



LEEDS BECKETT UNIVERSITY
LEEDS BUSINESS SCHOOL

Research and Teaching Marketing

Hanoi 30.05.2019

Overview

1. Introduction
2. Marketing 2019 and beyond
3. Marketing education
4. Marketing research & publication

1. Introduction

- Leeds Beckett University
- Leeds Business School
- Marketing Subject Group
- Purpose of this visit



Headingley campus



City campus



Leeds Business School

- **Marketing**
- **PR & Journalism**
- **Business Strategy, Operation and Enterprise**
- **Accounting & Finance**
- **Economics & International Business**
- **Leadership, Governance & People Management**



Marketing Subject Group



Undergraduate

- BA (Hons) Marketing Management
- BA (Hons) Marketing with Advertising Management
- BA (Hons) Marketing with Retail Management



> Postgraduate

- CIM Diploma in Professional Marketing
- CIM Certificate in Professional Marketing
- MSc Marketing & Digital Strategy

Research Institutes and Centres

- Sustainable Business Research Institute (SuBRI)
- The Retail Institute (TRI)
- Centre for Governance, Leadership & Global Responsibility (CGLGR)

A bit about me 😊



The high street retailers need to adapt to survive

Dr Dong Hoang




Consultancy research with global brands



P&G

SunChemical

a member of the DIC group 
Color & Comfort



Nestlé

LIN
PAC

fresh thinking!

Kraft *Heinz*



Leeds
CITY COUNCIL

Purpose of this visit to Vietnam

(I won the International Research Collaboration Building Prize to fund this visit)

- Network with Vietnamese scholars for the research collaboration purpose.
- Exchange knowledge and experience in marketing research and teaching.
- Establish relationship with universities in Vietnam for future funding application from international funding sources.

