



SURREY.AC.UK/DEPARTMENTS-MARKETING-RETAIL-MANAGEMENT



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Welcome by Head of Department

Welcome to the new academic year! It is with great pleasure that we reflect on our achievements over the last couple of months and our plans for the future in this new edition of the M&R magazine.

EXCELLENCE IN MARKETING AND RETAIL RESEARCH

In July our team organised the fourth Colloquium on European Retail Research. Over 100 delegates from all over Europe delivered 65 presentations detailing the findings of cutting edge retail research projects across 21 sessions, focusing on retail marketing and operations related to digital and physical market places. The keynote address was given by Andrew Jennings, a distinguished Senior Retail Executive with more than 45 years of experience in leading many of the world's most respected high-end, speciality and department stores, including Saks Fifth Avenue and Harrods. The title of his presentation was "Almost is Not Good Enough – How to Win or Lose in Retail". With this event our team showcased its role as a key centre within the international retail research community. In addition, our team members again achieved major successes in publishing in world leading journals such as the Journal of Consumer Research, the Journal of Retailing, and Environment and Planning A.

INNOVATIONS IN TEACHING AND LEARNING

We were delighted to celebrate with our post- and under-graduate students as they graduated in May and July. Although our programmes continue to be very positively received by our students (and valued by employers) we continue to innovate our approaches to teaching and learning. By doing so we bring more leading edge practice into the classroom, apply contemporary teaching approaches and update our content to reflect an increasingly digitally informed and oriented retail marketing environment. The most significant innovation is clearly the introduction of our new MSc in Digital Marketing and Channel Management which is led by Anastasios Siampas. This programme is unique and is built on the Surrey legacy of 30 years of teaching and research in retail and distribution management.

RECOGNITION OF OUR STAFF

We are very proud of our team that is regularly recognised for their achievements – within and outside our university. Professor Sabine Benoit and her PhD student, Katrin Scherschels, won the best paper award presented by the Journal of Service Management – a leading journal in the field of service research. Dr Stephan Ludwig was awarded best research of the year (mid-career) and Dr Alvina



Professor Christoph Teller
Head of Department of Marketing
and Retail Management
c.teller@surrey.ac.uk

Gillani best teacher of the year (established-career) at Surrey Business School. Finally, it was great to see that Ioanna Anninou, Alvina Gillani and Monica Hope were promoted to Senior Teaching Fellow in our department. Congratulations to all of them.

Please find out more about what is going on in our department - a great place to study and research marketing and retail management.

Editor's message



Alvina Gillani
Editor, M&R
a.gillani@surrey.ac.uk

Welcome to this, the 3rd edition of your auspicious in-house Journal, 'M&R', your very own Marketing and Retail Management departmental magazine. From the feedback we received – and the lack of bricks being thrown at us - we understand that you have enjoyed the previous two editions: we sincerely hope that you enjoy this edition also!

As has become the custom, in this issue, you will find news and information about departmental research and external engagement activities from both students and staff. M&R is also available to you to

celebrate your achievements through the year, as well as providing a means for you to start or contribute to relevant topical conversations.

I would like to thank Professor Jane Hemsley-Brown for proofreading the M&R editions. It would not have been possible without your support.

As always, we welcome suggestions for regular features – ongoing research, comparisons between the UK and home life for overseas students.

Don't forget that this is your magazine, so relax, read it and enjoy it.

NEWS
AND UPDATES



It has been a very successful year for the Marketing and Retail Management, our three staff members: Ioanna Anninou, Monica Hope and Alvina Gillani, were promoted to Senior Teaching Fellow following the annual promotions round, many congratulations!

Dr. Stephan Ludwig was awarded the “Researcher of the Year, 2018” (mid-career) from Surrey Business School, University of Surrey. Dr Alvina Gillani was awarded the “Teacher of the Year, 2018” (established career) from Surrey Business School, University of Surrey.

Christoph was a member of the doctorate committee of Ms W. Widiyani at Eindhoven University (Netherlands). Ms Widiyani presented and successfully defended her theses during a defence ceremony on January 22nd 2018. The title of

the thesis is: “Shopping Behavior in Malls”. Congratulations to the candidate, very well done!



