

(This is an illustrative example only based on what an application might have looked like at an appropriate point in my career and bearing in mind that I was not working at Warwick at the time I was promoted)

Academic Promotion Application Form

This should be completed by the member of staff who is applying for promotion with comments from the Head of Department, and **submitted with an up-to-date CV** to the Academic Processes Team in Human Resources.

Prior to completion of this document, please read the document providing details on criteria and evidence and the standards matrix.

Name of Employee	Chris Ennew	Department	Business School
Current Appointment	Reader	Level of Promotion applying for?	Professor
FTE	100%	Career track (R&T-focused, R-focused)	R & T
Previous Appointments Held at Warwick (please indicate if any of these appointments were part time)	<p>Oct-Nov 1998 Visiting Professor, IIM, Calcutta.</p> <p>Sept 1995 to date <i>Reader in Marketing</i>, University of Nottingham.</p> <p>Aug 1993 to Sept 1995 <i>Senior Lecturer in Marketing</i>, University of Nottingham.</p> <p>Aug 1987 - July 1993: <i>Lecturer in Marketing</i>, University of Nottingham.</p> <p>Jan 1989 - May 1989 <i>Visiting Assistant Professor</i>, Lehigh University, Pennsylvania</p> <p>Jan 1985 - July 1987: <i>Lecturer in Agricultural Economics</i>, University of Newcastle-upon-Tyne</p>		
Please detail any significant periods of leave (e.g parental, sickness)	None		

Please summarise achievements in the following areas of activity.

Research and Scholarship
Minimum threshold requirement for the level of promotion for which you are applying:
Score which you believe your experience demonstrates: Band 7
<i>Please submit a written summary of your achievements below, using a maximum of 600 words</i>

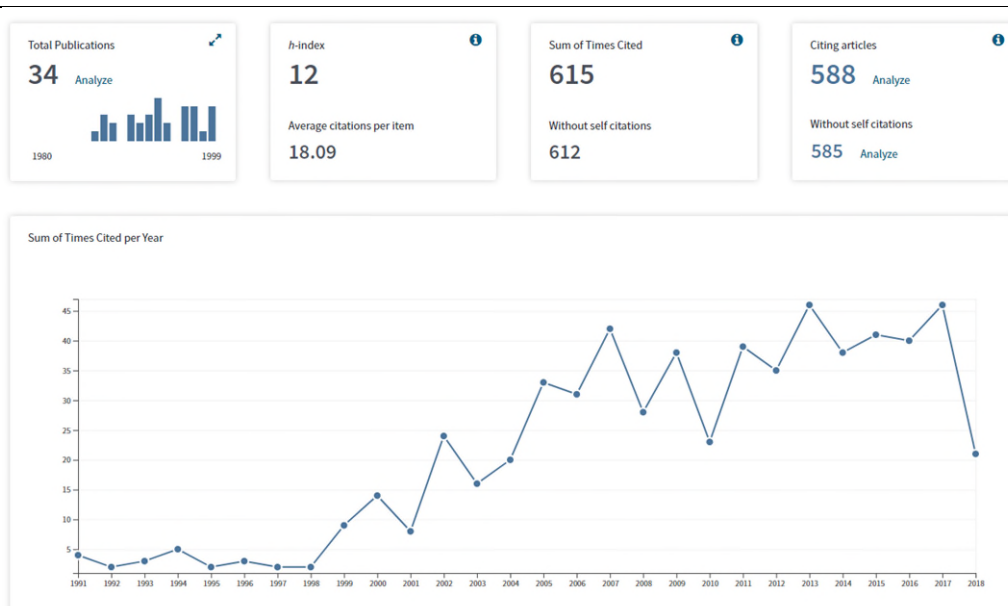
I believe my research performance to date is consistent with what the University would expect for band 7 and in what follows, I will demonstrate that I have “Has **an international reputation for research and scholarship**, demonstrating subject leadership through the encouragement of research among members of staff and suitably qualified students.”

I work in the broad area of marketing within a Business school and I approach my research from an economics perspective. My international reputation has developed from a broad and often multidisciplinary focus on the functioning of a range of retail markets and my interests relate to the practical aspects of market operation, the ability of those markets to deliver consumer needs and the practical implications of a range of market imperfections. The approaches that I have adopted are relevant to a range of markets, although I have tended to focus heavily on financial markets and service sector markets.

My international reputation arises from:

- **Journal Publications**
In my career to date, I have published over 60 refereed journal articles, 19 of which would be internationally recognised outlets (marked with *). The majority of my internationally recognised outputs (10) have appeared since my promotion to Readership in 1995.
- **Collaboration**
I work with collaborators in the UK but also in the US, Australia, Canada and Europe. I recently spent a period of time as a visiting Professor at the prestigious Indian Institute of Management in Calcutta.
- **Conferences**
I have a large number of published and conference papers including presentations at leading international conferences in my area. Keynotes are not a common form of recognition in Marketing, but the leading US (eg Academy of Marketing Science, Babson) and European Conferences (EMAC) are widely recognised as prestigious events.
- **Grant Capture**
In an area in which significant grant capture is rare, I have a portfolio of research funding building from internal pump-priming sources to semi competitive external funding and finally 2 external peer reviewed grants.
- **PhD Supervision**
I have significant experience of successful PhD supervision including for a growing number of international students who have sought me out as supervisor. In addition, I have been regularly approached by a range of Business Schools across the UK to serve as an external examiner for their PhD students.

A summary of my citations from Scopus is shown below with an H index that would be viewed as high in the context of my discipline.



I would stress that my claim for band 7 is based on the combination of both the international reputation that I have developed and also the leadership I have offered to others.

In the early stages of my career I worked closely with both my PhD supervisors and more experienced colleagues. Subsequently, I started to develop project leadership responsibility, including for example the work on information asymmetries and relationship marketing in small business banking; related work on service quality has also been led by myself and has played a key role in my international reputation in the area of financial services marketing. In the last five years I have increasingly assumed a very visible leadership role in publication (for example, journal papers 2,8,9,10,18,23,27). During this time, I have overseen the development of the Marketing division within the Business from 2 individuals to a group of 5 supporting a vibrant PhD community. My own contribution in terms of PhD supervision has been substantial and I have published with a range of PhD and Masters students (1, 3, 4, 5, 11, 13, 16, 17, 26, 28, 30, 31, 33, 36, 38, 39, 42, 44) to support the development of their academic careers.

Learning and Teaching

Minimum threshold requirement for the level of promotion for which you are applying:

Score which you believe your experience demonstrates: Band 6

Please submit a written summary of your achievements below, using a maximum of 600 words

During my academic career I have taught a range of courses in my core discipline of marketing as well as contributing to the delivery of modules in related areas including economics, statistics and research methods. I have also engaged in a range of enhancement and leadership activities which I believe gives me a strong basis to claim that I “demonstrates **leadership in relation to enhancement of teaching or the engagement of students**, the development of educational practice of colleagues, local policy and/or guidance development, or change in educational practice”. I would like to highlight evidence in a number of key areas.

Classroom Delivery

On average over the past 5 years I have typically delivered two modules each semester representing approximately 80 contact hours each year; I have also led a team of support tutors for these modules. In addition, I have supervised on average 6 Masters students each year and 4 PhD students.

As evidence of the quality of delivery (further detail is available in my CV), my average teaching scores in the last year were as follows (1-5 scale – 5=excellent):

Product Market Strategies (PG)	= 4.5 – 45 students
Service Delivery and Operations (PG)	= 4.6 – 35 students
Marketing Strategy (UG)	= 4.4 – 250 students
Quantitative Methods 1B (UG)	= 4.2 – 300 students

I have always recognised that my responsibilities in teaching extend beyond simply class room delivery and student support and I have undertaken a range of initiatives within the business school to enhance both teaching and student engagement. Within the Business School I pioneered and secured funding for a project involving partnerships with local companies as well as developing resources to support student learning (including manuals for project use and the “Presenting You” video resource).

Technology in teaching

I was an early adopter of Computer Aided Learning which was later to transform into online learning. I used technology in my teaching both to provide support resources and to put in place computer based formative assessments. I also pioneered the use of discussion forums to provide more efficient and effective support for the delivery of my quantitative methods teaching. This experience has resulted in me taking responsibility for the development of a full online MSc programme – a project which is currently in progress.

Leadership in Programme Development

More generally, I have shown leadership in teaching and learning through my role in developing a suite of new PGT programmes in Marketing working from initial concept, curriculum design, quality assurance processes and initial launch. I was also responsible for the development of a DBA programme to provide a professional doctorate route targeted at MBA graduates.

