

## Recent Publications

(2006 onwards)

### Baines, Paul

#### Books

Baines, P., Fill, C. & Page, K. (2008), *Marketing Principles*, Oxford University Press: Oxford (with associated DVD and website [www.oxfordtextbooks.co.uk/orc/baines](http://www.oxfordtextbooks.co.uk/orc/baines))

Brennan, R., Baines, P., Garneau, P. & Vos, L. (2008), *Contemporary Strategic Marketing*, 2<sup>nd</sup> Edition, Palgrave Press: Basingstoke

#### Book Chapters

Baines, P. (2008), "Political Marketing" in Lee Kaid, L. & Holtz-Bacha, C. (eds), *Encyclopaedia of Political Communication*, 2<sup>nd</sup> Edition, Sage Publications: Thousand Oaks, CA

Worcester, R., Mortimore, R. and Baines, P. (2007), "Looking through the other end of the microscope: how the public experienced the 2005 general election campaign" in: Dominic Wring, Jane Green, Roger Mortimore & Simon Atkinson (eds.), *Political Communications: The British General Election 2005*, Frank Cass: London, pp.147-164

Baines, P. (2006), "United Kingdom: Westminster Parliamentary Elections, May 5<sup>th</sup>", *European Association of Political Consultants (EAPC) 2005 Yearbook*, EAPC: Vienna, Austria, pp. 233-247 (published in English, German, Turkish and Russian)

Worcester, R.M. and Baines, P. (2006), "Voter Research and Market Positioning: Triangulation and its Implications for Policy Development" in: Davies, P. and Newman, B., *Winning Elections with Political Marketing*, Howarth Press Inc.: New York, pp.11-31

#### Edited Books & Journals

Baines, P. and Harris, P. (eds.) (2006), *Journal of Public Affairs*, Special Issue on CSR, Vol.6, No.s 3/4, pp.1-316

Baines, P., Brennan, R. and Egan, J. (eds.) (2006), *Journal of Marketing Management*, Special Issue Academy of Marketing Conference Edition, Vol.22, No.s 5/6

#### Conference Papers

Baines, P., Harris, P. and Smith, I.G. (2008), "Postmodern Political Marketing: the 2008 London Mayoral Election", *Proceedings of the ANZMAC Conference*, 3-6 December, Sydney, Australia: University of Western Sydney

Baines, P. and Viney, H. (2008), "An Unloved Relationship? Dynamic Capabilities and Political-Market Strategy: A Research Agenda", *Proceedings of the Academy of Marketing Conference*, 4-6<sup>th</sup> July, Aberdeen: Robert Gordon University

Baines, P. (2008), "Evaluating the effect of the fear appeal in advertising: implications for information operations", *Proceedings of the Information Operations and Influence Activity Symposium*, 5-6<sup>th</sup> March, Shrivenham: Cranfield University

Viney, H. and Baines, P. (2007), "Are Firm Personality and Political-Market Strategy Interlinked? An Exploratory Review With Synthesis", *Proceedings of the Strategic Management Society Conference*, 14-16<sup>th</sup> October, San Diego, USA

Baines, P., Worcester, R. and Mortimore, R. (2007), "Public Opinion Polls: do they do more harm than good? (sic)", *Proceedings of the 56<sup>th</sup> International Statistical Institute Conference*, 22-29 August, Lisboa, Portugal (invited paper)

Brennan, R. and Baines, P. (2007), "Perceptions of Research Relevance Among UK Marketing Academics", *Proceedings of the Academy of Marketing Conference*, July, Kingston University, Surrey

### Journal Articles

Baines, P., O'Shaughnessy, N.J., Moloney, K., Richards, B., Butler, S. and Gill, M. (2010), "The Dark Side of Political Marketing: Islamist Propaganda, Reversal Theory and British Muslims", *European Journal of Marketing*, Vol.44, forthcoming

Baines, P. and Viney, H. (2009), "An Unloved Relationship? Dynamic Capabilities and Political-Market Strategy: A Research Agenda", *Journal of Public Affairs*, forthcoming