In the picture from left to right François Pichault, President of the Jury (University of Liege, Belgium) Zelal Ates, Committee member (TH Köln, Germany) Cécile Delcourt, Promotor (University of Liege, Belgium) Simon Hazée, PhD candidate (University of Liege, Belgium) Yves van Vaerenbergh, Co-promotor (KU Leuven, Belgium) Dwayne Gremler, Jury member (BGSU, USA) Sabine Benoit, Jury member (Surrey Business School, UK) Bart Larivière, Jury member (Ghent University, Belgium)

Sabine Benoit was an external examiner for a PhD defence. Why do consumers not participate in the sharing economy? This was the question that Simon Haze, PhD candidate at the University of Liège, Belgium investigated in his PhD dissertation over the course of the last couple of years. Most of the literature focusses on why consumers participate, which left a gap in research on reasons for non-participation. The answer can of course hardly be put in one sentence. But one interesting finding was that over and above e.g. complexity of the process, reliability of the service, its compatibility to the lifestyle as barriers to participate in the sharing economy, many consumers fear contamination of the product. This is because other customers have used it before and it is often handed from one customers to another without a professional provider checking it in between. His more detailed answers have been put in various, high level international publications. Thus the committee was very impressed by the outcome of this PhD thesis as well as his performance in the defence so that he passed the viva with flying colours. Sabine Benoit congratulates him and

said: “The sharing economy is one of my research areas, thus, I was very honoured to be asked to be part of the committee. I knew Simon’s published work already, but It was a pleasure to read it again as a coherent PhD thesis. It is very impressive what he has accomplished during his PhD and I wish him luck as a future member of the academic community.”

Congratulations to (Dr) James Carter who was awarded a PhD in May 2018, after completing minor corrections required by the examiners following his viva in January 2018. James’s thesis is entitled: “How and why collaborative and learning behaviours influence strategic organisational innovation: a mixed methods study in the UK tertiary education sector”, and focuses on the influence of collaboration on organisational innovation.

James’s mixed methods study uses a survey and in-depth interviews. Both the quantitative and qualitative results confirm a strong relationship between collaboration and innovation. Overall, the evidence from both the survey and the case study show that

organisational learning has a strong influence on organisational innovation, as opposed to institutional conforming, which has a weak influence. The thesis includes practical recommendations to government policy makers and to senior managers in the FE/HE sectors.



From the left: Professor Martin Dyke (University of Southampton) External Examiner; James Carter PhD candidate; Professor David Goss (SBS) Internal Examiner; Professor Jane Hemsley-Brown, (SBS) First Supervisor.



From left to right, Lerzan Aksoy (Fordham University, US); Sabine Benoit (Surrey Business School, UK); Zelal Ates (TH Cologne, Germany); Katrin Scherschel (Surrey Business School, UK); Linda Nasr (Texas State University, US) and Jay Kandampully (Ohio State University, UK); Nathalie Demoulin (IÉSEG, France)

One of the Department’s PHD students Katrin Scherschel and her supervisor Sabine Benoit received a Robert Johnston Best Paper Award from the Journal of Service Management (JoSM) for their paper “Showcasing the Diversity of Service Research: Theories, methods and success of service article”. The paper was co-authored with Linda Nasr, Texas State University; Zelal Ates, TH Cologne and Jay Kandampully, Ohio State University. The award was handed over at the SERVSIQ conference that took place in Paris in June 2018.

The author team has analysed five years of publications in the journal on what methods, theories and data the authors used. Based on this they identified success factors, while success was operationalised as number of downloads of the paper, number of citations and being nominated or having received an award. One of the interesting findings showed that despite empirical and conceptual articles are similar in interest (downloads), conceptual articles are used (cited) more.

