

Dr Finola Kerrigan

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About

Finola joined the Business School from King's College London in September 2013. Finola's research is in the field of marketing, specifically marketing within the arts and cultural industries. To date this research has focused on production and consumption issues in film and the visual arts, topics related to social media and branding. Finola is also interested in the social role of the arts and subsequently organised an ESRC funded seminar on Social Arts Marketing as part of the 'Rethinking Arts Marketing' Seminar series.

She is a member of the Executive of the Academy of Marketing and chair of the Arts, Heritage, Non-Profit and Social Special Interest Group of the Academy of Marketing and was co-chair (with Dr Dirk vom Lehn) of the Cultural and Creative Industries Track at the British Academy of Management Conference. Finola is associate editor of the *Journal of Marketing Management* and on the editorial board of the *British Journal of Management*, *Arts Marketing*, *An International Journal and Marketing Intelligence and Planning*. Finola's research has been published in a range of International Journals and she is the author of *Film Marketing*, Elsevier (2010) and editor of *Arts Marketing*, Elsevier (2004), *Rethinking Arts Marketing*, Routledge (2010) and *Legends in Marketing- Morris Holbrook, Volume 4: Esthetics and Tastes, Part 1* (2013).

Qualifications

- PhD from the University of Hertfordshire.
- PG Certificate in Teaching and Learning in Higher Education, University of Hertfordshire
- MA in European Integration from the University of Limerick
- BA in English, Sociology and Politics from the University College Galway

Biography

Finola's research has been published in a range of International Journals and she is the author of *Film Marketing*, Elsevier (2010) and editor of *Arts Marketing*, Elsevier (2004), *Rethinking Arts Marketing*, Routledge (2010) and *Legends in Marketing- Morris Holbrook, Volume 4: Esthetics and Tastes, Part 1* (2013). Her research has been funded by the EPSRC (current project, Reel Worlds, with collaborators from Northumbria University, University of Edinburgh and the Open University, 2013-2016); the ESRC, London Development Agency, London Centre for Arts and Cultural Enterprise, King's College London and University of Hertfordshire. Finola has supervised and examined a number of doctoral students and in 2012 won the King's College London Supervisory Excellence Award. She was named Emerald Literati Network Outstanding Reviewer for *Arts Marketing: An International Journal* in 2012.

Teaching

Finola teaches Marketing Communications and International Marketing Context on postgraduate programmes in the Business School.

Research

- Branding
 - Celebrity branding
 - Social media and brands
 - Branding in the arts
- Arts marketing and consumption
- Marketing and consumption in the digital age

Other activities

Finola is a member of the Academy of Marketing, the Macromarketing Society and International Society for Markets and Development. She is on the executive of the Academy of Marketing and Deputy Chair of the International Society for Markets and Development. She has co-chaired the 2012 International Conference on Markets and Development and edited a number of journal special issues. Finola regularly reviews for journals and has reviewed research funding proposals for the Academy of Marketing Research Committee and the EPSRC.

Publications

Journal Articles

Kerrigan, F., Larsen, G., Hanratty, S. and Korta, K. (forthcoming, 2014) Running with the Pack *Marketing Theory*

Yalkin, C., Kerrigan, F. and vom Lehn, D (2013, in press) (II) Legitimization of the Role of the Nation State: Understanding of and Reactions to Internet Censorship in Turkey, *New Media and Society*

Hewer, P., Kerrigan, F. and Brownlie, D. 'The exploding plastic inevitable': Branding Being, Brand Warhol & The Factory Years, *Scandinavian Journal of Management*, 29(2); 184-193

O'Reilly, D. and Kerrigan, F. (2013) 'A View to a Brand: Introducing the Film Brandscape', *European Journal of Marketing*, 47(5/6)

Kerrigan, F. Shivanandan, J. and Hede, A.M. (2012) "Nation Branding: A Critical Appraisal of Incredible India", *Journal of Macromarketing*, 32(4): 319-327

Kerrigan, F., Brownlie, D., Hewer, P. and Daza-LeTouze, C. (2011) "'Spinning' Warhol: Celebrity Culture Theoretics and the Logic of the Brand", *Journal of Marketing Management*, 27(13-14): 1504-1524.