Innovation in Teaching and Learning

Within the Faculty and the Business School, I have also innovated in assessment methods having initially implemented group based assessments (some 10 years ago), experimented with different approaches to mark allocation and then demonstrated to colleagues, the value of this form of assessment. I also pioneered the use of assessment based on class contribution and the use of take-away examinations.

Internal Impact

As a member of a large School, I have been able to disseminate many of the initiatives I have taken amongst a broad range of colleagues. I have contributed to teaching and learning events that reach out to a broader faculty and University audiences and I have specifically led discussions and engagement around the internationalisation of the curriculum.

External contribution/validation

I was lead author on the Departmental submission for external TQA under the old system which resulted in an award of 24/24. I have contributed to developments elsewhere through my role as an external examiner at both UG and PG levels. Finally, I have had the opportunity to contribute nationally through my work on the QAA External Examining Review.

Impact, Outreach and Engagement
Minimum threshold requirement for the level of promotion for which you are applying:
Score which you believe your experience demonstrates: Band 5
<i>Please submit a written summary of your achievements below, using a maximum of 300 words</i>
<p>I believe that I can demonstrate an established regional or national reputation, which might include significant contribution to impact for the major development of one or more fields of knowledge at an international level. My contribution comes in two primary areas – through my research on banking relationships and through my involvement in CPD activities.</p> <p>My research on the banking relationship for small businesses has involved research over a period of 12 years using a repeated large scale survey. This work was taken up by the Bank of England to guide their thinking on small business financing (and indeed I was asked to join their Advisory Panel because of the value of this work). In addition, we secured participation from many of the leading banks who implemented our survey with their own customer bases. Press coverage of this work was extensive and led to a range of changes in the way in which debt finance was offered to small businesses and the ways in which some bank assessed branch performance.</p> <p>I have also undertaken a variety of CPD activities building on my reputation in marketing and specifically based on my national and international reputation in financial services marketing. I would particularly highlight my work for TSB, and with Turkish bankers, Bank of Scotland and in Poland. The TSB and the Turkish bankers programmes were events that were repeated on several occasions; the remaining examples we one-off programmes.</p>

Collegiality, Leadership, Management
Minimum threshold requirement for the level of promotion for which you are applying:
Score which you believe your experience demonstrates: Band 6
<i>Please submit a written summary of your achievements below, using a maximum of 300 words</i>
<p>I have been involved in a range of managerial and leadership roles in both my Department and the University and I believe that these provide clear evidence of “Leadership which may be within the University or within a discipline or related academic activity”</p> <p>I have undertaken a number of major leadership role within the Business School as one of the 2 Deputy Directors as well as leading in my subject area.</p> <ul style="list-style-type: none"> • My Deputy Director role included a particular responsibility for teaching and quality assurance related activity via the School’s committee structures as well as provision of support in planning and strategy development to the Director of the Business School. • Within my subject group, my role as Divisional Head involved the allocation of teaching and marking, oversight of the relevant areas of the curriculum and the provision of support and guidance for research activity.

- I also served as Director of the Doctoral Programme and was responsible for the development and introduction of a more structured programme including research methods modules and structured progression gateways.

Within the University, I have undertaken the following

- Member of the Faculty Business Committee (1991-3) and subsequently Vice Dean (1993-5) – in this role I performed a range of Faculty wide QA activities, served on various University committees and led the process of modularisation and semesterisation for all PGT provision in social sciences. I was also involved in the development of the University’s Quality Manual for PG provision.
- I am currently chairing the Postgraduate Studies Committee and in this role, in addition to routine business, I have been responsible for overseeing further work on the Quality Manual and preparing for a QAA Institutional Audit and developing a framework for the quality assurance of partner provision.

Recommendation from Head of Department (this should include comments on each of the four areas of activity outlined above and a statement about whether or not the claimed score is agreed.)

Empty box for the Head of Department's recommendation.

Signed		Date	
Print Name			

To be signed by the member of staff applying for promotion

Signed		Date 1/1/07	
Print Name	Matt Keeling		

For applications to Professorial level only, please complete at least one of the boxes below.

Research

Please provide details of four publications you consider to be your major contributions since your last promotion (or since your appointment at Warwick), indicating the scholarly impact each of these has had within the field. (maximum 600 words)

1. Ennew, C T and Binks, M R (1999) The Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study, *Journal of Business Research*, vol 46(2)pp 121-132

This was one of the first papers to demonstrate the positive impact that customer involvement in service provision can have on the overall quality of service provided. Its significance is that it demonstrates the value to customers of active engagement. It is currently my most cited paper. The analysis draws on a large scale multi-year data set relating to banks and small businesses. In addition to the contribution that the paper makes in terms of conceptualisation, the work also offers novelty in the approach that is taken to the measurement of customer participation.

2. Ennew, C T and Binks, M (1996) 'The Impact of Service Quality and Service Characteristics on Customer Retention: Small Businesses and their Banks in the UK', *British Journal of Management* vol 7 (3)pp 219-230

This is probably my second most influential paper published at a time at which there was a massive increase in research interest in customer loyalty. This paper drew on a large scale data set to highlight the relative importance of customer experience in driving loyal behaviour. The analysis suggested that while there were personal dispositions towards loyalty and that there was also an element of inertia, the quality of the customer experience still have a significant and positive impact on customer retention.

3. Diacon, S R and Ennew C T (1996) 'Ethical Issues in Insurance Marketing in the UK', *European Journal of Marketing* vol 30 (5) pp 67-80

The specific characteristics of many insurance products (complexity, risk, longevity) pose a number of ethical problems, particularly when considered in the context of a market which is characterized by extensive information asymmetry. This article examines the nature of these ethical problems from a conceptual perspective and presents empirical evidence on the extent to which managers in the industry recognize the existence of such problems. The second section briefly reviews the key ethical issues in marketing financial services and the following section presents empirical evidence on these issues based on a survey of UK insurance company executives.

4. Binks, M R and Ennew, C T (1997) 'The Relationship Between UK Banks and their Small Business Customers', *Small Business Economics* vol 9 (2) pp 167-178

This paper focuses attention on the extent to which there is evidence of a constraint on the financing of small businesses and the extent to which this constraint can be mitigated. The findings suggest that there are genuine information asymmetries in the banking relationship and that while pricing and collateral may have a mitigating impact, there is also a clear role and benefit associated with enhanced information flows and better relationships.

Teaching

Please provide details of achievements you consider to be your major contributions since your last promotion (or since your appointment at Warwick), indicating the impact each of these has had on students or the teaching and learning practices of your colleagues. It is important to state clearly what your contribution was in the case of collaborative efforts (maximum 600 words).

My major contribution to teaching and learning in the University (beyond my classroom delivery) has been my openness to new ideas and my willingness to think creatively about how these ideas might be embedded in my practice on order to enhance the student learning experience. I have then also taken responsibility for sharing these ideas and their impact with others with the aim of securing broader uptake of the ideas that work. I would like to highlight two specific areas of activity.

I have pioneered (in the Business School), more innovative and varied approaches to assessment. These were typically approaches that, although new, had been used in other institutions and my role was to introduce them and demonstrate their value. Although initially (1998-1992) this was work that I focused on myself, I was subsequently able to secure some funding support under the Enterprise in Higher Education" programme. Specific examples include

- Group project based forms of assessment were introduced at a time when this was a little used approach. The projects were developed in partnership with local employers – both large and small and required students to use their skills and knowledge to solve a specific business problem. Assessment was based on a report and presentation and included an evaluation of the group's work and individual contributions. This initiative was well received by students as it encouraged the development of employment relevant skills and also received positive feedback from employers.
- Development of a suite of new PGT Programmes in linked areas of management, built around a common core and specialist pathways. These provide particularly attractive in an international market and attracted well qualified students, many of who went onto take PhDs.
- The development of take-away examinations for MBA classes – these were allocated a 24 hour period and worked on an open book basis. To manage the issues around plagiarism etc, each examination was based on a dedicated case study that I had created for the purpose.

I have played an important role in the implementation of technology based solutions to enhance student learning at a time when this was a relatively novel approach. Two specific examples are:

- Development of computer-based formative assessments drawing on a bank of quasi-multiple choice questions with automated feedback. This required me to develop my own software and build a databank of questions which allowed students to test their acquisition of more factually based knowledge.
- Implementation of chat room facilities to allow students to request advice on a large undergraduate module in quantitative methods. This provide to be both efficient and effective – it provided students with ease of access to feedback without being dependent on office hours and allowed that feedback to be shared with a much larger community.

