

M&R

Issue1– Spring 2017



**SURREY
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UNIVERSITY OF SURREY

M&R

MARKETING & RETAIL MANAGEMENT MAGAZINE

Inaugural Edition



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Department of
**MARKETING & RETAIL
MANAGEMENT**



Marketing and Retail Management

Welcome by Head of Department



Professor Christoph Teller
Head of Department of Marketing
and Retail Management
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Much has happened in our department over the past academic year and there is much to share with you through this newsletter. Here is a brief selection of some of the highlights:

Our team - bigger and better than ever: we had wonderful people joining our department. They are Dr. Tao Huang from the University of Kent, Dr. Robert Kreuzbauer from Nanyang Technological University, Dr. Stephan Ludwig from Westminster University and Dr. Farhana Sajjad from Brunel University. A warm welcome to all of them. They complement our team of great people with passion for researching and teaching marketing and retailing.

Our communication platforms – new alongside traditional: We recently launched our new web- (surrey.ac.uk/department-marketing-retail-management) and Facebook site (facebook.com/sbsmrm) which provide us with an effective platform to engage with our stakeholder groups – in particular prospective, current and past students, businesses, media and academic peers. Our physical space within the Surrey Business

School (west wing of the top level in the Rik Medlik Building) has also received a significant makeover and now provides an engaging area that showcases our achievements and activities. New seating outside our department is provided in the landing area that invites visitors to linger and relax. Visit us and find out more!

Our BSc and MSc programmes – more digital, entrepreneurial and international: Our programme directors have further developed our programmes to ensure they reflect and engage with leading edge developments across marketing and retailing. Our continued high admission numbers underlines the huge interest in both our undergraduate and postgraduate programmes that engage with both academic and richly practical aspects of marketing and retailing from international perspectives.

Our students – celebrating achievements: Undoubtedly the proudest moment of the year is when our students graduate. In April we saw our three MSc cohorts being awarded their degrees. The weather was kind to us as our students returned to campus to collect their degrees and celebrate with Faculty within the department. Three of our MSc students, Ms. Laura Seifert (MSc International Retail Marketing), Ms. Tina Wildi (MSc International Marketing Management) and Mr. Christos Michael (MSc Marketing Management) were given best students awards (“The Department of Marketing and Retail Management Best Student Award”) for their outstanding achievements during their time at Surrey. Congratulations to all of our students, well done!

More details about our wide range of activities and achievements are detailed in the following pages of this magazine. Enjoy reading!



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

Welcome to the first edition of our brand new Marketing and Retail Management Department magazine. M&R serves as a way of celebrating your achievements and as a way of keeping you updated on the department’s research and external engagements for both students and staff members. Periodically, we invite academics and practitioners from industry to our classrooms to help students by exposing them to different viewpoints, and to broaden their awareness of the real world opportunities outside the doors of academe.

Thank you for your contributions to this edition and I look forward to hearing your ideas.

What's up?..News and updates

The Department of Marketing and Retail Management proudly announces the launch of its refreshed website (surrey.ac.uk/departement-marketing-retail-management) and its newly created Facebook page ([facebook.com](https://www.facebook.com))

- Professor Jane Hemsley-Brown, with Professor Wolfgang Garn (SBS Business Transformation & Sustainable Enterprise Department) have secured funding from the University to support the development of an impact case study for the next Research Excellence Framework exercise (REF 2021). The successful bid is based on using an existing KTP project with Surrey County Council, funded by Innovate UK, to develop the case. The three year KTP (knowledge transfer) project, uses advanced market research and analytics methods to provide insights into how to increase bus patronage in Surrey.
- Dr. Alvina Gillani and her colleague Dr. Smirti Kutaula (Kingston Business School) were awarded the Society for Advancement of Management Studies grant, worth £5000 to organise a capacity building workshop on research methods for doctoral students across universities in the UK.
- Professor Sabine Benoit's article published in Journal of Service Research titled "Contagious Effects of Customer Misbehavior in Access-Based Services" co-authored with Tobias Schaefer, Kristina Wittkowski, and Rosellina Ferraro has been nominated for the best paper award 2016 by Journal of Service Research.
- Dr. Arne Floh's article titled "The Role of Atmospheric Cues in Online Impulse Buying Behavior", published in 2013, was awarded by the editors of Electronic Commerce Research and Applications for being one of the 5 most highly cited papers during 2014, 2015 and 2016.
- Dr. Alvina Gillani's paper titled "Behavioural Changeability in the Context of Fairtrade" was awarded the 1st runner up prize as the Best Developmental Paper in the Marketing and Retail track, in the annual British Academy of Management Conference, Newcastle, 2016.
- Professor Sabine Benoit has presented two projects and was session chair at the Winter Educators Conference in Las Vegas:
 - Consumer Willingness to Pay for Responsible and Irresponsible Product Attributes: Insights from an Incentive Compatible Measurement Approach with Christina Sichtmann, University of Vienna and Julia Hartmann, EBS Business School, Wiesbaden
 - Member Participation in Commerce-Based Online Communities with Jens Hogueve & Nicola Bilstein, WFI Katholische Universität Ingolstadt, and Christina Sichtmann, University of Vienna



