

# MARKETING AND STRATEGY AT CARDIFF BUSINESS SCHOOL RESEARCH PROFILE

**Cardiff Business School's Marketing and Strategy Faculty represent one of the UK's largest and leading centres of research excellence in Marketing and Strategy.**

Our marketing and strategy section is home to over 30 scholars whose globally recognised expertise spans a broad spectrum of marketing and strategy issues.

In our research, we address important questions that: make managers *behave* differently; ensure our students *think* differently; provide guidance to public policy makers for them to *decide* differently; and, for fellow researchers to *investigate* differently.

These research questions reflect compelling issues that underpin our understanding of customers, markets, technology, data, entrepreneurship, and society. We are guided by five priorities in our research work: to deliver rigorous *high quality* novel research in a *collaborative* way, that is *relevant* to our students, partners and society, and to *disseminate* this widely to deliver *impact*. This ensures that our taught programmes remain at the forefront of knowledge so that we deliver evidence-based and valuable insights in our teaching and learning activities.

Our longstanding contributions in business sustainability and corporate social responsibility means that the section's work addresses many of the Grand Challenges that society faces and the United Nations' Sustainable Development Goals, which has made us a key foundation for the School's Public Value Strategy.

We also deliver research that is highly regarded by fellow scholars being ranked global #1 for citations among marketing departments in universities in the UK, USA, Australia, Canada and New Zealand for the research impact of our leading faculty (Souter et al., 2015).

Our research covers a broad spectrum of marketing and strategy issues, and utilises a wide range of approaches from ethnographic approaches to understanding highly nuanced aspects of consumer behaviour to predictive modelling in competitive markets and effective managerial decision making in data-rich environments. Our research also involves considerable inter-disciplinary work with other Schools including initiatives with the Festivals Research Group, the Crime and Security Research Institute and the Responsible Innovation Network.

## Research Clusters

- [Marketing and Society](#)
- [Consumer Research](#)
- [Marketing Communications](#)
- [Strategy, Marketing and Organisations](#)
- [Technology, Innovation and Entrepreneurship](#)
- [International Marketing](#)
- [Research in Pedagogy, Methods and Scholarship](#)

# MARKETING AND SOCIETY

Marketing first evolved as a discipline that was both strongly commercially focussed and relatively abstract in its theories and thinking. Marketing's critics argue that this disconnected it from the real world consequences and implications linked to consumption and production.

Our research seeks to reconnect the conceptual and practical aspects of marketing with the social and ecological systems within which they exist, and with which they interact. Our work considering these reconnections includes research into:

- Place-based, cross cultural and multicultural marketing, which captures the socio- geographical dimensions of markets from the local to the global;
- The responsibilities of management strategists, marketers and consumers in constructing markets, managing businesses, delivering innovation and promoting social well-being;
- Understanding how communities of place, practice and interest can contribute to more sustainable and socially responsible marketing and management that delivers **public value**;
- The application of marketing principles to unconventional contexts, particularly through studies relating to social marketing, social enterprise, charities, and public and professional services marketing;
- Macromarketing perspectives exploring how concepts such as critical marketing, sharing, anti-consumption, ethical ideology, consumer religiosity and the circular economy are challenging theories and changing practices within societies and markets.



**Social Enterprise UK**  
Supporting Member



## People and Publications

**Academic staff** working within this cluster include: Olaya Moldes Andres; Roberta De Angelis; Carmela Bosangit; Nazan Colmekcioglu; Kate Daunt; Ahmad Jamal; Nicole Koenig-Lewis; Zoe Lee; Ken Peattie; Laura Reynolds; Anthony Samuel; Stephanie Slater; Carolyn Strong; Mirella Yani-de-Soriano.

Our work on these issues has been published in leading journals such as: *Computers in Human Behaviour*, *European Journal of Marketing*, *IEEE Transaction on Engineering Management*, *International Marketing Review*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Cleaner Production*, *Journal of Macromarketing*, *Journal of Sustainable Tourism*, *Philosophy of Management*, *Public Management Review*.