[This is illustrative CV only based on what my CV might have been in my CV at a point at which I might have applied for internal promotion. and bearing in mind that I was not working at Warwick at the time I was promoted. This is not in the standard Warwick format and in particular there is limited detail here on teaching and leadership/management roles]

Curriculum Vitae

Christine T Ennew

1. Personal and Employment Details

1.1 Name and contacts: Christine Thelma Ennew B.A, PhD

1.2 Date of Birth: 14/04/60

1.3 Education Girton College, University of Cambridge (1978-81).
Part I: Historical Tripos (2.1)
Part II: Economics Tripos (2.1)

1981-84: University of Nottingham, Dept of Economics
PhD Thesis (Awarded 1985)

1.4 Appointments:

Oct-Nov 1998 Visiting Professor, Indian Institute of Management, Calcutta.

Sept 1995 to date *Reader in Marketing*, University of Nottingham. (Deputy Director of Business School (1998-2000)).

Aug 1993 to Sept 1995 *Senior Lecturer in Marketing*, University of Nottingham.

Aug 1987 - July 1993: *Lecturer in Marketing*, University of Nottingham.

Jan 1989 - May 1989 *Visiting Assistant Professor*, Lehigh University, Pennsylvania

Jan 1985 - July 1987: *Lecturer in Agricultural Economics*, University of Newcastle-upon-Tyne

1.5 Administrative/Managerial Responsibilities

Departmental

- ✓ Research Director – Division of Marketing 1995-98
- ✓ Deputy Director of the Business School 1998-2000
- ✓ Chair of Business School Teaching Committee 1999-to date,
- ✓ Member of Business School Teaching and Learning Committee 1995-to 2005
- ✓ Member of Business School Research Committee 1997-2000,
- ✓ Member of Business School Management Group 1997- to date
- ✓ Trained Appraiser (since 1995)
- ✓ Trained Interview Panel Chair
- ✓ Mentor
- ✓ Head of Marketing Division
- ✓ Director of PhD Programme 1990-96
- ✓ Postgraduate Research Student Admissions 1990-97
- ✓ Chair of Working Group to Establish MA/MSc programmes
- ✓ Business School Computing Representative/CLO 1987-1999

- ✓ Chair of Faculty Facilities Committee 1995-1998

University Level

- ✓ Faculty Board Business Committee
- ✓ Faculty Vice Dean
- ✓ Manual Staff Grading Panel
- ✓ Member of Board of Post Graduate Studies
- ✓ Working Group preparing of Institutional Audit
- ✓ Chair, Postgraduate Studies Committee

2 Educational Responsibilities

2.1 Teaching

Current teaching responsibilities (1999-2000)

	Level	Hours	Students	Average Rating 5=Excellent
Product Market Strategies (PG) = 4.5 – 45 students	PG	10x2 hour lectures	45	4.5
Service Delivery and Operations (PG) = 4.6 – 35 students	PG	10x2 hour lectures	35	4.7
Marketing Strategy (UG) = 4.4 – 250 students	UG	10x2 hour lectures	250	4.4
Quantitative Methods 1B (UG) = 4.2 – 300 students	UG	10x2 hour lectures	300	4.2

Personal Tutor to 35 UG students

Dissertation Supervisor for 5-10 PG students annually

2.2 Research Supervision

- 15 completed PhD theses
- 4 in progress

Details in Appendix B

2.3 Teaching leadership and Development

Funding from "Enterprise in Higher Education" to implement novel methods of assessment to enable students to development more employment relevant skills. This work was underpinned by a major piece of research exploring employer assessments of graduate skills relative their expectations.

Pioneered the implementation of computer aided learning in the Business School (including computer based formative assessments) and subsequently developed dedicated online provision.

Chaired the working party which developed a suite of Masters Programmes which launched in 1998 – responsibilities ranged from initial scoping, market research, curriculum design and development and implementation.

Development and launch of DBA programme to complement the PhD programme and provide a pathway for MBA students to continue their studies.

Part of the University leadership group working on a grand challenge relating to internationalisation of the curriculum.

2.4 External/Short Course activity

A variety of course for public and private sector clients both in the UK and abroad. Details are provided in Appendix A

2.5 Teaching Publications

See Appendix C

2.6 External

External Examining for Taught Programmes

- External Examiner Sheffield Hallam University (Executive MBA (Simon Engineering)) 1992-6
- External Examiner Leicester de Montfort (MA by Independent Learning) - 1995
- External Reader for MA dissertations at UMIST and University of Buckingham
- External Examiner (MBA) Henley Management Centre 1996-1998
- External Examiner, (ug Food Marketing) Dept of Agricultural Economics and Food Marketing, University of Newcastle upon Tyne. 1996 - 1999
- External Examiner, (ug Marketing/Strategy), Cardiff Business School, University of Wales. 1996 -1998
- External Examiner, (ug Management) Dept of Management Studies, University of Newcastle upon Tyne. 1997 - 2000

External Examining for Research degrees

- External examiner for 16 candidates for either PhD or DBA Full details in Appendix C

External Service

- 1997-1998: QAA Working Part on the Role of the External Examiner
- 1996 - Teaching Review – University College Cork
- 1997 – Teaching Review – University of Bangor

2.6 Internal Examining

Usual range of taught programmes and Research Degrees

3. Research Publications

3.1 Articles in refereed journals

5. *Whynes, D K, Ennew, C T and Feighan, T (1999) Entrepreneurial attitudes of primary health Care Physicians in the UK, *Journal of Economic Behaviour and Organization*, vol 38 pp 331-347
6. *Ennew, C T and Binks, M R (1999) The Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study, *Journal of Business Research*, vol 46(2)pp 121-132

7. *Wohar, M, Newbold, P, Kellard, N, Rayner, A J, and Ennew, C T (1999) 'Two Puzzles in the Analysis of Foreign Exchange Market Efficiency', *International Review of Financial Analysis*, vol 7(2) pp95-112
8. *Kellard, N, Newbold, P, Rayner, A J, and Ennew, C T (1999) 'The Relative Efficiency of Futures Markets', *Journal of Futures Markets* vol 19(4) pp 413-432
9. Bateman, I.J., Ennew, C., Lovett, A.A. and Rayner, A.J. (1999) Modelling and mapping agricultural output values using farm specific details and environmental databases, *Journal of Agricultural Economics*, 50(3) 488-511.
10. *Wright, M, Robbie, K and Ennew, C T (1998) 'Serial Entrepreneurs', *British Journal of Management* vol 8 pp 251-268
11. Bejou, D and Ennew, C T (1997) 'Can Customer Assessments of Organisational Excellence Predict Performance: The Case of Retail Banking', *Journal of Financial Services Marketing* vol 2(1) pp 55-64
12. Ennew, C T, Whynes, D K, Jolleys, J and Robinson, P (1998) 'Entrepreneurship and Innovation Among GP Fundholders', *Public Money and Management* vol 18 (1) pp 59-64
13. Ennew, C T, McKechnie, S A and Read, L(1998) The Nature of the Banking Relationship: A Comparison of the Experiences of Male and Female Small Business Owners *International Small Business Journal* vol 16 (3) pp 39-55
14. *Ennew, C T and Binks, M R (1998) Smaller Businesses and Relationship Banking: The Impact of Participative Behaviour, *Entrepreneurship Theory and Practice* vol 21 (4) pp 83-92
15. Newbold, P, Rayner, A J, Kellard, N and Ennew, C T (1998) 'Is the Dollar/ECU Exchange rate a Random Walk? *Applied Financial Economics* Applied Financial Economics vol 8 pp 553-558
16. Bejou, D, Ennew, C T and Palmer, A (1998) Trust, Ethics and Relationship Satisfaction, *International Journal of Bank Marketing*, vol 15(3) pp 73-82
17. Devlin, J F, Ennew, C T, Hull, A K and Sherman, L A (1997) Marketing the Church: Should God be Sold or Found? *Journal of Not-for-Profit and Voluntary Sector Marketing*, vol 2(1) pp23-30
18. Binks, M R and Ennew, C T (1997) 'The Relationship Between UK Banks and their Small Business Customers', *Small Business Economics* vol 9 (2) pp 167-178
19. *Wright, M, Robbie, K and Ennew, C T (1997) Venture Capitalists and Serial Entrepreneurs, *Journal of Business Venturing*, vol 12 (3) pp 227-249
20. Devlin, J F and Ennew, C T (1997) Understanding Competitive Advantage in Retail Financial Services, *International Journal of Bank Marketing*, vol 15(3) pp 73-82
21. Aulton, A J, Ennew, C T and Rayner, A J (1997) 'Efficiency Tests of Futures Markets for UK Agricultural Commodities', *Journal of Agricultural Economics*, vol 48(3) pp 408-424
22. Ennew, C T and Binks, M R (1996) 'Good and Bad Customers the Benefits of Participating in the Banking Relationship', *International Journal of Bank Marketing* vol 14, (2) pp 5-13
23. Binks, M and Ennew, C T (1996) 'Growing Firms and the Credit Constraint', *Small Business Economics* vol 8 (1) pp 17-25
24. *Diacon, S R and Ennew C T (1996) 'Ethical Issues in Insurance Marketing in the UK', *European Journal of Marketing* vol 30 (5) pp 67-80

