International Seminar on Applications of Demography in Business

Sydney, Australia, 8-9 October 2007
Organized by the IUSSP Scientific Panel on Business Demography

Seminar Programme

Monday, 8 October 2007

Registration: 08:15-08:45
Welcome: 08:45-09:00

Session 1: 09:00-10:30
Chair - Farhat YUSUF (Australia)
• Judith BANISTER (USA)
  Business demographics and the global workforce
• Abusaleh SHARIFF (India)
  India: A growing economy and expanding markets
• Peter MORRISON (USA)
  Targeting spatial clusters of elderly consumers in the USA

Tea/Coffee: 10:30-10:50

Session 2: 10:50-12:20
Chair – Tom EXTER (Canada)
• Reinaldo GREGORI (Brazil)
  When business meets social science: An overview of how business demography is evolving in Brazil
• Alvin CHAN (Australia)
  The application of geodemographic segmentation in business decision-making
• Farhat YUSUF & Gordon Brooks (Australia)
  Demographics and consumption patterns in urban China

Lunch Break: 12:20-14:00

Session 3: 14:00-15:30
Chair – Eduardo Rios-Neto (Brazil)
• Tom EXTER (Canada)
  New approaches to small area population estimates for Australia
• Sri Moertiningsih ADIOETOMO (Indonesia)
  Indonesia: Young people today, parents tomorrow
• Robert CLARK (USA)
  Strategic human resource management with an ageing workforce

Tea/Coffee: 15:30-15:50
Session 4: 15:50-17:20
Chair – David Swanson (USA)
- Pradeep Kumar BHARGAVA (India)
  *Regional variations in textile business and consumer behaviour in India: Demographic and socio-economic analyses*
- Eduardo RIOS-NETO (Brazil)
  *Is there a demographic trend in the Brazilian housing market?*
- Alberto JAKOB (Brazil)
  *Household expenditures in Brazil: Regional differences and similarities*

Seminar Dinner: 18:30-21:30 (venue to be advised)

Tuesday, 9 October 2007

Session 5: 09:00-10:00
Chair – Judith Banister (USA)
- Jo MARTINS & Gordon Brooks (Australia)
  *Teaching consumer demographics to marketing students*
- David SWANSON & Peter Morrison (USA)
  *Teaching with demographic cases*

Tea/Coffee: 10:00-10:20

Session 6: 10:20-11:50
Chair – Bernard SALT (Australia)
- Bob SCHWARTZ (Australia)
  *Estimating consumer spending potential for small areas in Australia*
- Richard FLETCHER *et.al.* (Australia)
  *Undertaking research at the bottom of the pyramid – the challenge for demographers*
- Nick PARR *et.al.* (Australia)
  *Impact of children on Australian retirement savings: Policy and business implications*

Lunch Break: 11:50-13:10

Session 7: 13:10-14:10
Chair – Peter McDonald (Australia)
- Bernard SALT (Australia)
  *The business of demographics: How corporates can profit from understanding demography*
- Amanda Biltoft (Australia)
  *Availability of demographic and other data from the ABS*

Conclusion