O'Shaughnessy, N.J. and Baines, P. (2009), "The Selling of Terror: The Symbolisations and Positioning of Jihad", *Marketing Theory*, forthcoming

Bailey, C., Baines, P., Wilson, H. and Clarke, M. (2009), "Segmentation and Customer Insight in Contemporary Services Marketing Practice: why grouping customers is no longer enough", *Journal of Marketing Management*, Vol.25, forthcoming

Baines, P., Brennan, R., Gill, M. and Mortimore, R. (2009), "Examining the Academic/Practitioner Divide in Marketing Research", *European Journal of Marketing*, Vol.39, forthcoming

Baines, P. and Harris, P. (2007), "Editorial: CSR and Public Affairs", *Journal of Public Affairs*, Vol.6, No.3-4, pp.171-175.

Baines, P. and Gill, M. (2006), "Research Note: The EU Constitution and the British Public: What the Polls tell us about the Campaign that never was", *International Journal of Public Opinion Research*, Vol.18, No.4, pp.463-474

Baines, P.; Brennan, R. and Egan, J. (2006), "Editorial: Academy of Marketing 2006: Marketing Excellence", *Journal of Marketing Management*, Academy of Marketing Conference Special Issue, Vol.22, No.s 5/6, pp.451-454

Brennan, R. and Baines, P. (2006), "Is there a Morally Right Price for Anti-Retroviral Drugs in the Developing World?", *Business Ethics: European Review*, Vol.15, No.1, pp.29-43

Lynch, R., Baines, P. and Egan, J. (2006), "Long-Term Performance of Political Parties: Towards a Competitive Resource-Based Perspective", *Journal of Political Marketing*, Vol.5, No.3, pp.71-92

Baines, P. and Worcester, R. (2006), "Mikor Tommy, a brit közlegény háborúba ment, a közvélemény érdeklődése kísérte", *Kommunikáció Média Gazdaság*, Vol.IV, Evfolyan 1. Szam, pp.15-36.

### Other Publications

Baines, P. (2009), "Why CRM Data Complacency Belongs in the Past", *Public Sector Executive*, January

Baines, P. (2007), "Recapturing our lost youth", *Consulting Review*, Autumn, London: CapGemini Consulting, p.16

Baines, P. (2007), "Book Review – Marketing Graffiti: Michael Saren", *Journal of Marketing Management*, Vol.24

Baines, P. (2006), "Book Review – Political Campaigning in Referendums: Framing the Referendum Issue: Claes H. de Vries and Holli A. Semetko", *Journal of Political Marketing*, Vol.5, No.3, pp.98-101

Baines, P. (2006), "Recapturing our lost youth: political marketing to Generation Z", *Management Focus*, November, Cranfield: Cranfield University School of Management, pp.20-21

Baines, P. (2006), "Book Review – The Politics of Marketing the Labour Party: Dominic Wring", *Journal of Political Marketing*, Vol.4, No.4, pp.107-110

## **Bondy, Krista**

### Book Chapters

Bondy, K., Matten, D., and Moon, J. (2007), 'Codes of Conduct as a Tool for Sustainable Governance in MNCs' in: Benn, S., Dunphy, D. (Eds.) *Corporate Governance and Sustainability – Challenges for Theory and Practice*. Routledge: London, pp.165-186

Bondy, K., Matten, D., and Moon, J. (2008), 'Codes of Conduct as a Tool for Sustainable Governance in MNCs' in: Crane, A., Matten, D., and Spence, L. (Eds) *Corporate Social Responsibility: Readings and Cases in a Global Context*. Routledge: Oxon, pp.432-455

### Book Reviews

Bondy, K. (2006), 'Corporate Power and Social Policy in a Global Economy: British Welfare under the Influence by Kevin Farnsworth', *Work, Employment and Society*, Vol.20, No.3, pp.617-618

Bondy, K. (2007), 'Partnership at Work: The Quest for Radical Organizational Change by Roche, W. K. and Geary, J. F.', *Work, Employment and Society*, Vol.21, No.4, pp.814-815

### Conference Papers

Bondy, K. (2007), 'CSR, Power and Personal Gain within MNCs: A Case Study on Implementation', *European Business Ethics Network annual conference*, Brussels

