Journal Publications
Published


The elicitation capabilities of qualitative projective techniques in political brand image research (2015) with Christopher Pich and Guja Armannsdottir, International Journal of Marketing Research. 57, (3) 357-394.


They come over here... 300 years of xenophobic propaganda in England. (2014) with Robin Croft, Journal of Political Marketing. 13 (1/2), 44-65.DOI:10.1080/15377857.2014.866025


Fear, Negative Campaigning and Loathing: The Case of the UK Election Campaign, (2005), Journal of Marketing Management, 21 (9-10), 1067-1078. DOI:10.1362/026725705775194111


Editor of Special Editions

Co-Editor: Journal of Business Ethics: Special Edition ‘Freedom through Marketing: Resolving Inequality, injustice and oppression’. Due for Publication 2019


Conference Papers

Revolutionizing the hyperretail: the space place and politics of a Hong Kong Sunday, with Shona Bettany, Consumer Culture Theory Conference, 2017, Anaheim, California, USA.


The role of social identity theory in agenda setting through social media networks: BREXIT with Gabriella Kereszuri. Accepted for presentation to the Academy of Marketing Conference 2017, Hull.

Counter-Branding ISIS: A Conventional Branding Perspective with Amjad Rafiq, Nazan Colmekcioglu, Haseeb Shabbir. Accepted for presentation to the Academy of Marketing Conference 2017, Hull. *BEST PAPER IN TRACK

Policy Deliberation and Branding Motivation: Revelations About Social Media Interactions from Greek Members of the European Parliament. Accepted for presentation to the Academy of Marketing Conference 2017, Hull.

Conceptualising trust in electoral behaviour in a transitional democracy: an intergenerational perspective, with Ihwan Susila and David Harness. Accepted for presentation to the Academy of Marketing Conference, Bournemouth, UK, 2014. * BEST PAPER IN TRACK

Young Saudi Consumers and Corporate Social Responsibility: An Islamic Perspective, with Yazeed Alfakri and Haseeb Shabbir. Accepted for presentation to the Academy of Marketing Conference, Bournemouth, UK, 2014.

The Challenges of Exploring Internal Political Brand Identity and External Political Brand Image in the context of David Cameron’s Conservative Party, with
Understanding the Hidden Philanthropy in Islamic CSR. An exploration of young peoples’ perception of CSR in Saudi Arabia with Yazeed Alfakri and Haseeb Shabbir. Accepted for presentation to the Islamic Marketing Conference, Kuala Lumpur, Malaysia, 2014. *BEST PAPER

Developing Interaction Capabilities of Small Export Suppliers in term of Export Involvement with C Talay. Accepted for presentation to the 28th IMP Conference: Università Cattolica del Sacro Cuore, Rome, Italy

Exposed by SMOG; Exploring the readability of political websites in the 2010 UK General Election with Jenny Lloyd. Accepted accepted for presentation to the Academy of Marketing Conference, Southampton, 2012. * BEST PAPER IN TRACK

Big Society: Mission in Politics or Mission Impossible? Working Paper with Fiona Walkley and Robin Croft. Accepted for presentation to the Academy of Marketing Conference, July 2011, Liverpool

More Questions than answers? A Critical examination of the use of projective techniques in political brand image research with Chris Pich. Accepted for presentation to the Academy of Marketing Conference, July 2011, Liverpool

Institutionalizing CSR: The role of Corporate Identity Management with Marwa Tourky, Philip Kitchen, and Ahmed Shaalan. Accepted for presentation to the International Conference on Corporate and Marketing Communications, The New Knowledge Globalization Era: Future Trends Changing Corporate and Marketing Communications, 27-29 April, 2011, Athens, Greece


Emotionally Branding the Tories: Lessons from Labour, with Robin Croft. Accepted for presentation to the Academy of Marketing Conference July 2010, University of Coventry

Expense accounts, politicians and political marketing: An autopoietic Perspective, (2009), with Amanda Gregory. Accepted for publication to the Political Marketing Conference Brno, Czech Republic

