Dr Deirdre O'Loughlin

Honorary Senior Research Fellow

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Qualifications

BA (Hons) Dublin City University
MBS (1st Class Honours) University College Dublin
PhD Birmingham
Higher Dip, International Teaching Programme (ITP)

Research

Brand management, relationship marketing, services marketing and credit and debt consumption. Published in Irish, UK and International journals and presented at many Irish, European and International academic conferences.

Other activities

Senior Lecturer in Marketing, Department of Management and Marketing, Kemmy Business School, University of Limerick.

Publications

Journals

O'Loughlin, D. and Szmigin, I. 2008, "The Challenge of Sustaining the Relationship Approach – Financial Supplier Perspectives", Australasia Marketing Journal, Vol. 15, No. 3, pp. 35-48

O'Loughlin, D. and R. O'Brien, 2007, Emerging Perspectives on Credit and Debt among Low Income Consumers, Irish Business Journal, Vol. 3, No. 1, pp. 4-15.

O'Loughlin, D. and Szmigin, I., 2007, Exploring the Use of Dichotomy in Marketing: Celt versus Saxon Revisited, Irish Marketing Review, Vol. 19, No. 1&2, pp. 19-25.

O'Loughlin, D. and I. Szmigin, 2007, Services Branding, Revealing the Rhetoric in Financial Services, Services Industry Journal, Vol. 27, No. 4, pp. 435-452.

Szmigin, I, M. Carrigan and D. O'Loughlin, 2007, Integrating Ethical Brands into our Consumption Lives, Journal of Brand Management, Vol. 13, No. 7, pp. 396-409.

O'Loughlin, D. and I. Szmigin, 2006, I'll Always Be in Debt: Irish and UK Student Behaviour in a Credit-Led Environment, Journal of Consumer Marketing, Vol. 23, No. 6, Summer/Fall, pp. 335-353.

O'Loughlin, D. and I. Szmigin, 2006, Customer Relationship Typologies and the Nature of Loyalty in Irish Retail Financial Services, Journal of Marketing Management, Vol. 22, No. 2, April, pp. 276-293.

O'Loughlin, D. and I. Szmigin, 2006, Emerging Perspectives on Customer Relationships and Loyalty in Irish Retail Financial Services, Journal of Consumer Behaviour, Vol. 5, No. 2, pp. 117-129.

O'Loughlin, D. and I. Szmigin, 2005, International and External Accountability of Financial Services Suppliers, Current Paradoxes in Managing Expectations and Experience, Journal of Strategic Marketing, Vol. 13, June, pp. 105-119.

O'Loughlin, D., Szmigin, I., 2005, Customer Perspectives on the Role and Importance of Branding in Irish Retail Financial Services, International Journal of Bank Marketing, Volume 23, No. 1, pp. 8-27.

O'Loughlin, D., Szmigin, I. and Turnbull, P.W., 2004, From Relationships to Experiences in Retail Financial Services, International Journal of Bank Marketing, Vol. 22, No. 7, pp. 522-539.

O'Loughlin, D., Szmigin, I. and Turnbull, P., 2004, Branding and Relationships: Customer and Supplier Perspectives, Journal of Financial Services Marketing, Vol. 8, No. 3, pp. 218-230.

Clancy, D and O'Loughlin, D., 2002, Identifying the Energy Champion: A Consumer Behaviour Approach to Understanding the Home Energy Marketing in Ireland, International Journal of Nonprofit and Voluntary Sector Marketing, Vol. 7, No. 3, pp. 258-270.

O'Loughlin, D., 1999, A Study of the Degree of Branding Standardisation practised by Irish Food and Drink Companies, Irish Marketing Review, Vol. 12, No. 1, pp. 46-54.

Research Reports

O'Loughlin, D., 2006, An Exploratory Study into Credit Consumption and Debt Accumulation among Low-Income Consumers: Key Consequences and Intervention Strategies, Combat Poverty Research Initiative Working Paper Series, 06/03, November, pp. 1-60. **Available online (http://www.cpa.ie/publications/workingpapers.htm)**

Conference Proceedings

Carroll, C. and D. O'Loughlin, 2007, Collaborative Peer Observation in Irish Academia - A Way Forward, EFER/G-Forum Annual Conference, Aachen, 7th-8th November.

O'Loughlin, D. and R. O'Brien, 2007, Emerging Perspectives on Credit Consumption and Debt Accumulation Among Low Income Consumers, Academy of Marketing Conference, Kingston Business School, London, 3rd-6th July, pp. 1-13.

Szmigin, I. and D. O'Loughlin, 2007, Where Marketing Matters, Theorising Its Role In The Consumption Environment, European Marketing Association Conference, May 22nd-25th, pp. 1-10.

O'Loughlin, D. and R. O'Brien, 2007, Credit Consumption and Debt Accumulation: Emerging Perspectives Among Low Income Consumers, KBS Research Conference, University of Limerick, May 16th, pg 1-12.

O'Loughlin, D. and R. O'Brien, 2006, Low-Income Debt and Credit Consumption: Consumer Perspectives, Proceedings of the Irish Academy of Management Conference, Cork, 6th-8th September, pp. 1-23.

Loonam, M. and D. O'Loughlin, 2006, Financial E-Service Quality: A Study of Irish Online Banking, Proceedings from European Marketing Association Conference (EMAC), Athens, 23rd-26th May, pp. 1-7.

O'Loughlin, D. and I. Szmigin, 2006, Services Branding: Revealing the Rhetoric in Retail Banking, American Marketing Association, Winter Educator's Conference, Florida, 17th-20th February, pp. 1-10.

