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# Nottingham University Business School

## Marketing, Tourism and Analytics Department

Dear Prospective PhD Students,

We are pleased that you are interested in studying for a PhD with the Marketing, Tourism and Analytics Department at Nottingham University Business School.

In preparing your application for our PhD Programme, prospective applicants are encouraged to situate their proposal within our existing research themes, which you will find detailed in the following pages. The key academics working in each area are linked so that you may better understand the diverse research agendas active in our department.

A formal application must be made before we can provide any commitment of supervision. This entails submitting an application form, research proposal, academic transcripts, references and English language requirements (where necessary). Once you have submitted your application our Admissions Tutor will check that you meet the minimum criteria. Suitable applications will be referred to the Department Research Director, who will liaise with potential supervisors. If we wish to further pursue the application, interested supervisors will contact you to arrange an interview (most often via video call).

All information relating to our doctoral programmes, including details on the application process and fees, minimum criteria and scholarships can be found online at <https://www.nottingham.ac.uk/business/programmes/phd/index.aspx>

Scholarship information can be found on the international office website at [http://www.nottingham.ac.uk/international/scholarships\\_and\\_finance/](http://www.nottingham.ac.uk/international/scholarships_and_finance/)

If you wish to apply, please consult the postgraduate applicant's portal and complete a postgraduate application form: <http://pgstudy.nottingham.ac.uk/apply-postgraduate-course/apply-online.aspx>

Additional questions should be directed to Dr John Harvey, Research Director for the Marketing, Tourism and Analytics Department: [john.harvey@nottingham.ac.uk](mailto:john.harvey@nottingham.ac.uk)

**[Marketing, Tourism and Analytics Department Homepage](#)**



# Environmental & Social Sustainability

## **Sustainable tourism marketing and management**

([Dr Brendan Canavan](#), [Dr Robert Lambert](#), [Professor Jillian Rickly](#), [Dr Carol Zhang](#), [Professor Marina Novelli](#))

Tourism brings together peoples and places. These interactions bring social, cultural, environmental and economic consequences that shape local communities, for better and for worse. Proposed projects might consider the sustainability of tourism destinations or protected places, and the roles of management, marketing and consumer psychology towards supporting more sustainable tourist behaviour. Welcomed are proposals using qualitative, quantitative, or mixed methodologies, as well as those which consider potential for research impact, such as managerial or policy recommendations.

## **Sustainable consumption**

([Dr Samantha Gallage](#), [Professor Sally Hibbert](#), [Dr Elizabeth Nixon](#), [Dr Patricio Sanchez Campos](#), [Dr Anastasios Pagiaslis](#), [Dr Evgeniya Lukinova](#), [Dr Canice Kwan](#), [Professor Marina Novelli](#))

There is a growing imperative to shift towards more sustainable patterns of consumption as part of the adjustment to a circular economy. Our research approaches sustainable consumption from diverse theoretical perspectives to understand individual factors and aspects of social context that influence mindsets, roles, stakeholder networks and relationships and consumers' actions. We apply diverse methodological approaches, are engaged with partners in practice (incl. public, non-profit, commercial) and in multi-disciplinary projects. Domains of particular interest include food, fashion and luxury. We welcome proposals that incorporate novel theoretical perspectives, particularly those that account for the contextual and relational nature of consumption.

## **Consumer health and wellbeing**

([Dr Samantha Gallage](#), [Professor Sally Hibbert](#), [Dr Elizabeth Nixon](#), [Dr Patricio Sanchez Campos](#), [Dr Anastasios Pagiaslis](#), [Canice Kwan](#))

Our research seeks to understand how people's health and wellbeing goals influence their consumption behaviour and service relationships, how these behaviours and relationships are intertwined across the scales of individual to communities, and how health and wellbeing inequalities manifest in our social systems. Proposals are invited that are well-grounded in contemporary practice contexts (policy, public, non-profit or commercial) and demonstrate potential impact via policy recommendations, service system integration, service or communication interventions or commercial innovation. They may be qualitative or mixed method in approach.