“
THE DEPARTMENT OF MARKETING AND RETAIL MANAGEMENT IS TRULY A WONDERFUL PLACE TO BE AS A DOCTORAL STUDENT. FROM THE FIRST DAY I WAS IMPRESSED BY THE COLLABORATIVE, INSPIRING YET STILL AMBITIOUS ENVIRONMENT IN THE DEPARTMENT. I AM EXCITED TO CONTINUE MY JOURNEY WITH SUCH WONDERFUL COLLEAGUES AND LOOK FORWARD TO CONTRIBUTING TO THE DEPARTMENT’S SUCCESS IN THE FUTURE.
”

Birgit Altrichter
PHD STUDENT



Birgit Altrichter
PHD STUDENT

Birgit Altrichter joined the Department of Marketing and Retail Management at Surrey Business School as a PhD student in January 2018. After several years work experience in digital marketing consulting she will continue to explore the fascinating developments in marketing in the digital age in her research focusing particularly on technology usage from a consumer perspective.

Sabine Benoit’s co-authored paper on the “Interplay of Customer Experience and Commitment”, has received a highly commended award 2017 from the Journal of Services Marketing. This paper conceptualises customer experience consisting of four elements: a cognitive element, (e.g. goal attainment), an emotional element (e.g. joy), a physical/sensorial element (e.g. ambient perception) and a social element (e.g. contact to staff and other customers). These experience dimensions are linked to

the five dimensions of commitment which are affective (e.g. emotional attachment), normative commitment (e.g. feeling of duty), forced commitment (e.g. feeling of no alternatives), habitual commitment (e.g. deep customer attitudes) and economic commitments (e.g. cognitive appraisal). The paper challenges current thinking and sheds light on an important topic that many companies currently focus on: How to enhance the experience for their different customer groups.



Dr Alvina Gillani successfully guest edited a special Issue titled “Sustainability and Ethical Consumption” for the Management Decision journal.
emeraldinsight.com/doi/full/10.1108/MD-03-2018-949

Sabine Benoit’s co-authored paper “Trust Damage and Trust Repair in Supply Chains” was selected as finalist for the ISM Best Paper Award at the 2018 Academy of Management (AOM) Conference.



COLLOQUIUM ON EUROPEAN RESEARCH IN RETAILING 2018



The Department of Marketing and Retail Management hosted the Colloquium on European Research in Retailing CERR Conference from 11-13 July 2018.

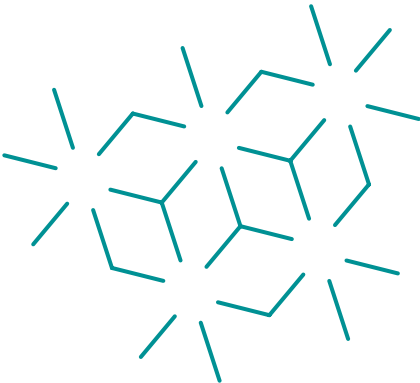
The CERR represents a European network of retail researchers who focus on creating collegiate environments that spark ideas, initiate discussions and establish networks within the retail community in Europe and beyond.

This colloquium focused on physical and digital market places across B2B, B2C and C2C platforms. The event was well attended with delegates enjoying an exciting few days of workshops and a keynote address from Andrew Jennings. Andrew is a high profile Senior Retail Executive with over 45 years of leadership experience across some of the world's most respected, specialist department stores including Harrods and Saks Fifth Avenue.

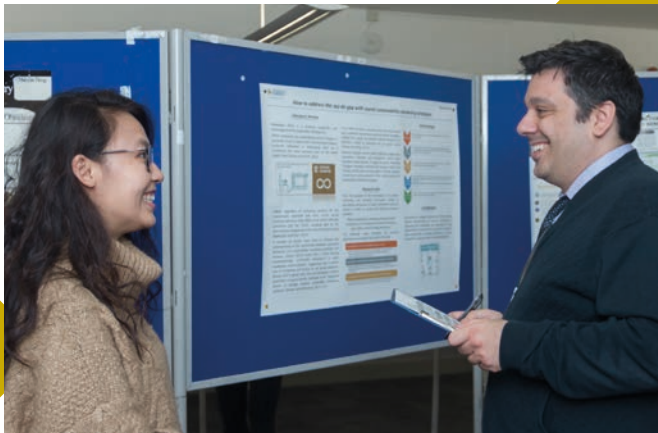
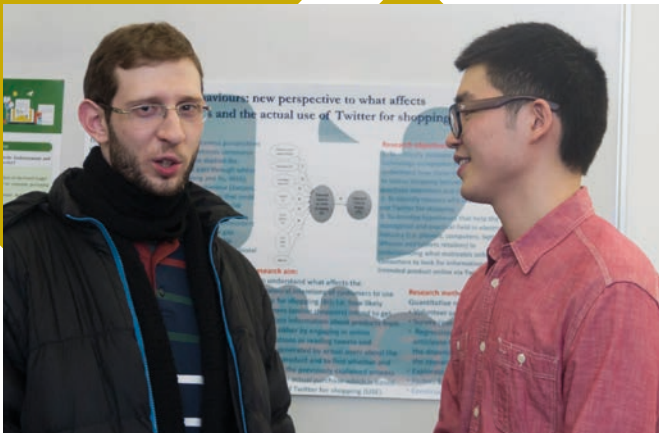
This event was a great success, with brilliant feedback from all the delegates involved!