What's up?..News and updates



Dr. Alvina Gillani is the lead guest editor of a special issue of *Management Decision* on Sustainability and Ethical Consumption. She achieved 1st runner up prize in the Best Developmental Paper track, in the annual British Academy of Management Conference, Newcastle, 2016 for the paper titled “Behavioural Changeability in the context of Fairtrade”. She also received a 1st runner up prize for her paper titled “Using Storytelling to Teach Sampling Techniques” at the European Conference for Research Methodology (ECRM), 2016 at Kingston Business School in collaboration with Dr. Smirti Kutaula (Kingston Business School) and Prof. Mark Saunders (Birmingham Business School).

Dr Jashim Khan has been promoted to Senior Teaching Fellow. This is the first promotion a University of Surrey member has achieved at Surrey International Institute, Dongbei University of Finance & Economics , China.

Prof Benoit was invited to become a member of the pool of assessors of the Association of MBAs , which is one the three accreditations that jointly make the “triple crown” for business schools.

In January **Prof Benoit** was asked to be Chair of the committee to select the SERVSIG (Special Interest Group Service of the American Marketing Association) Emerging Scholar Award.





What's up?..News and Updates

Additions to The Senior Management Team

Professor Steve Wood has assumed the role of Research Director of the Surrey Business School. A social scientist by background, Steve's own field of research is retail management, including the geography of retail, retail pricing, and the internationalisation of retail, and he has published widely in this area. Steve has been in leadership roles in the School for many years as the Head of the Department of Marketing and Retail Management. In his capacity as Research Director, he will form and lead a Research Committee from across Departments / Research Centres, which will help us to take research at the School – in all its dimensions and facets – to the next level.

Professor Christoph Teller has been appointed as the Head of the Department of Marketing and Retail Management. Christoph has already been serving as Deputy Head of the Department for a few years. His research is in the area of retail management, with particular interests in people's shopping behaviours, food retailing, and supplier relationship management in the retail industries.

Professor Sabine Benoit has been appointed as Director for External and Business Engagement (EBE) of the Surrey Business School. In this role, Sabine will form and lead a committee involving the EBE Leads from our Departments / Centres, and Abi Bradbeer as our Business Manager. Together, they will develop an SBS strategy for external and business engagement, which will be informed by and aligned with the overall strategy of SBS and the University at large.

Ms. Jill Nurse promoted to Senior Teaching Fellow position and has been appointed as the Director of Undergraduate Studies at the Surrey Business School.



Welcome New Departmental Members



Tao Huang

Dr Tao Huang joined the department of Marketing and Retail Management in Surrey Business School, University of Surrey from January 2017. Tao holds a BA degree in Marketing from Southwestern University of Finance and Economics, China, and an MSc degree (with Distinction) in Management Science from University of Southampton. Tao obtained his PhD degree in Management Science and Operational Research in Lancaster University Management School. Tao then

joined Imperial College Business School as a Researcher. Before joining Surrey Business School, Tao was a lecturer in Marketing in the University of Kent. Tao's research interests include market response modelling and forecasting. His research has appeared in European Journal of Operational Research, and he is an ad hoc reviewer for European Journal of Operational Research, International Journal of Forecasting, and Journal of Operations Research Society.