# CONSUMER RESEARCH

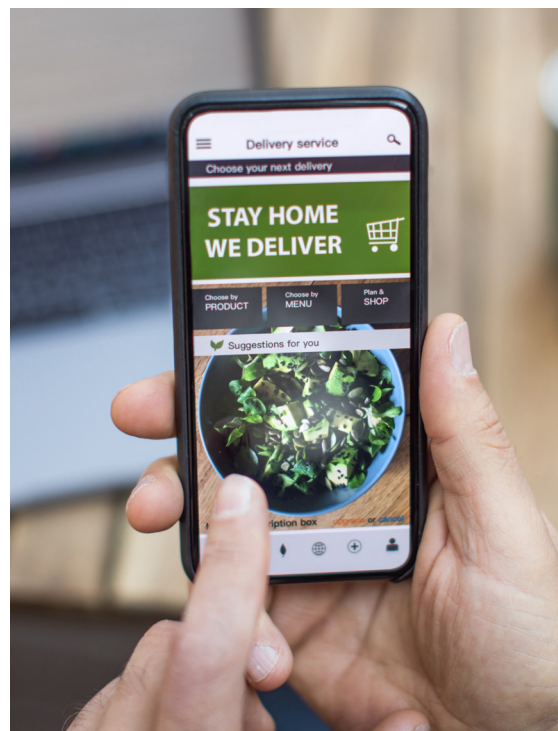
The consumer is the focal point of marketing processes, as well as commercial and academic marketing research. Within the field of consumer analysis and research, we are particularly interested in exploring consumer identities, experiences and emotions through research that explores emerging and non-normative consumer behaviours. We work with many international collaborators to produce multidisciplinary and multicultural consumer research that spans across a range of contexts including online, services, retailing and tourism. Our research has a strong emphasis on theoretical development, and analysis informed by behavioural psychology, behavioural economics and marketing science. The results inform business practice and contribute insights into the social impacts of consumption for academics and policy-makers. Our work aims to be transformative with a focus on consumer experience, consumer wellbeing and consumer sensitivity to both the functional and the symbolic consequences of consumption.

Our consumer research ranges from relatively conventional behaviours through to unorthodox, emerging and transformational aspects of consumer behaviour. The more conventional research themes include:

- Understanding and predicting consumers' response to a range of factors including brand choices, price changes, retail environments and particular visual and aural cues;
- Behavioural economics, and its influence in commercial and social contexts;
- Consumer culture and multicultural consumption;
- The impact of technology on consumption;
- Customer experiences and emotions;
- Specific consumption contexts including financial services, food, charitable donations, and consumption of heritage, art and 'place'.

The more specialist' themes include:

- Dysfunctional consumer behaviour including materialism, addiction, over-consumption and consumer misbehaviour;
- Sustainable and ethical consumer behaviour including anti-consumption and Fairtrade;
- Issues of materiality, ownership and consumer-object relations in an increasingly digital world;
- Emerging forms of consumption such as experiential, embodied and multi-sensory consumption, transformative consumption, co-creation and marketing to ethnic minority consumers;
- Psychological processes such as identity construction and motivation involved in consumer spending behaviours.



## People and Publications

**Academic staff** working within this cluster include: Olaya Moldes Andres; Roberta De Angelis; Paul Bottomley; Nazan Colmekcioglu; Denitsa Dineva; Ahmad Jamal; Kate Daut; Gordon Foxall; Nicole Koenig-Lewis; Seongsoo (Simon) Jang; Zoe Lee; Andy Ng; Anthony Samuel; Rebecca Scott; Stephanie Slater; Carolyn Strong; Rebecca Mardon; Mirella Yani-de-Soriano; Amy Yau

Our work on these issues has been published in leading journals such as:

*Annals of Tourism Research, European Marketing Journal, Journal of Business Research, Journal of Consumer Research, Journal of Economic Psychology, Journal of Experimental Social Psychology, Journal of Interactive Marketing, Journal of Retailing, Journal of Service Research, Journal of Travel Research, Personality and Individual Differences, PLOS One, Psychology and Marketing.*



# MARKETING COMMUNICATIONS

Communication is crucial for the building of marketing relationships and brand equity. In an increasingly globalised world, in which the range of media available to marketers is rapidly evolving, effective marketing communication is much more complex and challenging, compared to the 20th century in which the majority of marketing theory and wisdom developed. Our research seeks to explore the diversity of contemporary marketing communications management, including research into:

- Consumer response, recognition and recall for commercial and political advertising;
- Social media, including their use in B2B marketing, consumer narratives through social media, Twitter as a marketing channel, and the influence of blogging and bloggers;
- Visual communication including branding and visual identity, consumer response to labelling for ethical, sustainable and Halal products;
- Sponsorship and branding, particularly in sports;
- Selling, sales, sales promotion and service;
- Consumer responses to sponsored content advertising (native advertising);
- The interplay between authenticity and brand parody;
- Advertising ethics;
- Programmatic advertising.