Kerrigan, F. and Dennis, N. (2011) "The secret jazz fan; a tale of sublimation featuring film and music", *Arts Marketing: An International Journal*, Volume 1(1): 56-69

Kerrigan, F and Graham, G (2010) Interaction of regional news-media production and consumption through the social space", *Journal of Marketing Management*, Volume 26, Issue 3&4: 302-320

Schaefer, A and Kerrigan, F (2008) "Trade Associations and Corporate Social Responsibility: Evidence from the UK Water and Film Industries" *Business Ethics, A European Review*, 17(2): 171-195

Unwin, E, Kerrigan, F, Waite, K and Grant, D (2007) Getting the picture: programme awareness amongst film festival customers, *International Journal of Nonprofit and Voluntary Sector Marketing* 12(3): 231-245

Kerrigan, F. and Özbilgin, M.F. (2004) Film marketing in Europe – bridging the gap between policy and practice, *International Journal of Nonprofit and Voluntary Sector Marketing*, 9(3): 229-237

Kerrigan, F. and Özbilgin, M.F. (2002) Art for the masses or art for the few? Ethical issues in film marketing in the UK, *International Journal of Non-Profit and Voluntary Sector Marketing*, 7(3): 195-207

Edited Journal Special Issues

Kerrigan, F., Kottasz, R. and Waite, K. (2013) Arts, Heritage, Nonprofit and Social Marketing, *Social Business*. 3(2): 87-90

Pressey, A., Tadjewski, M., Piacentini, M. & Kerrigan, F. (2013). Marketing, Public Policy and History. *Journal of Historical Research in Marketing*, 5(1)

Kerrigan, F; Bennett, R and O'Reilly, D (2011) Nonprofit, Social, Arts and Heritage Marketing, Special Issue of *European Journal of Marketing*, 45(5): 700-702

Bennett, R, Kerrigan, F and O'Reilly, D (2010) New Horizons in Arts, Heritage, Nonprofit and Social Marketing, *Special Issue of Journal of Marketing Management*, 26(7-8)

Kerrigan, F; O'Reilly, D and vom Lehn (2009) Producing and Consuming Art, *Consumption, Markets and Culture*, 12(3)

Kerrigan, F and Schaefer, A (2007) Equality and Diversity in Marketing, *Equal Opportunities International*, 26(7): 633-635

Books

Kerrigan, F (2010) *Film Marketing*, Oxford: Elsevier

Kerrigan, F. (forthcoming), *Legends in Marketing – Morris B. Holbrook*, Volume 4: Esthetics and Tastes, Part I – Art and Entertainment, Thousand Oaks, CA: Sage Publications.

O'Reilly, D and Kerrigan, F (2010) *Arts Marketing: Challenging Perspectives*, Routledge

Kerrigan F., Fraser P. and Özbilgin, M.F. (eds.) (2004) *Arts Marketing*, Oxford: Elsevier

Book chapters

Kerrigan, F., Hart, A. and Barua, S. (2013) 'Film Marketing', in O'Reilly, D., Rentschler, R. and Kirchner, T. (eds.) *The Routledge Companion to Arts Marketing*, London: Routledge

O'Reilly, D and Kerrigan, F (2010) 'Current Issues in Arts Marketing' in O'Reilly, D and Kerrigan, F; *Arts Marketing: Challenging Perspectives*, London: Routledge

Bradshaw, A, Kerrigan, F and Holbrook, M (2010) 'Old Directions in Art Marketing: Experiencing the Skull' in O'Reilly, D and Kerrigan, F, *Arts Marketing: Challenging Perspectives*, London: Routledge

Kerrigan, F (2004) "Marketing in the Film Industry" in Kerrigan, F, Fraser, P. and Özbilgin, M. (eds.) *Arts Marketing*, Oxford: Elsevier

Fraser, P; Kerrigan, F and Özbilgin, M, (2004) "Current Issues in Arts Marketing" in Kerrigan, F, Fraser, P. and Özbilgin, M. (eds.) *Arts Marketing*, Oxford: Elsevier

Blair, H. and Kerrigan, F (2002) "A New Era or a Recurring Pattern? An analysis of current trends in European and British film making" in *Advances in Communication and Media Research*, Volume 1. New York, Nova Science Publishers Inc.