Bondy, K. (2005), 'Integrated Paradigms in CSR Research', *Doctoral Training in Research Methods in Organisation Studies*, Turkey

Bondy, K. (2005), 'Integrated Research in CSR', *Doctoral Training in Research Methods in Organisation Studies*, Turkey

Bondy, K., Matten, D., and Moon, J. (2004), 'The Adoption of Voluntary Codes of Conduct in MNCs: A Three-Country Comparative Study', *Voluntary Codes of Conduct for Multinational Corporations conference*, New York

### Journal Articles

Bondy, K. (2008), 'The Paradox of Power in CSR: A Case Study on Implementation' *Journal of Business Ethics*, Vol.82, No.4, pp.307-323

Bondy, K., Matten, D. and Moon, J. (2008), 'Multinational Corporation Codes of Conduct: Corporate Social Responsibility or Corporate Governance?', *Corporate Governance: An International Review*, Vol.16, No.4, pp.294-311

Bondy, K. (2007), 'Evaluating the Potential Effectiveness of Codes: The Statement Strength Evaluation Method (SSEM)', *Corporate Social Responsibility and Environmental Management Journal*, Vol.14, pp.1-15

Bondy, K., Matten, D., and Moon, J. (2004) 'The Adoption of Voluntary Codes of Conduct in MNCs: A Three-Country Comparative Study', *Business and Society Review*, Vol.109, No.4, pp.449-477

### Working Papers

Bondy, K., Matten, D. and Moon, J. (2008), 'MNC Codes of Conduct: CSR or Corporate Governance?' No. 40-2006, *International Centre for Corporate Social Responsibility Working Paper Series*. <http://www.nottingham.ac.uk/business/ICCSR/pdf/ResearchPdfs/40-2006.pdf>

Bondy, K., Crane, A., and Browne, L. (2004), 'Doing the Business: A film series programmed by ICCSR in conjunction with Broadway Cinema' No. 25-2004, *International Centre for Corporate Social Responsibility Working Paper Series*.  
<http://www.nottingham.ac.uk/business/ICCSR/pdf/ResearchPdfs/25-2004.pdf>

## **Davies, Iain**

### Conference Papers

Davies, I.A. (2009), 'Growing up with Ideology: Getting People Issues Right in Social Enterprise', *Academy of Management Conference*, Chicago

Davies, I.A. and Ryals, L.J. (2009), 'Transitioning to KAM', *Academy of Marketing Conference*, UK: Leeds

Davies, I.A., Fitzhugh, K. and Ryals, L.J. (2009), 'What Sales People do: Observations of Successful Behaviours in Live Sales Meetings', *Academy of Marketing Science Conference*, Baltimore

Davies, I.A. and Knox, S.D. (2009), 'Cafédirect: the Rise and Stall of a Fair Trade Brand', *Thought Leaders International Conference on Brand Management*, Athens

Davies, I.A. and Ryals, L.J. (2008), 'What Sales People Actually do: Observations from live sales incidents', *Academy of Marketing Conference*, Aberdeen

Ryals, L.J. and Davies, I.A. (2008), 'Strategic Intent in KAM', *EMAC*, Brighton

### Journal Articles

Davies, I.A. (2009), 'CSR in SMEs: Investigating Employee Engagement in Fair Trade Companies', *Business Ethics: A European Review* (September)

Davies, I.A., Doherty, B. and Knox, S.D. (2009), 'The Rise and Stall of a Fair Trade Pioneer: The Story of Cafédirect', *Journal of Business Ethics*, (May)

Storbacka, K., Ryals, L.J., Davies, I.A. and Nenonen, S. (2009), '21<sup>st</sup> Century Selling: How the Role, Process and Function of Sales are Changing', *European Journal of Marketing* (June)

Davies, I.A. (2009), 'Alliances and Networks: Creating Success in the UK Fair Trade Market', *Journal of Business Ethics*, Vol.86, No.1, pp.109-126

Wilson, H., Daniel, E. and Davies, I.A. (2008), 'The Diffusion of E-Commerce in UK SME', *Journal of Marketing Management*, Vol.24, No.5-6, pp.489-516