## People and Publications

**Academic staff** working within this cluster include: Roberta De Angelis; Carmela Bosangit; Paul Bottomley; Prabirendra Chatterjee; Nazan Colmekcioglu; Kate Daunt; Ahmad Jamal; Zoe Lee; Rebecca Mardon; Anthony Samuel; Amy Yau.

Our work on these issues has been published in leading journals such as: *European Journal of Marketing*; *Harvard Business Review*; *Journal of Advertising*; *Journal of Business Ethics*; *Journal of Business Research*; *Journal of Business and Industrial Marketing*; *Journal of Retailing*; *Management Science*; *Nonprofit and Voluntary Sector Quarterly*; *PLOS One*.



# STRATEGY, MARKETING AND ORGANISATION

Although marketing is typically treated as a function, the strategic role of marketing and the Chief Marketing Officer is critical in delivering high performance for organisations. Many of our studies have consistently demonstrated this from the marketing actions taken across recessionary and expansion periods, to the marketing experience of Board members, through to market entry decisions and supply chain relationships. The strategy, marketing and organisation cluster is primarily concerned with processes and activities that create and appropriate value for organisations. Our key interests centre on four determinants of strategic value: capabilities; configuration; context; and, content.



## Research work in *capabilities* includes:

- Customer and marketing intelligence and business information systems;
- Operational and dynamic capabilities;
- Capability complementarity and substitution;
- Organisational learning and knowledge for marketing and strategy.

## Research work in *context* includes:

- Marketing enactment;
- Innovation and technology management;
- International business, emerging markets regionalisation and the geo-politics of business;
- Industrial and B2B marketing management;
- Services marketing and servicescape design;
- Venturing behaviour.

## Research work in *configuration* includes:

- Alliances and inter-organisational value co-creation;
- Business models and structural forms;
- Return on marketing investment;
- Value appropriation;
- Corporate governance and strategic controls;
- Organisational traits and their effect strategic behaviour and business performance.

## Research work in *content* includes:

- Brand and product portfolio strategy and brand equity;
- Innovation ambidexterity;
- Business strategy including leadership, implementation and the role of marketing managers;
- Strategic and marketing orientations.



## People and Publications

**Academic staff** working within this cluster include: Carmela Bosangit; Luigi De Luca; Anna Kaleka; Yiannis Kouropalatis; Robert Morgan; Matthew Robson Eleri Rosier; Stephanie Slater; Mark Toon; Tina Xu.

Our work on these issues has been published in leading journals such as: *British Journal of Management*, *Industrial Marketing Management*, *International Journal of Electronic Commerce*, *Journal of the Academy of Marketing Science*, *Journal of Marketing*, *Journal of Management Studies*, *Journal of Product Innovation Management*, *Journal of Service Research*, *Journal of Strategic Marketing*, *Strategic Management Journal*.





# TECHNOLOGY, INNOVATION AND ENTREPRENEURSHIP

Marketing is closely associated with the development and use of new technologies and products, with technical and social innovation, and with entrepreneurial behaviours in a range of contexts. New technologies both create new challenges for marketers, particularly in terms of marketing innovative and unfamiliar products to customers, and new opportunities in terms of the media that marketers have at their disposal and the ways in which they can build relationships within their markets. In addition, new disruptive technological forces, such as Big Data, robotics, and artificial intelligence challenge established organisation and societal structures with unprecedented consequences. Our research work within this cluster includes:

- Innovation, including new product development, service innovation, technology adoption, offline versus online customer participation in NPD, consumer innovativeness, innovation for foreign direct investment, and marketing for controversial innovations;
- Big data, machine-learning, artificial intelligence and robotics, and their impact on individuals, organisations, and society;
- Entrepreneurship, including within small businesses and social enterprises, and the role of women and ethnic minorities in entrepreneurship;
- Digital marketing, including the role of online consumer tribes or communities, ethical issues for online marketing.