2. Marketing 2019 and beyond

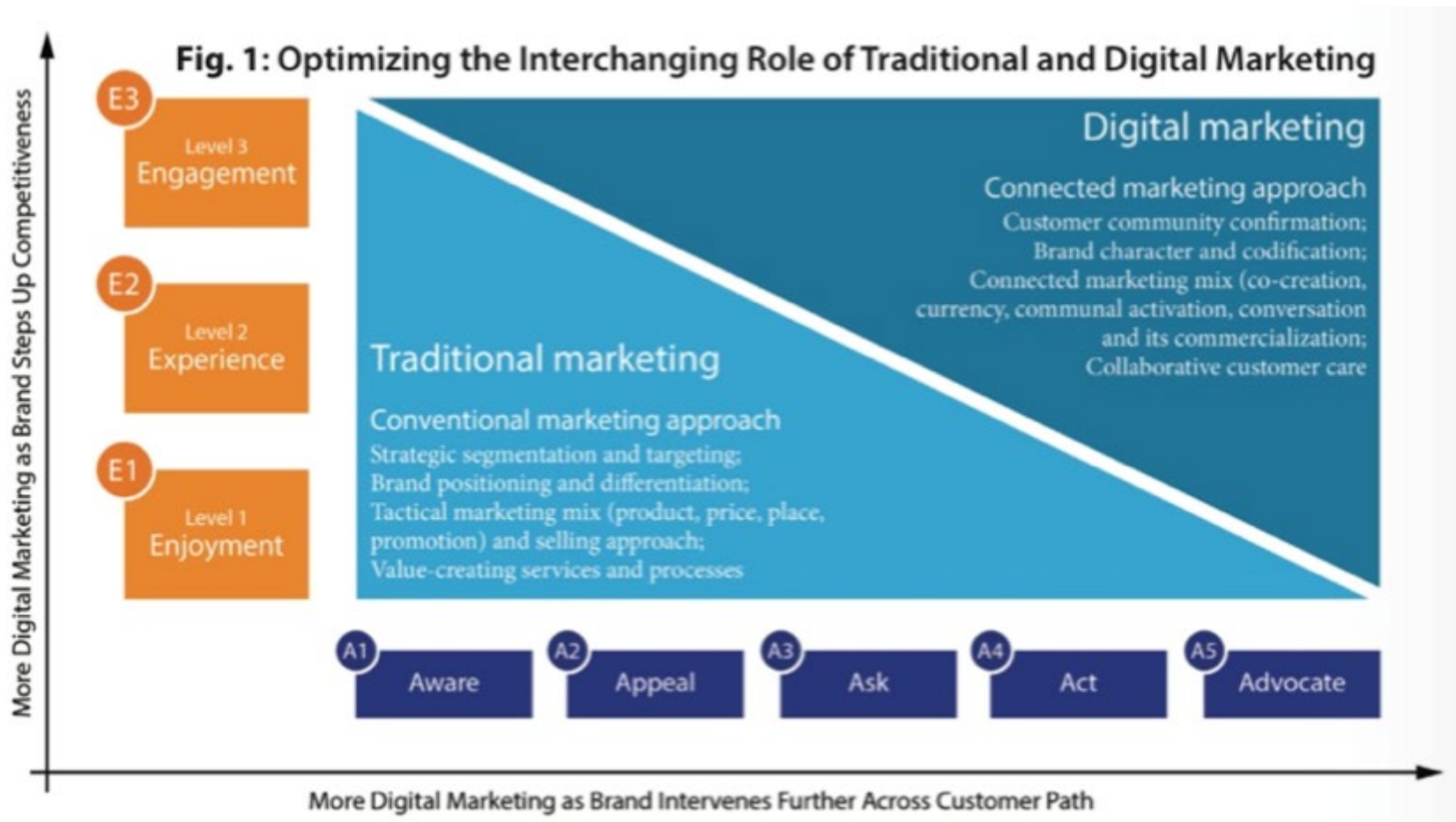


Shift in marketing focus



MARKETING 4.0

Change in approach



Technology focus: Internet of things

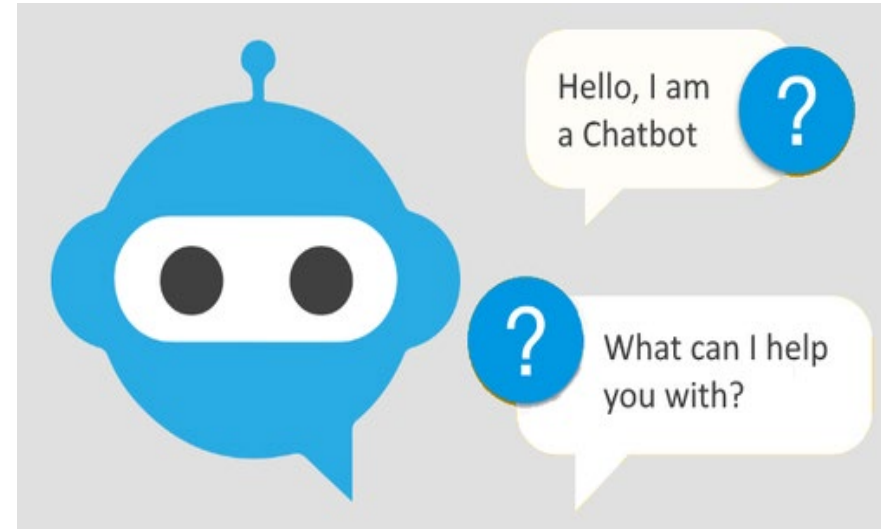
Google Home



Smart label



Technology focus: Robotics and Automation



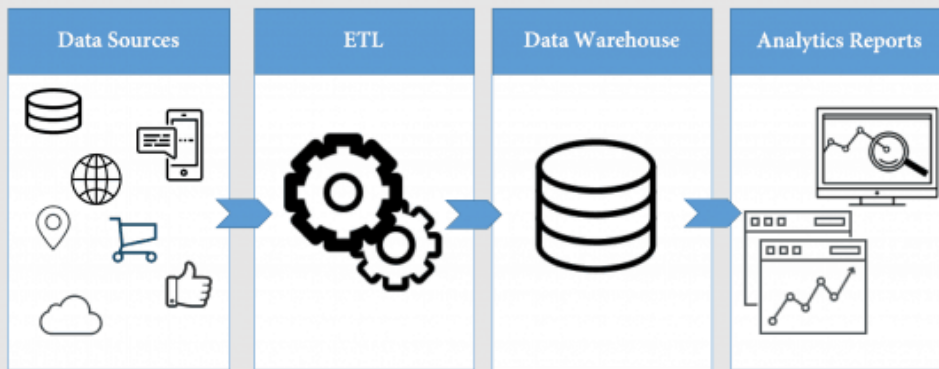
MARKETING IS AT THE FOREFRONT OF THE TECHNOLOGY and NEW PRODUCT DEVELOPMENT

Marketers identify the needs and acceptance of customers and develop marketing strategies to promote it

Marketing analytics

Moving from traditional to real-time and cross channels analytics

Traditional Marketing Analytics Model



Constrained * Static * Expensive



Influencer marketing

- Users are spending 1.72 hours per day on social platforms, which makes up 28% of all online activity (Bennett 2015)
- 74% of consumers relying on social media to influence their purchasing decisions (Bennett 2014).



