possible design space. Secondly, research to date has focused on the generation of efficient SC experiments allowing only for the use of attributes included in the experimental design, whilst in practice the vast majority of applications tend to also include covariates in the estimation process. This has implications on the efficiency of the design which will likely make the design less efficient than what is thought. This research will also examine how covariates may be introduced into the design process.

**SBUS grant (2004) An exogenous parameterisation of alternate agent member preferences within an interactive agency choice experiment framework: The influence of family members on family consumption decisions: \$4000 (with Dr. Iain Black).**

This project will seek to extend the IACE methodology by allowing for the estimation of other agent specific perceptual parameters to be estimated as part of the utility functions of related cohort members within the group setting. This will be tested within a marketing context specifically investigating family decision making. Unlike choice modeling techniques currently used in marketing this approach looks to model the varying influences of different actors on choice behaviors. We propose to use the choice of family holidays, cars and computers as the vehicle to demonstrate the applicability of the IACE approach and its benefits over stated choice experiments. The overall objective of this research is to 1) add to the methodology of the IACE approach to modeling group behavior and 2) in the course of the study discover the relative influences on family consumption behaviors by using the IACE approach. This can be developed into the following research aims:

- To explore a mechanism whereby the perceptual influences of other agent member influences can be exogenously built into the utility specification of related agent members;
- To test the applicability of IACE to a marketing context;
- To discover the strength, valence and origin of influences on joint family consumption decisions.

## ***Activities***

### **Editorial Boards:**

Editor in Chief of Journal of Choice Modelling (2007-current): [www.jocm.org.uk/](http://www.jocm.org.uk/)

### **Conference Committees:**

Travel Survey Methods Committee, Transportation Research Board (2009 – current)  
Innovative Methods in Transport Analysis, Planning and Appraisal Programme Committee,  
European Transport Conference (2009 – current)

### **University Committees:**

Graduate Studies Board (2008 – current)

Teaching and Learning Associates Committee (2007 – 2009; acting Chair 2009)  
ITLS Teaching and Learning Committee (Chair 2008; 2008 –current)

### ***Education***

B.Ec.(hons), The Influence of Personality on Models of Diffusion, Discipline of Marketing, School of Economics, University of Sydney, 1997.

PhD (Thesis) December 2005, University of Sydney.

### ***Awards***

Dean's Citation for Teaching, for Logistics Systems, Semester 2, 2009.

Visiting Professor Pontificia Universidad Católica de Chile, Santiago Scholarship, 2006

Institute of Transport and Logistics Studies Student of the Year Award, 2003.

### ***Overseas Travel***

**December 2011** Erasmus University, Department of Econometrics, Visiting academic.

**July 2011** Leeds University, Visiting academic.

**June 2010** Leeds University, Visiting academic.

**September 2009** Universidade de Trás-os-Montes e Alto Douro, Escola de Ciências Humanas e Sociais, Vila Real, Portugal, Training course on choice modelling.

**July 2009** University of Bologna, Italy, Discrete Choice Modelling Summer School, Theory and applications to environment, landscape, transportation, and marketing.

**September 2008** University of Johannesburg, South Africa, Discrete Choice Course.

**July 2008** University of Bologna, Italy, Discrete Choice Modelling Summer School, Theory and applications to environment, landscape, transportation, and marketing.

**October-December 2007** Delft University, Visiting Academic. Taught discrete choice course to Trial PhD group, Erasmus University and Goudappel Coffeng, Deventer.

**July 2007** National University of Singapore, Centre for Applied and Policy Economics (SCAPE), Department of Economics, Discrete Choice Course.

**November-December 2006** Visiting Professor Pontificia Universidad Católica de Chile, Santiago.

**November-December 2005** Delft University, Visiting Academic.

**May 2004** Delft University, Visiting Academic, Seminar to Trial PhD group on designing Stated Choice Experiments.

## ***Teaching Experience***

### **Undergraduate**

Responsibilities include writing and delivering lecture and tutorial material, management of tutorial and other lecture staff as well as grading.

Marketing Principles (1996-1997 tutor; 1998-2000 Lecturer)  
Consumer Behaviour (1995-1997 tutor; 1998-2000 Lecturer)  
Marketing Research 1 (1997 tutor; 1998-2000 Lecturer)  
Marketing Research 2 (1997 tutor; 1998-2000 Lecturer)  
Marketing Honours (statistics) (2002-2005)

### **Postgraduate**

Responsibilities include writing and delivering lecture and tutorial material, management of tutorial and other lecture staff as well as grading.

Marketing Principles (1998-2000 tutor; 1998 -Lecturer)  
Consumer Behaviour (1998-2000- Tutor)  
Marketing Research Concepts (1998-2000 tutor; 1999- Lecturer)  
Discrete Choice Analysis (2003 teaching assistant; 2006-current- Lecturer)  
Experimental Design for Discrete Choice studies (2006-current- Lecturer)  
Analysis Tools for Transport and Logistics (2004-2007- Lecturer)  
Transport Economics (2003 teaching assistant; 2006 -current - Lecturer)  
Logistic Systems (2007-current - Lecturer)  
Strategic Transport Modelling (2009 – current – Lecturer)

## ***Supervision of Honours, Masters and Ph.D. Students:***

### ***Completed PhD (Primary supervisor)***

**Geoffrey Clifton** (2010) The Role of Frequency & Connectivity in Delivering Enhanced Bus Systems in Urban Areas: Developing a Network of Corridor Services

### ***Completed PhD (Associate supervisor)***

**Andy Sungnok Choi** (2007; External supervisor - ANU) Tackling Population Heterogeneity for Nonmarket Valuation: Latent Attitudinal Variables in Choice Modelling.

**Simon Fifer** (2008-current) Hypothetical bias in stated choice experiments: Is it a problem? And if so, how do we deal with it?

### ***Completed MPhil (Primary supervisor)***

**Zheng Li** (2007) Modelling and Forecasting the Demand for Automobile Petrol in Australia, and its Policy Implications

### ***Completed MPhil (Associate supervisor)***

**Carol Kirchhofer** (2007; External supervisor – Ecole Polytechnique Federale De Lausanne) Implementation of Attribute Processing Strategies in Advanced Discrete Choice Models

### ***Completed Honours (Primary supervisor)***

**Charles Perrottet** (2007) Supply Side Innovations to Address Market Failure in the Pacific Island Aviation Industry

### ***Masters Research Projects (Primary supervisor)***

**Elaheh Ostovary** (2009) Review of Current Freight Transport Models and Recent Advancements; a Framework for Including Innovative Techniques within Transport Models

**Andrew Emmett** (2008) Consumer preferences towards reverse logistics collection networks – reverse logistics of television sets

**Lei Jia** (2008) Consumer preferences towards reverse logistics collection networks – reverse logistics of recyclable cans

**Matthais Schupmann** (2008) Consumer preferences towards reverse logistics collection networks - reverse logistics of computer screens

### ***Masters Research Projects (Associate supervisor)***

**Xiaofen Che** (2009) Vertical Equity in Public Transport: A Case Study of Sydney

### ***Current PhD students (Primary supervisor)***

**Matthew Beck** (2007- current) Development of a behavioural system of stated choice models: Modelling behavioural, pricing and technological opportunities to reduce automobile energy levels

**Andrew Collins** (2008 – current) An examination of the role and impact of information search strategies on preference formation

**Zeyan Zhang** (2008 – current) Supply chain disruption costs in the international maritime industry

### ***Current PhD students (Associate supervisor)***

**Demi Chung** (2008-current) Optimising risk sharing: A quantitative study of the multidimensional nature of risk in private provision of road infrastructure

**Waiyan Leong** (2010-current) Testing the Relevance and Portability of Heuristics in Choice Models

**Zheng Li** (2008 – current) Valuing travel time savings and travel time reliability: Interfaces between behavioural/experimental economics and travel behaviour research

**Alejandro Tirachini** (2009-current) Optimal pricing strategies of transport externalities, with reference to car use and implications for public transport use

## ***(A) Books and Edited Books***

### **2011**

#### *Edited Books*

(A1) Hensher, D.A. and Rose, J.M. (2011) A short history of choice modelling in Hensher, D.A. and Rose, J.M. (eds.) Choice Modelling: Foundational Contributions, Edward Elgar Publishers, Cheltenham, U.K.