We have been awarded the Small Business Charter mark which identifies our expertise in student entrepreneurship, supporting small business and engaging in the local economy.



## People and Publications

**Academic Staff** working within this cluster include: Roberta De Angelis; Luigi De Luca; Rebecca Mardon; Robert Morgan; Taman Powell; Amanda Spry; Mark Toon; Tina Xu; Shumaila Yousafzai.

Our work on these issues has been published in leading journals such as:

*Entrepreneurship Theory & Practice, IEEE Transaction on Engineering Management, International Journal of Electronic Commerce, International Marketing Review, International Small Business Journal, Journal of the Academy of Marketing Science, Journal of Interactive Marketing, Journal of Marketing, Journal of Product Innovation Management, Research Policy, Strategic Entrepreneurship Journal.*



# INTERNATIONAL MARKETING

Despite recent country moves towards protectionism, marketing activities across borders are here to stay. Customers the world over have become used to, and reliant upon, foreign goods and services; and for most firms and organisations, overseas markets furnish larger potential growth opportunities than domestic ones. Still, relatively remote, overseas customers are more difficult to understand and keep satisfied and firms competing overseas lack home-field advantages. Indeed, firms require marketing strategies and structures that can help them overcome these challenges and successfully grasp opportunities in regional and global marketplaces. Our work seeks to provide international marketing managers with insights into the challenges they face. We examine the following themes, among others:

- Institutional impacts on strategic decisions and operations of outward direct investors from emerging markets;
- Innovative strategies, and the identification and exploitation of opportunities, in and from emerging markets;
- The role and influence of corporate social responsibility within exporters, multinational enterprises and global supply chains;
- Expansion strategies of resource-challenged international new ventures, 'born globals' and exporting SMEs;
- Processes of value creation and capture, and competitive advantage, in export markets;
- Cultural management styles and identities of firms from particular countries and regions in their foreign-market expansion;
- The use of collaborative and cooperative capabilities and strategies for international marketing purposes.



## People and Publications

**Academic Staff** working on these themes include: Anna Kaleka; Robert Morgan; Ken Peattie; Matthew Robson; Stephanie Slater; Yue Tina Xu.

Our work on these issues has been published in leading journals such as: *Business History*, *Industrial Marketing Management*, *International Business Review*, *International Marketing Review*, *Journal of Business Ethics*, *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Marketing*, *Journal of Product Innovation Management*, *Journal of World Business*, *Management and Organisation Review*, *Organisation Science*.





# RESEARCH IN PEDAGOGY, METHODS AND SCHOLARSHIP

In addition to the clusters dedicated to key marketing and strategy topics, our staff are also active in undertaking pedagogical research and methodological developments across a range of marketing and strategy contexts. This research includes studies into:

- Marketing education, including specific topics such as entrepreneurship;
- Quantitative marketing research, including the psychology of survey response and the use of particular techniques such as linguistic analysis, multiple-criteria data analysis, and data envelopment analysis;
- Methodological innovations for studying market/social phenomena including the use of multilevel, archival data and the application of 'Big Data' to better create predictive marketing models;
- Researching educational experiences including comparative learning styles in marketing education, student experience recall and the design of learning environments;
- Bilingual teaching in business education;
- Bibliometric methods and natural language processing to establish the core and diffused knowledge structure of business and management domains.



## People and Publications

**Academic Staff** working on these themes include: Paul Bottomley; Kate Daunt; Luigi De Luca; Matthew Exton; Nicole Koenig-Lewis; Yiannis Kouropalatis; Robert Morgan; Eleri Rosier; Rebecca Scott; Stephanie Slater; Carolyn Strong.

Our work on these issues has been published in leading journals such as: *Entrepreneurship Research Journal*, *Higher Education Quarterly*, *International Marketing Review*, *Journal of Business Research*, *Journal of Further and Higher Education*, *Journal of Teaching in International Business*, *Judgement and Decision Making*.