Lifestyle marketing: LOHAS consumers (Lifestyles of health and sustainability)



Ethical and sustainable consumption

Green marketing: Innovation focus

Driven by policies and lifestyle changes of consumers



3. Marketing education



Marketing topics

Specialist modules

- Branding
- Advertising
- Consumer behaviour
- Digital strategy
- Social media
- Retailing
- Green/ sustainability marketing
- Arts marketing
- Fashion marketing

Generic modules

- Marketing essentials
- Marketing com.
- Marketing research
- Marketing environment
- Marketing project
- Marketing planning
- Marketing strategy
- Marketing metrics

Teaching

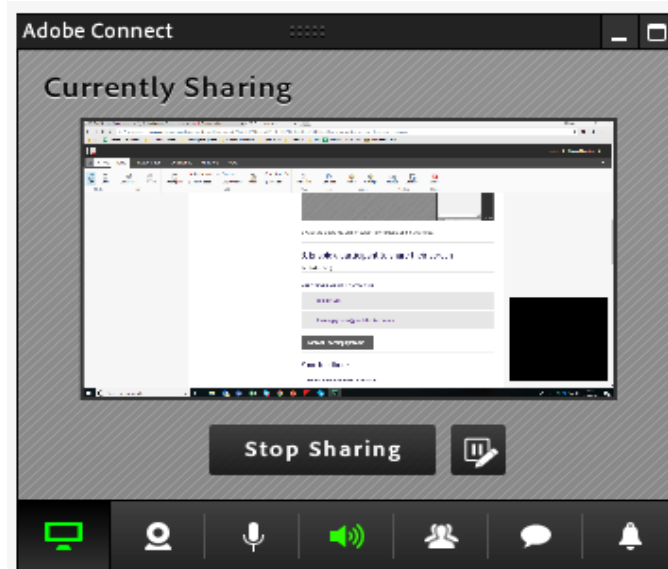
- Module 20 credits, 200 hours
 - 36 contact hours (12 lectures + 24 seminars)
 - 164 self directed study hours
 - 3-4 modules per semester
- Assessment:
 - exam
 - coursework
 - presentation (group, individual, face-to-face or video presentation)
 - vlog/blog

Blended teaching and learning

Real time
Simulation



Synchronised
and
Asynchronised
learning



4. Marketing research & publication



General research interests

- Consumer behaviour.
- Digital marketing (e.g. influencer marketing, ecommerce).
- Retailing.
- Green/Health marketing.
- Sustainable consumption and production.

Choose a journal: key to success

- Topic relevance
- Method relevance
- Original
- Theoretically sound
- Open journal, worth it?
- Special issue (good chance)