Davies, I.A. (2007), 'The Eras and Participants of Fair Trade: an Industry Structure/Stakeholder Perspective on the Growth of the Fair Trade Industry', *Corporate Governance*, Vol.7, No.4, pp. 455-470

## **Knox, Simon**

### Book Chapters

Knox, S.D. et al (2008), 'Academic Reflections vs Practical Training: Can the MBA develop leadership?', in *Leadership Learning: Knowledge into Action*, Eds. Turnbull James, K. and Collins, J., Palgrave MacMillan: Basingstoke

Knox, S.D. (2007), 'Corporate Social Responsibility and Business Decision-Making', in *Spiritual Motivation: New Thinking for Business and Management*, Eds. Ramsden, J., Kakabadse, A. and Aida, S., Palgrave MacMillan: Basingstoke, Chapter 13, pp. 147-160

Knox, S.D. and Maklan, S. (2007), 'Strategic Brand Management', in \_\_\_\_\_, Eds. Southern, G. and Mouthino, L., Chapter 18

### Conference Papers

Knox, S.D. and Davies, I. (2009), "Cafédirect: the Rise and Stall of a Fair Trade Pioneer Brand", accepted for the 5<sup>th</sup> *Thought Leaders International Conference in Brand Management*, Athens

Knox, S.D. and Maxwell, R (2009), "Motivating Employees to 'Live the Brand': a Comparative Case Study of Employer Brand Attractiveness Within the Firm", submitted to the *Academy of Marketing Conference*, Leeds

Knox, S.D. and Maklan, S. (2009), "Sustainability: Developing Stakeholder Relationships Across Leading FTSE Companies", accepted for the 5<sup>th</sup> *International Conference on Economic, Cultural and Social Sustainability*, University of Technology, Mauritius

Knox, S.D., Maklan, S. and Ryals, L.J. (2008), "The Use of Action Research in the Marketing Strategy Development", *EMAC Conference*, Brighton

### Journal Articles

Knox, S.D. and Maklan, S. (2009), "The GT Bank of Nigeria (GT Bank): From Niche Positioning to Mass-Market Branding", *Thunderbird International Business Review*, Vol.51, No.4

Knox, S.D. and Maklan, S. (2009), "Dynamic Capabilities: the Missing Link in Marketing Investments", *European Journal of Marketing*, Vol.43

Knox, S.D., Payne, A.F.T., Storbacka, K. and Frow, P. (2009), "Co-Creation: Diagnosing the Brand Relationship Experience", *Journal of Business Research*, Vol.62, No.3, pp.379-389

Knox, S.D., Maklan, S. and Ryals, L.J. (2008), "New Trends in Innovation and Customer Relationship Management: a Challenge for Market Researchers", *International Journal of Market Research*, Vol.50, No.2, pp.221-240

Knox, S.D. and Gruar, C. (2007), "The Application of Stakeholder Theory in Marketing Strategy Development for a Non-Profit Organisation", *Journal of Business Ethics*, Vol.75, pp.115-135

Knox, S.D. and Lawer, C. (2007), "Reverse-Marketing Orientation and the Corporate Brand", *International Studies of Management and Organisation*, Vol.37, No.4, pp.65-83

## Maklan, Stan

### Conference Papers

Maklan, S., Chan, F. and Klaus, P. (2009), 'Building a Performance Assessment System for Evaluating Investments in CRM', *The European Academy of Marketing*, Nantes

Maklan, S., Juttner, U. and Klaus, P. (2009), 'Customer Experiences: A Conceptual Framework and Measurement Approach', *The European Academy of Marketing*, Nantes

Maklan, S. and Klaus, P. (2008), 'A Conceptual Model of Customer Experience Quality and the Development of a Scale for Customer Experience Quality (EXQ)', *Annual Australian and New Zealand Academy of Management Conference*, Auckland

Maklan, S. and Knox, S.D. (2008), 'Sustainability: Developing Stakeholder Relationships Across Leading FTSE Companies', *The 5<sup>th</sup> International Conference on Economic, Cultural and Social Sustainability*, University of Technology, Mauritius

