

Marketing research seminars

The Marketing Department, in conjunction with [Cogent Elliott](#), offer a series of marketing lectures which are delivered by leading scholars and industry experts.

Recently, for example, both Professor George Day of the Wharton School, University of Pennsylvania and Professor Rick Bagozzi of the University of Michigan Business School delivered lectures at Birmingham Business School.



In addition to these lectures, the Marketing Department holds a number of smaller research seminars throughout the year. For further information on these please contact:

Pam Warrington

t: +44 (0)121 414 2725

e: p.warrington@bham.ac.uk



Upcoming events

Date	Seminar Presenter	Title
November 2013	Dr Stuart Roper, Manchester University	Doing well by doing good? A quantitative investigation of the litter effect upon brands
January 2014	Dr Katy Mason, Lancaster University	tbc
February 2014	PhD Research Seminar	tbc

Previous events

Date	Seminar Presenter	Title
October 2013	Dr.Chengwei Lui, Warwick University	When are higher cited papers more impressive?
September 2013	Dr.Robert Carrawara, Nottingham University	Exploring tourists
April 2013	Dr.Alan Gilchrist, Lancaster University	Interest-Talk as Access-Talk: How Interests are Displayed, Made and Down-played in Management Research
March 2013	Dr.Finola Kerrigan, Kings College London	A View to a Brand: Introducing the Film Landscape