Dr Andrew Pressey

Head of Department
Reader in Marketing

The Department of Marketing

Contact details

Telephone +44 (0)121 4158179 (tel:+44 121 4158179)

Email a.pressey@bham.ac.uk (mailto:a.pressey@bham.ac.uk)

University of Birmingham
Edgbaston
Birmingham
B15 2TT
UK

About

Prior to joining the University of Birmingham in 2012, Andrew held posts at the University of Lancaster, University of East Anglia and University of Bedfordshire, and has also taught short courses in the People's Republic of China and South Africa, as well as in several organizations (including Camelot and Vauxhall Motors).

His research interests fall into three (non-mutually exclusive) areas: (i) business-to-business marketing, (ii) the interface between marketing and competition law/antitrust, and (iii) the psychology of the individual in virtual worlds.

Andrew is Deputy Chair of the Business-to-Business track and Co-Chair of the B2B Special Interest Group for the British Academy of Marketing.

Qualifications

- Post Graduate Certificate in Higher Education Practice, University of East Anglia, 2005
- PhD in Marketing, University of Bedfordshire, 2000
- BA (Hons) in Marketing, University of Bedfordshire, 1996

Teaching

- MSc Contemporary Issues in Strategic Marketing
- MSc Business-to-Business Relationships

Postgraduate supervision

Fredah Mwiti (University of Lancaster, PhD programme).

Research

Andrew's research interests fall into three (non-mutually exclusive) areas: (i.) business-to-business marketing, (ii.) the interface between marketing and competition law/antitrust, and (iii.) the psychology of the individual in virtual worlds.

Business-to-business marketing

Andrew's interest in business-to-business marketing includes recent articles on the antitrust/competition law implications of B2B electronic marketplaces, strategic purchasing, the sales and marketing interface/disconnect and research examining how business networks learn and retain knowledge. Articles have been published in these areas in *Industrial Marketing Management* and *Journal of Business and Industrial Marketing*. Andrew's current interests relate to deviant corporate behaviour (such as illegal price-fixing and industrial espionage) in business-to-business markets.

The interface between antitrust and marketing

The interface between competition law and marketing has been an area of interest to Andrew since 2003 and his involvement with the ESRC Centre for Competition Policy (University of East Anglia). His research has examined the regulatory issues surrounding SME banking in the UK (*International Journal of Bank Marketing*) and UK/EU competition authority investigations of marketing (*Journal of Public Policy and Marketing*, *Journal of Marketing Management*). Andrew is currently interest in the role of marketing in merger decisions, and on the theme of international cartels, including marketing as a criminogenic function. These papers have been developed chiefly in collaboration with colleagues in the Centre for Competition Policy where Andrew was previously a visiting researcher (**www.ccp.uea.ac.uk (http://www.ccp.uea.ac.uk)**).

Virtual worlds and the psychology of the individual

The third area of research interest comprises consumer behaviour in virtual worlds. Andrew's research has examined market maven behaviour across real-life, Web and virtual world channels, how consumer needs differ between virtual world and real-world contexts, and pathological and addictive behaviour in virtual worlds. Papers have been produced for *Psychology and Marketing*, *Internet Research* and *Journal of Computer Information Systems*.

Funding plans:

"Working with knowledgeable customers" – Nottingham SPARK funding (with Linda Peter, Nottingham, and Alan Gilchrist, Lancaster), £5000, 2013-2014**.**

Other activities

Andrew is Deputy Chair of the Business-to-Business track and Co-Chair of the B2B Special Interest Group for the British Academy of Marketing. Andrew has previously acted as guest editor for *Industrial Marketing Management*, *Journal of Marketing Management*, *Journal of Business and Industrial Marketing*, *Journal of Customer Behaviour*, and *Journal of Historical Research in Marketing*. In addition Andrew has been awarded funding from the British Academy and Business Education Support Team, and has received research awards from Emerald Management Reviews (2007), British Academy of Marketing (Dublin, 2005 and Southampton, 2012), and Forum on Service (Capri, 2009). Andrew is currently on the editorial board of *Industrial Marketing Management*. An was named Reviewer of the year (2014), Journal of Historical Research in Marketing.

