# Dr Eric Shiu

Lecturer in Marketing and Innovation Management

The Department of Marketing

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## About

Eric Shiu is major in marketing in general and innovation management in particular. He is the principal researcher, supervisor and teacher in the area of innovation management within the Department of Marketing. He is involved in disciplines closely related to innovation management, including creativity theory and practice, technology management as well as knowledge management. He has also occasionally conducted research in other selected marketing and management areas such as inter-organizational relationship, retailing, and food marketing.

## Qualifications

MA with Distinction (Lancaster)

MSc by Research (Edinburgh)

PhD (Edinburgh)

PG Cert Learning and Teaching (Birmingham)

Fellow (Higher Education Academy)

## Biography

Eric Shiu achieved an MA degree with distinction at Lancaster University. Afterwards, he underwent a doctoral research training programme through which he was awarded an MSc by Research degree, and then accomplished a doctorate at the University of Edinburgh. Prior to joining the University of Birmingham Business School, Eric taught at the University of Edinburgh. He has received a Certificate of Award after successful completion of the International Teachers Programme organised by the International Schools of Business Management.

Eric has accumulated more than ten years of research experience across academic, governmental as well as industry domains, which earned him a number of research excellence awards.

Additionally, an adapted paper of his PhD research has assisted him in receiving the first prize research award from the UK Online User Group. More recently, he has won the best research paper award from European Applied Business Research Conference in Athens, Greece. To date he has published more than thirty research papers.

Eric has also been recently awarded a grant from European Science Foundation allowing him to carry out research collaboration with like-minded academics at continental European universities. He has also successfully completed a high-tech product research consultancy project funded by Advantage West Midlands.

## Teaching

Eric currently teaches two modules – Marketing Research as well as Product and Innovation Management – for the MSc Marketing Suite students. He previously taught International Marketing as well as New and Hi-Tech Product Marketing.

## Postgraduate supervision

Eric supervises students of undergraduate, master's and PhD levels, and has been an examiner of a number of external and internal PhD theses. To date he has successfully nurtured six PhD graduates.

## Research

- Innovation management
- Creativity theory and practice
- New product management
- High technology product management
- Selected marketing and management research areas

## Other activities

Eric is currently Director of Education for the Department of Marketing. In this role, he is the key academic contact for the educational matters of the department, and is keeping track of the teaching and learning activities for quality assurance and continuous improvement purposes. Prior to this role, his longest serving administrative and management role was as Admissions Tutor for the MSc Marketing Suite. He also acted as Dissertation Coordinator for the MSc Marketing Suite, Year Aboard Tutor and International Exchanges Coordinator for the BSc Management programmes, Acting Director for the MSc Marketing programme, as well as Admissions Tutor for the former Bachelor of Commerce programme.

Externally, Eric sits on the programme committee for European Conference on Entrepreneurship and Innovation, which is held annually in European cities. He is founding member of Network for Interdisciplinary Creativity Knowledge. He is also member of ESOMAR, PDMA, ISPIM, SAS User Group and SPSS User Group.

## Publications

Journal articles

Service business model and service innovativeness, *International Journal of Innovation Management*, Vol.18, Issue 2, 2014 (with Cheng and Dawson).

Antecedents of behavioural commitment in inter-organisational relationships: A field study of the UK construction industry, *Construction Management and Economics*, forthcoming (with Zhang and Zaefarian).

Operationalizing trust, reliance, and dependence in business relationships: responding to the ongoing naming and cross-level problems, *Journal of Business to Business Marketing*, Vol.20, Issue 4, 2013 (with Jiang, Henneberg and Naude).

Dichotomous and relational logic in creativity research and beyond, *Creativity and Leisure: an Intercultural and Cross-Disciplinary Journal*, Volume 1, Issue 2, p.101-104, 2013.

Improving teaching in statistics – an exploratory study for achieving the triple effects of depth, breadth and integration, *International Journal of Management Education*, Issue 1, 2013.

