

Research

Within the Marketing Department at the University of Birmingham, there is a vibrant mix of young and established researchers. The research within the department is driven by real questions that face business and society.

Many of these questions – and their associated symptoms, problems and issues – do not simply fit into disciplinary boxes and so our research agenda and practices emphasize diversity, pluralism and inter-disciplinarity.

In this spirit, the Marketing Department aims to strike a balance between having a boundary field-spanning research agenda and profile, while also creating a sense of intellectual identity through developing specific marketing research themes.

At present, the department's main research activity concentrates on three inter-related themes;

1) Social Marketing and Society

2) Business Market Networks and Communication

3) Strategic Marketing and Innovation

Research and training within the department has been funded by several main UK government agencies such as the British Academy(BA), the Engineering and Physical Sciences Research Council (EPSRC), as well as the Economic and Research Council (ESRC). Our research activity has been recognized as extremely innovative, for example, receiving a prestigious EPSRC Fellowship Award.

We also collaborate closely with a range of international, national and local businesses and also with professional accrediting bodies, including the Chartered Institute of Marketing and the Market Research Society. This support and reciprocal engagement reflects the expansive view of our marketing research.

Current Research Projects

"Reel Lives" - EPSRC funded project (October 2013-September 2016)

[Dr Finola Kerrigan \(/staff/profiles/business/finola-kerrigan.aspx\)](/staff/profiles/business/finola-kerrigan.aspx)

- The term "digital personhood" is used to discuss recognition of a human being as having status as a person in the electronic realm. But all too often the digital data underpinning personhood is fragmented and offers very little in the sense of an individual life story or presence.

In this multi-disciplinary research project we seek to develop an innovative method of making sense of this fragmented data by converting this seamlessly into film-like life documentaries, which we term 'Reels'. This will be achieved by collaboration with computer scientists, film-makers, marketing academics, psychologists, HCI researchers and language experts based in the UK.

[Dr Andrew Pressey \(/staff/profiles/business/andrew-pressey.aspx\)](/staff/profiles/business/andrew-pressey.aspx)

- **Project 1:** 'Learning Processes in Temporary Organisational Networks' (2012/13), British Academy, Small Research Grant Scheme (£7036), with Linda Peters (Nottingham), and Wes Johnston (Georgia State).
- **Project 2:** 'Working with Knowledgeable Customers'(2013/14), Nottingham University SPARK Research Fund (£5000), with Linda Peters (Nottingham) and Alan Gilchrist (Lancaster).

Research Seminars

[Keep up to date with all future seminars. \(/schools/business/departments/marketing/research/research-seminars.aspx\)](/schools/business/departments/marketing/research/research-seminars.aspx)