### **2005**

#### *Published Books*

(A2) Hensher, D.A., Rose, J.M. and Greene, W.H. (2005) Applied Choice Analysis: A Primer, Cambridge University Press, Cambridge.

## **(B) Book Chapters**

### **2012**

(B1) Rose, J.M. and Bliemer M.C.J. (2012) Stated preference experimental design strategies, in A. Hensher, D.A. (ed.), *Transport Economics: Critical Concepts in Economics (Vol. 1)*, Routledge, Oxford, United Kingdom, 304-32.

(B2) Li, Z., Hensher, D.A. and Rose, J.M. (2012) Willingness to pay for travel time reliability in passenger transport: a review and some new empirical evidence, in Hensher, D.A. (ed.), *Transport Economics: Critical Concepts in Economics (Volume 2)*, Routledge, Oxford, United Kingdom, 201-38.

### **2011**

(B3) Rose, J.M., Bain, S. and Bliemer, M.C.J., Experimental Design strategies for Stated Preference Studies Dealing with Non Market Goods, in Bennett, J. (ed.), *International Handbook on Non-Marketed Environmental Valuation*, Edward Elgar, Cheltenham, 273-279.

(B4) Hensher D.A. and Rose J.M. (2011) Forthcoming A short history of choice modelling' in Hensher D.A. and Rose J.M. (eds.) *Choice Modelling: Foundational Contributions*, Edward Elgar Publishers, Cheltenham, United Kingdom.

### **2010**

(B5) Puckett, S.M. and Rose, J.M. (2010) Observed Efficiency of a D-Optimal Design in an Interactive Agency Choice Experiment, in Hess, S. and Daly, A. (ed.) *Choice Modelling: State-of-the-Art and the State-of Practice: Proceedings from the Inaugural International Choice Modelling Conference*, Emerald Press, Bingley, United Kingdom, 163-93.

(B6) Bliemer, M.C.J. and Rose, J.M. (2010) Serial Choice Conjoint Analysis for Estimating Discrete Choice Models in Hess, S. and Daly, A. (ed.) *Choice Modelling: State-of-the-Art and the State-of Practice: Proceedings from the Inaugural International Choice Modelling Conference*, Emerald Press, Bingley, United Kingdom, 139-61.

(B7) Chintakayala, P.K., Hess, S., Rose, J.M. and Wardman, M. (2010) Effects of Stated Choice Design Dimensions on Model Estimates, in Hess, S. and Daly, A. (ed.) *Choice Modelling: State-of-the-Art and the State-of Practice: Proceedings from the Inaugural International Choice Modelling Conference*, Emerald Press, Bingley, United Kingdom, 195-215.

(B8) Campbell, D., Hess, S., Scarpa, R. and Rose, J.M. (2010) Accommodating Coefficient Outliers in Discrete Choice Modelling: A Comparison of Discrete and Continuous Mixing Approaches, in Hess, S. and Daly, A. (ed.) *Choice Modelling: State-of-the-Art and the State-of Practice: Proceedings from the Inaugural International Choice Modelling Conference*, Emerald Press, Bingley, Bingley, United Kingdom, 331-52.

### **2009**

(B9) Hensher, D.A., Rose, J.M. and Puckett, S. (2009) Recent developments in choice analysis and a reminder about the dimensionality of behavioural analysis, in Kitamura, R., Yoshi, T. and Yamamoto, T. (eds.), *The Expanding Sphere of Travel Behaviour Research, Selected Papers from the 11<sup>th</sup> International Conference on Travel Behaviour Research*, Ch10, 237-276.

(B10) Bliemer, M.C.J. and Rose, J.M. (2009) Designing Stated Choice Experiments: The state of the Art, in Kitamura, R., Yoshi, T. and Yamamoto, T. (eds.), *The Expanding Sphere of Travel Behaviour Research, Selected Papers from the 11<sup>th</sup> International Conference on Travel Behaviour Research*, Ch25, 499-538.

### **2008**

(B11) Rose, J.M. and Bliemer, M.C.J. (2008) Stated Preference Experimental Design Strategies, in Hensher, D.A. and Button, K.J. (eds) *Handbook of Transport Modelling*, Elsevier, Oxford, Ch 8, 151-180.

## 2006

(B12) Rose, J.M. and Hensher, D.A. (2006) Handling individual specific availability of alternatives in stated choice experiments, in Stopher, P.R. and Stecher, C. (eds.), *Travel Survey Methods: Quality and Future Directions*, Elsevier Science, Oxford, pp347-371.

## 2005

(B13) Greene, W.H., Hensher, D.A. and Rose, J.M. (2005) Using Classical Simulation Based Estimators to Estimate Individual Willingness to Pay Values, invited paper in Alberini, A. and Scarpa, R. (eds.), *Applications of Simulation Methods in Environmental and Resource Economics*, Kluwer Academic Publisher, New York, 17-34.

(B14) Stopher P., Rose, J.M. and Bullock, P. (2005) The creation of simulated household travel survey data based on available demographic data from households', in Lee-Gosselin, M. and Doherty, S. (eds.), *Integrated land-use and transportation models: Behavioural foundations*, Elsevier, Oxford, United Kingdom, 183-205.

## (C) Referred Journal Articles

### In press to appear 2012

(C1) Hensher, D.A., Li, Z. and Rose, J.M. Accommodating Risk in the Valuation of Expected Travel Time Savings, *Journal of Advanced Transportation*, accepted 15<sup>th</sup> November 2010.

(C2) Rose, J.M., Hensher, D.A., Greene, W.H. and Washington, S.P., Attribute Exclusion Strategies in Airline Choice: Accounting for Exogenous Information on Decision Maker Processing Strategies in Models of Discrete Choice, *Transportmetrica*, accepted 6<sup>th</sup> July 2010.

(C3) Naik-Panvelkar, P., Armour, C., Rose, J.M. and Saini, B. Patient preferences for community pharmacy asthma services: a discrete choice experiment, *pharmacoeconomics*, accepted 20 June 2011.

(C4) Hensher, D.A. and Rose, J.M. The Influence of Alternative Acceptability, Attribute Thresholds and Choice Response Certainty on Automobile Purchase Preferences, *Journal of Transport Economics and Policy*, accepted 19<sup>th</sup> October 2011.