## **Accessible, inclusive and social tourism**

([Professor Jillian Rickly](#), [Dr Carol Zhang](#))

Our research in this area is focused on barriers to access for marginalized groups, marketing communications and representation, the influence of accessibility on tourism behaviour, and how tourism experiences affect everyday life (self-efficacy, learned helplessness, self-perception, and so on). Proposed projects must be attentive to social inclusion and/or disability diversity, and consider potential for research impact such as managerial implications, policy recommendations or service intervention. We welcome proposals with both qualitative and mixed method approaches.



# Behavioural & Brand Analytics

## Consumer data science for social good

([Dr James Goulding](#), [Dr John Harvey](#), [Dr Amir Homayounfard](#), [Prof Andrew Smith](#), [Dr Gavin Smith](#), [Dr Evgeniya Lukinova](#), [Canice Kwan](#), [Roberto Mansilla](#))

We welcome proposals exploring the use and modelling of consumer transactional data, made available by our data partnerships (predominantly with multi-national UK retailers) to explore analysis of consumer/area/population behaviour at scale. We are particularly interested in the insight/impacts to be found in such datasets relevant to issues of health (e.g., COVID/mental health/nutrition), environment (e.g., plastic usage) and vulnerability (e.g., loneliness/poverty/food insecurity) in the population, and how such analysis might be used to support decision makers/policy changes (e.g., NHS/Local Authorities). Applicants should have some quantitative and/or data science experience. Example projects can be found at our [N/LAB website](#).

## Consumer decision making and analytics of transaction data

([Prof Andrew Smith](#), [Dr John Harvey](#), [Dr Amir Homayounfard](#), [Dr Evgeniya Lukinova](#), [Roberto Mansilla](#))

Our research on the interface of consumer decision making and analytics is underpinned by the concept of [exogenous cognition](#) (ExC), which constitutes a technological and algorithmic framework integrating pervasive computing and smart technologies. Situated within our [N/LAB](#), students will have access to an excellent repository of purchase data. Proposed projects should be attentive to the use of behavioural analytics in conjunction with mass datasets to bring insight to everyday life. Applicants must have some quantitative and/or data science experience.

## Digital marketing analytics

([Roberto Mansilla](#), [Canice Kwan](#))

State-of-the art developments in marketing scholarship and practice occur at the intersection of real-world toolkits, advanced modelling, and decision science theory. Specifically, research is needed at the intersection of granular online behavioural logging and the theories underpinning consumer judgement immediacy and decision processing. This all occurs against a backdrop of a shift toward the need for marketers to embrace [1P data strategies](#). Proposed projects are welcomed in digital marketing fields such as content analytics, picture mining, paid media, on-page/off-page SEO, marketing mix modelling, and attribution modelling that seek to advance the behavioural science behind these fields through theoretical domains such as decision heuristics and choice architecture. Applicants should have a broad and robust skillset in advanced statistics and experimental design, and have a keen interest in learning and applying skills in R, focused in particular on data acquisition and manipulation, conjoint analysis, and econometrics and/or applied machine learning.



# Innovation, Networks & Digital Interfaces

## Online communities and innovation

([Dr Sara Galehbakhtiari](#), [Dr Amir Homayounfard](#), [Dr Samuel Ogundipe](#))

Organizations increasingly seek ways to integrate user innovators into new product development (NPD) in order to use their skills, experience and creativity to provide a solution to a particular challenge. Hence, organisations use platforms such as online communities, innovation contests and community-based innovation contests to co-create value with their users/customers. Within such platforms, value is also co-created between individual users (C2C/P2P interactions) through sharing of knowledge and learning. Proposed projects might explore various aspects of users' relational behaviour within this context through qualitative, quantitative or mixed method approaches.

## Marketing ethics and brand experience in augmented/virtual marketplaces

([Dr R. Elena Francu](#))

Our research in marketing ethics is particularly focused on the consequences of automated/ intelligent systems deployed to facilitate augmented and virtual marketplaces and their implications for consumer decision making and marketing management. Key ethical concerns arise in terms of, but not limited to, bias and transparency, consumer agency, brand experience and brand trust. Proposed projects should aim to approach these issues through the lens of critical marketing and applied ethical theories. Proposals using qualitative, quantitative or mixed method methodologies are welcome.