Maklan, S., Knox, S.D. and Ryals, L.J. (2008), 'The Use of Action Research in Market Research', *The European Academy of Marketing*, Brighton

Maklan, S., Klaus, P. and Juttner, U. (2008), 'Customer Experience Engineering: A Managerial Framework for an Emerging Service Concept', *SERVSIG International Research Conference*, Liverpool

Maklan, S. and Knox, S.D. (2007), 'Employer Branding in the Service Sector', *SDSM*, University of the Aegean

Maklan, S. and Knox, S.D. (2007), 'Corporate Social Responsibility: Why do CSR Programmes have such a Low Impact on Business Decision-Making?', *The European Academy of Marketing*, Iceland

### Journal Articles

Maklan, S. and Knox, S.D. (2009), 'Dynamic Capabilities: The Missing Link in CRM Investments', *European Journal of Marketing*

Maklan, S. and Knox, S.D. (2009), 'The Guaranty Trust Bank of Nigeria (GTBank): From Niche Positioning to Mass-Market Branding', *Thunderbird International Business Review*, Vol.54, Iss.4

Maklan, S., Knox, S.D. and Ryals, L.J. (2008), 'New Trends in Innovation and Customer Relationship Management: A Challenge for Market Researchers', *International Journal of Market Research*, Vol.50, No.2, pp.221-240

Maklan, S. and Klaus, P. (2007), 'The Role of Brands in a Service-Dominated World', *Journal of Brand Management*, Vol.15, No.2, pp. 115-123

## Ryals, Lynette

### Books

Ryals, L.J. (2008), *Managing Customers Profitably*, Wiley: Chichester

Ryals, L.J. and McDonald, M. (2008), *Key Account Plans: the Practitioners' Guide to Profitable Planning*, Butterworth Heinemann: Oxford

## Conference Papers

Ryals, L.J. and Davies, I. (2009), 'A Stage Model for Transitioning to KAM', *Academy of Marketing*, UK

Ryals, L.J. and Davies, I. (2009), 'What Sales People Actually Do: Observations from Live Sales Incidents', *Academy of Marketing Science*, US

Ryals, L.J. and Davies, I. (2008), 'Strategic Intent in Key Customer/Supplier Relationships', *EMAC*

Ryals, L.J., Maklan, S. And Knox, S.D. (2008), 'The Use of Action Research in Marketing Strategy Development', *EMAC*

Ryals, L.J. and Davies, I. (2007), 'Implementing KAM Successfully: How Companies Develop Great Customer Relationships', *Academy of Marketing*, UK (nominated for consideration as best paper and for inclusion in JMM special issue)

Ryals, L.J. (2006), 'Customer Profitability – the Wrong Measure for Marketing?', *Academy of Marketing*

Ryals, L.J. and Speakman, I. (2006), 'Building Adaptive Capabilities into Organisations', *American Academy of Management*

## Books

Ryals, L.J. (2008), '*Managing Customer Profitability*', Wiley: Chichester

Ryals, L.J. and McDonald, M. (2008), '*Key Account Plans: The Practitioners' Guide to Profitable Planning*', Butterworth Heinemann: Oxford

## Journal Articles

Ryals, L.J. and Speakman, I. (2010), 'Conflict and the Internal Selling Role', *International Journal of Conflict Management*, Vol.21, No.2

Ryals, L.J., Storbacka, K., Davies, I. and Nenonen, S. (2009), 'Selling as a Cross-Functional Process', *European Journal of Marketing* (Special Issue)

Ryals, L.J. and Humphries, A. (2009), 'Efficiency Versus Value Maximisation in Co-Manufacturing Relationships', *International Journal of Logistics Management*

Ryals, L.J. (2008), 'Determining the Indirect Value of a Customer', *Journal of Marketing Management*, Vol.24, No.8, pp.847-864 (special issue on the Marketing/Finance interface)

Ryals, L.J., Maklan, S. and Knox, S.D. (2008), 'New Trends in Innovation and Customer Relationship Management: a Challenge for Market Researchers', *International Journal of Market Research*, Vol.50, No.2, pp.221-240