(C5) Masiero, L.A. and Rose, J.M. The role of the reference alternative in the specification of asymmetric discrete choice models, *Transportation Research Part E*, accepted 22<sup>nd</sup> November 2011.

(C6) Washington, S., Ravulaparthi, S., Rose, J.M., Hensher, D.A., Pendyala, R. and Konduri, K. Bayesian Imputation of Non-Chosen Attribute Values in Revealed Preference Surveys, *Journal of Advanced Transportation*, accepted 27<sup>th</sup> September 2011.

(C7) Morton, R.L., Snelling, P., Webster, A.C., Rose, J.M., Masterson, R., Johnson, D.W. and Howard, K. Dialysis Modality Preference of Patients With CKD and Family Caregivers: A Discrete Choice Study, *American Journal of Kidney Disease*, accepted 29<sup>th</sup> December 2011.

(C8) Jones, S., Hensher, D.A., Rose, J.M. and Walker, R. Infrastructure Asset Reporting Options: A Stated Preference Experiment, *Accounting Horizons*, accepted 13<sup>th</sup> January 2012.

(C9) Rose, J.M., Hess, S. and Collins, A.T. What if my Model Assumptions are Wrong: The Impact of Non-Standard Behaviour on Choice Model Estimation, *Journal of Transport, Economics and Policy*, accepted 9<sup>th</sup> February 2012.

(C10) Hess, S. and Rose, J.M. Can Scale and Coefficient Heterogeneity Be Separated in Random Coefficients Models?, *Transportation*, accepted 21<sup>st</sup> February 2012.

(C11) Chorus, C.G., Rose, J.M. and Hensher, D.A. Regret minimization or utility maximization: It depends on the attribute, *Environment and Planning B*, accepted 29 March 2012.

(C12) Marije Schaafsma, Roy Brouwer, John Rose Directional heterogeneity in WTP models for environmental valuation *Ecological Economics*, *Ecological Economics*, accepted 12 April 2012.

## 2012

(C13) Cooper, B., Rose, J.M. and Crase, L. (2012) Does anybody like water restrictions? Some observations in Australian urban communities, *Australian Journal of Resource Economics*, 56(1), 61-51.

(C14) Beck, M.J., Rose, J.M. and Hensher, D.A. (2012) The accuracy of proxy responses in a stated choice setting: A re-examination and some controversial conclusions, *Transportation Research Part A*, 46(1), 226-239.

(C15) Collins, A., Rose, J.M. and Hess, S. (2012) Interactive stated choice surveys: a study of air travel behaviour, *Transportation*, 39(1), 55-79.

(C16) Puckett, S., Rose, J.M. and Bain, S. (2012) Modelling Heterogeneity in Willingness-to-Pay Directly: Implications for Estimates of Influence in Freight Decision-Making Groups, *European Transport: special issue on urban freight*, 50, 5-25.

(C17) Hensher, D.A., Rose, J.M. and Greene, W.H. (2012) Inferring attribute non-attendance from stated choice data: implications for willingness to pay estimates and a warning for stated choice experiment design, *Transportation*, 39(2), 235-245.

(C18) Naik-Panvelkar, P., Armour, C., Rose, J.M. and Saini, B. Patients' Value of Asthma Services in Australian Pharmacies: The Way Ahead for Asthma Care, *Journal of Asthma*, 43(3), 310-316.

(C19) Morton, R.L., Snelling, P., Webster, A.C., Rose, J.M., Masterson, R., Johnson, D.W. and Howard, K. Factors influencing patient choice of dialysis versus conservative care for treatment of end-stage kidney disease, *Canadian Medical Association Journal*, 184(5), 277-283.

(C20) Hensher, D.A., Rose, J.M. and Li, Z. Does the Choice Model Method and/or the Data Matter? *Transportation*, 39(2), 351-385.

(C21) Hensher, D.A., Rose, J.M. and Beck, M.J. Are there specific design elements of choice experiments and types of people that influence choice response certainty? *Journal of Choice Modelling*, 5(1), .

## 2011

(C22) Bliemer, M.C.J. and Rose, J.M. (2011) Experimental design influences on stated choice outputs: an empirical study in air travel choice, *Transportation Research Part A*, 45(1), 63-79.

(C23) Beck, M., Rose, J.M. and Hensher, D.A. Behavioural Responses to Vehicle Emissions Charging, *Transportation*, 38(3), 445-463.

(C24) McNair, B., Bennett, J., Hensher, D.A. and Rose, J.M. (2011) Households' willingness to pay for undergrounding electricity and telecommunications wires, *Energy Policy*, 39(5), 2560-2567.

(C25) Hensher, D.A., Rou, J.C., Rose, J.M., Li, Z. and Huang, G.L. (2011) A comparative investigation of the effects of the design dimensions of choice experiments on car commuters' route choice behaviour and valuation of time in Taiwan and Australia, *International Journal of Transport Economics*, 38(2), 145-170.

(C26) Hensher, D.A., and Beck, M.J. and Rose, J.M. (2011) Accounting for preference and scale heterogeneity in establishing whether it matters who is interviewed to reveal household automobile purchase preferences, *Environment and Resource Economics*, 49(1), 1-22.

(C27) Li, Z., Hensher, D.A. and Rose, J.M. (2011) Identifying Sources of Systematic Variation in Direct Price Elasticities from Revealed Preference Studies of Inter-city Freight Demand, *Transport Policy*, 18, 727-734.

(C28) Hatton MacDonald, D. Morrison, M, Rose, J.M. and Boyle, K. (2011) Valuing a Multi-State River: The Case of the River Murray, *Australian Journal of Agricultural and Resource Economics*, 55(3), 373-391.

(C29) Fifer, S. Greaves, S., Rose, J.M. and Ellison, R. (2011) A Combined GPS/Stated Choice Experiment to Estimate Values of Crash-Risk Reduction, *Journal of Choice Modelling*, 4(1), 44-61.

(C30) Rose, J.M. (2011) Discussion of The usefulness of Bayesian optimal designs for discrete choice experiments, *Applied Stochastic Models in Business and Industry*, 27(3), 193-196.

(C31) Arendts, G., Howard, K. and Rose, J.M. (2011) Allocation Decisions and Patient Preferences in Emergency Medicine, *Emergency Medicine Journal*, accepted, 28(12), 1051-1054.

(C32) Howard, K., Jan, S., Rose, J. Chadban, S., Allen, R.D.M., Iving, M., Tong, A., Wong, G. Craig, J.C. and Cass, A. (2011) Community Preferences for the Allocation & Donation of Organs - The PAraDOx Study, *BMC Public Health*, 11(5), 386-392.

(C33) Hensher, D.A., Rose, J.M. and Collins, A. (2011) Identifying Commuter Preferences for Existing Modes and a Proposed Metro in Sydney, Australia, *Public Transport: Planning and Operations*, 3(2), 109-147.

(C34) Hensher, D.A., Rose, J.M., Ortuzar, J. de D. and Rizzi, L.I. (2011) Estimating the Value of Risk Reduction for Pedestrians in the Road Environment: An Exploratory Analysis, *Journal of Choice Modelling*, 4(2), 70-94.

