

**9th Aston Marketing Research Camp 14th and 15th June 2021**

**Pre-camp 13th June 2021**

 **Four world-leading researchers to be brought together…**

 **John Hulland Peter C. Verhoef Lena Steinhoff Greg W. Marshall**

# … To generate fruitful research discussion in a friendly atmosphere

**Presentations**

Our three guest speakers will present their latest work-in-progress. For each presentation, a one- hour slot is planned to allow for a detailed talk and an insightful discussion.

## Workshops

**Networking**

Four thematic workshops will be led by our guest speakers and other distinguished researchers distinguished researchers. A round-table format of 18-20 participants will enable deep and informal interaction.

Several discussion timeslots will be arranged as additional opportunities to meet and discuss

in a relaxed atmosphere (last year, participants from over 35 universities across the UK and Europe attended the camp).

 **Keynote speaker biographies**

**John Hulland** is a Professor of Marketing, and the current Editor-in-Chief of the *Journal of the Academy of Marketing Science (JAMS)*, regarded to be one of the most influential and widely cited journals for published research in the field. Hulland was an Area Editor

for *JAMS* from 2015 to 2018 (when he was appointed as Editor), and served as an Area Editor for the *Journal of Marketing* from 2011 to 2018. The Academy of Marketing Science is an international organization of marketing scholars. It is dedicated to promoting high standards and excellence in the creation and dissemination of marketing knowledge and the advancement of marketing practice.

**Peter C. Verhoef** is a Professor of Marketing and Sean of the Faculty of Economics and Business at the University of Groningen. He is the founder and was director of the University of Groningen Business School (UGBS) as well as Groningen Digital Business Centre. He is also the founder of the *Customer Insights Center*, University of Groningen. His research interests concern customer management, customer loyalty, multi-channel issues, category management, and buying behaviour of organic products. He has published on these topics in top tier journal that include *Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Harvard Business Review and Journal of Retailing among others.*

**Lena Steinhoff** is Assistant Professor of Service Management at the Institute for Marketing and Service Research at the University of Rostock, Germany. She is also a Research Fellow of the Sales & Marketing Strategy (SAMS) Institute. Her research interest is relationship marketing. Specifically, Lena Steinhoff explores the intended as well as the unintended effects diverse customer relationship management instruments (e.g., loyalty programs) might spur and derives implications on their optimal deployment. Her research has appeared in

the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Service Management*, *and Journal of Service Management Research*.

**Greg W. Marshall** is Professor of Marketing and Strategy in the Marketing Group at Aston Business School and also serves as the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College, Florida, USA. Professor Marshall is currently Editor-in-Chief of the *European Journal of Marketing* and serves on the editorial review boards of the *Journal of the Academy of Marketing Science*, *AMS Review*, *Industrial Marketing Management*, and *Journal of Business Research*, among others. He has published over 50 refereed journal articles, many of which are focused on areas of sales force performance. In 2018 he received the Lifetime Achievement Award from the AMA Selling and Sales Management SIG.

#  Registration and contact

**Fees** For the research camp a £40 fee is requested. Fees are reduced to £30 for PhD students.

**Registration**

**Contact**

Please visit the research camp website to view the programme and register: https://www.aston.ac.uk/bss/aston-business-school/research/events/aston-marketing-research-camp

For information, please contact Dr Andrew Farrell a.farrell@aston.ac.uk