



Marketing and Consumer Studies Research Centre Assemblies Programme

Topic: Marketing Back Better – Responsible Approaches to Consumption

13 October 2021

Title: *Marketing is Back – Delivering Social, Health & Environmental Changes for the Better*

Presenter: Sharyn Rundle-Thiele

Biography: Professor Sharyn Rundle-Thiele is a social marketer and behavioural scientist. She is the Founding Director of Social Marketing at Griffith University in Australia, which is the largest university based group of social marketers in the world. She is Founding Co-Editor of the Journal of Social Marketing, one of the worlds' leading behaviour change journals. She has led projects that have changed behaviours for 10,000's of people in areas including health, the environment and for complex social issues. Sharyn has led programs that have increased healthy eating, changed adolescent attitudes to alcohol drinking, reduced food waste, increased dog's abilities to avoid koalas, and many more. She has published more than 200+ books, book chapters and journal papers. Awards and appointments including The Philip Kotler Social Marketing Distinguished Service Award, Australian New Zealand Marketing Academy Fellow acknowledge her innovative, high-quality practice and science and her leadership.

8 December 2021

Title: *Some Thoughts on Consuming Wisely*

Presenter: Utpal Dholakia

Biography: Utpal Dholakia is the George R. Brown Professor of Marketing at the Jesse H. Jones Graduate School of Business, Rice University in Houston, Texas. He has a master's degree in psychology, and a Ph.D. in marketing from the University of Michigan, a master's degree in operations research from the Ohio State University, and a bachelor's degree in industrial engineering from the University of Bombay. His research interests lie in studying motivational psychology of consumers and online marketing issues such as virtual communities and online auctions. He also studies relational aspects of consumer behavior. He has published in a number of marketing and management journals, and consults with firms in financial services, energy, health-care and other industries.



**Nottingham
Business School**
Nottingham Trent University

9 February 2022

Title: *Sustainability in Practice for Brands and Product Development*

Presenters: [Emma Johnson](#) & [Jenna Whittingham-Ward](#)

Biography: Emma Johnson is the General Manager, Marketing Communications at Toyota GB PLC, the sales and marketing arm of Toyota's UK operations. Emma has led all brand, digital, CRM, sponsorship and marketing operations for 2 years, having spent 16 years at Toyota in a variety of roles. Notably in her current role, Emma has overseen the local roll out of the global Beyond Zero platform, signalling Toyota's transformation to a mobility company and demonstrating commitment to deliver sustainable mobility for all.

Jenna Whittingham-Ward is the Head of Boots Brand & Exclusive Beauty at Boots UK, part of the health and beauty global company, Walgreens Boots Alliance. In this role, Jenna looks after the global brand identity and product ranges for the Boots brand and several brand partnerships across over 4000 products. For the last 2 years Jenna has led a global repositioning of the Boots product brand with sustainability, social impact, quality and value at the core.

Both Emma and Jenna graduated from Nottingham Trent University, BA (hons) Business Management In Company in 2007 with First Class Hons.

14 April 2022

Title: *Gender and the Marketing Academy*

Presenter: [Andrea Prothero](#)

Biography: Andy Prothero is Professor of Business and Society at University College Dublin, Ireland. Prior to this she worked at universities in Wales and Scotland, and spent a sabbatical period at Arizona State University. Andy's research is in the broad area of marketing in society, with particular research endeavours in the areas of sustainability (which she has been researching since 1990) and gender and marketing.

11 May 2022

Title: *Interactive Authentication in Social Media: Approaching Tourism User-generated Content*

Presenter: [Jillian Rickly](#)

Biography: Jillian Rickly is Professor of Tourism at University of Nottingham. She is the Series Editor for De Gruyter Studies in Tourism and an Associate Editor for *Annals of Tourism Research*. Her research is in two areas: authenticity/alienation and accessibility. She has spent much of her career examining the role of authenticity/alienation in tourism motivation and experience. This research has been situated in a variety of tourism contexts: heritage, nature, adventure, dark, among others. More recently, she has developed an additional research agenda related to accessibility and travel behaviour, specifically focused on assistance dogs owners. She has been working in collaboration with Guide Dogs for the Blind Association and Assistance Dogs UK to examine the role of this human-animal relationship in travel behaviour across the transport, travel and tourism sectors.

* All Assemblies take place 14.00 – 16.00 hours, for details about Microsoft Teams Link or physical location contact macs@ntu.ac.uk