## 2010

(C35) Rose, J.M. and Masiero, L.A. (2010) A comparison of aspects of prospect theory in WTP and preference space, *European Journal of Transport and Infrastructure Research*, 10(4), 330-346.

(C36) Chung, D., Hensher, D.A. and Rose, J.M. (2010) Toward the Betterment of Risk Allocations: Investigating Risk Perceptions of Stakeholder Groups to Public-Private-Partnership Tollroad Projects, *Research in Transportation Economics*, 30(1), 43-58.

(C37) Li, Z., Rose, J.M. and Hensher, D.A. (2010) Forecasting petrol demand and assessing the impact of selective strategies to reduce fuel consumption, *Transport Planning and Technology*, 33(5), 407-421.

(C38) Bliemer, M.C.J. and Rose, J.M. (2010) Construction of Experimental Designs for Mixed Logit Models Allowing for Correlation Across Choice Observations, *special issue in Transportation Research Part B*, 46(3), 720-734.

(C39) Tong, A., Howard, K., Jan, S. Cass, A., Rose, J.M., Chadban, S., Allen, R. and Craig, J. (2010) Community preferences for the allocation of solid organs for transplantation: a systematic review, *Transplantation*, 89(7), 796-805.

(C40) Li, Z., Rose, J.M. and Hensher, D.A. (2010) Forecasting Automobile Petrol Demand in Australia: A Critical Evaluation of Empirical Models, *Transportation Research Part A*, 44(1), 16-38.

(C41) Li, Z., Hensher, D.A. and Rose, J.M. (2010) Willingness to Pay for Travel Time Reliability in Passenger Transport: A Review and Some New Empirical Evidence, *Transportation Research Part E*, 46(3), 384-403.

(C42) Hess, S., Rose, J.M. and Polak, J.W. (2010) Non-trading, lexicographic and inconsistent behaviour in stated choice data, *Transportation Research Part D*, 15(7), 405-417.

## Editorial

(C43) Ortuzar, J. de D. and Rose, J.M. (2010) Methodological advancements in constructing designs and understanding respondent behaviour related to stated preference experiments, *special issue in Transportation Research Part B*, 46(3), 720-734.

## 2009

(C44) Rose, J.M. and Hess, S. (2009) Dual Response Choices In Reference Alternative Related Stated Choice Experiments, *Transportation Research Records*, Paper #09-2432, Vol. 2135, 25-33.

(C45) Rose, J.M. and Bliemer, M.C.J. (2009) Constructing Efficient Stated Choice Experimental Designs, *Transport Reviews*, 29(5), 587-617.

(C46) Hensher, D.A. and Rose, J.M. (2009) Simplifying choice through attribute preservation or non-attendance: Implications for willingness to pay, *Transportation Research Part E*, 45(4), 583-590.

(C47) Hess, S. and Rose, J.M. (2009) Allowing for intra-respondent variations in coefficients estimated on stated preference data, *Transportation Research Part B*, 43(6), 708-719.

(C48) Hess, S. and Rose, J.M. (2009) Should reference alternatives in pivot design SC surveys be treated differently?, *Environmental and Resource Economics*, 42(3), 297-317.

(C49) Bliemer, M.C.J, Rose, J.M. and Hensher, D.A. (2009) Constructing efficient stated choice experiments allowing for differences in error variances across subsets of alternatives, *Transportation Research Part B*, 43(1), 19-35.

(C50) Rose, J.M., Hensher, D.A., Caussade, S., Ortuzar, J. de D. and Rong-Chang, J. (2009) Identifying differences in preferences due to dimensionality in stated choice experiments: a cross cultural analysis, *Journal of Transport Geography*, 17(1), 21-29.

(C51) Hensher, D.A. and Rose, J.M. (2009) Toll product preference and implications for alternative payment options and going cashless, *Transportation*, 36(2), 131-145.

(C52) Hensher, D.A., Rose, J.M., Rizzi, L. and Ortuzar, J. de D. (2009) Estimating the Willingness-to-pay and Value of Risk Reduction for Car Occupants in the Road Environment, *Transportation Research Part A*, 43(7), 639-708.

## 2008

(C53) Currie, G. and Rose, J.M. (2008) Growing patronage – Challenges and what has been found to work, *Research in Transport Economics*, 22(1), 5-11.

(C54) Bliemer, M.C.J., Rose, J.M. and Hess, S. (2008) Approximation of Bayesian Efficiency in Experimental Choice Designs, *Journal of Choice Modelling*, 1(1), 98-127.

(C55) Hensher, D.A., Rose, J.M. and Greene, W.H. (2008) Combining RP and SP data: biases in using the nested logit 'trick' – contrasts with flexible mixed logit incorporating panel and scale effects, *Journal of Transport Geography*, 16(2), 126-133.

(C56) Rose, J.M., Bliemer, M.C.J., Hensher, D.A. and Collins, A.C. (2008) Designing Efficient Stated Choice Experiments Involving Respondent Based Reference Alternatives, *Transportation Research Part B*, 42(4), 395-406.

(C57) Hensher, D.A., Rose, J.M. and Black, I.R. (2008) Interactive Agency Choice in Automobile Purchasing Decisions: The Role of Negotiation in Determining Equilibrium Choice Outcomes, *Journal of Transport Economics and Policy*, 42(2), 269-296.

(C58) Hess, S., Rose, J.M. and Hensher, D.A. (2008) Asymmetric Preference Formation in Willingness to Pay Estimates in Discrete Choice Models, *Transportation Research Part E*, 44(5), 847-863.

(C59) Jaeger, S.R. and Rose, J.M. (2008) Stated choice experimentation, contextual influences and food choice: a case study, *Food Quality and Preference*, 19(6), 539-564.

(C60) Scarpa, R. and Rose, J.M. (2008) Designs efficiency for non-market valuation with choice modelling: how to measure it, what to report and why, *Australian Journal of Agricultural and Resource Economics*, 52(3), 253-282.

## 2007

(C61) Hensher, D.A., Rose, J.M. and Bertoia, T. (2007) The implications on willingness to pay of a stochastic treatment of attribute processing in stated choice studies, *Transportation Research Part E*, 43(2), 73-89.

(C62) Hensher, D.A. and Rose, J.M. (2007) Development of Commuter and Non-Commuter Mode Choice Models for the Assessment of New Public Transport Infrastructure Projects: A Case Study, special edition of *Transport Research Part A*, 41(5), 428-443.

(C63) Hensher, D.A., Puckett, S. and Rose, J.M. (2007) Agency Decision Making in Freight Distribution Chains: Revealing a Parsimonious Empirical Strategy from Alternative Behavioural Structures, *Transportation Research Part B*, 41(9), 924-949.

(C64) Hensher, D.A., Puckett, S. and Rose, J.M. (2007) Extending stated choice analysis to recognise agent-specific attribute endogeneity in group negotiation and choice: a think piece, *Transportation*, 34(6), 667-679.

(C65) Puckett, S., Hensher, D.A., Rose, J.M. and Collins, A. (2007) Design and Development of a Stated Choice Experiment in a Two-Agent Setting: Interactions between Buyers and Sellers of Urban Freight Services, *Transportation*, 34(4), 429-451.

## **2006**

(C66) Greene, W.H., Hensher, D.A. and Rose, J.M. (2006) Accounting for Heterogeneity in the Variance of Unobserved Effects in Mixed Logit Models, *Transportation Research Part B*, 40(1), 75-92.

