

**Academy of Marketing/ Emerald Group Publishing Ltd. Publishing
Excellence
Workshop**

**University House, Birmingham Business School, University of
Birmingham
December 2nd 2015**

The Academy of Marketing and Emerald Group Publishing would like to invite you to a publishing workshop at Birmingham Business School on December 2nd 2015. The focus of this workshop is on publishing in highly ranked marketing journals and participants will work closely with one author/ author team in exploring the road from submission to publication. Participants will gain insight into the review process in the featured journals, handling reviews, communicating with editors and reviewers and successful navigation through the publishing process. The workshop is ideally suited for authors who plan on targeting these journals and are using the methods employed by the paper's authors.

Those wishing to attend should indicate which paper they would like to work on by listing their 1st, 2nd and 3rd choices in the application form. Due to the nature of the workshop, where the authors will share their original submission, reviews, responses to review and final version with participants in order to provide insight into the publishing process, numbers are strictly limited.

The workshop will start at 10.30 and end at 5.30.

Papers and authors:

Paper 1.

Nagengast, L., Evanschitzky, E., Blut, M. and Rudolph, T. (2014), "New Insights in the Moderating Effect of Switching Costs on the Satisfaction–Repurchase Behavior Link",

Journal of Retailing, 90(3): 408-427.

<http://www.sciencedirect.com/science/article/pii/S0022435914000268>

Convening author: Professor Heiner Evanschitzky, Aston University

Paper 2.

Szmigin, I. and Canning, L. (2015) 'Sociological Ambivalence and Funeral Consumption', *Sociology*. 49(4): 748-763.

<http://soc.sagepub.com/content/49/4/748>

Convening author: Professor Isabelle Szmigin, University of Birmingham

Paper 3.

Goulding, C, Shankar, A, Elliott, R and Canniford, R (2009) The Marketplace Management of Illicit Pleasure, *Journal of Consumer Research*, 35 (February)759-771 <http://jcr.oxfordjournals.org/content/jcr/35/5/759.full.pdf>

Convening author: Professor Christina Goulding, University of Birmingham

Paper 4.

Kravets, O. and O. Sandikci (2014). Competently Ordinary: New Middle Class Consumers in the Emerging Market. *Journal of Marketing*, 78(4), 125-140.

<http://yoksis.bilkent.edu.tr/pdf/files/11522.pdf>

Convening author: Dr Olga Kravets, Royal Holloway, University of London

Paper 5.

Story, V.M., Boso, N., & Cadogan, J.W. (2015), The Form of Relationship between Firmlevel Product Innovativeness and New Product Performance in Developed and Emerging Markets, *Journal of Product Innovation Management*, Vol. 32 (1), pp.45–64.

Convening author: Dr Victoria Story, Loughborough

Paper 6.

Yangjie G; Botti S; Faro D (2013) "Turning the page: The impact of choice closure on satisfaction", *Journal of Consumer Research*, 40(2): 268-283.

http://www.jcr-admin.org/files/pressPDFs/032513173739_Gu_Article.pdf

Convening author: Dr Simona Botti, London Business School

Paper 7.

Pereira Heath, M. T.; Tynan, C.; Ennew, C.(2015)., "Accounts of self-gift giving: nature, contexts and emotions", *European Journal of Marketing*, Vol.49 (7/8), pp.

1067-1086 <http://www.emeraldinsight.com/doi/pdfplus/10.1108/EJM-03-2014-0153>

Convening authors: Dr Teresa Pereira Heath and Professor Caroline Tynan, University of Nottingham.

Contributing authors information

Heiner Evanschitzky is Professor and Chair of Marketing at Aston University. Heiner received his PhD and Habilitation from the University of Muenster (Germany). Previously, he worked as Professor of Marketing at the University of Strathclyde. He was Visiting Professor at University of St. Gallen (Switzerland), Curtin Business School (Australia), and Florida Atlantic University (USA). His research investigates interesting and relevant problems with an attempt to develop impactful conclusions. The current focus primarily lies in Service and Retail Marketing/Management where he investigates customer (value) management relationship marketing, franchising, myopic marketing management, and profit chain models. His work has been published in journals such as *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Retailing*, *Journal of Service Research*, *International Journal of Research in Marketing*, and *Journal of Product Innovation Management*. Heiner currently serves as Associate Editor for the *British Journal of Management*.

