

Curriculum Vitae

Name: Dr Stephan Dahl

Current position: *Senior Lecturer in Marketing Programme Leader*, BSc Marketing & Management (Hong Kong)
Hull University Business School (AACSB, AMBA)

Adjunct Associate Professor
James Cook University, College of Business and Law

Work Address: Hull University Business School
Cottingham Road
Hull, HU6 7RX

Telephone: Office: +44 1482 463 249

Email: s.dahl@hull.ac.uk
sdahl@mac.com

Academic Qualifications

PhD, Luton Business School, University of Luton, United Kingdom

MA (cum laude), European University, Barcelona, Spain

BSc (Hons), City University, London, United Kingdom

Employment History & Experience

University of Hull, **Senior Lecturer in Marketing** (2011-present)

James Cook University, **Adjunct Associate Professor** (2012 – present)

James Cook University, **Adjunct Senior Lecturer** (2012 – 2014)

Middlesex University, London, **Principal Lecturer in Marketing** (2007-2011)

Middlesex University, London, **Senior Lecturer in Marketing** (2003-2007)

University of Luton, **Lecturer in Marketing** (2001-2003)

University of Luton, **Part-time Lecturer** (1999-2001)

Education

- 1998- 05 **PhD**
Topic: *Cultural values and their influence on advertising appeals in television advertising in the Netherlands, Germany and the UK*
Supervisor team: Prof Helen Spence-Oatey (**University of Warwick**) and Dr Helga Dittmar (**University of Sussex**)
Luton Business School, Luton, United Kingdom
- 1997-98 **MA (cum laude)** Public Relations & Business Communication,
European University, Barcelona, Spain
- 1992-95 **BSc (Hons)** Management & Systems Science,
City University, London, United Kingdom
- 1991 **Abitur**,
Gymnasium Am Kothen, Wuppertal, Germany

Academic and Career Details

01.2011- continuing **Senior Lecturer**, University of Hull, Hull, United Kingdom

Administration: I'm currently the **Programme Leader** for the BA Marketing & Management (Full Time & Part Time), one of the largest undergraduate programme of the Business School, delivered in partnership with HKU SPACE in Hong Kong.
I've led the validation of a new **BA Marketing** commencing in September 2014 in Hong Kong, and a **MSc in Strategic Brand Management in Hong Kong and Hull** and I'm currently working on achieving non-**local accreditation** for the programmes in Hong Kong (HKCAAVQ).

Teaching: Module leader for:
Marketing Planning (undergraduate)
Non-Profit and Social Marketing (postgraduate)
Research Methods for Business, Marketing & Logistics (undergraduate)
Marketing Communications & Branding (undergraduate, part-time and full-time delivery in Hong Kong)

02. 2012 - continuing **Adjunct Associate Professor**, James Cook University, College of Business and Law, Queensland, Australia
Joint publications, funding bids and PhD supervision for students at JCU School of Business

02. 2012 - 02.2013 **Adjunct Senior Lecturer**, The Cairns Institute, James Cook University, Cairns, Queensland, Australia
Joint publications and PhD supervision for students at JCU School of Business

09. 2007- 01. 2011 **Principal Lecturer**, Middlesex University, London, United Kingdom.

Administration: I served as **Curriculum Leader and Director of Programmes**, overseeing the provision of all under- and postgraduate marketing programmes delivered in London and Dubai.

I was also the programme Programme Leader for the **MA Health & Social Marketing**, the first of it's kind in the UK and the Programme Leader for the **MA International & Cross-Cultural Marketing**.

I designed and managed the first **Service Learning**, where students worked independently on a placement in a charitable organisation while completing a related project, and **Independent Learning** modules at Middlesex University (both postgraduate)

I designed, managed and partially delivered **business education seminars and outreach programmes** in social marketing and social media.

Teaching: Module leader for
Health & Social Marketing (postgraduate & executive education)
Volunteer and Service Learning (postgraduate)
Independent Study (postgraduate)
Integrated Marketing Communications (postgraduate),
International & Cross-Cultural Marketing (postgraduate)
Advertising & Sales Promotions (postgraduate).