(C67) Hensher, D.A., Greene, W.H. and Rose, J.M. (2006) Deriving willingness to pay estimates of travel time savings from individual-based parameters, *Environment and Planning A*, 38(12), 2365-2376.

(C68) Rose, J.M. and Black, I. (2006) Means Matter, but Variance Matter Too: Decomposing Response Latency Influences on Variance Heterogeneity in Stated Preference Experiments, *Marketing Letters*, 17(4), 295-310.

## **2005**

(C69) Hensher, D.A., Rose, J.M. and Greene, W.H. (2005) The Implications on Willingness to Pay of Respondents Ignoring Specific Attributes, *Transportation*, 32 (3), 203-222

(C70) Rose, J.M., Hensher, D.A. and Greene, W.H. (2005) Recovering costs through price and service differentiation: accounting for exogenous information on attribute processing strategies in airline choice, *Journal of Air Transport Management*, 11(6), 400-407.

(C71) Hensher, D.A. and Rose, J.M. (2005) Respondent Behavior in Discrete Choice Modeling with a Focus on the Valuation of Travel Time Savings, *Journal of Transportation and Statistics*, 8 (2), 17-30.

(C72) Black, I., Efron, A., Anthony C.I. and Rose, J.M. (2005) Designing and implementing internet questionnaires using Microsoft Excel, *Australasian Marketing Journal*, 13(2), 62-73.

## **2004**

(C73) Rose, J.M. and Hensher, D.A. (2004) Modelling agent interdependency in group decision making, *Transportation Research Part E*, 40, 63-79.

## **2003**

(C74) Stopher, P.R., Bullock, P., Rose, J.M. and Pointer, G. (2003) Simulating Households Travel Survey Data in Australia: Adelaide Case Study, *Road and Transport Research*, 12(3), 29-44.

## **(D) Conference Papers (referred conferences)**

### **2012**

(D1) Rose, J.M. (2012) Moving Beyond Quantitative Attributes in Stated-Response Surveys: Understanding the Role of Qualitative Variables in Travel Choices, *Transportation Research Board, Annual Meeting*, January 22-26, Washington D.C.

(D2) Hess, S. and Rose, J.M. (2012) Can Scale and Coefficient Heterogeneity Be Separated in Random Coefficients Models? *Transportation Research Board, Annual Meeting, January 22-26, Washington D.C.*

(D3) Rose, J.M., Beck, M.J. and Hensher, D.A. (2012) Joint Estimation of Respondent-Reported Certainty and Acceptability with Choice, *Transportation Research Board, Annual Meeting, January 22-26, Washington D.C.*

(D4) Fifer, S. Rose, J.M. and Greaves, S. (2012) Hypothetical Bias in Stated-Choice Experiments: Is It a Problem? And If So, How Do We Deal with It?, *Transportation Research Board, Annual Meeting, January 22-26, Washington D.C.*

## 2011

(D5) Rose, J.M., Hess, S., Daly, A. And Bliemer, M.J.C. (2011) The impact of varying the number of repeated choice observations on the mixed multinomial logit model, *Transportation Research Board, Annual Meeting, January 23-27, Washington D.C.*

(D6) Rose, J.M., Hess, S. and Collins, A.C. (2011) Impact of violations of model assumptions: the role of lexicography, inconsistent choices and changing preferences in model estimation, *Transportation Research Board, Annual Meeting, January 23-27, Washington D.C.*

(D7) Collins, A.C., Rose, J.M. and Hess, S (2011) Choice Modeling with Search and Sort Data from Interactive Choice Experiment, *Transportation Research Board, Annual Meeting, January 23-27, Washington D.C.*

(D8) Beck, M., 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, January 23-27, Washington D.C.*

(D9) Schaafsma, M., Brouwer, R. And Rose, J.M. (2011) Directional heterogeneity in WTP-space models for environmental valuation, *European Association of Environmental and Resource Economists, 18th Annual Conference, June 29 – July 2, Rome.*

(D10) Hensher, D.A., Rose, J.M. and Beck, M.J. (2011) Are there specific design elements of choice experiments and types of people that influence choice response certainty? *International Choice Modelling Conference, July 4-6, Leeds, United Kingdom.*

(D11) Collins, A.C. and Rose, J.M. (2011) Estimation of stochastic scale with best-worst data, *International Choice Modelling Conference, July 4-6, Leeds, United Kingdom.*

(D12) Beck, M.J., Rose, J.M. and Hensher, D.A. (2011) Consistently Inconsistent: The Role of Certainty, Acceptability and Scale in Automobile Choice, *International Choice Modelling Conference, July 4-6, Leeds, United Kingdom.*

(D13) Chorus, C. and Rose, J.M. (2011) Selecting a date: A matter of regret and compromises, *International Choice Modelling Conference, July 4-6, Leeds, United Kingdom.*

(D14) Li, Z., Hensher, D.A. and Rose, J.M. (2011) Accommodating Perceptual Conditioning in the Valuation of Expected Travel Time Savings for Cars and Public Transport, *Thredbo 12, Durban, South Africa September.*

(D15) Rose, J.M., and Clifton, G.T. (2011) Sensitivity testing of inputs into the Mohring Model: How sensitive are patronage and value of resources consumed estimates for enhanced bus services to changes to parameter inputs? *Thredbo 12, Durban, South Africa September.*

(D16) Clifton, G.T. and Rose, J.M. (2011) A simulation of the simple Mohring Model to predict patronage and value of resources consumed for enhanced bus services, *Thredbo 12, Durban, South Africa September.*

(D17) Chung, D., Hensher, D.A. and Rose, J.M. (2011) Risk assessment in PPP concessions - intuitive hunch over rationality? *Thredbo 12, Durban, South Africa September.*

(D18) Li, Z., Hensher, D.A. and Rose, J.M. (2011) Accommodating perceptual conditioning in the valuation of expected travel time savings for cars and public transport, *Thredbo 12*, Durban, South Africa September.

## 2010

(D19) Tong, A. Howard, K., Jan, S. Cass, A, Rose, J.M., Chadban, S., Allen, R. and Craig, J. (2010) Community preferences for the allocation of solid organs for transplantation: a systematic review, *Poster Presentation at XXIII International Congress of The Transplantation Society (TTS 2010)*, Vancouver, Canada, August 15-19.

(D20) Fifer, S. Greaves, S., Rose, J.M. and Ellison, R. (2010) A Combined GPS/Stated Choice Experiment to Estimate Values of Crash-Risk Reduction, *The Triennial Symposium on Transportation Analysis*, Norway, June 20-25.

(D21) Rose, J.M., Collins, A., Hess, S. and Bain, S. (2010) An analysis of the impact of non-compensatory behaviour on logit model estimation, *World Conference on Transport Research*, Lisbon Portugal, July 11-15.

(D22) Chintakayala, P.K., Rose, J.M. and Hess, S. (2010) Investigation spatial transferability of models estimated on stated choice data collected on four different continents, *European Transport Conference*, Glasgow United Kingdom, October 11-13.

(D23) Beck, M.J., Rose, J.M and Hensher, D.A (2010) The Role of Environmental Attitudes in Emissions Charging and Vehicle Selection, *Proceedings of the 33<sup>rd</sup> Australasian Transport Research Forum*, Canberra, 29 September – 1 October 2010.