Robert Kreuzbauer

Dr Robert Kreuzbauer obtained his PhD in Marketing from the University of Innsbruck in Austria. Before joining Surrey Business School in December 2016 he worked at Nanyang Business School, Singapore and at the University of Illinois Urbana-Champaign. Before working in academia, he worked as a brand consultant and consumer researcher for one of the largest European industrial design firms. His research focuses on the theoretical and empirical examination of consumer's judgment of value towards products and brands. Dr. Kreuzbauer published his research in leading academic journals such as the

Journal of Experimental Psychology: General, the Journal of Product Innovation Management, Psychological Inquiry, Journal of Cross-Cultural Psychology. He taught a variety of marketing, branding, product innovation, and strategy related courses on various levels. At universities such as the University of Illinois at Urbana-Champaign, the Copenhagen Business School and Bocconi University Milan. In 2014, the Division of Marketing at Nanyang Business School nominated him as best business school teacher of the year and at the University of Illinois he was on the list of teachers that were rated as excellent.



Stephan Ludwig

Dr Stephan Ludwig currently employed at the University of Surrey as an Associate Professor in Marketing and Retail Management. He has a Ph.D. in Marketing and eight years of consulting experience in marketing research for financial services, FMCGs and communication services. His research interests are on communication design and strategy

and has published in leading international journals (e.g. Journal of Marketing, MIS Quarterly, JMIS) as well as popular research magazines in industry (e.g. the Conversation, The Harvard Business Manager, Research-Live). He teaches on a range of marketing and statistics related courses for Bachelor, Masters, MBA and PhD students.



Farhana Sajjad

Dr Farhana Sajjad joined the Marketing and Retail Management department in January 2017. Previously, Farhana worked as a Lecturer in Marketing at Brunel University. From 2010-2012 she worked as a research assistant on multimillion pound R&D projects funded by EU FP 7 ICT, surrounding themes such as digital Government, decision making, ubiquitous policy making. Her main research interest

falls within a multidisciplinary research area particularly in marketing and IS (digital marketing, social media, technology adoption and diffusion, decision making). Her work has been published in the leading international journals such as Technological Forecasting & Social Change and Journal of Enterprise Information Management.



Practitioners in our Classrooms..Guest Speakers

Retail Experts Bring Insight to the Classroom



In March two well-known retail consultants visited Surrey Business School to present to our students on the postgraduate and undergraduate modules on 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.



Bryan Roberts, Global Insights Director from TCC Global presented to our postgraduate class on the challenge of retaining and growing loyalty for international retailers. Using consumer insights, students were presented with evidence across the retail world identifying the latest trends and approaches

to developing product ranges, store operations, service and an online presence that achieves consumer acceptance across a range of host markets.

💡 *We always appreciate the rich insights that our friends in the retail industry bring to the classroom. Both Simon and Bryan have long supported the Department of Marketing and Retail Management and once again their presentations were very much appreciated by the students in bringing the latest industry understanding to our modules on this exciting and rapidly changing phenomena* 💡

Professor Steve Wood

Director of Research for Surrey Business School

Digital Media and Advertising

Stefan Zoltowski – Managing Partner Iris Marketing, delivered a lecture to our Postgraduate students about the current ways of advertising and the application of digital marketing tools to obtain consumer trends.



Global Sourcing International Fashion Markets

Helen Goworek, Lecturer in Creative Marketing at the University of Leicester delivered a talk to our undergraduate fashion marketing students on the role of a fashion buyer in the business to business context. She also explained fashion sourcing strategies in the global context.

Crawford Christie, Managing Director of Arkenford, a strategic marketing consultancy company, engaged level 4 Marketing Principles students with a very insightful presentation on a qualitative research project that had been undertaken for the Woodland Trust.

Beyond university..Our external engagements



In February 2016 Prof. Sabine Benoit gave a talk about "Identifying Co-Creation Models" at Newcastle University Business School.

In September 2016, Dr. Alvina Gillani gave a session on Sampling strategies with Prof. Mark Saunders, University of Birmingham at the annual British Academy of Management Doctoral Symposium held at Newcastle, UK.

In March 2016, Dr Alvina Gillani delivered a lecture on Globalisation in Emerging Economies: the case of India at Newcastle University, London Campus.

Psychology of strategic signaling

Dr. Robert Kreuzbauer delivered a talk at University of Sussex, Department of Social and Consumer Psychology, where he presented several studies about the psychology of strategic signaling. In particular, his talk focused on basic consumer and economic psychological processes underlying judgments of value of symbolic material objects.