Expense accounts, and the relationship between the citizens and the British Parliament: An Autopoietic Perspective, (2009) with Amanda Gregory. Accepted for publication to the ISSS Conference, University of Queensland, Brisbane, Australia

Humanitarian branding: communicating distant problems – engaging a local response, accepted for publication to the 5th Thought Leaders International Conference on Brand Management, 6-7 April 2009 – Athens Greece

Serenely above politics? a comparative study of the political discourse of the Dalai Lama, with Robin Croft. Accepted for publication to the Media & Politics Group Annual Conference, University of East Anglia, Norwich, November 2008

Emotionally branding the Tories: Lessons from Labour, with Robin Croft. Accepted for presentation to the Political Marketing Conference, Manchester, 2008

From rabble-rousers to spin-doctors: demonizing ‘the foreigner’ in political marketing, with Robin Croft, University of Glamorgan, accepted for
Moral Panics and the battle for Middle England: vicarious learning in the electoral decision-making process, with Robin Croft. Accepted for publication to the University of Glamorgan presented to the Academy of Marketing Conference, Dublin, 2005

Polymorphic Marketing: A Systems Approach to Understanding Chaos in the Environment, with Amanda Gregory. Accepted for presentation to the Academy of Marketing Conference, Cheltenham, July 2004

‘Quantitative Means to a Tautological End: A critique of the quantitative methods used in political science research’, Accepted for presentation to the Political Marketing Conference, September 2000, Loughborough

Striking a Chord or Merely Ignored? An empirical study into the design features of English Political Websites”, with Val Cox. Accepted for presentation to the Academy of Marketing Conference, July 2000, Derby

Pseudo marketing in Further Education - Image creation and its message with Maria Williams, Hull College of Further Education. Accepted for presentation to the 3rd International Conference on Marketing and Corporate Communications, Strathclyde, April 1998

Integrated or Overrated: Political Marketing on the Internet, with Robin Croft. Accepted for presentation to the 31st Annual Conference on Marketing without Borders, Academy of Marketing, July 1997


Political communications and the fragmented electorate: towards a conceptual framework, with Robin Croft. Accepted for publication to the 2nd International Conference on Marketing and Corporate Communications, Antwerp, April 1997.

Reinforcing, Replicating: Strategic Word-of-Mouth in political communications, with Robin Croft. Accepted for publication to the British Academy of Management conference, University of Aston, September 16-18 1996.

Strategic Word-of-Mouth in political communications, with Robin Croft and Subrata K Mitra. Accepted for publication to the International Association for Mass Communications Research Conference, Sydney, August 1996.

Word-of-Mouth: breath of life or kiss of death?, with Robin Croft and Philip Kitchen Accepted for publication to the Marketing Education Group annual conference, University of Strathclyde, July 1996.

Inside the cocoon: the future of TV-based home shopping, with Robin Croft and Helen Woodruffe. Accepted for publication to the Marketing Education Group annual conference, University of Strathclyde, July 1996.

Switching to visual: the impact of copycat and lookalike Brands on Consumer Perceptions', with Robin Croft and Hillary Dingle. Accepted for publication to the 1st International Conference on Marketing and Corporate Communications, University of Keele 1996 * BEST WORKING PAPER

Political Communications: towards the new millennium, with Robin Croft, Accepted for publication to the Marketing Education Group annual conference, University of Strathclyde, July 1996.
Liberalisation and the advertising revolution: opportunity or threat to nation building? with Robin Croft and Jitendra Parekh. Accepted for presentation to the Association of Indian Economic Studies Summer Conference, Bombay, May 1996.

Interactive, hyperactive: advertising on the Internet, with Robin Croft and Caroline Gandersee. Accepted for presentation to the 1st International Conference on Corporate Communications, University of Keele, April 1996.

El Poder de la Palabra, with Robin Croft (Hull Business School), Marketing Acción (Madrid), spring/summer 1997.