



**Programme**  
**Marketing and Consumer Studies Research Group**  
**Research Seminars\***

*Marketing Theories and Strategies in Uncertain Times and Places*

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**23 September 2020 - The Importance of Strengthening NBS & MACS Research Environment**

**Presenters:** Baback Yazdani, Alistair Bruce, Ursula Ott, Steve Brown

**Synopsis:** This discussion provides: 1) an open forum for questions and answers about the importance of research in the 'new academic normal'; 2) examples of support the Research Strategy Group will offer colleagues; and 2) updates about PhD and DBA Programmes at NBS.

**11 November 2020 - Developing a Strong Conceptual Background and Publishing Conceptual Articles**

**Title: Publishing Conceptual Articles: A SWOT Analysis**

**Presenter: Tony Woodall**

**Synopsis:** This presentation considers the opportunities and threats for publishing conceptually and explores editors' perceptions on the strengths and weaknesses of a conceptual manuscript.

**Title: Theory Development and Marketing Research**

**Presenter: Michael Ehret**

**Synopsis:** Theory contributions are major conditions for publishing marketing research insights. Theory affects the selection of topics, methods, analysis and managerial implications. One prevalent domain in marketing are ecosystem approaches.

### **13 January 2021 - Creative Methodologies in Marketing Research**

**Title:** Knocking at the Door of Unconscious Beliefs about Consumer Brand Relationships – Experimenting with Creative Online Research Methods

**Presenter:** Samantha Read

**Synopsis:** Samantha Read shares her experience of conducting online research using creative methods to delve into participants' unconscious beliefs about their brand relationships. The presentation includes an insight into applying projective techniques in a virtual environment, and a look at the advantages and pitfalls of digital data collection.

**Title:** Using Experiments to Examine the Impact of Rapport Conditions on Customer Outcomes

**Presenter:** Linda Lee

**Synopsis:** Linda Lee shares her learning from using video and field experiments in two studies to examine how customer-customer rapport impacts customer outcomes in the context of food tours. This presentation provides insight into the considerations involved in the choice and design of experiments and shares the tips she has learned along the way.

### **10 March 2021 - Marketing Research Contexts**

**Title:** Using Online research to Overcome Geographical Barriers in Tourism Research

**Presenter:** Faye Taylor

**Synopsis:** This presentation will explore how online research can be used to generate a range of qualitative data sources for studying the community response to Tourism development in Thailand.

**Title:** Internationalisation of Research

**Presenter:** Margaret Grzegorzczuk

**Synopsis:** Margaret shares her experience gained as a Fulbright Scholar in the U.S. She was based at the IC-2 Institute at University of Texas at Austin conducting research that was international in two respects: firstly, there was an international focus to the content of the research and secondly the work was, at its heart, an international collaboration. Margaret discusses the benefits, key considerations and challenges faced by an internationally focused researcher.

### **9 June 2021 - Consumer Preferences in Marketing Operations**

**Title:** Exploring the Marketing - Operations Interface in Retail

**Presenter:** Sander de Leeuw

**Synopsis:** Retail is an area where marketing and operations are tightly connected. Assortment planning, for example, is an area that has received considerable attention in both marketing and operations journals, and so is the selection of delivery options for e-commerce delivery. In this presentation we address research challenges focused at bridging the marketing-operations interface in retail.

### **14 July 2021: Research Away Day – Venue TBC e.g. Nottingham Castle**

KETSO workshop <https://ketso.com/>

Topic: A flagship research initiative to set our research group's vision, mission, a key theme and sub-themes.

\* All Research Seminars 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)