

**19th International Colloquium on Entrepreneurial and Small Business Marketing,
“Sustainability, Entrepreneurial Marketing and Marketing Practice in SMEs”****Thursday 4th September 2014, 8.30am – 5.30pm
Birmingham Business School, UK****Programme and Registration Details**

- 8.30-9.00** Arrival, Registration and Refreshments
- 9.00-9.30** Welcome from SIG Co-Chairs, Dr Zubin Sethna and Dr Rosalind Jones
(zubin@baresman.com / R.Jones.4@bham.ac.uk)
- 9.30-10.00** Keynote 1 from Kaye Nightingale (Inspired IT Training Ltd)

Kaye Nightingale

‘My Travels with Twitter: Using Twitter as a Personal Learning Network’. Kaye Nightingale is a Microsoft Master Instructor, Management Mentor and Visiting Lecturer who has developed a reputation for being technically-minded but people-focused. She is considered to be a productivity specialist who aims to inspire others, showing them how to work more efficiently and more effectively. Her journey to learn “everything about Microsoft software” started in 1989 and is still ongoing. In 2005 she became an MMI (Microsoft Master Instructor) – one of only approx. 100 in the UK. Kaye has always been inspired by IT and thrives on finding ever quicker ways to achieve solutions to business problems. There is no point knowing the ins and outs of a particular software application if you don’t know how to apply that knowledge to something useful and business-focused. Kaye has a passion for clarity (visual thinking) and is researching ways of turning data into information ... information into knowledge ... knowledge into business insights.

- 10.00-11.00** Keynote 2 from Neil Westwood (MD - Magic Whiteboard Ltd)

Neil Westwood

Neil and Laura Westwood have been successfully running Magic Whiteboard Limited since April 2006. Neil worked as a trainer for the NHS (local hospital) and was inspired to develop the Magic Whiteboard™ because he was fed up carrying the flipchart stand around the wards in the hospital. A portable lightweight solution was needed. As a result of this the Magic Whiteboard™ was born. The original and best whiteboard on a roll. In 2008, Neil appeared in series six of the BBC2 programme Dragons’ Den and delivered a winning pitch for Magic Whiteboard™. Over 235,000 people have since viewed the pitch on YouTube. The Dragons were so impressed with their innovative Magic Whiteboard™ (which allows you to create a whiteboard from a roll - anywhere, in seconds) that James Caan, Duncan Bannatyne, Theo Paphitis and Deborah Meaden all made offers to invest in the business - a very rare event in the den! Neil and Laura were absolutely thrilled to leave the den with a £100,000 investment and the backing of Deborah Meaden and Theo Paphitis, in return for 40% of the business. Magic Whiteboard™ has now become Theo Paphitis’ most successful Dragons’ Den investment of all time! Neil will tell the story of their Worcester-based successful high growth company and provide insights into the challenges which lie ahead for them in the future.

11.00-12.00 Paper Session 1

Building Brand through biography in the Scottish Craft Firm

Nick Telford (University of the West of Scotland), Ian Fillis (University of Stirling)

Corporate Brand Identity in SMEs: a new co-creative typology

Richard Gyrd-Jones (Copenhagen Business School), Minna Mäläskä (Oulu University)

12.00-12.15 **JRME - Journal of Research in Marketing and Entrepreneurship: Past, Present & Future**
Editor, Dr Jonathan Deacon

12.15-1.00 **Lunch**

1.00-2.00 Paper Session 2

Taking a next step: some reflections on two cases of small scale start-ups

Peter Fraser (University of Hertfordshire), David Bentley (Change Management Brokers)

Further Conceptualisations of Effectuation: Effectual Logic and the Marketing Concept

Jonathan Deacon, Jaqueline Harris (University of South Wales)

2.00-2.30 Keynote 3 from Dr Julia Wolny

Julia Wolny



Dr Julia Wolny is a Principal Fellow in Marketing at the University of Southampton and also the SIG Chair of the Academy of Marketing's e-Marketing, University of Southampton, discusses critical research viewpoints relating to the use of social media for in particular, small businesses. Julia recently chaired an event at Google's London headquarters bringing together academic researchers and professional digital marketers, and was co-hosted by the Institute of Direct and Digital Marketing (IDM). The event examined similarities and differences between the themes addressed by practitioners and academics, setting the agenda for researchers in digital and omni-channel marketing and encouraging collaboration on projects and topics of common interest. In a recent interview, Julia is quoted as saying "The new wave of digitally-focused marketing academics, similarly to the 'new wave' in film and art, is set to question traditional concepts, values and techniques - questioning both marketing theory and marketing practice. Through critical conceptual thinking they come up with new insights about what theories still hold true in this digitally mediated world and how best to update the knowledge base to reflect the realities of digital marketing".