Publications

Journal Articles

Pressey, A. D., Vanharanta, M., and Gilchrist, A. J. P., (2014). 'Towards a Typology of Collusive Industrial Networks: Dark and Shadow Networks', *Industrial Marketing Management*, 43(8): 1435–1450. **ABS 3***

Vanharanta, M., Gilchrist, A. J. P., Pressey, A. D., and Lenney, P., (2014). 'The Reflexive Turn in Key Account Management: Beyond Formal and Post-Bureaucratic Prescriptions', *European Journal of Marketing*, 48(11/12): 2071-2104. **ABS 3***

Pressey, A. D., Gilchrist, A. J. P., and Lenney, P., (2014). 'Sales and Marketing Resistance to Key Account Management Implementation: An Ethnographic Investigation', *Industrial Marketing Management*, 43(7): 1157-1171. **ABS 3***

Barnes, S. J., and Pressey, A. D., (2014). 'Caught in the Web? Addictive Behaviour in Cyberspace and the Role of Goal-Orientation', *Technological Forecasting and Social Change*, 86: 93-109. **ABS 3***

Peters, L., Pressey, A. D., Vanharanta, M., and Johnston, W., (2013). 'Constructivism and Critical Realism as Alternative Approaches to the Study of Business Networks: Convergences and Divergences in Theory and in Research Practice', *Industrial Marketing Management*, 42(3): 336-346.

Peters, L., Pressey, A. D., Vanharanta, M., and Johnston, W., (2013). 'Theoretical Developments in Industrial Marketing Management: Multidisciplinary Perspectives', *Industrial Marketing Management*, 42(3): 275-282.

Pressey, A. D., Salceivene, L., and Barnes, S. J., (2013). 'Do Emotional States Influence Higher-Order Needs in Virtual Worlds? Evidence from Second Life', *International Journal of Online* Marketing, 3(1): 31-46.

Mortimer, K., and Pressey A. D., (2013). 'Consumer information search and credence services: implications for service providers', *Journal of Services Marketing*, 27(1): 49-58.

Barnes, S. J., and Pressey, A. D., (2012). 'Who Needs Real-Life? Examining Needs in Virtual Worlds', *Journal of Computer Information Systems*, 52(4): 40-48.

Peters, L. D., Vanharanta, M., Pressey, A. D., and Johnston, W. J., (2012). 'Taking Time to Understand Theory', *Industrial Marketing Management*, 41(5): 730-738.

Barnes, S. J., and Pressey, A. D., (2012). 'In search of the 'meta maven'? An examination of market maven behavior across real-life, web and virtual world marketing channels', *Psychology and Marketing*, 29(3): 167-185.

Ashton, J. K., and Pressey, A. D., (2011). 'The regulatory challenge to branding: an interpretation of UK competition authority investigations 1950-2007', *Journal of Marketing Management*, 27(9/10): 1027-1058.

Barnes, S. J., and Pressey, A. D., (2011). 'Who needs cyberspace? Examining drivers of needs in *Second Life*', *Internet Research*, 21(3): 236-254.

Peters, L. D., Johnston, W. J., Pressey, A. D., and Kendrick, T., (2010). 'Collaboration and collective learning: networks as learning organisations', *Journal of Business and Industrial Marketing*, 25(6): 478-484.

Pressey, A. D., Winklhofer, H., and Tzokas, N., (2009). 'Purchasing practices in small- to medium-sized enterprises: An examination of strategic purchasing adoption, supplier evaluation and supplier capabilities', *Journal of Purchasing and Supply Management*, 15(4): 214-226.

Pressey, A. D., and Ashton, J. K., (2009). 'The antitrust implications of electronic business-to-business marketplaces', *Industrial Marketing Management*, 38(4): 468-476.

Ashton, J. K., and Pressey, A. D., (2008). 'The regulatory perception of the marketing function: an interpretation of UK competition authority investigations 1950-2005', *Journal of Public Policy and Marketing*, Fall, 27(2): 156-164.

