



# Marketing and Consumer Studies Research Group Research Assemblies

## *Marketing Theories and Strategies in Uncertain Times and Places*

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### **14 October 2020 – ‘Agile Marketing’ Susan Hallam, MBE**

We all know the principles of Agile Marketing, and in this talk Susan Hallam MBE will share her experience implementing agile at the sharp edge of her digital marketing agency. From the highs to the lows, Susan will translate theory into practice, and give her warts and all overview of transitioning to an agile marketing organisation.

**Biography:** Susan is the Founder of [Hallam, a full service digital marketing agency](#) employing more than 60 specialists with clients including the United Nations, Speedo, the BBC, and Suzuki Cars. In 2019 Hallam was awarded Google’s top agency accolade for EMEA, the Growing Businesses Online award. With more than 30 years’ experience working in the digital industry, Susan Hallam is a leading influencer in the Internet world and a thought leader who inspires businesses to greater success through digital engagement. Susan was awarded an MBE for services to entrepreneurship and innovation in the Queen’s Honors 2018. Also in 2018, Susan was named a BIMA 100 CEO & Leaders shaping the digital industry, and she was made a Fellow of the Institute of Data & Marketing. She is a Freeman of the City of London, the chairman of Nottingham’s Creative Quarter, and a Trustee of Nottingham Castle. Born in the USA, Susan has resided in the UK since 1985.

### **9 December 2020 – ‘The Marketing Lives of Micro-Entrepreneurs’ Rajesh Chandy**

The world’s most common type of businessperson is a micro-entrepreneur: someone who owns and runs a business with fewer than five employees. Most micro-entrepreneurs live in emerging markets, and most barely eke out a living. Their business lives are precarious, and often inextricably linked to their personal lives. In this seminar, Prof. Rajesh Chandy will discuss recent research on the constraints that micro-entrepreneurs face, and insights from empirical studies on solutions to these constraints.

**Biography:** Rajesh Chandy holds the [Tony and Maureen Wheeler Chair in Entrepreneurship](#) and is a [Professor of Marketing at London Business School](#). He serves as Academic Director of London Business School’s Wheeler Institute for Business and Development, and is faculty director of the school’s *Market Driving Strategies* executive education course. His research areas include innovation, entrepreneurship, marketing strategy, and emerging markets. Chandy is a member of the advisory board of the *Journal of Marketing* and a Co-Editor of the journal’s special issue on “Better Marketing for a Better World”. He is also co-editor of the *Management Science* special issue on “Business and Climate Change,” and previously served as an Area Editor for the Entrepreneurship and Innovation area at *Management Science*. Chandy’s research and publications have received several awards, including the Mahajan Award for Lifetime Contributions to Marketing Strategy Research, the ISMS Practice Prize for research that contributes most to the practice of marketing, the Journal of Marketing Harold Maynard Award for contributions to marketing theory and thought, the AMA TechSIG Award for the best article on Technology and Innovation (twice), and the Gerald E. Hills Award for the Best Paper on Entrepreneurial Marketing. In 2018, Chandy was elected a Fellow of the British Academy.

## 10 February 2021 – ‘The Difficulties Charities Face’ Marijke Leliveld

Charities are important institutions by taking on societal challenges (e.g., humanitarian aid, nature conservation, disease control). However, in order to do good to society, charities need to attract donations. In this seminar, Dr. Marijke Leliveld will discuss the difficulties charities face to attract and keep their donors, and present research on the underlying processes of what might cause these difficulties.

**Biography:** [Marijke Leliveld](#) is an assistant professor at the department of Marketing of the University of Groningen. She is an expert on morality and ethics within consumer behavior. Specifically, she studies topics like [charity donations, cause-related marketing campaigns, and other forms of prosocial or fairness related behavior and perceptions in for-profit and nonprofit \(governmental, charitable\) organizations](#). She received her PhD in Social and Organizational Psychology (Leiden University) and was a finalist in the “Excellence in Ethics: Dissertation proposal competition” of the Institute for ethical business worldwide of the Mendoza College of Business, Notre Dame University (2008). She published her research in *Science Advances* (open access journal of Science), *Journal of Business Ethics*, *Journal of Experimental Social Psychology*, and more. From 2014-2016, she worked on the project “Buying for charity” for which she received an Innovative Research Incentives Scheme of the Netherlands Organization for Scientific Research (NWO) (€250K). She is a board member of the [Center for Philosophy, Politics, and Economics \(PPE\)](#) which aims to solve societal problems with an interdisciplinary approach. In 2019, she was appointed as a member of the [Young Academy Groningen](#). She is an advocate for Open Science.

## 14 April 2021 - ‘Stigmatised Markets’ Özlem Sandikci Türkdoğan

There is increasing recognition that companies may sometimes choose to serve stigmatized markets – markets that are devalued and stereotyped due to the products sold, the production practices used and/or the consumers targeted. While these markets may represent attractive opportunities for companies, they also bring challenges. In particular, brands serving stigmatized markets often become subject to activism. In this talk, Prof. Sandikci will discuss the nature and causes of such activism and its implications for companies.

**Biography:** [Özlem Sandikci](#) is [Professor of Marketing at the Adam Smith Business School, University of Glasgow, UK](#). She completed her Ph.D. in Marketing at the Pennsylvania State University, USA in 1999. Her research addresses sociocultural dimensions of consumption and focuses on the relationship between globalization, markets, and culture. Her work is published in journals including the *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Business Ethics*, *Journal of Business Research*, *Marketing Theory*, *Journal of Macromarketing*, *Business History Review*, *Fashion Theory* and in various edited collections. She received the Franco Nicosia ACR Competitive Paper Award (2003), the Emerald Literati Network Highly Commended Paper Award (2012), CCT Conference Best Special Session Award, Lille, France (2016), and The Stanley A. Shapiro Best Reviewer for the Journal of Macromarketing Award (2019).

## 10 May 2021 - ‘Creative Customer Engagement with Technology-mediated Service’, Sally Hibbert

Digital interfaces allow the delivery of service to occur at a distance from the provider and increasingly involve datafication of the service customer to compensate for the loss of visibility in frontline interactions. The research, carried out in the context of telehealth, explores customers’ experiences of and creative engagement with datafication in co-creating value.

**Biography:** [Sally](#) is a [Professor of Consumer Behaviour](#). She works on local and international projects investigating consumers' everyday behaviours relating to health, well-being and sustainability, exploring the influence of consumers' preferences and habits and their social contexts. Her current projects include research on health self-management, digital health, behaviour change in LMICs and consumption in sustainable systems. She has published in a wide range of international journals including the *Journal of Service Research*, *Organization Studies*, the *Journal of Business Research*, the *European Journal of Marketing* and *Marketing Theory*. She has undertaken research funded by charities, the NHS, local and national government and has lead research collaborations with a variety of civil society and public sector organisations and policymakers.

**All Assemblies take place 13.00 – 15.00 hours. For details about Microsoft Teams Link or physical location contact [macs@ntu.ac.uk](mailto:macs@ntu.ac.uk)**