25. *Diacon, S R and Ennew C T (1996) `Can Business Ethics Enhance Corporate Governance : Evidence from a Survey of UK Insurance Executives, *Journal of Business Ethics* vol 15 pp 623-634
26. *Wright, M, Wilson, N, Robbie, K and Ennew, C T (1996) An Analysis of Management Buyout Failure, *Managerial and Decision Economics*, vol 17 pp 57-70
27. *Ennew, C T and Binks, M (1996) 'The Impact of Service Quality and Service Characteristics on Customer Retention: Small Businesses and their Banks in the UK', *British Journal of Management* vol 7 (3)pp 219-230
28. Ennew, C T, Kirnag, J and Wright, M (1996) 'The Development of Bank Marketing in Eastern Europe: The Case of Slovakia', *Service Industries Journal*, vol 16 (4) pp 443-458
29. *Brown, A D and Ennew C T (1995) `Market Research and the Politics of New Product Development', *Journal of Marketing Management* vol 11
30. *Devlin, J, Ennew, C T and Mirza, M (1995) `Organisational Positioning in Financial Services Retailing', *Journal of Marketing Management* vol 11 (1-3) pp 119-132
31. Ennew, C T and Binks, M R (1995) The Provision of Finance to Small Firms: Does the Banking Relationship Constrain Performance?, *Journal of Small Business Finance* vol 4(1) pp 69-85
32. Doherty, G and Ennew C T (1995) 'The Marketing of Pharmaceuticals: Standardization or Customization', *Journal of Marketing Practice: Applied Marketing Science*, vol 1 (2) pp 57-68
33. Ennew, C T, Robbie, K and Wright, M (1994) 'Small Business Entrepreneurs and Performance: Evidence for Management Buy-ins, *International Journal of Small Business* vol 12(4) pp 28-44
34. Ennew, C T, MacGregor, A and Diakon, S (1994) 'Ethical Issues in the Marketing of Savings and Investment Products in the UK, *Business Ethics: A European Review*, vol 3(2) pp 123-129
35. *Morgan, C W, Rayner, A J and Ennew, C T (1994) 'Price Instability and Commodity Futures Markets', *World Development*, vol 22 (11) pp 1729-1736
36. Wright, M, Wilson, N, Robbie, K and Ennew, C T (1994) 'Restructuring and Failure in Buy-outs and Buy-ins', *Business Strategy Review*, vol 5(2) pp 21-40
37. Ennew C T, Morgan C W and Rayner A J (1993) 'Market Performance and the Decision to Trade on the London Potato Futures Market', *Review of Futures Markets* vol 12(2) pp269-292
38. *Ennew, C T, Reed, G V and Binks, M R, (1993) 'Importance Performance Analysis and the Measurement of Service Quality', *European Journal of Marketing*. vol 27 (2) pp 59-70
39. Ennew, C T, Wright, D M and Thwaites, D (1993) 'Strategic Bank Marketing: Retrospect and Prospect', *International Journal of Bank Marketing*, vol 11 (6) pp 12-18
40. Devlin, J F and Ennew, C T (1993) 'Regulating the Distribution of Financial Services: Retrospect and Prospect', *International Journal of Bank Marketing*, vol 11 (7) pp 3-10
41. Wright, M, Robbie, K and Ennew, C T (1993) Buy-outs from Receivership', *Omega*, vol 21 (5) pp 519-529
42. *Ennew, C T, Ünüsan, Ç and Wright, M (1993) 'Power and Control in Distribution Channels:The Case of Automobile Distribution in Turkey', *Journal of Marketing Management* vol 9 (4) pp 393-403

43. Ennew, C T and Devlin, J F (1993) 'The Financial Services Act : How well has it served the customers, *Marketing Intelligence and Planning*, vol 11 (6) pp 8-10
44. Ennew, C T, Filatotchev, I, Wright, M and Buck, T (1993) 'Constraints on the Adoption of the Marketing Concept: The case of the Former Soviet Union', *European Journal of Marketing*, vol 27(11/12) pp 21-34
45. Ennew C T, Wong P and Wright M (1992) 'Organisational Structures and the Boundaries of the Firm: Acquisition and Divestment in Financial Services', *Service Industries Journal*, vol 12(4) pp 478-498
46. Ennew C T, Morgan C W and Rayner A J (1992) 'Objective and Subjective Influences on the Decision to Trade on Futures Markets', *Journal of Agricultural Economics* vol 43 (2) pp 160-174.
47. Ennew, C T (1992) 'Consumer Attitudes to the Provision of Independent Financial Advice', *International Journal of Bank Marketing*, vol 10 (3) pp 13-18
48. Ennew C T, Morgan C W and Rayner A J (1992) 'The Role of Attitudes in the Decision to Trade Futures: The Case of the London Potato Futures Market', *Agribusiness* vol 8(6) 561-574
49. Binks, M R, Ennew, C T and Reed G V (1992)'Information Asymmetries and the Provision of Finance to Small Firms', *International Small Business Journal*, vol 11 (1) pp 35-46
50. Ennew C T, Greenaway D and Reed G V (1992) 'Liberalisation and Harmonisation: Do Trade Negotiators Get What They Want?', *Journal of International Comparative Economics*, vol 2 pp 119-137
51. Ennew, C T and McKechnie, S (1992) 'Green Marketing: Can the Banks Respond', *Marketing Intelligence and Planning*, vol 10 (7) pp 8-10
52. *Reed G V, Binks M R and Ennew C T (1991) 'Matching the Characteristics of a Service to the Preferences of Customers', *Managerial and Decision Economics*, Vol 12 pp 231-240.
53. Binks M R, Ennew C T and Reed G V (1991) 'Finance Gaps and Small UK Firms', *Piccola Impresa*, Issue 2, pp 65-80.
54. Binks M R, Ennew C T and Reed G V (1990) 'The Single European Act and the Relationship Between Small Firms and their Banks in the UK', *Managerial Finance*, Vol 16 no 5 pp 7-13.
55. *Ennew C T, Greenaway D and Reed G V (1990) 'Further Evidence on Effective Tariffs and Effective Protection in the UK', *Oxford Bulletin of Economics and Statistics*, Vol 52(1) pp 69-78.
56. Ennew C T, Rayner A J, Reed G V and White B (1990) 'An Application of Optimal Control Theory to Agricultural Policy Analysis', *International Journal of Agricultural Economics*, Vol 4 pp 335-349.
57. Ennew C T and Wright D M (1990) 'Retail Banks and Organisational Change', *International Journal of Bank Marketing*, Vol 8(1) pp 4-9 (awarded prize as best paper in Journal for 1990).
58. Ennew C T, Watkins T and Wright D M (1990) 'The New Competition in Financial Services', *Long Range Planning*, Vol 23(6) pp 80-90.
59. Ennew C T and Wright D M (1990) 'Building Societies in Transition: Strategy in a New Market Environment', *Managerial Finance*, Vol 16 no 5 pp 14-25.

60. Binks M R, Ennew C T and Reed G V (1990) 'The Single Market and the Provision of Finance to Small and Medium Sized Firms', *International Journal of Bank Marketing*, Vol 8(3) pp 24-28.
61. Wright M and Ennew C T (1990) 'The Single European Market: Its Impact on Strategic Bank Marketing', *International Journal of Bank Marketing*, Vol 8(3) pp 5-10.
62. *Ennew C T and White B (1989) 'Quotas and Supply Control in the British Potato Market', *European Review of Agricultural Economics*, Vol 16(2) pp 243-256
63. Binks M R, Ennew C T and Reed G V (1989), 'The Differentiation of Bank Services to Small Firms', *International Journal of Bank Marketing*, Vol 7(4) pp 29-32.
64. Ennew C T, Watkins T and Wright D M (1989) 'Personal Financial Services: Marketing Strategy Determination', *International Journal of Bank Marketing*, Vol 7(6) pp 3-8.
65. Ennew C T, Jennings A N, Rayner A J, Reed G V (1988) 'British Potato Stabilisation in a European Context', *Journal of Agricultural Economics*, Vol 39(1) pp 43-60.
66. Ennew C T (1987) 'A Model of Import Demand for Grain in the Soviet Union', *Food Policy*, Vol 12(2) pp 106-115.
67. Rayner A J and Ennew C T (1987) 'Agricultural Co-operation in the UK: A Historical Review', *Agricultural Administration and Extension*, Vol 27 pp 93-108.
68. Ennew C T, Jennings A N, Rayner A J and Reed G V (1987) 'Price Support Policies and Raw Material Costs: An Empirical Example From the Potato Market', *Food Marketing*, vol 3(3) pp 50-56.
69. Ennew C T (1985) 'Price Support Policies and Raw Materials Costs: The Case of the Potato Processing Industry', *Food Marketing*, Vol 1(3) pp 71-87.