(D24) Hatton MacDonald, D., Morrison, M., Rose, J.M. and Boyle, K. (2010) Untangling differences in values from internet and mail stated preference studies, *Fourth World Congress of Environmental and Resource Economists*, Montreal Canada, June 28– July 2.

(D25) Masiero, L.A. and Rose, J.M. (2010) The role of the reference alternative in the specification of asymmetric discrete choice models, *10<sup>th</sup> Swiss Transport Research Conference*, Monte Verita, Switzerland, September 1-3.

## 2009

(D26) Jones, S., Hensher, D.A., Rose, J.M. and Walker, R. (2009) Infrastructure Asset Reporting Options: A Stated Preference Experiment, *American Accounting Association Annual Meeting and Conference on Teaching and Learning in Accounting 2009 - "Accounting at a Tipping Point"*, New York, United States, August, 5.

(D27) Hess, S., Rose, J.M. and Bain, S. (2009) Random scale heterogeneity in discrete choice models, *European Transport Conference*, Leeuwenhorst, October 5-7.

(D28) Rose, J.M., Hess, S., Bliemer, M.C.J. and Daly, A. (2009) The impact of varying the number of repeated choice observations on the mixed multinomial logit model, *European Transport Conference*, Leeuwenhorst, October 5-7.

(D29) Hess, S. and Rose, J.M. (2009) Lessons in stated choice survey design, *European Transport Conference*, Leeuwenhorst, October 5-7.

(D30) Kumar, P.C., Hess, S. and Rose, J.M. (2009) Using second preference choices in pivot surveys as a means of dealing with inertia, *European Transport Conference*, Leeuwenhorst, October 5-7.

(D31) Bliemer, M.C. J., Rose, J.M. and Beelaerts van Blokland, R. (2009) Experimental Design Influences on Stated Choice Outputs, *European Transport Conference*, Leeuwenhorst, October 5-7.

(D32) Bliemer, M.C.J. and Rose, J.M. (2009) Sample optimality in the design of stated choice experiments, *European Transport Conference*, Leeuwenhorst, October 5-7.

- (D33) Rose, J.M. and Bliemer, M.C.J. (2009) Sample optimality in the design of stated choice experiments, Resource Paper, *The 12<sup>th</sup> Conference of the International Association for Travel Behaviour Research*, Jaipur, India, December 13-18.
- (D34) Puckett, S., Rose, J.M. and Bain, S. (2009) Modelling Heterogeneity in Willingness-to-Pay Directly: Implications for Estimates of Influence in Freight Decision-Making Groups, *The 12<sup>th</sup> Conference of the International Association for Travel Behaviour Research*, Jaipur, India, December 13-18.
- (D35) Beck, M., Rose, J.M. and Hensher, D.A. (2009) Behavioural Responses to Vehicle Emissions Charging, *The 12<sup>th</sup> Conference of the International Association for Travel Behaviour Research*, Jaipur, India, December 13-18.
- (D36) Beck, M., Rose, J.M. and Hensher, D.A. (2009) Modelling Group Decision Making Dynamics: Extensions to the IACE Methodology, *The 12<sup>th</sup> Conference of the International Association for Travel Behaviour Research*, Jaipur, India, December 13-18.
- (D37) Beck, M., Rose, J.M. and Hensher, D.A. (2009) The Accuracy of Proxy Responses in a Stated Choice Setting, *The 12<sup>th</sup> Conference of the International Association for Travel Behaviour Research*, Jaipur, India, December 13-18.
- (D38) Washington, S., Ravulaparthi, S., Rose, J.M., Hensher, D.A., Pendyala, R. and Konduri, K. (2009) Bayesian Imputation of Non-Chosen Attribute Values in Revealed Preference Surveys, *Transportation Research Board Annual Meeting*, Washington DC January.
- (D39) Bliemer, M.C.J. and Rose, J.M. (2009) Efficiency and Sample Size Requirements For Stated Choice Experiments, *Transportation Research Board Annual Meeting*, Washington DC January.
- (D40) Rose, J.M. and Hess, S. (2009) Dual Response Choices In Reference Alternative Related Stated Choice Experiments, *Transportation Research Board Annual Meeting*, Washington DC January.
- (D41) Hess, S. and Rose, J.M. (2009) Should reference alternatives in pivot design SC surveys be treated differently?, *Transportation Research Board Annual Meeting*, Washington DC January.
- (D42) Li, Z., Rose, J.M. and Hensher, D.A. (2009) Petrol Consumption and Emissions From Automobiles – Can Policies Make a Difference? *Transportation Research Board Annual Meeting*, Washington DC January.
- (D43) Puckett, S. and Rose, J.M. (2009) Observed Efficiency of a D-Optimal Design in an Interactive Agency Choice Experiment, *International Choice Modelling Conference*, March 30-April 1, Yorkshire U.K.
- (D44) Rose, J.M., Scarpa, R. and Bliemer, M.C.J. (2009) Incorporating model uncertainty into the generation of efficient stated choice experiments: A model averaging approach, *International Choice Modelling Conference*, March 30-April 1, Yorkshire U.K.
- (D45) Chintakayala, P.K., Hess, S. Rose, J.M. and Wardman, M. (2009) Effects of stated choice design dimensions on estimates, *International Choice Modelling Conference*, March 30-April 1, Yorkshire U.K.
- (D46) Campbell, D., Scarpa, R., Rose, J.M. and Hess, S. (2009) Using finite mixture models to accommodate outliers in discrete choice modelling, *International Choice Modelling Conference*, March 30-April 1, Yorkshire U.K.
- (D47) Bliemer, M.C.J. and Rose, J.M. (2009) Serial choice conjoint analysis for estimating discrete choice models, *International Choice Modelling Conference*, March 30-April 1, Yorkshire U.K.
- (D48) Chung, D., Hensher, D.A. and Rose, J.M. (2009) Toward the Betterment of Risk Allocation: Investigating Risk Perceptions of Australian Stakeholder Groups to Public-Private-Partnership Tollroad Projects, *American Accounting Association Annual Meeting and Conference on Teaching and Learning in Accounting 2009 - Accounting at a Tipping Point*, August 5, New York, United States.
- (D49) Choi, A. S., Bennett, J., & Rose, J.M. (2009) Addressing non-consistent choice behavior in discrete choice models: a segmentation based approach, *Joint Conference of Korean Economics Associations*, Seoul, Korea, February 12-13.

## 2008

(D50) Bliemer, M.C.J. and Rose, J.M. (2008) Construction of Experimental Designs for Mixed Logit Models Allowing for Correlation Across Choice Observations, *Transportation Research Board Annual Meeting*, January 13-17, Washington D.C.

(D51) Hess, S. and Rose, J.M. (2008) Intra-respondent taste heterogeneity in instantaneous panel surveys, *Transportation Research Board Annual Meeting*, January 13-17, Washington D.C.

(D52) Collins, A.T., Rose, J.M. and Hess, S. (2008) Search Based Internet Surveys: Airline Stated Choice, *International Steering Committee for Travel Survey Conferences*, France, May.