Ryals, L.J., Dias, S. and Berger, M. (2007), 'Optimising Marketing Spend: Return Maximisation and Risk Minimisation in the Marketing Portfolio', *Journal of Marketing Management*, Vol.23, No.9, pp.991-1012

Ryals, L.J. and Holt, S. (2007), 'Creating and Capturing Value in KAM Relationships', *Journal of Strategic Marketing*, Vol.15, No.5, pp.403-420

Ryals, L.J. and Knox, S.D. (2007), 'Measuring and Managing Customer Relationship Risk in Business Markets', *Industrial Marketing Management*, Vol.36, No.6, pp.823-833

Ryals, L.J. and Rogers, B. (2007), 'Using the Repertory Grid to Access the Underlying Realities of Key Account Management', *International Journal of Market Research*, Vol.49, No.5, pp.595-612

Ryals, L.J. and Rogers, B. (2007), 'Key Account Planning: Benefits, Barriers and Best Practice', *Journal of Strategic Marketing*, Vol.15, No.2/3, pp.209-222

Ryals, L.J. and Humphries, A. (2007), 'Managing Key Business-to-Business Relationships: What Marketing can Learn from Supply Chain Management', *Journal of Service Research*, Vol.9, No.4, pp.312-326

Ryals, L.J. (2006), 'Profitable Relationships with Key Customers: how Suppliers Manage Pricing and Customer Risk', *Journal of Strategic Marketing*, Vol.14, No.2, pp.101-114

Ryals, L.J. and Rogers, B. (2006), 'Holding up the Mirror: the Impact of Strategic Procurement Practices on KAM', *Business Horizons*, Vol.49, pp.41-50

### Other Publications

Ryals, L.J., Davies, I. and Ward, R. (2009), 'Good Behaviour Brings Rewards', *Winning Edge* (published by the Institute of Sales and Marketing Management, pp.10

Ryals, L.J. and Marcos, J. (2009), 'How to Remain Calm', *Consulting Review*, Winter, pp.16

Ryals, L.J. and Humphries, A. (2007), 'Seeing Eye to Eye', *CPO Agenda*, Vol.3, No.4, pp.52-57

Ryals, L.J. and Bruce, L. (2006), 'Getting the Best out of KAM', *Finance and Management*, Iss.137, pp.1-4

Ryals, L.J. and Bruce, L. (2006), 'Key Account Management: Overcoming Internal Conflict', *Journal of Direct, Data and Digital Marketing*, Vol.7, No.4, pp.344-351

## **Wilson, Hugh**

### Book Chapters

Wilson, H. (2009), *Measuring the Effectiveness of Multi-Channel Strategies*, Chapter in McDonald, M. and Mouncey, P. (Eds), 'Marketing Accountability: How to Measure Marketing Effectiveness', Butterworth Heinemann: Oxford

Wilson, H., Street, R. and Bruce, L. (2008), *The Multi-Channel Challenge: Integrating Customer Experiences for Profit*, Butterworth Heinemann, Oxford

Wilson, H., McDonald, M., Hobbs, M. and Dolder, C. (2006), *Optimising Multi-Channel Performance*, in *Multi-Channel Marketing – An Introduction*, Sunder, K.S. (Ed), Chapter 10, pp. 118-142, Magnus School of Business, Hyderabad

### Conference Papers

MacDonald, E.K., Martinez, V. and Wilson, H. (2009), 'Developing a Framework for Assessing the Value-in-Use of Product-Service Systems: a Case Study', *EIASM 2009 Naples Forum*, Capri

Le Meunier-Fitzhugh, K., Palmer, R. and Wilson, H. (2009), 'A Sales Perspective on Service Dominant Logic', *Academy of Marketing Science Conference*, Baltimore

MacDonald, E.K., Martinez.V. and Wilson, H. (2009), 'A Framework for Assessing the Value-in-Use of Product-Service Systems', *Production and Operations Management Society (POMS) Conference*, Orlando

MacDonald, E.K., Martinez, V. and Wilson, H. (2009), 'Towards the Assessment of the Value-in-Use of Product-Service Systems: a Review', *Performance Management Association Conference*, New Zealand