3.2 Guest Editorships

1. Wright M and Ennew C T (1990) (eds) '1992 and Strategic Bank Marketing', *International Journal of Bank Marketing*, Vol 8(3) special edition.
2. Ennew C T (1992) (ed) 'Consumer Buying Behaviour in Financial Services', *International Journal of Bank Marketing*, Vol 10(3) special edition.

3.3 Professional Journals.

1. Ennew C T and White B (1986) 'Some Implications for Growers of the Amended Potato Marketing Scheme', *Farm Management*, Vol 6(1) pp 39-44.
2. Ennew C T, Jennings A N, Rayner A J and Reed G V (1988) 'Incomes From the Potato Crops: The Impact of Support Policy', *Farm Management*, Vol 6(9) pp 373-380.
3. Carter R L, Ennew C T and Wright D M (1989) 'Deregulation and the Distribution of Personal Financial Services in the UK', *Journal of the American Society of CLU and CHFC*, Vol 43 no 4 pp 68-73.
4. Wright M, Ennew C T and Wong P (1991) 'Deregulation, Strategic Change and Divestment in the Financial Services Sector', *National Westminster Bank Quarterly Review*, Nov 1991.
5. Ennew C T, Morgan C W and Rayner A J (1991) 'The Future for Futures Markets: The Case of the London Potato Futures Market', *Farm Management*, Vol 7(12) pp 607-617.

6. Binks, M R and Ennew, C T (1993) 'A Nation of Entrepreneurs', *Parliamentary Brief*, vol 2 no 3, pp 47-48
7. Binks, M R and Ennew, C T (1996) 'Profiting form a Closer Banking Link, *Financial Times - Mastering Enterprise*, December 4th.
8. Ennew, C T and Binks, M R (1998) 'The Benefits of Participative Service Relationships: The Case of Banks and Small Businesses', *International Journal of Customer Relationship Management*, vol 1 (1) pp 22-28

3.4 Books

1. Ennew C T, Watkins T and Wright M (eds) (1995) (2nd edition) *Marketing Financial Services*, Heineman. Also author of chapters on Marketing Strategy and Planning, The Marketing Mix and Product Strategy
2. Ennew C T (1992) *The Marketing Blueprint*, Basil Blackwell, Oxford.
3. Ennew C T, Wright M and Watkins T (1992) (eds) *Case Studies in Marketing Financial Services*, Heineman, Oxford (also author of 4 case studies).
4. Ennew C T, Watkins T and Wright M (1990) *Marketing Bank Services*, BPP Publishers, London..
5. Ennew C T, Watkins T and Wright M (eds) (1990) *Marketing Financial Services*, Heineman. Also author of chapters on Marketing Strategy and Planning, Product Strategy and Promotion.

3.5 Contributions to Books

1. Ennew, C T and McKechnie, S (1998) 'Consumer Buying Behaviour in Financial Services' in Gabbot, M and Hogg, G (eds) *Consumer Behaviour and Services*, John Wiley, London pp 185-207
2. Christine Ennew, Teresa Feighan, David Whyntes (1998) *Entrepreneurial Activity in the Public Sector: Evidence from UK Primary Care in Choice and public policy : the limits to welfare markets / edited by Peter Taylor-Gooby*. Basingstoke : Macmillan ; New York : St. Martin's Press in association with Economic Beliefs and Behaviour- an ESRC Research Programme, 1998.
3. Ennew, C T and Hartley, M (1995) 'Relationship Marketing and Financial Advisers', in Buttle, F (eds) *Relationship Marketing: Principles and Practice*, Paul Chapman, London
4. MacDonald, S and Ennew, C T (1995) 'Economic Theory and the Food Industry', in Morgan C W and Strak, J (eds) *The Economics of the Food Industry*
5. Binks, M R and Ennew, C T (1995) 'Financing Small Firms' in Burns, P (ed) *Small Business Management*
6. Binks, M R and Ennew, C T (1995) 'Bank Finance for Growing Small Businesses', in Buckland R and Davies E W (eds) *Finance in Growing Firms*, Routledge, London.

7. Ennew, C T and Binks, M R (1995) 'Banks and Small Businesses and Anglo Scottish Comparison' in Danson M (Eds) *New Firm Formation and Regional Economic Developments*, Routledge, London.
8. Morgan, C W, Rayner, A J and Ennew, C T (1994) 'Trade Liberalization, Domestic Price Instability and Commodity Futures Markets: The Case of Potatoes', in Sapsford, D and Morgan, C W (eds) *The Economics of Primary Commodities*, Edward Elgar, Aldershot
9. Binks, M R, Ennew, C T and Reed, G V (1992) 'Information Asymmetries and the Provision of Finance to Small Firms', in Robertson, Chell and Mason (eds) *Towards the Twenty First Century: The Challenge for Small Business*, Nadamal, Cheshire, pp 123-140
10. Wright M, Ennew C T and Starkey K (1992) 'Ownership, Control, Internal Organisation and Divestment: Experimentation and the Boundaries of Financial Services Firms', in Ezzamel and Heathfield(eds) *Perspectives on Financial Control: Essays in Honour of Ken Hilton*, Chapman and Hall.
11. Ennew C T and Watkins T (1992) 'Marketing Strategy and the Marketing Mix in Financial Services' in Baker M (ed) *Perspectives on Marketing Management*, Wiley.
12. Binks M R and Ennew C T (1991) 'Bank Finance to Small Businesses', in Curran, J (ed) *Bolton Twenty Years On*. PCP, London, pp 50-74
13. Binks M R, Ennew C T and Reed G V (1990) 'What Will Corporate Customers Need in the 1990s', *Retail Banking in the 1990s: Opportunities and Threats*. CIB, London, pp 55-74
14. Ennew C T, Watkins T and Wright D M (1988) 'Personal Financial Services: An Appraisal of Recent Developments and Research Issues', in Teare R, Moutinho L and Morgan N (eds) *Managing and Marketing Services in the 1990s*, Cassell, London.
15. Ennew C T (1985) 'The Changing Structure of Potato Marketing' in Ritson C and Warren R M, *Agriculture's Marketing Environment*, PMB, Oxford.

3.6 Refereed Conference Papers - Published in Conference Proceedings

1. Ennew C T, Rayner A J, Reed G V, White B and Taylor J A H (1988) 'Simulation and Optimisation in Agricultural Policy Analysis: The Case of the Potato Market in Great Britain' paper presented to the 16th European Agricultural Economics Symposium on Agricultural Sector Modelling, Bonn and published in Bauer S and Henrichsmeyer W (eds) *Agricultural Sector Modelling*, Kielerverlagvauk, Kiel, West Germany.
2. Binks M R, Ennew C T and Reed G V (1988) 'Banking on Small firms in 1992' paper presented at the 11th Small Firms Policy and Research Conference, Cardiff, and published in Conference proceedings.
3. Ennew C T, Watkins T and Wright D M (1989) 'Marketing Strategies in a Changing Competitive Environment: The Financial Services Sector in the UK' paper presented at Marketing Education Group Conference, Glasgow, July and published in Moutinho L, Brownlie D and Livingstone J (eds) *Marketing Audit of the 80s*, Marketing Education Group, Glasgow, pp 943-969.