## 2007

(D53) Rose, J.M., Hensher, D.A. and Hess, S. (2007) Examination of the Respondent Reported Attribute Processing Strategies in Stated Choice Experiments Constructed from Revealed Preference Data, *Transportation Research Board Annual Meeting*, January 21-25, Washington D.C.

(D54) Bliemer, M.C.J., Rose, J.M. and Hess, S. (2007) Approximation of Bayesian Efficiency in Experimental Choice Designs, *Transportation Research Board Annual Meeting*, January 21-25, Washington D.C.

(D55) Hess, S., Rose, J.M. and Hensher, D.A. (2007) Asymmetrical Preference Formation in Willingness to Pay Estimates in Discrete Choice Models, *11<sup>th</sup> World Conference on Transport Research*, June 24-28, San Francisco.

(D56) Hess, S. and Rose, J.M. (2007) Some lessons for working with repeated choice data, *11<sup>th</sup> World Conference on Transport Research*, June 24-28, San Francisco.

(D57) Rose, J.M., Collins, A. and Hess, S. (2007) Stated Preference survey design in air travel choice behaviour modelling, *European Transport Conference*, Leeuwenhorst, October.

(D58) Hess, S. and Rose, J.M. (2007) Obtaining further insights into taste heterogeneity by conditioning on observed choices, *European Transport Conference*, Leeuwenhorst, October.

(D59) Hess, S. and Rose, J.M. (2007) Intra-respondent taste heterogeneity in instantaneous panel data, *European Transport Conference*, Leeuwenhorst, October.

(D60) Rose, J.M., Hensher, D.A., Caussade, S., Ortúzar, J. de D. and Jou, R. (2007) Identifying differences in willingness to pay due to dimensionality in stated choice experiments: a cross cultural analysis, *European Transport Conference*, Leeuwenhorst, October.

## 2006

(D61) Rose, J.M. and Bliemer, M.C.J. (2006) Designing Efficient Data for Stated Choice Experiments, *11<sup>th</sup> International Conference on Travel Behaviour Research*, Kyoto, August 16-20, 2006, Japan.

(D62) Bliemer, M.C.J. and Rose, J.M. (2006) Designing Stated Choice Experiments: The state of the Art, *11<sup>th</sup> International Conference on Travel Behaviour Research*, Kyoto, August 16-20, Japan.

## 2005

(D63) Alsnih, R., Rose, J.M. and Stopher, P.R. (2005) Understanding household evacuation decisions using a stated choice survey: Case Study of Bush Fires, *84<sup>th</sup> Annual Meeting of the Transport Research Board*, January.

(D64) Stopher, P., Alsnih, R. and Rose, J.M. (2005) Developing a decision-support system for emergency evacuation - Case study of bush fires, *84<sup>th</sup> Annual Meeting of the Transport Research Board*, January.

(D65) Rose, J.M. and Black, I. (2005) Means Matter, but Variance Matter Too: Decomposing Response Latency Influences on Variance Heterogeneity in Stated Preference Experiments, 34<sup>th</sup> *European Marketing Academy Conference*.

## **2004**

(D66) Rose, J.M. and Black, I. (2004) Response time influences on Stated Preference Choice Experiments, 33<sup>rd</sup> *European Marketing Academy Conference*.

(D67) Rose, J.M. and Hensher, D.A. (2004) Handling individual specific availability of alternatives in stated choice experiments, Invited resource paper, 7<sup>th</sup> *International Conference on Travel Survey Methods*, Costa Rica, 1-6<sup>th</sup> August.

(D68) Rose, J.M., Efron, A., Black, I. and Ioannou, C., (2004) Using Microsoft Excel as an alternative survey instruments: International and Local Perspectives, 7<sup>th</sup> *International Conference on Travel Survey Methods*, August 1<sup>st</sup>-6<sup>th</sup>.

(D69) Alsnih, R., Rose, J.M. and Stopher, P. (2004) Dynamic Travel Demand for Emergency Evacuation: The Case of Bushfires, 27<sup>th</sup> *Australasian Transport Research Forum*, Adelaide, September.

## **2003**

(D70) Efron A., Rose, J.M. and Roquero, D. (2003) Truck or Train? A Stated Choice Study on Intermodalism in Argentina, XVII *Congresso de Pesquisa e Ensino em Transportes*, Rio de Janeiro, Brazil, November 10<sup>th</sup> -14<sup>th</sup>.

(D71) Roquero D., Zuidwijk A., Cavallin L., Destéfano R., Rose, J.M. and Efron, A. (2003). Intermodalism Committee Report, Buenos Aires, Argentina, May 29<sup>th</sup> -30<sup>th</sup>.

## **2002**

(D72) Stopher, P.R., Bullock, P. and Rose, J.M. (2002) Simulating Household Travel Survey Data in Australia: Adelaide Case Study, 25<sup>th</sup> *Australasian Transport Research Forum*, Canberra, ACT, October.

## **(E) Conference Papers (Invited non-referred conferences)**

### **2011**

(E1) Rose, J.M. (2011) Sample size, statistical power and discrete choice experiments: How much is enough, *Design of Experiments in Healthcare*, Sir Isaac Newtown Institute, Cambridge University, 15-19 August.

(E2) Rose, J.M. (2011) Stated choice experimental design theory: The who, the what and the why, *Association of Environmental and Resource Economists Conference*, Seattle, 8-10 June.

### **2010**

(E3) Rose, J.M. (2010) Generating stated choice experimental designs, *Transportation Research Board Annual Meeting*, Washington D.C., January 10-14.

(E4) Rose, J.M., Scarpa, R., Hatton McDonald, D., Morrison, M. and Boyle, K. (2010) WTP estimates and error heteroskedasticity in logit models for multi-attribute stated preference data, 5<sup>th</sup> Annual Choice Modelling workshop, University of South Australia, 22<sup>nd</sup>-23<sup>rd</sup> July.

(E5) Rose, J.M. and Bliemer, M.C.J. (2010) Stated choice experimental design theory: The who, the what and the why, *Conjoint Analysis in Health Conference*, Newport Beach, California, 4<sup>th</sup> – 8<sup>th</sup> October, Keynote presentation.

## **2009**

(E6) Rose, J.M. and Masiero, L. (2009) A comparison of prospect theory in WTP and preference space, *Prospect Theory and Heterogeneity in Choice Behaviour Strategies*, Delft University, October 8, Netherlands.

## **2008**

(E7) Rose, J.M. and Bliemer, M.C.J. (2008) Advances in the Construction of Stated Choice Experimental Designs, *Transportation Research Board Annual Meeting, Stated Preference Workshop*, January 13-17, Washington D.C.

## **2007**

(E8) Hess, S. and Rose, J.M. (2007), A latent class approach to modelling heterogeneous information processing strategies in SP studies, *Oslo Workshop on Valuation Methods in Transport Planning*, Oslo.

## **(F) Consulting reports**

### **2012**

(F1) Rose, J.M. and Hensher, D.A. (2012) Demand for Taxi and Hire Car Services in Melbourne, Victoria, report prepared for Victorian Taxi Industry Inquiry.

### **2011**

(F2) Hensher, D.A., Rose, J.M. and Collins, A.T. (2011) Freight Demand Elasticities Stage 2 study, report prepared for GDH, Sydney on behalf of NTC Australia.