04. 2003-
08. 2007 **Senior Lecturer**, Middlesex University, London, United Kingdom.

Administration: I initiated, designed and headed the **validation** of the **MA Marketing Communication** in 2004. I acted as Programme Leader for the programme from 2004 – 2008, during which time the programme grew from 15 students to 65 students.

I managed the **revalidation of all postgraduate programmes**, including the design and validation of the MA Health & Social Marketing and MA International & Cross-Cultural Marketing in 2007.

Teaching: Module leader for
Marketing Communication (undergraduate),
Integrated Marketing Communications (postgraduate),
Advertising & Sales Promotions (postgraduate),
Public Relations (postgraduate)

01. 2001-
04. 2003 **Lecturer**, University of Luton, United Kingdom.

Administration: I was appointed as programme leader for the **MA Intercultural Communication** and acted as Programme leader for the **BA Public Relations**.

Teaching: Module leader and teaching for
Marketing Communication (postgraduate),
Intercultural Skills for Business (postgraduate),
Intercultural skills for Marketing (postgraduate),
Intercultural Skills for Management (postgraduate),
Public Relations (undergraduate),
Marketing and the Internet (undergraduate),
Sales and Sales Promotion (undergraduate).

09. 1999 –
12. 2000 **Part-time Lecturer**, University of Luton, United Kingdom.

Administration: As part-time faculty, while completing my PhD, I designed and taught the 'applications to business' pathway on the **MA Intercultural Communication**, comprising three elective modules.

Teaching: Module leader:
Intercultural Skills for Business (postgraduate),
Intercultural skills for Marketing (postgraduate),
Intercultural Skills for Management (postgraduate).

07. 1998 – 12. 2000 **Director**, Systemica Networks Ltd., London, United Kingdom.
Systemica was a small company providing website design and consultancy services to small and medium sized companies.

08. 1995 – 09.1997 **Editor**, Stads MTV TT, Brussels, Belgium.
My responsibility was the management, editing and distribution of a monthly magazine in English (Citylife) and Dutch (Stads) for Brussels and related content production for MTV TT in Belgium.

Membership of Professional Bodies and Learned Societies

1998 - continuing **Society for Intercultural Education, Training and Research**
Member of the British executive committee 2000 – 2006
Chair 2005/6 and SIETAR Europa Board Substitute 2005/6

2010 - Continuing **Academy of Marketing Science**
Member

2010 - continuing **European Marketing Academy**
Member

2006 - continuing **Academy of Marketing**
Member
Co-chair (Social Marketing) of the Arts, Non-Profit & Social Marketing SIG

Professional Qualifications & Training:

October 2012 **Maintenance of Accreditation Workshop, AACSB**
AACSB European Conference, Barcelona

09. 2011-07. 2012 University of Hull, **Academic Leadership Programme**
(1 year, professional development programme)

05. 2012 **NCRM Metaanalysis** in Social Sciences Workshop, University of Surrey (2 days)

02. 2011-07. 2011 **Certificate in Training for Research Supervision**
(3 months professional development programme)

06. 2010 **ESRC/NCRM Methods Seminar**, University of Manchester

03. 2005 **PhD Supervision Seminar**
Higher Education Academy, University of Greenwich

Voluntary work

- 2005 **The Food Chain** (HIV Charity)
-on-going Kitchen supervisor, rota coordinator and navigator for a charity that delivers food to people housebound with HIV
- 2006 **London Lesbian and Gay Switchboard**
-on-going Help-line operator and Trustee (2008-2010) for a telephone helpline charity
- 2013 **Terrence Higgins Trust**
-on-going Programme Steering Committee member (co-opted)

Research Outputs

Main focus of current research:

- Social Media, New Media/Internet Advertising (including advergames and mobile gaming)
- Health & Social Marketing
- Ethics in Marketing & Marketing Communications
- International & Cross-cultural Communication

Public output from research and scholarly activity

Refereed Journal Publications

Czarnecka, B, **Dahl S.** & Eagle, L. (2013): *Is food advertising culture-bound – contradictory results from four European countries*. *Journal of Consumer Behaviour*, 12 (2/3), pp. 227-246 (**ABS****)