4. Binks M R, Ennew C T and Reed G V (1990) 'Information Asymmetry and the Provision of Finance to Small Firms' paper presented at the 13th Small Firms Policy and Research Conference, Leeds and published in conference proceedings
5. Ennew, C T, Wong, P and Wright, M (1991) 'Internal Organisation and the Boundaries of the Firm: Acquisition and Divestment in Financial Services', paper presented at SIMRU Conference, University of Cardiff and published in conference proceedings
6. Ennew, C T Robbie, K Wright, M and Thompson, S (1992) 'Management Buy-ins as a New Ownership Form; Entrepreneurial Characteristics and Performance', Paper Presented to the 12th annual Babson Entrepreneurship Conference, INSEAD and published in *Frontiers of Entrepreneurship Research* pp 628-644.
7. McKechnie, S and Ennew, C T (1993) 'Environmentalism and the Banks: A Stakeholder Perspective', Paper presented to 2nd SIMRU Conference, Cardiff and published in conference proceedings.
8. Robbie, K, Wright, M and Ennew, C T (1993) 'Can Managers of Failed Firms Become Successful Entrepreneurs: An Analysis of Venture Backed Buyouts from Bankruptcy', Paper presented at the 13th annual Babson College Entrepreneur Research Conference, Houston and published in *Frontiers of Entrepreneurship Research 1993*, pp 323-324
9. Ennew, C T and Binks, M (1993) 'Financing Entrepreneurship in Recession Does the Banking Relationship Constrain Performance', Paper presented at the 13th annual Babson College Entrepreneurship Research Conference, and published in *Frontiers of Entrepreneurship Research*, pp 481-495.
10. Ennew, C T, Ünüsan, Ç and Wright, M (1993) 'Power and Control in Distribution Channels: The Case of Automobile Distribution in Turkey', Paper presented to Marketing Education Group Conference, Loughborough and published in Davies et al (eds) *Emerging Issues in Marketing*, pp 308-318.
11. Ennew, C T, McGregor, A and Diacon, S (1993) 'Ethical Aspects of the Marketing of Savings and Investment Products in the UK', Paper presented to Marketing Education Group Conference, Loughborough and published in Davies et al (eds) *Emerging Issues in Marketing*, pp 297-307
12. Devlin, J, Ennew, C T and Mirza, M (1993) 'Organisational Positioning in Financial Services Retailing', Paper presented to Marketing Education Group Conference, Loughborough and published in Davies et al (eds) *Emerging Issues in Marketing*, pp 233-243
13. Ünüsan, Ç, Ennew, C T and Wright, M (1993) 'Power, Conflict and Performance in Distribution Channels: The Case of Automobile Distribution in Turkey', Paper Presented to 6th Biannual World Marketing Congress, Istanbul and published in Sirgy, Bahn and Erem (eds) *World Marketing Congress* vol 6 (addendum) pp 2-6.
14. Wright, M Robbie, K and Ennew, C T (1994) 'Venture Capitalists and Serial Entrepreneurs', Paper presented to 14th Annual Babson Entrepreneurship Research Conference Boston and Published in *Frontiers of Entrepreneurship Research*
15. Doherty, G and Ennew, C T (1994) 'Standardisation in The Marketing of Pharmaceuticals', paper presented to the 1994 MEG Annual Conference, Coleraine and published in Bell et al (eds) *Marketing in Unity and Diversity*, pp 262-271.
16. Ennew, C T Kirnag, J and Wright, M (1994) 'The Development of Bank Marketing in Eastern Europe; The Case of Slovakia', paper presented to 1994 MEG Annual Conference, Coleraine and published in Bell et al (eds) *Marketing in Unity and Diversity*, pp 322-331.

17. Ennew, C T Binks, M R and Chiplin, B (1994) 'Customer Satisfaction and Customer Retention and Examination of Small Businesses and Their Banks in the UK', paper presented to the Academy of Marketing Science Conference, Nashville and published in Wilson E J and Black W C (eds) *Developments in Marketing Science* vol XVII, pp 188-194.
18. Ennew, C T and Binks, M (1995) 'Gains from Relationship Participation: The Case of Financial Services', paper presented at MEG Annual Conference and published in Jobber et al *Making Marketing Work* pp 271-280
19. Crane, A and Ennew, C T (1995) 'Marketing Ethics and the Ethics of Marketing: The case of Environmentally Friendly Products', paper presented at MEG Annual Conference and published in Jobber et al *Making Marketing Work* pp 184-193
20. Devlin, J and Ennew, C T (1995) 'Understanding Competitive Advantage: The Case of Financial Services', paper presented at MEG Annual Conference and published in Jobber et al *Making Marketing Work* pp 240-249
21. Hartley, M, Ennew, C T and Diacon, S (1995) 'Customer Retention Through Distribution Channels in the UK Life Insurance and Pensions Market', paper presented at MEG Annual Conference and published in Jobber et al *Making Marketing Work* pp 362-371
22. Bejou, D and Ennew, C T (1996) 'Can Customer Perceptions of Organisational Excellence Predict Performance: The Case of Retail Banking', paper presented at MEG Annual Conference and published in Baker et al *Marketing: The Next 25 Years*
23. Ennew, C T, McKechnie, S and Read, L (1996) 'The Nature of the Banking Relationship: A UK Comparison of the Experiences of Female and Male Entrepreneurs', paper presented at MEG Annual Conference and published in Baker et al *Marketing: The Next 25 Years*
24. Devlin, J F, Ennew, C T, Hull, A K and Sherman, L A (1996) 'Ethics, Marketing and the Church: Should God be Sold or Found?' paper presented at MEG Annual Conference and published in Baker et al *Marketing: The Next 25 Years*
25. Broderick, A J, Ennew, C T and McKechnie, S A (1997) Perceptions of Price, Quality and Value: The case of Catering Services', paper presented at Academy of Marketing Conference and published in Ashford et al (eds) *Marketing Without Borders*
26. Gwynne, A, Devlin, J and Ennew, C T (1997) 'Modelling the Antecedents of Service Expectations paper presented at Academy of Marketing Conference and published in Ashford et al (eds) *Marketing Without Borders*
27. Binks, M R and Ennew, C T (1997) The Changing Relationship between banks and their Small Business Customers in the UK, Proceedings of the 20th ISBA Conference, Belfast, November
28. Ennew, C T and Binks, M R (1998) 'Participative Behaviour in Service Relationships: An Exploratory Analysis', paper presented at 27th EMAC Conference and published in Andersson, P (ed) Proceedings Track 1: Marketing Relationships.
29. Gwynne, A, Devlin, J and Ennew, C T (1998) 'Service Quality and Customer Satisfaction: A Longitudinal Analysis' paper presented at Academy of Marketing Conference and published in Proceedings of the Annual Academy of Marketing Conference pp 186-191
30. Al-Shumameiri, A, Ennew, C T and Wright, D M (1998) 'Factors influencing the use of Direct Marketing: Empirical Evidence from Saudi Arabia' paper presented at Academy of Marketing Conference published in Proceedings of the Annual Academy of Marketing Conference pp 192-197

31. Gwynne, A L,, Ennew, C T and Devlin, J F (1999) 'Service Quality and Customer Satisfaction: A Longitudinal Analysis' Paper presented at 28th EMAC Conference and published in (Eds) Hildebrandt, L., Annacker, D. and Klapper, D., Proceedings of the 28th European Marketing Academy Conference, Berlin, May 1999.
32. Ennew, C T and Ahmed, N (1999) Managing Word of Mouth Communication: An Exploratory Study, Paper Presented at 2nd UK Academy of Marketing Conference, Stirling and published in Conference Proceedings
33. Davidoff, S, Pachauri, M, Ennew, C T and Lockett, A (2000) 'A Study of Business to Consumer Internet Intermediaries An Assessment of Current Performance', Proceedings of the Academy of Marketing Conference, July
34. Fukukawa, K, Ennew, C T and Diacon, S R (2000) Ethically Questionable Behaviour In Consumption: An Exploratory study, *Proceedings of the Academy of Marketing Conference*, July
35. Black, N, Lockett, A, Ennew, C T, Winklhofer, H and McKechnie, S (2000) Modelling Consumer Choice of Distribution Channels: An illustration from Financial Services *Proceedings of the Academy of Marketing Conference*, July.