Bailey, C., Wilson, H. and Clark, M. (2007), 'Actioning Customer Insight: Fulfilling the Promise of CRM', *Academy of Management Conference*, London

Bailey, C., Wilson, H. and Clark, M. (2007), 'Actioning Customer Insight: an Exploratory Multiple-Case Study', *European Marketing Academy Conference*, Reykjavik

Wilson, H., Baines, P. and Maklan, S. (2007), 'Contemporary Practice in Actioning Market Segmentation', *Market Segmentation: Bridging the Theory/Practice Divide*, *Academy of Marketing SIG in Market Segmentation Research Workshop*, Open University of Milton Keynes

Parry, E. and Wilson, H. (2006), 'Online Recruitment Within the UK: a Model of the Factors Affecting its Adoption', *First European Academic Workshop on eHRM*, Netherlands

Parry, E. and Wilson, H. (2006), 'Factors Influencing the Adoption of Online Recruitment: a Diffusion of Innovation Study', *British Academy of Management Conference*, Belfast

White, A., Johnson, M. and Wilson, H. (2006), 'RFID in the Supply Chain: the Experience of European Early Adopters', *Academy of Marketing Conference*, London

Madaleno, R., Wilson, H. and Palmer, R. (2006), 'Does Multi-Channel Integration Matter? Determinants of Customer Satisfaction in a Multi-Channel B2B Environment', *Academy of Marketing Conference*, London

### Journal Articles

Palmer, R. and Wilson, H. (2009), 'An Exploratory Case Study Analysis of Contemporary Marketing Practice', *Journal of Strategic Marketing*

Parry, E. and Wilson, H. (2009), 'Factors Influencing the Adoption of Online Recruitment: a Diffusion of Innovation Study', *Personnel Review*

Mollen, A. and Wilson, H. (2009), 'Engagement, Telepresence and Interactivity in Online Consumer Experience: Reconciling Scholastic and Managerial Perspectives', *Internet Customer Behaviour of Journal of Business Research*

Bailey, C., Baines, P., Wilson, H. and Clark, M. (2009), 'Segmentation and Customer Insight in Contemporary Services Marketing Practice: Why Grouping Customers is no Longer Enough', *Journal of Marketing Management*, Vol.25, No.3-4, pp. 227-252

White, A., Johnson, M. and Wilson, H. (2008), 'RFID in European Supply Chains: Lessons from the Early Adopters', *International Journal of Physical Distribution and Logistics Management*, Vol.38, No.2, pp. 88-107

Wilson, H., Daniel, E.M. and Davies, I. (2008), 'The Diffusion of E-Commerce in UK SME's', *Journal of Marketing Management*, Vol.24, No.5-6, pp. 489-516

Wilson, H., Baines, T., Lightfoot, H. et al (2007), 'State-of-the-Art in Product Service Systems', Proceedings of the Institution of Mechanical Engineers, Part B: *Journal of Engineering Management*, Vol.221, No.10, pp. 1543-1552

White, A., Daniel, L., Ward, J. and Wilson, H. (2007), 'The Adoption of Consortium B2B E-Marketplaces: an Exploratory Study', *Journal of Strategic Information Systems*, Vol.16, No.1, pp. 71-103

Wilson, H., Clark, M. and Smith, B. (2007), 'Justifying CRM Projects in a Business-to-Business Context: the Potential of the Benefits Dependency Network', *Industrial Marketing Management*, Vol.36, No.6, pp.770-783

Wilson, H and Daniel, E. (2007), 'The Multi-Channel Challenge: a Dynamic Capabilities Approach', *Industrial Marketing Management*, Vol. 36, pp. 10-20

Madaleno, R., Wilson, H. and Palmer, R. (2007), 'Determinants of Customer Satisfaction in a Multi-Channel B2B Environment', *Total Quality Management and Business Excellence*, Vol.18, No.8, pp.1-11

Stuart-Menteth, H., Wilson, H. and Baker, S. (2006), 'Escaping the Channel Silo: Researching the New Consumer', *International Journal of Market Research*, Vol.48, No.4, pp. 415-437