

## Dr Rosalind Jones

Lecturer in Marketing

The Department of Marketing

### Contact details

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### About

Roz is a graduate of the University of Leicester, where she obtained a Masters in Business and Administration in 2005. Her career until 2005 was in the public sector, working in a range of managerial and marketing roles since 1992 in the North West of England. These roles gained her three awards in 1996, 2000 and 2004 for successful implementation and delivery of new pilot teams and projects.

### Qualifications

- MBA, University of Leicester
- PhD Entrepreneurial Marketing, Bangor University
- PGCertHE (MA), Bangor University
- MCIM 'Chartered Marketer' - Member of the Senior 'Levitt Group' of Marketers
- FHEA Fellow of the Higher Education Academy

### Biography

As a PhD student Roz won Best Paper in Track for her first paper in the Entrepreneurial and Small Business Marketing Track at the Academy of Marketing Conference in 2007. In 2008 Roz was awarded a Kauffman Scholarship by the American Marketing Association MEI Special Interest Group.

She is now a Fellow of the Higher Education Academy and on the Awarding Committee for the PGCertHE in Wales. She is a 'Chartered Marketer' and Member of the Levitt Group of Senior Marketers for the Chartered Institute of Marketing. She is also CIM Ambassador for Small-and-Medium-Sized-Enterprises (SMEs) in North Wales. She is Co-Chair of the Academy of Marketing, Entrepreneurial & Small Business Marketing Special Interest Group and on the Steering Committee of the American Marketing Association (AMA) Special Interest Group in Research at the Marketing and Entrepreneurship Interface.

Recently Roz had the most downloaded article in 2012 for an article published in the International Small Business Journal and 'Outstanding Reviewer of the Year,' presented by Emerald publishers also in 2012.

### Teaching

- Personal tutor
- PhD Supervision
- Postgraduate and undergraduate dissertation supervision

### Research

Roz's research interests include entrepreneurial marketing, B2B research and network relationships. Also SME marketing- technology, innovation and the strategic orientation of firms. She is also interested in tourism and hospitality research and, internationalization of entrepreneurial firms.