Validation of a proposed instrument for measuring eco-innovation: an implementation perspective, *Technovation*, Vol.32, 2012, p.329-344 (with Cheng).

Proposing an expanded theoretical framework of innovation adoption linking to consumer innovativeness and creativity and their driving factors, *Ricerche di Psicologia*, Issue 2, 2011, p.281-297 (with Cheng).

Re-innovation: the construct, measurement, and validation, *Technovation*, Vol.28, Issue 10, p.658-666, 2008 (with Cheng).

Preconditions for product re-innovation in Taiwan: evidence from high-technology firms, *Asia Pacific Business Review*, Vol.14, No.2, p.191-211, 2008 (with Cheng).

Critical success factors of new product development in Taiwan's electronics industry, *Asia Pacific Journal of Marketing and Logistics*, Vol.20, No.2, p.174-189, 2008 (with Cheng).

New product market visioning in small enterprises – a preliminary empirical study within the Central Technology Belt in England, *Journal of Small Business and Enterprise Development*, Vol.14, No.1, p.81-92, 2007 (with Walker).

A theoretical investigation into the potential applications of olfactory cues to the marketing of new products, *Innovative Marketing*, Vol.2, Issue 4, p.44-53, 2006 (with Walker and Cheng).

E-business cross-functional alignment: the integration of processes and applications, *International Journal of Electronic Business*, Vol.4, No.3/4, p.302-319, 2006 (with Evans).

Conceptualising and measuring the equity of online brands, *Journal of Marketing Management*, Vol.22, p.799-825, 2006 (with Christodoulides, de Chernatony, Furrer and Abimbola).

Exploration into the early success of i-mode product launch, *Journal of Business and Economics Research*, Vol.4, No.2, p.73-84, 2006 (with Hirayama).

Factors of market performance of Apple iPod – a preliminary desk-based study, *Journal of Business Case Studies*, Vol.1, No.3, 2005.

Comparing the impacts of Internet technology and national culture on online usage and purchase from a four-country perspective, *Journal of Retail and Consumer Services*, Vol.11, Issue 6, p.385-394, 2004 (with Dawson).

Segmenting the convenience and health trends in the British food market, *British Food Journal*, Vol.106, No.2, p.106-127, 2004 (with Dawson and Marshall).

Consumption process of mobile phones, *Asian Journal of Information Technology*, Vol.2, No.2, p.67-91, 2003.

Cross-national consumer segmentation of Internet shopping for Britain and Taiwan, *The Service Industries Journal*, Vol.22, No.1, p.147-166, 2002 (with Dawson).

The applicability of cyclical and conflict models of retail change to Taiwan – a preliminary exploration, *Journal of Asia-Pacific Business*, Vol.4, No.1, p.67-81, 2002 (with Dawson).

Demographic segmentation of shoppers at traditional markets and supermarkets in Taiwan, *Journal of Segmentation in Marketing*, Vol.4, No.2, p.69-85, 2001 (with Dawson).

Books

*Creativy Research: An Inter-disciplinary and Multi-disciplinary Research Handbook*, Routledge, 2014 (Ed.).

*Marketing Research*, McGraw-Hill Higher Education, 2009 (with Hair, Bush and Ortinau).

Book chapters

Typical innovative and involvement characteristics of contributors to consumer generated media, In: *Organizations and Social Networking: Utilizing Social Media to Engage Consumers*, p.103-124, 2013, Li, E., Loh, S., Evans, C. and Lorenzi, F. (Eds.), IGI Global.

Exploring the relationships between creativity, innovativeness and innovation adoption, In: *Leading Issues in Innovation Research*, 2011, Chauvel, D. (Ed.), Academic Publishing International.

Importance of cross-cultural creativity research, In: *The Future of Innovation*, 2009, von Stamm, B. and Trifilova, A. (Eds.), Gower.`

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