Poster 2018 competition



For the first time we organised a “Dissertation Poster Competition” for the three MSc Marketing programmes: Marketing Management, International Marketing Management, and International Retail Marketing in the Digital Environment on 2nd May 2018. The event was well attended by both academics and students.



ENGAGEMENT WITH INDUSTRY

Final year UG students produced high quality findings to the challenge posed by Procter and Gamble Oral Care case study.

Comments made by Oliver Seaman and Mae Batista Zazurca, shown on far left and second right: "The highlight of the presentation was the breadth of ideas generated. This group shared a greater number of key ideas and covered them in greater detail than I have seen from other performances across the UK. It was clear that the group had not wanted to feel constrained by tackling just one part of the Oral Care business and, instead, had found workable solutions to business opportunities in almost all fields of the Oral Care market. It was clear that a significant amount of effort had gone into product design.

“
*THE PRESENTATION ITSELF
WAS WELL-DELIVERED, WITH
ALL MEMBERS ACTIVELY
PARTICIPATING IN THEIR
AREA OF SPECIALITY; I HAVE
EVERY CONFIDENCE FOR
THEIR FUTURE IN BUSINESS.*

Mae Batista Zazurca



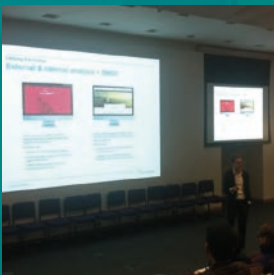
PRACTITIONERS IN OUR CLASSROOMS



Level 4 students hear how guest speaker Sam Farrow develops branding for her clients in her agency Farrow Creative.



PG students are given insights by Peter Smith and Julia Wedmore into how John Lewis use customer data to increase customer loyalty.



Peter Kent a Surrey alumnus now working at Investec gives his interpretation of using SWOT analysis to students investigating marketing strategy

IAN MORLEY

P&G's Group Sales Director Ian Morley provided a lively interactive session for our level 4 business students on how P&G had successfully developed its portfolio of brands including Gillette, Ariel, Pampers and Oral B. He was a great inspiration to the students on how to develop a successful career.

ANTHONY COOMBS

Provided great insights for our PG students on how organisations collect and use data in order to develop strong customer relationships and how it can be used to shape consumer behaviour. The discussion was very topical considering GDPR

MANAGING RETAIL LOCATIONS

Students on the BSc Business and Retail Management degree programme gained a thorough insight into the world of retail location management and site research thanks to a guest lecture by Mr Paul Gerhold. Paul provided insights drawn from his c.30 years' location planning experience, which includes working for J. Sainsbury PLC and Waitrose and the consultancy firm he established PPT Research Ltd. Our thanks to Paul for his contribution.

LOYALTY REIMAGINED

Our Master students explore the latest industry insights:

Spring semester included a very thought-provoking and topical guest lecture from Mr Bryan Roberts, Global Insight Director, TCC Global. Students from our MSc International Retail Marketing and MSc International Marketing Management programmes were exposed to some of the latest industry research and thinking in the context of their studies on the International Retailing module. We very much appreciate Bryan's input to our module.

