



Jamie Murphy (PhD., Florida State University) is a Professor and Director of Research at the Australian School of Management. His industry experience includes owning restaurants, serving as the European Marketing Manager for Greg LeMond Bicycles and PowerBar, and freelance reporting for The New York Times and The Wall Street Journal. His academic experience includes over 200 refereed publications; full-time positions in the United States and Australia; visiting positions in Austria, Canada, France, Malaysia and Switzerland, and invited presentations on all continents except Antarctica. He is co-founder and academic lead for Google's biggest business student initiative, the Google Online Marketing Challenge. Prof Murphy's research focus is effective Internet use for citizens, businesses and governments. His passion is motivating and mentoring great students.