3.7 Refereed Conference Papers (Abstract only Published)

1. Ennew, C T, Devlin, J and Mirza, M (1993) 'Organisational Positioning and the Differentiation of the Service Offer: The Financial Services Sector in the UK', Paper Presented to 6th Biannual World Marketing Congress, Istanbul and published in Sirgy, Bahn and Erem (eds) *World Marketing Congress* vol 6 (addendum) page 1.
2. Ennew, C T, Morgan, C W and Rayner, A J (1992) 'Attitudes and the Decision to Trade on the London Potato Futures Market', paper presented at Marketing Education Group Conference, Salford and published in Whitelock et al (eds) *Marketing in the New Europe and Beyond*, proceedings of the Marketing Education Group Conference.
3. Ennew, C T, Jolleys, J, Robinson, P and Whyntes, D (1994) Entrepreneurship in the Public Sector some Preliminary Evidence from UK Primary Care, Paper presented to 14th annual Babson Entrepreneurship Research Conference and Published in *Frontiers of Entrepreneurship Research*
4. Bejou, D Ennew, C T and Palmer, A (1995) 'Trust, Ethics and Relationship Satisfaction', paper to be presented at the Academy of Marketing Science Conference, Orlando and Published in *Developments in Marketing Science*
5. Binks, MR and Ennew, C T (1997b) 'Information Asymmetries, the Banking Relationship and the Implications for Growth', paper presented at Bason Entrepreneurship Conference, Babson
6. Broderick, A J, Ennew, C T and McKechnie, S A (1997) 'Perceptions of Value, Satisfaction and Loyalty: An Investigation Across Different Customer Contexts', paper presented at 6th Annual Frontiers in Services Conference, Nashville
7. Gwynne, A, Devlin, J and Ennew, C T (1997) 'Service Quality, Customer Satisfaction and Loyalty: A Longitudinal Analysis' paper presented at 6th Annual Frontiers in Services Conference, Nashville
8. Kortam, W, Ennew, C T and Winklehofer, H (1999) 'Factors influencing the Utilisation of marketing Research Information', Paper presented at 28th EMAC Conference.

9. Ennew, C T, Banerjee, A K and Li, D (1999) 'Managing Word of Mouth Communication: A Cross Cultural Investigation', Paper presented at 28th EMAC Conference
10. Ennew, C T, Diacon, S R and Clarkson, K (1999) 'Measuring Consume Perceptions of Risk in Financial Services', Paper presented at AMA SERVSIK Conference, *Jazzing into the New Millenium*, and published in the proceedings
11. Li, Y, Winklhofer, H and Ennew, C T (1999) Implementation of Global Brand Strategy, Paper presented at 28th EMAC Conference
12. Foo, HL, Ennew, CT and Binks, MR (1999) The Marketing-Entrepreneurship Interface – Empirical Evidence from Singapore, Presented at 2nd UK Academy of Marketing Conference, Stirling and published in Conference Proceedings

3.8 Refereed Conference Papers (Not published/no proceedings)

1. Ennew C T, Jennings A N, Rayner A J and Reed G V (1987) 'British Potato Stabilisation in a European Context' paper presented to the Annual Agricultural Economics Society Conference, University of Reading.
2. Ennew, C T, Watkins, T and Wright, M (1988) 'Personal Financial Services: An Appraisal of Recent Developments and Research Issues', Service Industries Conference, Dorset Institute of Higher Education, November
3. Binks M R, Ennew C T and Reed G V (1990) 'Finance Gaps and Small Firms' presented at the Royal Economic Society Annual Conference, 1990.
4. Ennew C T, Morgan C W and Rayner A J (1991) 'An Investigation into Attitudes and Patterns of Use on the London Potato Futures Market' paper presented to Agricultural Economics Society Annual Conference.
5. Ennew, C T, Morgan, C W and Rayner, A J (1992) 'Market Performance and the Decision to Trade on the London Potato Futures Market', paper presented at the 5th European Futures Research Seminar, Leuven
6. Jolleys, J, Robinson, P Ennew, C T and Whynes, D (1994) 'Contracting and Innovation in Fundholding', paper presented at the University Association of Departments of General Practice Conference, Kings (London, July).
7. Jolleys, J, Robinson, P Ennew, C T and Whynes, D (1995) 'A Study of Contracting and Entrepreneurship among Warwickshire General Practitioners', paper presented at the World Congress of General Practice (WONCA), Hong Kong, June.

3.9. Non Refereed Conference Papers (No proceedings)

1. Ennew C T (1983) 'Some Approaches to the Analysis of Structural Organisation in the GB Potato Market' paper presented to the Annual Agricultural Economics Society Conference, University of Exeter.
2. Ennew C T and White B (1987) 'Quotas and Supply Control in the British Potato Market' paper presented at Vth EAAE Conference, Balatonszeplak, Hungary.
3. Wright M, Ennew C T and Starkey K (1991) 'Ownership, Control, Internal Organisation and Divestment: Experimentation and the Boundaries of Financial Services Firms' paper presented to Hilton Memorial Conference on Financial Control, University of Southampton.

4. Ennew C T, Rayner A J and Reed G V (1992) 'Tariffs, Trade and Transport Costs' paper presented at the Agricultural Economics Society, Aberdeen
5. Reed, G V, Ennew C T, and Rayner A J (1992) 'International Trade and Transport Costs' paper presented at the IESG Conference, Manchester
6. Morgan, C W, Ennew, C T and Rayner, A J (1993) Trade Liberalisation Domestic Price Instability and Commodities Futures Markets : The Case of Potatoes, Lancaster 24-26 May.
7. Ennew, C T and Filatotchev, I (1994) Privatising Agriculture: The Case of the Former USSR' Paper presented to Agricultural Economic Society Annual Conference, University of Exeter April.
8. Ennew, C T and Binks, M (1995) 'Service Quality and Service Characteristics and their Impact on Customer Retention', paper presented at Financial Services Marketing Forum, Edinburgh, March.

3.10. Other Published Papers

1. Binks M R, Ennew, C T and Reed G V (1988) 'The Survey by the Forum of Private Business on Banks and Small Firms' in G Bannock and E Victor Morgan (eds), Small Businesses and Banks: A Two Nation Perspective, Forum of Private Business
2. Binks M R, Ennew, C T and Reed G V (1989) 'The Banks and Small Businesses: An Interbank Comparison' (Report published by the Forum of Private Business).
3. Binks, M R, Ennew, C T and Reed G V (1989) 'The Banks and Small Businesses: A Regional and Sectoral Comparison' (Report published by the Form of Private Business).
4. Binks M R, Ennew, C T and Reed G V (1990) 'Small Business and their Banks' (Report published by the Forum of Private Business).
5. Binks M R, Ennew, C T and Reed G V (1992) 'Small Business and their Banks' Published by National Westminster Bank.
6. Binks M R Ennew C T and Reed G V (1992) 'Small Business and their Banks' (Report published by the Forum of Private Business).
7. Peston, M and Ennew, C T (1993) `An Uncommon Potato Regime' Occasional Paper No 1, School of Management and Finance, University of Nottingham.
8. Binks, M R and Ennew, C T (1994) `Small Businesses and their Banks, Report One (Report Published by the Forum of Private Business).
9. Binks, M R and Ennew, C T (1994) `Small Businesses and their Banks, Report Two (Report Published by the Forum of Private Business)
10. Binks, M R and Ennew, C T (1996) `Private Businesses and their Banks, Report Published by the Forum of Private Business.
11. Binks, M R and Ennew, C T (1998) `Private Businesses and their Banks, Report Published by the Forum of Private Business.
12. Binks, M R and Ennew, C T (2000) `Private Businesses and their Banks, Report Published by the Forum of Private Business.

3.11. Unpublished Papers/Reports

1. Bates J M, Ennew C T and Reed G V (1988) Report to DTI/BGS on the Production Limitations Model Contained in the United Nations Convention on the Law of the Sea, Article 151.
2. Ennew C T and White B (1988) 'An Econometric Model of the Potato Market in Great Britain', Report No 1/88, Department of Agricultural Economics and Food Marketing, University of Newcastle
3. Ennew C T and Morgan C W (1991) A Survey of Attitudes to and Patterns of Use on the London Potato Futures Market, Report to the London Potato Futures Association.
4. Ennew, C T, McKerron, D and Howes, P (1992) Final Report of the Potato Yield Review Group, unpublished report submitted to the Joint Consultative Committee/MAFF
5. Ennew, C T, Devlin, J F and Mirza, M (1993) 'Organisational Positioning in Financial Service Retailing' Report to TSB Group Management College.
6. Ennew, C T and Rogers, J (1994) Continuing Professional Development Needs in Marketing, A Report to the Chartered Institute of Marketing.