2.30-2.45 Refreshments

- 2.45-4.25** Paper Session 3 – **Track 1 (Business Policy and Small Business Marketing)** Room *TBA*
- Strategies for Catching a Snark: SME Entrepreneurs and their Perceptions of Business Advisors**
Barry Ardley, Philip Moss, Nick Taylor (University of Lincoln)
- What have you done for me lately? The 4E case for enhancing marketing student employAgility**
Karen Knibbs (University of Portsmouth)
- Providing Support in Rural Wales: motives, observations and end user perspectives**
Elizabeth Heyworth (University of Cumbria), Rosalind Jones (University of Birmingham), Catherine Robinson (University of Cumbria), Diane Seddon (University of Cumbria)
- Entrepreneurial Marketing in Small Sport Businesses: an empirical study**
Richard Oddy (University of Coventry)
- Domestic yet international? A study of Welsh SMEs**
Susan Sisay (Glyndwr University), Rosalind Jones (University of Birmingham) Chris Jones
- 2.45-4.25** Paper Session 3 – **Track 2 (Social Media and Entrepreneurial Marketing)** Room *TBA*
- Customer Dissatisfaction and Complaining Behaviour via Social Media from a tripartite perspective; the complaint originator, retailer and third party customers**
Karen Jones (Dublin Institute of Technology)
- Social CRM adoption in Small and Medium Enterprises: a comparative study of the hotel industry in Vietnam and UK**
Emily Luong Thi Ngan (University of Birmingham)
- Entrepreneurial Marketing in Start-ups and New Ventures in UK's Energy Industry**
Eric Tian (University of Birmingham)
- Small Business online Marketing: transition to a digital world**
Philip Alford (University of Bournemouth)
- 4.25-4.55** Whole Group Discussion
Room *TBA*
- What are the research challenges associated in investigating SMEs who want to develop a strong digital brand and use social media effectively?**
Discussants: Julia Wolny and Kaye Nightingale
- 4.55-5.25** Whole Group Discussion
Room *TBA*
- From the Charleston Summit to today's colloquium – where do we advance from here?**
Discussants: Jonathan Deacon, Zubin Sethna, Richard Oddy, Rosalind Jones
- 5.25-5.30** Closing Remarks
Zubin Sethna and Rosalind Jones
- 5.30** CLOSE

Registration Details

The International Research Colloquium will take place at The University of Birmingham.
The following link will allow you to **Register and pay your Registration Fees** etc:

[Book Here](#) - Kindly ensure that this is done as soon as possible.

(In case the hyperlink above doesn't work, the full link is:

http://shop.bham.ac.uk/browse/extra_info.asp?compid=1&modid=2&catid=75&prodid=916

We have a very full day of academic activity, so please also ensure that you arrive on time!

We will be having a SIG dinner on the evening of Wednesday 3rd September (8pm) for those of you coming to Birmingham the night before the Colloquium (at attendees own cost). The venue has now been confirmed as Red Peppers Grill & Cantina in a very swanky part of Birmingham, namely The Mailbox! <http://www.red-peppers.co.uk/index.html>. Please let me know if you'd like to join us so that your name may be added to the table booking.

The venue and hotels

The stunning University Campus has its own train station making it central and easy to get from airports and to the city, the business school venue and hotels. Hotel venue details will be provided later. You can also find details of nearby hotels at <http://www.booking.com/landmark/gb/university-of-birmingham.en-gb.html>.

If you have any questions, please do drop either of us an email.

Zubin and Rosalind look forward to welcoming you.



Dr Zubin Sethna & Dr Rosalind Jones