### **2009**

(F3) Hensher, D.A., Rose, J.M. and Collins, A.T. (2009) Metro Study – Behavioural Research, report prepared for Parsons Brinckenhoff, Sydney.

### **2008**

(F4) Hensher, D.A., Rose, J.M. and Collins, A. (2008) Brisbane Northern Link Study Behavioural valuation of travel time savings: Car commuting, car non-commuting, light commercial, heavy vehicle and employer-related business trips, report prepared for ARUP, December.

(F5) Hensher, D.A. and Rose, J.M. Hedonic Pricing and Willingness to Pay for Music in Restaurants and Cafes, report prepared for Gilbert and Tobin, December.

### **2007**

(F6) Hensher, D.A. and Rose, J.M. (2007) Willingness to Pay for Music in Australian Fitness Centres, Pilot Report, report prepared for Frontier Economics, May.

(F7) Hensher, D.A. and Rose, J.M. and Collins, (2007) Tauranga Eastern Motorway Study Behavioural valuation of travel time savings: Car commuting, car non-commuting, light commercial, heavy vehicle and employer-related business trips, report prepared for BECA NZ, December.

(F8) Hensher, D.A. and Rose, J.M. (2007) RTA NSW Road Safety Project Estimating the Willingness-to-Pay for Road Safety Improvements, report prepared for Roads and Traffic Authority of NSW.

### **2006**

(F9) Hensher, D.A. and Rose, J.M. (2006) M2 Traffic and Toll Product Preference Survey, report prepared for Transurban, Sydney December.

(F10) Hensher, D.A. and Rose, J.M. (2006) The Brisbane Airport Link Project: Behavioural Valuation of Travel Time Savings: Car, Light Commercial and Heavy Vehicle Travel for Commuting, Non-Commuting and Business Trips, report prepared for Macquarie Bank and Thiess, December.

## **2005**

(F11) Hensher, D.A. and Rose, J.M. (2005) The NSBT Brisbane Project: Behavioural Valuation of Travel Time Savings: Car, Light Commercial and Heavy Vehicle Travel for Commuting, Non-Commuting and Business Trips, report prepared for Macquarie Bank, John Holland and Thiess, June.

## **2004**

(F12) Hensher, D.A. and Rose, J.M. (2004) Behavioural Valuation of Travel Time Savings: Car, Light Commercial and Heavy Vehicle Travel for commuting, non-commuting and business trips, report prepared for ABN Amro and Thiess Consortium.

(F13) Hensher, D.A. and Rose, J.M. (2004) Assessing the Patronage Implications of the New 2005 Fare Levels for the Private Bus Industry in the Sydney Metropolitan Area, report prepared for Busways and the Bus and Coach Association (NSW), Institute of Transport Studies, The University of Sydney, December.

## **2003**

(F14) Hensher, D.A. and Rose, J.M. (2003) The North-West Transport Study Patronage Survey: Stated Choice Model Estimation for Work and Non-Work Travel, report prepared for the North-West Sydney Transportation Study, Institute of Transport Studies, The University of Sydney, July.

(F15) Stopher, P.S., Alsnih, R. and Rose, J.M. (2003) Emergency Bushfire Evacuations (Reports I & 2), report prepared for Emergency Management Australia, Institute of Transport Studies, The University of Sydney, December.

## **(G) Material in Progress**

(G1) Hensher, D.A., Clifton, G. and Rose, J.M. Development of Commuter and Non-Commuter Mode Choice Model for Specific Corridors.

(G2) Hensher, D.A., Jones, S., Rose, J.M. and Collins, A. Combining Data Sources in the Assessment of Business Risk.

(G3) Hensher, D.A. and Rose, J.M. Valuation of travel time savings – practical lessons in application of VTTS.

(G4) Rose, J.M., Beck, M., Hensher, D.A. and Black, I.R., Modeling group decision making: An interactive agency choice experiment approach.

(G5) Rose, J.M., Hensher D.A. and Black, I.R., Temporal Partitioning of a Stated Choice Experiment: An Empirical Assessment.

(G6) Rose, J.M., Hensher, D.A., Greene, W.H. and Black, I.R. Using Exogenous Information on Decision Maker Processing Strategies in Models of Discrete Choice: Segmenting on Attribute Exclusion Strategies.

(G7) Hensher, D.A., Rose, J.M. and Beck, M., Identifying Incentives to Encourage Switching to Automobiles Emitting Lower Emissions (Linked ARC DP 0770618; 07-09)

(G8) Jones, S., Hensher, D.A., Rose, J.M., Collins, A. and Walker, R., Local Government Asset Reporting: a Stated Choice Study.

(G9) Rose, J.M., Bliemer, M.C.J. and Scarpa, R. Not so quick and not so easy: Why optimal designs or nearly optimal designs are not nearly as optimal as efficient designs.

(G10) Rose, J.M., Scarpa, R. and Bliemer, M.C.J. Accounting for model uncertainty in generating efficient stated choice designs: Model averaging.

(G11) Rose, J.M. Log-likelihood segmentation.

(G12) Hess, S., Rose, J.M. and Bain, S. The Random Scale Logit: Scale heterogeneity versus preference heterogeneity.

## **(H) Unpublished Journal Material**

### *Unpublished Books*

(H1) Rose, J.M. (2002) Multivariate Statistics in Marketing Research using SPSS.

(H2) Rose, J.M. (2004) Statistical analysis in Excel: A Primer for Transport and Logistics Students.

### *Unpublished Articles*

(H3) Bliemer, M.C. and Rose, J.M. Sample Size Requirements for Stated Choice Experiments: The case of the MNL.

## **Invited Talks**

(2011) Marketing Principles, A tertiary education view, Australian Pharmaceutical Marketing Research Group, Intro to Pharma Marketing Conference, 21st – 22nd June.

(2010) Assessing the benefits of congestion charging for Sydney: Congestion charging and road user charging schemes, 2010 Road User Summit.

## **Media**

(2012) Live Television and Radio for ABC News Breakfast with Karina Carvalho and Michael Rowland on road user charging, 27<sup>th</sup> March.

(2011) Live radio interview for Live 3AW Drive Radio in relation to Victorian government spending on public roads versus public transport.

(2011) Television interview for Channel 10 5pm News in relation to residents renting drive ways for commuters as parking spaces, 4<sup>th</sup> October.

(2011) Television interview for Channel 10 5pm News in relation to Intelligent Transport Systems and parking, 27<sup>th</sup> September.

(2011) Radio interview for ABC news on high speed rail, 4<sup>th</sup> August.

(2010) Quoted in Australian Financial Review “Rail decision a poor signal”, 13<sup>th</sup> August.

(2010) Radio interview for 2UE954 News Talk Afternoon Drive, 12<sup>th</sup> August.

(2010) Quoted in Sydney Morning Herald on congestion charging, “Can Sydney Harbour Bridge cope for much longer?” 12<sup>th</sup> August.

(2010) Television interview for Channel 7 News in relation to toll road financing, 25<sup>th</sup> May.

(2009) Quoted in Australian Financial Review in relation to M4 toll road, 28<sup>th</sup> October.

(2008) Television interview for Channel 2 Stateline in relation to congestion charging.

(2007) Television interview for Channel 10 5pm News in relation to NRMA report on benefits of Toll Roads in NSW.