4. Other Research Related Activity

4.1 Research Funding/Grants

Private Sector

- London Potato Future Market for a study of the Attitudes and Patterns of Behaviour of Market Users (with A J Rayner and C W Morgan) (£5,500)
- Coopers & Lybrand Deloitte for a study of the Impact of the Recession on Business in the East Midlands.(£1,600)
- McGregor Associates for Study of the Market for Leisure Products (£3,000)
- Featherstone Audax to investigate the Effectiveness of English Natures publishing programmes.(£6,500)
- TSB Management College for a study of organisational positioning in the financial services sector (with Jim Devlin) (£1,900)
- TSB Group Management College for a Study of Continuing Professional Development in Marketing(£2,300)
- Financial Services Research Forum for a study of distribution channels in financial services (with Lockett, Winklhofer, O'malley and McKechnie) (£25,000)
- Financial Services Research Forum for a study of relationship marketing in financial services (with, O'Malley) (£25,000)

Internal University Funding

- University Research Funds for an investigation into Consumer Attitudes to the Provision of Independent Financial Advice in the East Midlands (with Mike Wright) (£2,900)
- University Research Fund for Futures Market Research with P Newbold and A.J Rayner (£9,000)

Government/Government Related

- Potato Marketing Board for a research project on policy modelling for the British Potato Market (£15,000 over 3 years)
- Warwickshire Family Health Services Authority for a study of Innovation in General Practice (with J Jolleys and D.K Whyntes) (£15,000)
- GAPP-ENS (sub contract for EU) for a study of the UK Credit Market (£4,000)
- OFT for a study of price comparison advertising (£40,000)

Peer reviewed, external research funding

1995 - ESRC for a study of Entrepreneurial Behaviour Among GPs (with D.K. Whynes)
(£60,000)

1996 - Leverhulme for Futures Market Research with P Newbold, S Leybourne and A.J Rayner
(£22,000)

4.2 Consultancy

Forecasting Deep Sea Mineral Production (Department of Trade and Industry/British Geological Survey).

Investigating the Relationship Between Banks and Small Businesses (Forum of Private Business).
(4 contracts over 7 years).

Examination of Financial Services Available to Small Businesses in Europe (National Westminster Bank).

Examination of Quality of Service Provided to Small Businesses (Allied Irish Banks)

Benchmarking the provision of bank services to small business (1996) (AIB, Co-operative Bank, Lloyds Bank, Royal Bank of Scotland, TSB, Yorkshire Bank)

Benchmarking the provision of bank services to small business (AIB, , Lloyds Bank, Royal Bank of Scotland, TSB, Nat West, Clydesdale, National Federation of Builders, AIB Dublin and Dutch Small Firms Organisation) (1996, 1998, 2000)

Benchmarking the provision of bank services to small business (AIB, Royal Bank of Scotland, Nat West, Clydesdale, Barclays, Bank of Scotland) (2002)

4.3. Editorial Activities

- Member of Editorial Board of *International Journal of Bank Marketing* **1998 – to date (current)**
- Member of Editorial Advisory Board for *Journal of Marketing Management* **1996 – to date (current)**

4.4. Refereeing

Ad hoc reviewer for;

British Journal of Management
Economic Journal
Entrepreneurship: Theory and Practice
European Journal of Marketing
European Review of Agricultural Economics
International Journal of Research in Marketing
Journal of Agricultural Economics
Journal of Economic Psychology
Journal of Financial Services Marketing
Journal of Marketing Management
Journal of Management Studies
Managerial and Decision Economics
Service Industries Journal
World Economy

5 Other Activities

Elected to the Executive Committee of the Agricultural Economics Society and organised their annual conference which was held in Nottingham in 1991.

Chair of national committee to review methods of forecasting potato yields in GB and prepare a report for consideration by the JCC/MAFF. The recommendations in this report were adopted in May 1992 and now form part of the policy making procedures for the GB potato market.

From 1996-1998, I served as a member of the Bank of England's Advisory Panel on the Financing of Small Firms

Undertaken a series of research audits for Middlesex Business School (1997-9)

Former co-ordinator of the Services Marketing SIG of the UK Academy of Marketing and organising the 1998 Services Marketing Workshop

6. **Referees**

Available on request

Appendix A

External/Short Course activity

Computers and Information Technology in Business - 2 day course in Cyprus in conjunction with Here and Now Associates (June 1989).

The Single Market - 1 day course for the Department of Employment Regional Office, organised through the Institute of Management Studies (1990).

Marketing Research in the Health Services - half day course for Trent Regional Health Authority's Management Self Development Programme (1992).

Going for Growth - 1.5 day course for MDs of small businesses in conjunction with OPIT and GNTEC.

Markets and Marketing in the Health Service half day course for MSc in Quality Assurance in Health Care (1991, University of Birmingham) and half-day course for MSc in Radiography (1992 and 1993, Suffolk College).

Marketing in the Single European Market - 2 x 1 day courses in conjunction with the Institute of Advanced Business Education (1989 and 1990).

Marketing Strategy in Financial Services - 3-4 courses per year for TSB Management College to senior and junior managers (1991, 1992, 1993 and 1994)

Marketing Strategy for Financial Services in the Single European Market - series of half-day course for Turkish bankers at Manchester Business School (1992, 1993 and 1994).

Principles of Marketing for Financial Services - 3 day course for the Marketing Department at Bank of Scotland (1995)

Marketing Financial Services - contribution to course at University of Gdansk in conjunction with Tempus and the University of Leicester (1995).

Principles of Marketing - 1 day course for Murex Biotech (1997)

Visiting Professor, Indian Institute of Management, Calcutta (1998) – Marketing Financial Services

Marketing Education – British Schools of the Middle East (1998)

Marketing Issues for Financial Services – 2-day course for Turkish bankers at Manchester Business School (1999 – with Andrew Lockett).

Appendix B: Research Supervision

Completions (PhD)

1. 1991 Wyn Morgan GB Potato Stabilisation Policy (f/t) (4 years)
2. 1993 Cagatay Unusan Distribution Channels for Cars in Turkey (f/t) (3.5 years)
3. 1995 Annaleise Aulton Econometrics of Futures Markets (f/t) (4 years)
4. 1996 Jim Devlin Competitive Advantage in Financial Services (p/t) (3 years(fte)
5. 1996 Ian Bateman GIS and Environmental Policy (p/t) (3 years fte)
6. 1997 Wael Kortam Utilising Marketing Research information (f/t) (2.2 years)
7. 1997 Kevin Wilson Key account Management (p/t) (3.5 years fte)
8. 1998 Michael Bliss Store Credit Cards (f/t and p/t) (3 years fte)
9. 1998 Mary Hartley Loyalty cards and Shopping Behaviour (f/t) (3.5 years)
10. 1998 Ahmed al Shum Factors Influencing the Use of Direct marketing (f/t) (3.5 years)
11. 1998 Wafa al Mobaireek Marketing Orientation and Small Businesses (f/t) (3.5 years)
12. 1998 Andy Crane Morality and Marketing (f/t) (4.5 years)
13. 1998 Anne Gwynne Service Quality and Customer Satisfaction in Banking (f/t) (2 years)
14. 1999 Alison Hull: Ethics and Accounting (ft and pt) (3 years fte)
15. 2000 Neil Kellard: Econometrics of Futures Markets (ft &pt) (3.5 years fte)

Appendix B: Teaching Publications

Ennew C T and Reed G V (1988) *Basic Research Methods in Economics: A Students Guide*, School of Management & Finance, Mimeo. (50%)

Ennew C T (1991) *Marketing: A Distance Learning Course*, University of Nottingham, Office for Professional and Industrial Training

Whysall P, Ennew C T and Boyett I (1991) *A Users Guide to Computing Facilities in the Social Sciences and Portland Building*, School of Management and Finance, Nottingham. (40%)

Ennew, C T and Wright, M (1993) (eds) *Teaching Notes for Case Studies in Marketing Financial Services*, Heineman, Oxford (60%)

Barnatt, C and Ennew, C T (1995) *Presenting You*, Video on Presentation Skills, SMF/EHE

Appendix D: Research degrees examined and supervised.

Research Degrees Examined

1. PhD - Imperial College, University of London 1995 (awarded)
2. PhD - UMIST 1995 (awarded)
3. DBA - Henley 1996 (awarded)
4. PhD - Stirling 1996 (awarded after major revisions)
5. PhD - UMIST 1996 (awarded)
6. PhD - University of Manchester 1997 (awarded after major revisions)
7. PhD - de Montfort University 1997(staff candidate) (awarded)
8. PhD - University of Central England (Staff Candidate) 1998 (awarded)
9. PhD - University of Waegeningen (1998) (awarded – with distinction)
10. PhD - Wye College, University of London 1998 (awarded – minor revisions)
11. PhD - UMIST 1998 (awarded)
12. DBA - Henley Management College, 1999 (awarded – minor revisions)
13. PhD – Paisley University 1999 (awarded – minor revisions)

14. PhD – UMIST 1999 (awarded)
15. PhD – Exeter 1999 (awarded after major revisions)
16. PhD – Swansea 1999 (awarded)

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