University of Birmingham

# Dr Sheena Leek

Senior Lecturer & Director of the MSc Programme

The Department of Marketing

## Contact details

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## About

Sheena joined the Birmingham Business School from the University of Cardiff in September 2004. In the area of business to business marketing she is interested in the role of information technology on communication within business relationships, the role of social capital in initiating relationships and branding. Within consumer behaviour her research interests include consumer confusion in high tech areas such as the mobile phone industry and convenience and healthy eating.

## Qualifications

PhD, University of Birmingham
MSc Applied Psychology, Cranfield University
BSc (Hons) Combined Studies – biology and psychology, University of Leicester

## Teaching

Sheena is responsible for Research Skills (2nd Yr) on the Undergraduate courses. She is jointly responsible for the MSc level Research Methods module with Dr David Houghton.

Sheena is Programme Director for the MSc marketing suite.

## Research

- The initiation of relationships through networking and social capital
- The development of networks
- Communication within business-to-business relationships
- Business-to-business branding
- Consumer confusion
- Healthy eating and convenience

## Publications

Leek S. and Christodoulides G., (2012), A Framework for Generating Brand Value in B2B Markets: The Contribution of Functional and Emotional Components. *Industrial Marketing Management*, Vol. 41, No. 1, pp.106-114.

Leek S. and Christodoulides G., (2011), A Literature Review and Future Agenda for B2B Branding: Challenges of Branding in a B2B Context. *Industrial Marketing Management*, Vol. 40, No. 6, pp.830-837

Leek S. and Canning L., (2011), Entering and Developing a Service Network, *Journal of Services Marketing* , Vol. 25, No. 1, pp.58-67

Leek S. and Mason K., (2010), The Utilisation of Network Pictures toExamine A Company's Employees' Perceptions of a Supplier Relationship, *Industrial Marketing Management*, Vol. 39, No. 3, pp. 400-412

Leek S. and Mason K., (2009), Network Pictures: Building an HolisticRepresentation of a Dyadic Business to Business Relationship, *Industrial Marketing Management*, Vol. 38, No. 6, pp.599-607

Leek S. and Christodoulides G., (2009), Next Generation Mobile Marketing: How Young Consumers React to "Bluetooth-enabled"Advertising, *Journal of Advertising Research*, Vol. 49, No. 1, pp.44-53

Mason K. and Leek S., (2008), Learning to Build a Supply Network: The Role of New Business Models., *Journal of Management Studies*, Vol. 45 No. 4 pp.774-799

Leek S., Turnbull P.W. and Naudé P., (2006), ClassifyingRelationships Across Cultures as Successful and Problematic:Theoretical Perspectives and Managerial Implications, *Industrial Marketing Management,* Vol. 35, No. 7, pp. 892-900

Leek S. and Chansawatkit S., (2006), Consumer Confusion: The Mobile Phone Market in Thailand, *Journal of Consumer Behaviour,* Vol. 5, pp.518-532

Carrigan M., Szmigin I. and Leek S., (2006), Managing Routine Food Choices in UK Families: The Role of ConvenienceConsumption., *Appetite*, Vol. 47, No. 3, pp.372-383

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