International experience

During the week 28th November to 2nd December 2016, Dr. Ioanna Anninou visited Nankai Business School, University of Nankai, PR of China. The visit was part of the International Credit Mobility Scheme. Ioanna taught different aspects of marketing management to the International Business Management undergraduate programme of the business school. Ioanna commented: 'The visit has been really valuable; it really allowed me to understand and experience the higher educational system of the country. I have adjusted several of my teaching techniques following this experience. The staff and students at Nankai Business School have been very welcoming and I would like to thank them for their hospitality.'

As part of the Business and Retail Programme, final year students engaged with Waitrose acting as consultants on real live business projects.



Students in Waitrose Guildford store



Students with Waitrose partners from Guildford store and Head Office

Celebrating our M & R Graduates

**Congratulations
to all University
of Surrey students
who graduated in
2017**

Congratulations to all Marketing and Retail Management Department students

We wish to offer our warmest congratulations to all University of Surrey students who graduated in 2017. We feel immense pride in joining you to celebrate your academic achievements before you start the lifelong exciting adventure which will be your career.

We also want to congratulate Ms. Laura Seifert (MSc International Retail Marketing), Ms. Tina Wildi (MSc International Marketing Management) and Mr. Christos Michael (MSc Marketing Management) in securing the Department of Marketing and Retail Management Best Student Award in their respective MSc programme.

On behalf of the University of Surrey, we are thrilled to welcome all the graduates of 2016/17 to our expanding network of Surrey alumni, and would like to take this opportunity of wishing you all the best in the future.



Career Connect Workshop

A one day Career Connect Workshop was organised by Jill Nurse on 29th of March for the Surrey Business School undergraduate students to offer them a real insight into the world of work, to provide an added value networking experience, and to help them connect with potential future employers.

The event included diverse speakers discussing their careers and work experiences, one-to-one checking of CVs by professionals, and an address from the Dean of the Business School.

The speakers included leaders, executives and entrepreneurs from across industries and sectors, including Ericsson, HSBC, PwC, Expedia and Universal Music Group.

CAREER CONNECT WORKSHOP FOR FINAL YEAR STUDENTS



CONNECTING YOU TO:-



1:2:1 CV SPEED CHECKING WITH OUR PROFESSIONALS



ALUMNI TALKS AND EARLY CAREER INDUSTRY SPEAKERS



STUDENT SATISFACTION



NETWORKING, DRINKS & CANAPÉS

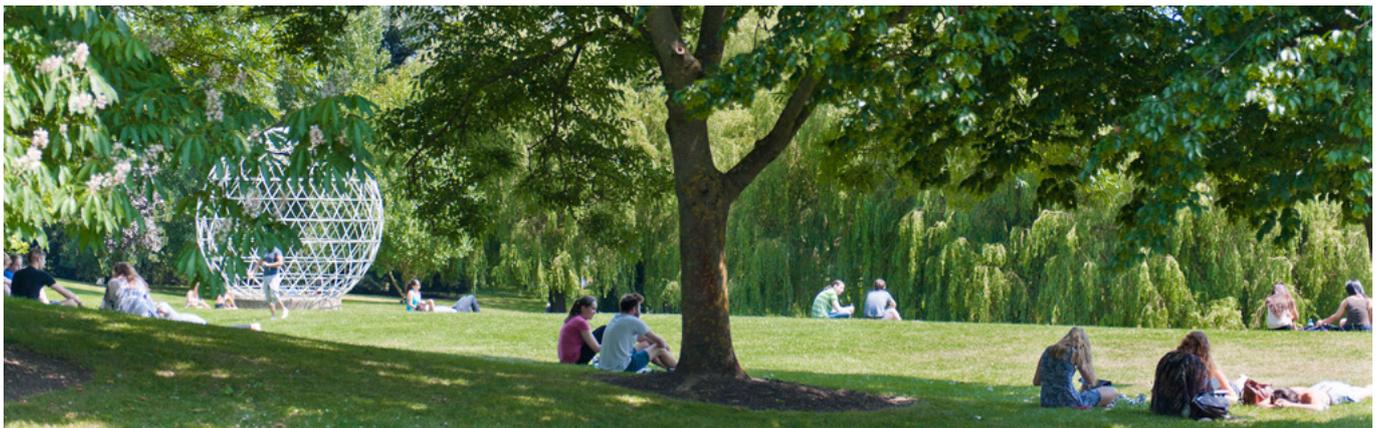
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Spotlight on research..Recent publications

Alexander, A., Teller, C., & Roggeveen, A. L. (2016). The boundary spanning of managers within service networks. *Journal of Business Research*, 69(12), 6031-6039.