MCKINSEY EXPERT BRINGS INTERNATIONAL RETAIL INSIGHT TO THE CLASSROOM



Dr Simon Bills
MCKINSEY & CO

In March a well-known retail consultant visited Surrey Business School to present to our students of International Retailing. Dr Simon Bills from McKinsey & Co presented to our undergraduate cohort and reflected on the challenges of international retail expansion within a rapidly changing environment. He charted the stuttering performance of many of the 'big box' grocery retailers in recent years and the degree of retrenchment in international presence that has resulted. Simon compared this to the expansion and increased penetration within the online space, along with the broader role technology is having in changing many of the fundamentals of retailing.

Speaking about the guest lecture, Prof Steve Wood, Director of Research for Surrey Business School commented, "We always appreciate the rich insights that our friends in the retail industry bring to the classroom. Simon has long supported the Department of Marketing and Retail Management and once again his presentation was very much appreciated by the students in bringing the latest industry understanding to our modules on these exciting and rapidly changing phenomena".



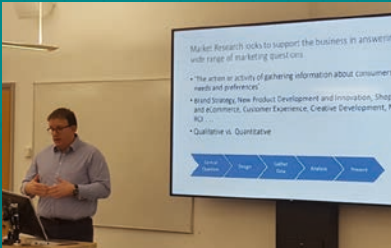
WE ALWAYS APPRECIATE THE RICH INSIGHTS THAT OUR FRIENDS IN THE RETAIL INDUSTRY BRING TO THE CLASSROOM. SIMON HAS LONG SUPPORTED THE DEPARTMENT OF MARKETING AND RETAIL MANAGEMENT AND ONCE AGAIN HIS PRESENTATION WAS VERY MUCH APPRECIATED BY THE STUDENTS IN BRINGING THE LATEST INDUSTRY UNDERSTANDING TO OUR MODULES ON THESE EXCITING AND RAPIDLY CHANGING PHENOMENA.

Professor Steve Wood
Director of Research for Surrey Business School



Dr Jonathan Chocqueel-Mangan
CHIEF STRATEGY OFFICER

In February, Dr Jonathan Chocqueel-Mangan, Chief Strategy Officer at Pearson plc, a FTSE 100 company based in London, visited Surrey Business School to present an overview of the marketing research industry to our students of Applied Marketing Research.



In March, Anastasia Kulikova, Client Manager at Tesco, presented the role of consumer behaviour research in retailing to our Applied Marketing Research students.

RESEARCH DISSEMINATION

Professors Andrew Alexander, Christoph Teller and Steve Wood presented their paper 'On the interdependencies between markets and town/city centres' at the 19th International Conference on Research in the Distributive Trades of the EAERCD, Dublin Institute of Technology, Dublin, Ireland, 2017.

Dr Stephan Ludwig with his co-authors (Dennis Herhausen, Dhruv Grewal, Jochen Wulf and Marcus Schloegel) presented a paper titled: "Detecting and preventing Social Media Firestorms" at the 1st Interactive Marketing Research Conference at the Vrije Universiteit Amsterdam, March 2018.

Dr Alvina Gillani and Dr Smirti Kutaula presented their paper titled: "Evaluating Modules from a Learning and Developmental Imperative in the Context of Management Education – A Metric of Ability or a Measure of Contentment? At the American Marketing Association Global SIG conference, Santorini, Greece, May 21-23, 2018.

Dr Alvina Gillani and Dr Smirti Kutaula presented their paper titled: "Down the street or across the seas: The influence of proximity and ethical engagement on the British and Indian fair trade consumption" at the American Marketing Association Global SIG conference, Santorini, Greece, May 21-23, 2018.

In May 2018, Prof Steve Wood visited the Business School at University of Hertfordshire to present a research seminar entitled 'Evolving Geographies of International Online Retail Business Model Expansion'. This research is focused on conceptualising the evolving structure and decision-making behind the growth of online fashion retailers as they expand into international markets. The work draws on the in depth interviews with executives within five online fashion retailers from CEOs to buyers, merchandisers and directors of e-commerce etc. The research is currently being written up for publication with colleagues, Prof Neil Coe (NUS), Dr Iain Watson (Visiting Fellow, SBS) and Prof Christoph Teller (SBS).



Dr Ioanna Anninou and Dr Georgia Stavradi presented their paper: Anninou I., Stavradi, G. and Yu, Y. (2018). "Cultural Differences on Perceived Crowding, Shopping Stress and Excitement in Superstores" at the Academy of Marketing Conference, Stirling, United Kingdom, July 2 - 5, 2018.