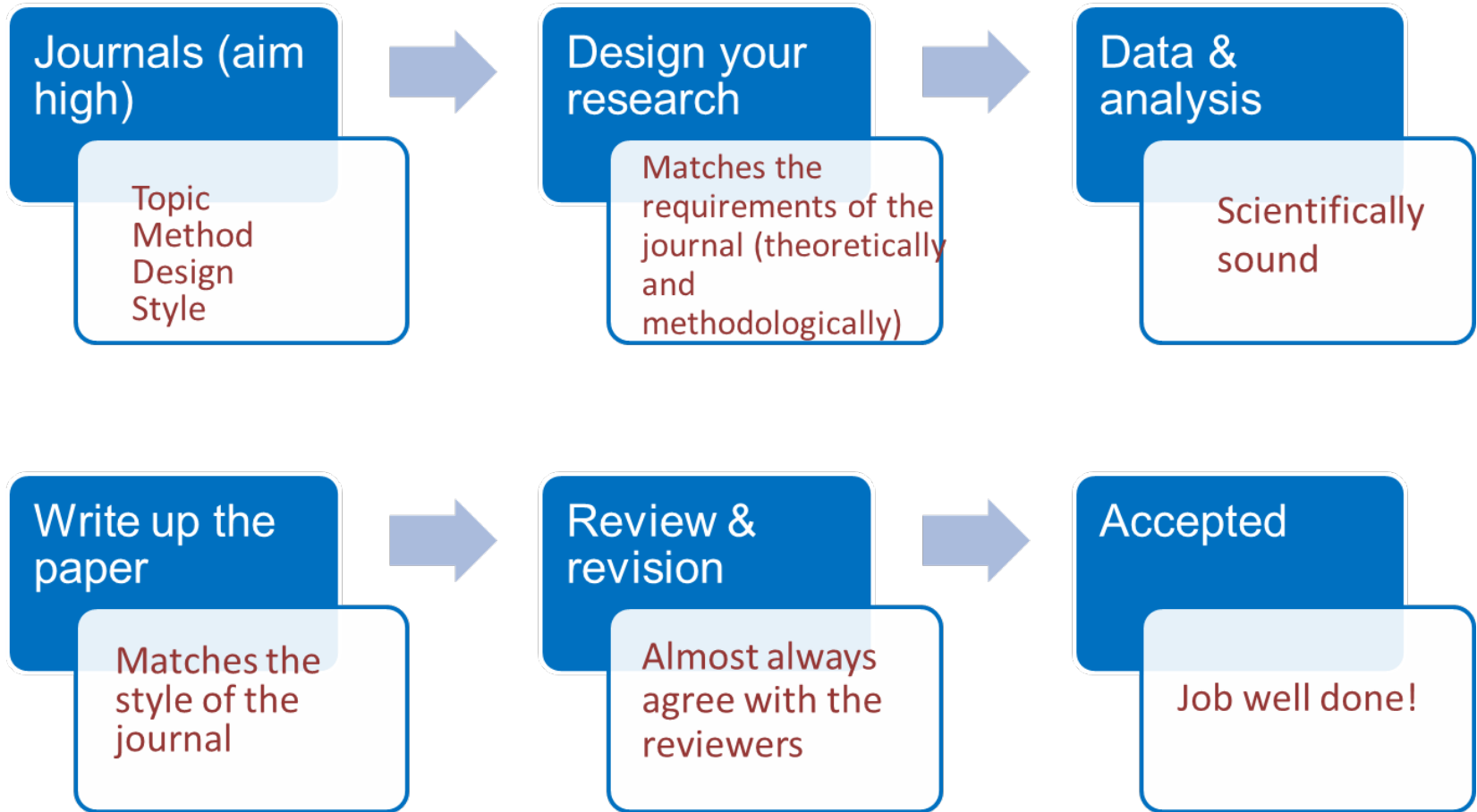


Journal type

(Always useful to review some similar papers from the journal in recent years)

- Theoretical focus
 - Business management
 - Psychology
 - Economics
 - Sociology
 - Anthropology
 - Interdisciplinary
- Practitioner focus
 - B2B
 - B2C
 - C2C
- Type of industry
 - Service oriented
 - Product / Brand oriented
 - Digital
- Theoretical but with Managerial implication
- Quantitative
 - Experiment
 - Survey
 - Scan data
 - Field data
 - Big data
 - Number of studies
 - Sample and sample size
- Qualitative
 - Interview / focus group
 - (N)ethnography
 - Content analysis
 - Sample size
 - Method of analysis
- Case study
 - Single/Multiple cases
 - Comparative cases
 - Sample size
- Mix

From the scratch...



Choose a good topic?

- A new or currently talked about topic always has an advantage. For example:
 - Digital/social media/ ecommerce/ peer-to-peer commerce.
 - Green/sustainability
 - Healthy lifestyle
- A type of research question not many research have addressed (e.g. B2B, business cases – lack of data/ access to data)
- A well researched topic needs a new theoretical or methodological angle.
- An established (old) topic but links to a new policy, practice, lifestyle changes or a new dataset.

What if data has already been collected?

Meet most of the requirements, but:

- Small sample size? → combine several similar studies; collect more sample; or turn it into a conceptual paper (so that the selling point is the theory idea, not the finding itself).
- Findings are not new? → choose a different theoretical underpinning which makes it more original (so that the selling point is the theory, not the finding itself).
- Not sure about theory? → team up with someone who knows.
- Not sure about writing style? → pay specialist editing service or team up with someone who is good in writing academic papers.
- Weak in research design? → Hmmm, this is often unfixable. Perhaps choose a lower ranking journal.

Research design matters! Other things can be fixed.



Thank you