Howden C., and Pressey, A. D., (2008). 'Customer value creation in professional service relationships: the case of credence goods', *The Service Industries Journal* 28(6): 789-812.

Pressey, A. D., and Selassie, H. G., (2007). 'The impact of national culture on the motives for dissolution in export relationships: evidence from the UK', *Journal of Consumer Behaviour*, 6(2/3): 1-14.

Pressey, A. D., Tzokas, N., and Winklhofer, H., (2007). 'Strategic purchasing and the evaluation of 'problem' key supply relationships: what do key suppliers need to know?' *Journal of Business and Industrial Marketing*, 22(5): 282-294.

Pressey, A. D., and Qui., X. X., (2007). 'Buyer-supplier relationship dissolution: the Chinese context', *Journal of Business and Industrial Marketing*, 22(2): 107-117.

Winklhofer, H., Pressey, A. D., and Tzokas, N., (2006). 'A cultural perspective of relationship orientation: using organizational culture to support a supply relationship orientation', *Journal of Marketing Management*, 22(1): 169-194.(**Winner of Emerald Management Reviews Citation of Excellence (http://www.emeraldgrouppublishing.com/authors/literati/citations/awards.htm?id=2007)**).

Pressey, A. D., Tzokas, N., and Winklhofer, H., (2005). 'Strategic purchasing in small- to medium-sized enterprises: revisiting the 'forgotten majority'' Selected for the special issue of *Finanza Marketing e Produzione* (*Finance Marketing and Production*), European Marketing Academy Conference, Milan, 23(3): 33-40.

Ashton, J. K., and Pressey, A. D., (2004). 'The regulatory challenge to relationship marketing in UK banking', *International Journal of Bank Marketing*, 22(6): 453-564.

Pressey, A. D., and Mathews, B. P., (2004). 'Patterns of trust in buyer-seller relationships: motives for formation, drivers and outcomes', *Journal of Customer Behaviour*, 3(1): 81-100.

Pressey, A. D., and Tzokas, N., (2004). 'Lighting up the dark side of relationship marketing', *Management Decision*, 42(5): 694-708.

Pressey, A. D., and Mathews, B. P. (2003). 'Jumped, pushed or forgotten? Approaches to dissolution', *Journal of Marketing Management*, 19(1/2): 131-155.

Pressey, A. D., and Selassie, H. G., (2003). 'Are cultural differences overrated?' *Journal of Consumer Behaviour*, 2(4): 354-368.

Pressey, A. D., and Mathews, B. P., (2000). 'Barriers to relationship marketing in the retailing sector', Journal of Services Marketing, 14(3): 272-285.

Pressey, A. D., and Mathews, B. P., (1998). 'Relationship marketing and retailing: comfortable bedfellows?' *International Journal of Customer Relationship Management*, 1(1): 39-53.

Conference Papers

Barnes, S. J., and Pressey, A. D., (2014). Cyber-Mavens and Online Flow Experiences: Evidence from Virtual Worlds, American Marketing Association Summer Educators' Conference, San Francisco.

Barnes, S. J., and Pressey, A. D., (2014). Virtual World Addiction and Problematic Consumption: Public Policy Implications for the New Marketing Landscape, American Marketing Association Summer Educators' Conference, San Francisco.

Gilchrist, A. J. P., Mueller, F., and Pressey, A. D., (2014). From Resistance to Resisting: the Situatedness of Discourses of Change, Organization Studies Summer Workshop, Corfu.

Book chapters:

Pressey, A. D., (*forthcoming*, 2015). 'EU Competition Law and the Practice of Marketing', in The Routledge *Companion to Marketing History* collection, Tadajewski, M., and Jones, B., (eds.).

Books

Business-to-Business Marketing, (2011). Sage four volume major works, Ellis, N., Tadajewski, M., and Pressey, A. D., (eds.). Vol. I: *Introducing Business-to Business Marketing*, Vol. II: *Channels, Chains and Inter-organizational Relationships*, Vol. III: *Industrial Networks and Business-to-Business Marketing Strategy*, Vol. IV: *Business-to-Business Marketing Programmes*. ISBN: 9781849205467.

© University of Birmingham 2015