## Business-to-business (B2B) marketing

([Dr Amir Homayounfard](#), [Dr Sara Galehbakhtiari](#), [Dr Samuel Ogundipe](#))

B2B markets receive significantly less research attention compared to B2C markets, leading to a knowledge gap in areas such as B2B innovation, services, buyer-seller collaboration, and analytics. The B2B marketing literature presents a diverse range of challenges and opportunities. Key areas include improving customer needs, understanding value delivery, involving customers in product and service development, innovating in partnerships, fostering informal relationships, and assessing the impact of technology on buying and selling behaviour. Additionally, there is a focus on enhancing buyer and supplier sophistication, as well as addressing B2B attractiveness and opportunism. Proposals using qualitative, quantitative, or both methods are welcome.

## Service revolution and customer experience (CX)

([Dr Amir Homayounfard](#), [Dr Samuel Ogundipe](#))

Service revolution and the information revolution are closely linked. Our research focuses on understanding how advances in IT enhance customer relationships and drive the service revolution. The concept of customer experience (CX) has been widely adopted in both academic and business circles, as it is positively linked to key outcomes such as brand awareness, customer satisfaction and retention, and both company and customer value. We invite proposals exploring the diversity of service research using qualitative and/or quantitative methods. Topics may include, but are not limited to, service marketing, service analytics, service innovation, measuring the impact of CX, the role of service design in creating impactful CX, the contribution of service technology to CX, and how CX influences customer value and engagement over time.



# Experiences & Identity

## Pop Culture Consumerism

([Dr Brendan Canavan](#), [Dr Elizabeth Nixon](#))

Popular and consumer cultures are interrelated, and marketing is frequently inspired by populist celebrity, media and ideological trends. Successful brands, for example, may be those that break through into popular consciousness by reading and responding to current motivations, attitudes and behaviours. Proposed projects might explore the various intersections of popular and consumer cultures, looking at shifts or niches within these, through either qualitative or mixed methodologies.

## Authenticity in Tourism

([Dr Brendan Canavan](#), [Professor Jillian Rickly](#))

Authenticity is one of the most debated concepts in tourism research. It has long been argued that tourists seek authentic experiences, but we also know that tourism environments often include elaborate staging and theming that encourage the use of imagination to inspire enjoyable and memorable moments. Proposed projects can consider the role of authenticity in relation to tourist experience, motivation and decision-making, behaviour, marketing, and representation, and so on, through either qualitative or mixed methodologies.

## Marketization of Higher Education

([Dr Elizabeth Nixon](#), [Dr Patricio Sanchez Campos](#))

Universities around the world have been reshaped by the introduction of market mechanisms to a sector previously largely state-funded in which higher education was positioned as a public good. The subsequent adoption of marketing ideology and organizational practices normally found in profit-making service organizations has a myriad of consequences. We welcome proposals that consider the impact of marketization for a range of actors (students, academics, professional service staff, institutions, etc) and especially those that can bring a critical perspective to the debate by drawing on marketing, sociological or consumer culture theoretical perspectives through qualitative methodologies.

## Political Marketing and Voter Engagement

([Dr Christopher Pich](#))

Political marketing aims “to create, communicate, deliver and exchange promises of value with voter-consumers, political party stakeholders and society at large” (Hughes and Dann, 2009, p. 244). Further, political marketing has developed into a mature, intriguing, and globally recognised subdiscipline structured around several streams of research including critical political marketing, political brand management, strategic political marketing, and voter-democratic engagement. Despite the advancement of the political marketing, many gaps remain including limited comparative, longitudinal, and interdisciplinary research, the rise of new political brands, the development of political brand communities-movements, and little insight on the voter-civic journey. Applicants are encouraged to submit proposals related to one of the streams within political marketing or focus on an under-researched topic area within the sub-discipline. Further, applicants are invited to submit proposals based on a qualitative, quantitative or mixed method approach. Finally, applicants should also ensure they identify an appropriate and justified context to frame their proposal.