

2006 AARES Distinguished Fellow

Victor Wright



Dr Vic Wright is a name familiar to a legion of agricultural economists who have studied at the University of New England (UNE). He was recruited there from the University of New South Wales in 1975 by Warren Musgrave with the aim of injecting business management and marketing dimensions into the agricultural economics discipline. Hence, Vic has frequently worked at the interface between agricultural marketing and business marketing, farm management, and general management. He uses the behavioural disciplines as a source of conceptual foundations for much of this work to infuse new elements into the profession's thinking. His PhD at UNE, and work that followed, has contributed significantly to thinking about risk and its management in agricultural business. *The Farming Game*, of which he is a co-author, embeds many of these insights. In his marketing work, Vic has gone beyond the agricultural economist's focus on prices, bringing a multidisciplinary, human behaviour emphasis to consumer and supply-chain responses.

An important dimension to Vic's contribution has been to the management of teaching at UNE as Director of the Graduate School of Business Administration and Head of the School of Marketing and Management.

He has made an enormous contribution to AARES, most notably through being Federal Secretary for 11 years, but also as the New South Wales delegate on the AARES Council, a member of the presidential nominations committee, and currently as co-editor of both *Australasian Agribusiness Review* and *Australasian Agribusiness Perspectives*. Vic was also the designer of the Society's logo. In recognition of these contributions, Vic was made an Honorary Member of the Society in 1996.

Vic's efforts to broaden the perspectives of Australian agricultural economists, which have been important and influential, have been assisted greatly by his open and good-humoured personality.