Brusset, X., & Teller, C. (2017). Supply chain capabilities, risks, and resilience. *International Journal of Production Economics*, 184, 59-68.

Floh, A., Koller, M., Zauner, A., & Teller, C. 2017. Multiple Value Dimensions Spillover - An Experimental Approach in a Consumption System Comprising a Product and a Service. *Journal of Consumer Behaviour*. DOI: 10.1002/cb.1634.

Gruber, V., Holweg, C., & Teller, C. (2016). What a Waste! Exploring the Human Reality of Food Waste from the Store Manager's Perspective. *Journal of Public Policy & Marketing*, 35(1), 3-25.

Holweg, C., Teller, C., & Kotzab, H. (2016). Unsaleable grocery products, their residual value and instore logistics. *International Journal of Physical Distribution & Logistics Management*, 46(6/7), 634-658.

Keiningham, T., Ball, J., Benoit, S., Bruce, H. L., Buoye, A., Dzenkowska, J., Nasr, L., Oh, Y.-C. & Zaki, M. (2017), The interplay of customer experience and commitment, *Journal of Services Marketing*, 31(2), 148-160.

Kreuzbauer, R. & Keller J. (2017). The Authenticity of Cultural Products: A Psychological Perspective. *Current Directions in Psychological Science*

Ludwig, S., Van Laer, T., De Ruyter, K., & Friedman, M. (2016). Untangling a web of lies: Exploring automated detection of deception in computer-mediated communication. *Journal of Management Information Systems*, 33(2), 511-541.

Ordenes, F. V., Ludwig, S., De Ruyter, K., Grewal, D., & Wetzels, M. (2017) Unveiling What Is Written in the Stars: Analyzing Explicit, Implicit, and Discourse Patterns of Sentiment in Social Media. *Journal of Consumer Research*, 43 (6): 875-894.

Plakoyiannaki, E. & Stavraki, G. (Forthcoming). "Collage visual data: Pathways to data analysis". Accepted for publication in *The SAGE Handbook of Qualitative Business and Management Research Methods* (eds C. Cassell and A. Cunliffe). SAGE Publications.

Plakoyiannaki, E. & Stavraki, G. (Forthcoming) "Creating solutions for the customer: The customer relationship management (CRM) process and capabilities". in *Marketing Graffiti* (ed. M. Saren). Routledge.

Prokl, G., Teller, C., Kotzab, H., & Angell, R. 2017. Antecedents of Truck Drivers' Job Satisfaction and Retention Proneness. *Journal of Business Logistics*. DOI: 10.1111/jbl.12156.

Stavraki, G. (2016). "Understanding consumers' relationships with contemporary artworks through identity narratives". *Journal of Service Theory and Practice*, 26 (6), 811-836.

Teller, C., Wood, S., & Floh, A. (2016). Adaptive resilience and the competition between retail and service agglomeration formats: an international perspective. *Journal of Marketing Management*, 1-25. 32 (17-18), 1537 - 1561.

Teller, C., Kotzab, H., Grant, D. B., & Holweg, C. (2016). The importance of key supplier relationship management in supply chains. *International Journal of Retail & Distribution Management*, 44(2), 109-123.



Disseminating research..Departmental seminars

2016/17 Top line-up of academics

Since summer of 2016, we have had a line-up of academics from around the world presenting their research in our departmental seminar series. We would like to thank Dr. Stefan Ludwig for organizing all these talks:



Prof. Marta Frassetto

Prof. Marta Frassetto is Associate Professor in the Marketing Department of the University of Valencia. Her research examines the customer journey in the new omnichannel retail environment and aims to answer questions pertaining to retailing such as; What does channel integration mean, and does it pay-off? Why do shoppers engage in cross-shopping behaviours such as webrooming, showrooming and click-and-collect? How can multichannel retailers build customer loyalty in a context where competitors are just a click away? Is a segmentation of shoppers a good strategy?



Dr. Cristiana R. Lages

Dr. Cristiana R. Lages is an Associate Professor in Marketing and Service Management at Henley Business School at the University of Reading and Scholar of the Advanced Institute of Management (U.K.). Based on both equity theory and prospect theory, with her colleague, the study explores the moderating effect of psychological contract violation (PCV) in the relationship between service recovery strategies and perceived justice.



