

Sue Vaux HALLIDAY PhD MA MBA FHEA

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Fellow, Kirby Laing Centre, Cambridge

Visiting Fellow, Centre for Research in Primary and Public Healthcare, University of Herts

CAREER SUMMARY

2019-2020 Acting Director, Kirby Laing Institute for Christian Ethics, Tyndale House, Cambridge
2018 – 2019 Professor of Marketing and Head of Department, Marketing, Entrepreneurship and Tourism, Anglia Ruskin University, Cambridge
2011 – 2017 Professor of Marketing and Director, Enterprise and Value Research Group, Hertfordshire Business School, University of Hertfordshire
2005 – 2011 Senior Lecturer, Marketing, School of Management, University of Surrey
2000 – 2005 Principal Lecturer, Marketing, University of Gloucestershire
1999 – 2000 University Management Lecturer, University of Surrey
1996 – 1999 Senior Lecturer, Marketing, University of Portsmouth
1993 – 1996 Senior Lecturer, Thames Valley University, West London
1991 – 1993 Senior Lecturer (part-time) Brunel University College/part time Self-employed marketing consultant and trainer, in the City.
1990 - 1991 Marketing Director, Gouldens, solicitors
1988 - 1990 Head of Proposals Support Unit, Coopers & Lybrand
1986 -1988 Board Administrator, Policy Unit, British Standards Institute
1979 -1986 Management Trainee to Assistant Registrar, Personnel John Lewis Partnership – central London stores and Waitrose

HIGHER EDUCATION

PG Cert in Coaching (2014) University of Hertfordshire
PGDip (2004) Systemic Management and Consultation, Birkbeck
College, The University of London
PhD (Marketing) (1999) University of Bradford (The Management Centre)
MBA: Merit (1987) London Business School
MA (Hons) History: Second class honours (1979) Newnham College, University of Cambridge

GRANTS WON

2014-2017 ESRC /FSA. Older people's perceptions and experiences of strengths and vulnerabilities across the UK food system. Challenges of the UK Food System programme of research with W.J. Wills (PI), A. Dickinson, F. Ikioda, and A.B. Kapetanaki, £268,029.
2009 TSB and ESRC £120k 2 year KTP programme of collaborative knowledge sharing/transfer for a strategic shift to a market-facing orientation to a small service not for profit business representing the social care sector in Surrey. I was the Lead Academic Supervisor.

AWARD The Food Provision In later life study team: shortlisted for a UH Vice-Chancellors Award 2017 in the category of Research Success of the Year! This is a highly prestigious category, with a large number of high quality nominations, therefore it was a real honour to gain the finalists award.

PUBLICATIONS - INVITED BOOK CHAPTERS

2013 Contributed, upon invitation, a chapter on Strategy in services marketing:

Value generation, co-authored with Prof. J Farquhar for Fisk et al

2012 Contributed, upon invitation to 'Discourses of Trust' ed. Candlin J. and

Crichton C. 'Discourse Analysis, Trust and Marketing, with Catulli M. Palgrave MacMillan, UK

SELECTED JOURNAL ARTICLES (Mostly in 'internationally excellent' journals)

Forthcoming 'A relational approach to nutritional policy development' with Ariadne Kapetanaki and Nicholas Tzempolis, *Journal of Consumer Affairs*

'Food security and food practices in later life: A new model of vulnerability' co-authored with Dickinson, A., Wills, W., Ikioda, F., Godfrey-Smythe, A., Kapetanaki, A. *Aging and Society*

2019 Temporal dynamism in country of origin effect The malleability of Italians' perceptions regarding the British sixties., Cesare, Matteo De Angelis, Sue Vaux Halliday, Jonathan Morris, and Floriana Mulazzi. ") *International Marketing Review* pp.955-978.