O'Loughlin, D. and I. Szmigin, 2006, 'I'll Always Be in Debt': Irish and UK Student Behaviour in a Credit-Led Environment, Customer Research Academy Workshop Series (CRAWS), Manchester, 5th-7th April, pp. 1-27.

Loonam, M. and D. O'Loughlin, 2006, Financial E-Service Quality - A Study of Irish Online Banking, European Marketing Academy Conference, 23rd-26th May, Athens, pp. 1-7.

Loonam, M. and D. O'Loughlin, 2005, Exploring E-Service Quality - A Study of Irish Online Banking, Proceedings from Academy of Marketing Conference, Dublin, 5-8 July.

Szmigin, I., M. Carrigan and D. O'Loughlin 2005, Integrating Ethical Brands into our Consumption Lives, 1st International Annual Brand Colloquium, Critical Issues in Brand Management, Birmingham, April 11th.

O'Loughlin, D. and Szmigin, I., 2004, An Analysis of the Internal and External Accountability of Financial Services Suppliers, Australia New Zealand Marketing Academy Conference, Wellington, 29th Nov-1st Dec, ISBN CD 0-475-22215-1, pp. 1-7.

O'Loughlin, D. and Szmigin, I., 2004, The Challenge of Sustaining the Relationship Approach: Financial Supplier Perspectives, International Colloquium in Relationship Marketing, Hamilton, 4th-6th Dec, CD ROM, pp. 1-15.

Loonam, M. and O'Loughlin, D., 2004, Exploring the Effects of Online Service Encounters on Perceived Service Quality: A Study of Irish Financial Services, Irish Academy of Management, Trinity College Dublin, September 2nd-3rd, pp. 1-20.

O'Loughlin, D. and Szmigin, I., 2004, Financial Services Values: The Role of Process and Outcome Factors, European Academy of Marketing Conference, EMAC, Murica, May 18th-21st, pp. 1-7.

O'Loughlin, D. and Szmigin, I., 2004, Emerging Perspectives on Customer Relationship and the Nature of Loyalty in Irish Financial Services, Customer Research Academy Workshop Series (CRAWS), ISBN: 186115124, Manchester, 31st March-2nd April, pp. 1-29.

O'Loughlin, D and Szmigin, I., 2003, Customer Relationship Typologies and the Nature of Loyalty in Irish Financial Services, International Colloquium in Relationship Marketing, Cheltenham, September.

Quain, G. and O'Loughlin, D., 2003, An Analysis of Colour in Packaging as an Effective Tool, Irish Academy of Management Conference, Dublin, September.

O'Loughlin, D., Szmigin, I. and Turnbull, P., 2003, Consumer and Supplier Perspectives on Relationships in Financial Services: A Gap Analysis, Academy of Marketing Conference, Birmingham, July.

O'Loughlin, D, Szmigin, I. and Turnbull, P., 2002, Consumer and Supplier Perspectives of Relationships in Financial Services: A Gap Analysis, AM Services Marketing Workshop, Manchester, November.

O'Loughlin, D., 2002, Emerging Research Perspectives on Branding and Relationships in Financial Services, Academy of Marketing, Nottingham, July, pp. 1-24.

O'Loughlin, D., 2001, Consumer Brand Relationships as Determinants of Equity in Financial Services, Academy of Marketing, Cardiff, July.

Clancy, D. and O'Loughlin, D., 2001, A Consumer Behaviour Approach to Profiling the Home Energy Conservation Market in Ireland, European Marketing Academy Conference (EMAC), Bergen, May.

O'Loughlin, D., 2001, Towards a New Perspective on Service Brand Equity, European Marketing Academy Conference (EMAC), Bergen, May.

O'Loughlin, D., 2001, A Consumer Brand Relationship Perspective of Service Brand Equity, Proceedings of EIASM 1st International Workshop on Management and Innovation of Services, Maastricht, April.

O'Loughlin, D., 2000, The Influence of Brand Equity and Brand Image on the Development of Consumer Brand Relationships, European Marketing Academy Conference (EMAC) Doctoral Colloquium, Rotterdam, May.

O'Loughlin, D., 1999, Effective Brand Image Management: The Key to Successful Brand-Consumer Relationships, Academy of Marketing Doctoral Colloquium, Stirling, July.

Seminars

O'Loughlin, D., 2007, Credit Consumption and Debt Accumulation among Low-Income Consumers, Univesity College Cork Summer School, UCC, 8th June.

Research Funding

UL Faculty Seed Funding Award

Project Title: What Credit Means: A Commensurate Study of Attitudes and Behaviour to Credit and Debt among Irish and UK Consumers

Combat Poverty Agency - Research Initiative

Project Title: An Investigation into the Current Nature and Incidence of Consumer Credit and Debt in Ireland: Developing an Intervention Strategy for Low Income Customers

HEA/UL Teaching Innovation and Enhancement Fund

Project Title: Peer Observation of Teaching: Developing a Best Practice Framework.

Practitioner Publications

O'Loughlin, D., 2004, Banking on Better Relationships, Marketing Institute of Ireland (MII) Quarterly, Service Marketing - Meeting the Challenges, Issue 1, pp. 5-8.

Book Reviews

O'Loughlin, D., 2001, Review of The Masterbrand Mandate, by Lynn B. Upshaw and Earl L. Taylor, Wiley, The Marketing Review, Vol. 1 No. 3, Spring, pp. 401-403.

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