Dr. Dennis Herhausen

Dr. Dennis Herhausen is an Assistant Professor of Marketing at the University of St.Gallen. His research examines the impact of online-offline channel integration (OI), defined as integrating access to and knowledge about the offline channel into an online channel.



Dr. Dominik Mahr

Dr. Dominik Mahr is an Associate Professor at the University Maastricht. His research, conducted in collaboration with a Fortune 100 information technology company, examines ways to strengthen learning engagement. In accordance with metacognition theory, they propose and demonstrate that when channel partners write reviews, instead of just providing ratings, it helps them reflect on the relevance of their learning experience and activates their further engagement. Furthermore, the audience and focus of these written reviews determine the amount of metacognition and engagement of the channel partner sales personnel. When these sales personnel realise the relevance of their learning it spurs them to pursue further learning, such that review writing is a valuable, informal mechanism to motivate them.



Our Doctoral Researchers



It is with great pleasure to announce that Ursula Furnier passed her Viva Voce examination (award PhD with minor corrections). The title of her thesis is: What effect does 'pre-failure recovery' have on customer satisfaction? Her supervisory team consist: Christoph Teller, Jane Hemsley-Brown and Arne Floh and her external examiner was Prof. Allan Hallsworth from the University of Portsmouth. Her internal examiner and chair was Steve Wood. Congratulations to Ursula!

Congratulation Patric Spethman on passing his DBA. His thesis title is: **Out of Stock Situations as a Retail Service Failure: The Role of Item Importance and Service Recovery Measures** – An experimental study of the German grocery retail sector. His supervisors consist: Christoph Teller and Andrew Alexander.



Katrin Scherschel is a doctorate candidate at the Department of Retail and Marketing at Surrey Business School. She joined the University of Surrey in September 2016 after achieving a Bachelor of Arts with honours in Business Management at Edinburgh Napier University as well as a Bachelor of Arts in Business Management and Leadership at University of Heilbronn.

Katrin's research focuses primarily on marketing communication and sales. In particular, she is interested in customers' perception of the communication style of sellers and how verbatim cues within the sales communication influence customers' decisions.



Ceyda Paydas Turan is enrolled in the 4 year PhD in Business & Management in Oct'2016, after she was awarded Distinction in MSc International Marketing Management at the University of Surrey in 2016. Prior to her studies in the University of Surrey, I had 15 years of professional experience in marketing, strategy and business development in multinational companies in FMCG, responsible for strategic business units in various industries. She plans to focus on "Branding in Food Service" for her PhD research."

The University of Surrey MSc Marketing Programmes



Department of MARKETING & RETAIL MANAGEMENT



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The MSc, Marketing Management, focuses on innovation and leadership in the marketing world.

The MSc, International Retail Marketing, emphasises the role of marketing in the fast-changing international retail environment.

The MSc, International Marketing Management, centres upon the application of marketing in a fast-changing international and global context.

💡 *I absolutely loved my year at the University of Surrey. Through my MSc International Marketing degree, I learned to think critically and analyse the information, to come up with an informed decision. The professors at the university are outstanding, they explain the material very well, are friendly, and understanding. Further, students at Surrey come from all over the world, which brings another dimension to courses, as students from different cultures share their experiences. I have learned so much, not only on an academic level, but also on a personal one. If I had the possibility to do it all over again, I would not hesitate for one second. 💡*

Tina Wildi, MSc International Marketing Management



💡 *I had a fantastic time at the University of Surrey! The Marketing Management MSc course was well taught by all the lecturers, all the modules were interesting and engaging and the environment in general was great at the university! The University of Surrey was a great choice not only academicwise but leisure-wise also! Guildford was a marvellous town to be in! I now carry and cherish many positive and wonderful memories from the University of Surrey and I would like to thank everyone who supported me throughout this demanding course! 💡*

Christos Michael, MSc Marketing Management

💡 *Being at Surrey has been a great experience. I really appreciated the great support from all my professors and how much I have learnt in just one year. I am very proud to be a Surrey Alumna. 💡*

Laura Seifert, MSc International Retail Management



For details:
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fbeladmissions@surrey.ac.uk





Hope you enjoyed our first edition of M&R. Suggestions for regular features – such as ongoing research, thoughts from students visiting the UK for the first time, stories from home etc., are welcomed. Please send your contributions to:

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University of Surrey, Guildford, Surrey GU2 7XH, UK



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