2016 User-generated content about brands: understanding its creators and consumers, *Journal of Business Research*, 69:1, January 2016,137-144

2014 Millennial cultural consumers: co-creating value through brand communities, *Arts Marketing: An International Journal*, Vol. 4: 1/2, pp.119 – 135, with A. Astafyeva

2014 Branding and sustainability, *Ephemera* with M. Lehner

2012 Service-Dominant Logic Research Directions and Opportunities: The Perspective of Systems, Complexity and Engineering, *Marketing Theory*, Irene Ng, Ralph Badinelli, Francesco Polese, Primiano Di Nauta, Helge Löbler and Sue Vaux Halliday

2010 Relational, interactive service innovation: building brand competence, *Marketing Theory*, with Dr Paul Trott (July) 10, 2: 1-17

RECENT REFEREED CONFERENCE PAPERS

2019 Marketing health and social care: the importance of a societal-level discussion of ethical issues prior to managers' decision-making, 11th Annual International Conference on Critical Management Studies, Open University, with Prof. John Wyatt, Fellow, KLICE

2018 International heritage branding: Italians' perceptions of the British Swinging Sixties, Special Interest Group Colloquium, Academy of Marketing, Birmingham with Amatulli, C., de Angelis, M., Morris, J. and Mulazzi, F.

2018 Complex change and the older household's food consumption practices, 43rd Annual conference of the Macromarketing Society, Leipzig, with Kapetanaki, A.; Dickinson, A.; Wills, W

2017 Reducing vulnerability in the food system for older people, 12th Organization Studies Summer Workshop on 'Food', May, with Kapetanaki, A.; Ikioda, F.; Dickinson, A.; Wills, W

2017 Food in Italy: the intersection of history, culture and marketing communications, 12th Organization Studies Summer Workshop on 'Food', May, with Morris, J.

2016 In step: brand communities, spiritual roots and human flourishing into the future, 11th Organization Studies summer workshop on 'Spirituality, Symbolism, and Storytelling'

DOCTORAL COMPLETIONS

PhD in healthcare partnerships in Pakistan

PhD in Measuring Service Quality in Higher Education

PhD in E-Shopping Intentions in Saudi Arabia

DBA in consumer product involvement and decision making processes

PhD in Creation and dissemination of marketing knowledge

PhD in Service experience and co-creation of value in high involvement services: a Colombian Business School and a Taerobics business

MPhil in international marketing – BMW in China

CONSULTANCY ROLES

- 2013: Designed and delivered three senior leadership teambuilding half-day sessions for Beds, Herts and Essex NHS procurement executive.
- 2007: With a professor based in the University's Digital World group successfully gained a £100k research contract with Kodak's Research Group in Cambridge on a Forgotten Images proposal.

VOLUNTEERING ACTIVITIES

- 2018 – date: Trustee for Jubilee Centre, a small charity focused on forming social change agents
- 2007 – date: serving on the internal Publishing Board of IVP, having served as non-executive director and trustee on the Board and passed the charity into a larger book publishing charity
- 2010 – 12: Served as trustee for a charitable communications SME, CPO
- 2007-2016 Served on the Leadership Team of my local church responsible for mission and communications

GUEST LECTURES AND EXPERT APPOINTMENTS

- 2013: Invited to address CIM Levitt Group for 80 senior marketers as one of Five Great Minds' series on relational interactive service innovation for the Levitt Group at the Chartered Institute of Marketing - June
- 2011: Gave a seminar on service culture at University of Buckingham –March
- 2011: Visiting lecturer at Universidad del Norte, Colombia - January
- 2010: Addressed Spring Conference of the Surrey Care Association with a keynote address on Excellent Entrepreneurial Marketing
- 2007: Paper 'Hidden Persuaders – the morality of marketing' to the L'Abri Study Centre, public lecture, Greatham, Hants, July
- 2002: Workshop on sustainable capitalism in London Institute for Contemporary Christianity
- 2002: Paper 'Consuming and Consumed' to the L'Abri Study Centre, public lecture, Greatham, Hants
- **Coach/mentor roles**
- Formal mentor for Research Allowances at Herts Business School

- Trained as coach/mentor and mentored two members of staff outside the Herts Business School