SPOTLIGHT ON RESEARCH

Anninou, I., 2018. The application of appraisal theories of emotions in the case of consumer confusion: theoretical and practical implications. Management Decision.

Bailey, A.R. and Alexander, A., 2017. Cadbury and the rise of the supermarket: innovation in marketing 1953–1975. Business History, pp.1-22.

Blut, M., Teller, C. and Floh, A., 2018. Testing Retail Marketing-Mix Effects on Patronage: A Meta-Analysis. Journal of Retailing.

Coe, N.M., Lee, Y.S. and Wood, S., 2017. Conceptualising contemporary retail divestment: Tesco's departure from South Korea. Environment and Planning A, 49(12), pp.2739-2761.

Gillani, A. and Kutaula, S., 2018. An introduction to special issue: sustainability and ethical consumerism. Management Decision, 56(3), pp.511-514.

Hilson, G., Gillani, A. and Kutaula, S., 2018. Towards sustainable pro-poor development? A critical assessment of Fair Trade gold. Journal of Cleaner Production, 186, pp.894-904.

Ordenes, F., Grewal, D., Ludwig, S., De Ruyter, K., Mahr, D. and Wetzels, M., 2018. Cutting through Content Clutter: A Linguistic Approach to Consumer Message Sharing in Social Media. Journal of Consumer Research.

Stavraki, G., Plakoyiannaki, E. and Clarke, J., 2018. The appropriation cycle: Novice and expert consumers. European Journal of Marketing.

Wrigley, N. and Wood, S. 2018 "An Economic Geography of Globalizing Retail: Emergence, Characteristics, Contribution". In Cook, G, Beaverstock, J, Johns, J, McDonald, F & Pandit, N (Eds.), 2018, The Routledge Companion to the Geography of International Business. London & New York, Routledge, pp 477-492.

CELEBRATING OUR
MARKETING AND RETAIL
GRADUATES

Congratulations

TO ALL MARKETING AND
RETAIL MANAGEMENT
DEPARTMENT STUDENTS!



We wish to congratulate all University of Surrey students who graduated in 2018. We feel immense pride in joining you to celebrate your academic achievements before you start the lifelong exciting adventure which will be your career.

On behalf of the University of Surrey, we are thrilled to welcome all the graduates of 2018/19 to our expanding network of Surrey alumni, and would like to take this opportunity of wishing you all the best in the future.



MARKETING AND RETAIL
UNDERGRADUATE
PROGRAMMES



Dr Ioanna Anninou
PROGRAMME DIRECTOR,
BSc BUSINESS MANAGEMENT

Our Business Management programme gives students the opportunity to explore how organisations of all sizes start, run and thrive. Students of the programme learn from and interact with academics and real businesses and are able to tailor their degree through a wide choice of modules and pathways. We are proud for our students and we are confident that they are equipped with the ability to accelerate innovative thinking into practice. This has resulted in them having secured great positions in international and local organisations.



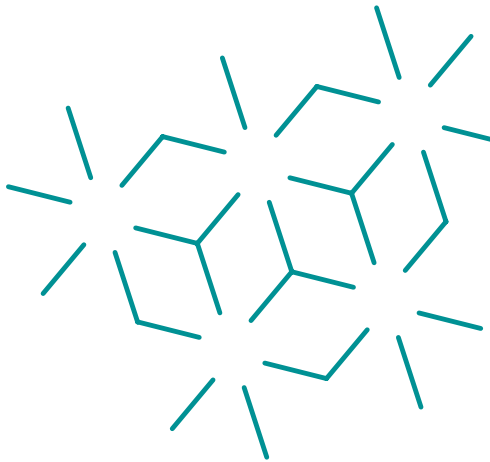
Miss Monica Hope
PROGRAMME DIRECTOR,
BSc BUSINESS AND RETAIL MANAGEMENT

Our BSc Retail Management programme was one of the first of its kind when it was introduced in 1989, and it remains at the forefront of its sector. Equipping you with a combination of specific retail industry knowledge and essential business management skills, our academically rigorous and practically relevant programme provides you with a thorough education in the art and science of retailing. The programme achieved 100 percent satisfaction in the National Student Survey 2017.