Isabelle Szmigin has published in a wide range of academic journals including Sociology, Psychology and Marketing, The European Journal of Marketing, and the Journal of Business Research. She is on the editorial advisory board of the International Marketing Review, and the editorial board of the European Journal of Marketing and the Journal of Advertising Research. Her research interests lie in the area of conceptualising consumer behaviour and understanding the social and policy issues concerned with consumption. Her book *Understanding the Consumer* examines the complexity and unpredictability of consumers in the marketplace of the twenty first century. 2015 saw the publication of her *Consumer Behaviour* textbook co-authored with Professor Maria Piacentini of Lancaster University. Isabelle has held ESRC and British Academy Grants and is currently Principle Investigator on a European Foundation for Alcohol Research examining Lifestyle, social media and alcohol consumption. She is also Co-Investigator on an Alcohol Research UK Grant looking at Alcohol marketing to young people via social media and its implication for advertising codes of practice (PI, Professor Christine Griffin, University of Bath). Isabelle regularly appears in the media including Newsnight, BBC Breakfast and BBC News and Radio 4's Today programme. She has also appeared on the BBC's Rip Off Britain and Watchdog. She is a columnist for the Conversation.

Christina Goulding is currently Professor of Marketing at Birmingham University, a post she took up in January 2015. Prior to this she held professorial posts at Keele, Coventry and Wolverhampton Universities. Her main research interests are cultural and sub-cultural consumption, and the development of qualitative methodologies. She has published her work widely in a number of leading journals including Journal of Consumer Research, Annals of Tourism Research, Psychology and Marketing, EJM, JMM and CMC. She is also author of a book on Grounded Theory with Sage and co-editor of 'Critical Marketing: Defining the Field'. She has supervised a number of PhDs in the field of cultural consumption and also has extensive experience of examining PhDs externally. She is interested in supervising PhDs in the general area of consumer culture(s) which are predominantly of a qualitative theory building nature.

Vicky Storey is a Reader in Marketing and Retailing. Prior to joining Loughborough University in October 2014, Vicky was an Associate Professor of Marketing and Director of the Executive MBA programme at Nottingham University Business School. Vicky completed her doctoral research in marketing at Loughborough University, specifically focusing on the new product development process, and holds a BSc honours degree in Management Sciences, also from Loughborough University. Her key research areas lie in the areas of innovation and marketing strategy with a strong publication record of scholarly journal articles and refereed conference contributions.

Olga Kravets is a Senior Lecturer in Marketing at Royal Holloway University of London. She holds a PhD in Economics from the University of Sydney, Australia. Her research interests lie with the historical, socio-cultural, and political aspects of consumption and markets in transitional societies. Her previous research examined classed consumption, materialities of marketing, and the intersection thereof with political ideologies, and it has been published in the *Journal of Marketing*, *Journal of Macromarketing*, *Journal of Marketing Management*, *Ephemera*, *Journal of Material Culture*, *Business History Review* as well as edited books.

Simona Botti joined London Business School in 2007 after two years as Assistant Professor of Marketing at the S.C. Johnson Graduate School of Management, Cornell University. She received an undergraduate degree in Business Administration from Bocconi University in Milan, Italy, and a MBA and PhD in Marketing from the University of Chicago. Simona teaches Marketing and Brand Management. Her research focuses on consumer behaviour and decision making, with particular emphasis on the psychological processes underlying perceived personal control and how exercising control (freedom of choice, power, information) influence consumers' satisfaction and well-being.

Teresa Heath is an assistant professor in marketing at the Nottingham University Business School. Her publications and research interest focus primarily on consumption, sustainability, and critical marketing. She was awarded an Emerald Citation of Excellence in 2008 for an article published in the *Journal of Marketing Management* and received the 2015's Academy of Marketing Individual Teaching Excellence Award. She has published in a number of journals, including the *Journal of Business Ethics*, the *European Journal of Marketing*, *International Journal of Consumer studies* and the *Journal of Consumer Behaviour*. Until January 2011, she was a lecturer in marketing at the University of Minho in Braga, Portugal.

Caroline Tynan is Professor of Marketing at Nottingham University Business School, President of the Academy of Marketing, a Fellow of the Chartered Institute of Marketing and a Visiting Professor at The University of Ljubljana, Slovenia. She has played a prominent role in research in marketing in the UK and has served as a member of Sub-panel 19: Business and Management Studies representing the discipline of Marketing in the Research Excellence Framework 2014. Caroline also served as Dean of the Chartered Institute of Marketing from 2006–2010 and was on the Research Assessment Exercise 2008 sub-panel for Business and