Dr Farhana Sajjad
PROGRAMME DIRECTOR,
BSc BUSINESS MANAGEMENT

Our Business Management degree programmes give you the opportunity to explore how organisations of all sizes start, run and thrive. By combining this core knowledge with specific expertise in Marketing you will explore marketing analytics, marketing in the digital environment, and market research as well as addressing key areas such as marketing strategy.



MARKETING AND RETAIL MSc PROGRAMMES



Anastasios Siampos
Programme Director, MSc in Digital Marketing and Channel Management

Technology has created new challenges and opportunities for businesses, regarding their products, services, the way that distribution functions and the different means of communication. This specialist programme will provide you with the theoretical knowledge and practical techniques that employers in a wide range of sectors are looking for. You will

be able to demonstrate your knowledge in digital marketing and your ability to create marketing communication campaigns using social media as well as more traditional channels. Moreover, the practical knowledge of marketing analytics and channel management will equip you with those necessary skills needed to make informed decisions.



Dr Georgia Starvraki
Programme Director, MSc in Strategic Marketing

The MSc Strategic Marketing programme aims to provide a high quality, intellectually rigorous and up-to-date strategic marketing curriculum. It offers an integrated approach to marketing that combines subject-specific marketing knowledge and digital

marketing skills along with a strategic mindset. The programme aims to enhance students' competencies to analyse situations and make informed decisions relating to marketing in a digital and data-driven world.



Dr Alvina Gillani
Programme Director, MSc in International Marketing Management

With an international scope and coverage, this exciting MSc in International Marketing Management provides

you with an understanding of marketing management strategies for careers in global organisations.

Teaching
Excellence
Framework

Attributes	MSc Digital Marketing & Channel Management	MSc Strategic Marketing	MSc International Marketing
Specialisation	★ ★ ★ <i>Digital & Channel Management</i>	★ ★ ★ <i>Strategic Marketing</i>	★ ★ ★ <i>International Marketing</i>
Analytical	★ ★ <i>Marketing research and marketing analytics skills</i>	★ ★ ★ <i>Marketing research and analytical thinking skills</i>	★ <i>Marketing research</i>
International	★ ★ <i>Digital economy plus coverage by optional modules</i>	★ <i>Coverage by optional modules (focus on cultural awareness)</i>	★ ★ ★ <i>Cross-cultural & global marketing</i>
Digital	★ ★ ★ <i>Digital Marketing and Digital Economy</i>	★ ★ ★ <i>Digital Marketing</i>	★ ★ <i>Coverage by optional modules</i>
Entrepreneurial Marketing	★ ★ ★ <i>Entrepreneurial Marketing</i>	★ <i>Coverage by optional modules (focus on creativity and innovation)</i>	★ <i>Coverage by optional modules</i>

For details: surrey.ac.uk/departments/marketing-retail-management/teaching
fbeladmissions@surrey.ac.uk

Testimonial, Vatsala Kejriwal: Studying at the University of Surrey has been one of the best decision I've made in life.

My main goal behind studying MSc International Marketing Management was to not only understand Marketing from an international point of view but also interact with fellow international students and gain insights from their culture. This course has really broadened my perspective of marketing, it has made me look at it from an international and sometimes culture specific point of view. It not only deepened my knowledge but

also helped me to view the world from a global point of view. My experience here shaped me to be an independent person and provided me with a holistic self development. My teachers here treated me like their friends and have always pushed me to expand my horizons. Today, I'm an associate research manager at Kantar IMRB International, and everything that my life at the University has taught me is being implemented here.

Critical thinking combined with marketing research has become my strong point and it would not have been possible if it weren't for all my learnings and experiences at the University.





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Disclaimer

We have made all reasonable efforts to ensure that the information in this publication was correct at the time of going to print in October 2018, but we cannot accept any liability for any inaccuracies in the information published, and the information might change from time to time without notice.

For the latest and most up-to-date information, please visit our website at: surrey.ac.uk



**SURREY
BUSINESS
SCHOOL**

UNIVERSITY OF SURREY