Dahl, S., Eagle, L. & Ebrahimjee, M. (2013): *Golden Moves: Developing a Transtheoretical Model based Social Marketing Intervention in an Elderly Population*, *Social Marketing Quarterly*, 19 (4), pp. 230-241

Brennan, R., **Dahl, S.**, Eagle, L. (2010): *Persuading Young Consumers to make Healthy Eating Decisions*, *Journal of Marketing Management*, 26 (7/8), pp. 635-655 (**ABS *****)

Dahl, S. (2010): *Current Themes in Social Marketing*, *Social Marketing Quarterly*, 16 (2), pp. 128-136

Dahl, S., Eagle, L. & Báez, C. (2009): *Analyzing Advergames for Children: Active Diversions or Actually Deception?* *Young Consumers*, 10 (1) pp. 46-59 - ***Emerald Highly Commended Award, 2010***

Brennan, R., Czarnecka, B., **Dahl, S.**, Eagle, L. Mourouti, O (2008): *Regulation of Nutrition and Health Claims in Advertising*, *Journal of Advertising Research*, 48 (1), pp. 57-70 (**ABS *****)

Dahl, S. (2007): *Turnitin®: Student reaction towards electronic submission and plagiarism detection*, *Active Learning in Higher Education* 8 (2), pp. 173-191

Dahl, S. (2006): *Peer support over the Internet: How HIV positive people use Internet support groups*, *Journal of Medical Marketing*, 6 (4), pp. 268-275

Dahl, S. (2005): That just isn't for me! (Foreign- and Home-style Food advertising in Culturally Close Countries), *Marketingove Komunikace a Media* (Marketing Communication and Media, Czech Republic), 3/2005, pp. 58-69

Dahl, S. (2003): *An Overview of Intercultural Research*, *Journal of the Society for Intercultural Training and Research* 1/10, pp. 20-34

Papers currently under review by refereed journals

Dahl, S. & Eagle, L.: Traditional or Electronic: Is All WOM Created Equal? *Currently under review at European Journal of Marketing*

Dahl, S. Low, D. & Eagle, L.: Mobile phone-based Advergaming: Simply fun or slightly deceptive? *Currently under review at International Journal of Advertising*

Dahl, S., Eagle, L. & Low, D.: Integrated Marketing Communications in Social Marketing: A Shared Narrative? *Currently under review at Journal of Social Marketing*

Dahl, S. & Gordon, S.: Cultural Values and Green Advertising: Taking the Biscuit? *Currently under review at Journal of Advertising Research*

Dahl, S., Eagle, L.: Visceral Clues in Social Advertising: Should we be less good to do good? *Currently under review at Journal of Social Marketing*

Dahl, S., Bettany, S. M.: Brand Meanings and Gay Identity: An Intercultural Ethnographic Study *Currently under review at Journal of Consumer Research*

Book Reviews

Dahl, S. (2008): Review of de Pelsmacker, P. et al: *Marketing Communications: A European Perspective*, FT Prentice Hall, *Journal of Marketing Communication*.

Refereed Conference Presentations / Proceedings

Eagle, L. & **Dahl, S.** Low, D.R., Mahoney, T. (2014). Alcohol Promotion via Mobile Phone Apps: Gaps in Impact Evaluation and Regulatory Coverage. Australian and New Zealand Academy of Marketing (ANZMAC), Griffith University, Brisbane, 1-4 December 2014

Eagle, L. & **Dahl, S.** Low, D.R. (2014). Ethical Issues in the Marketing of Skin Lightening Products. Australian and New Zealand Academy of Marketing (ANZMAC), Griffith University, Brisbane, 1-4 December 2014

Low, D.R., Eagle, L. & **Dahl, S.** (2014). Marketing Ethics in the 21st Century. Global Marketing Conference, Singapore, 15-18 July 2014
<http://gmcproceedings.net/index.php?mid=archive>

Eagle, L. & **Dahl, S.** (2014). Ethics in social marketing – In search of pronōsis. International Social Marketing Conference, Monash University, Melbourne, 17-18 July 2014

Eagle, L. & **Dahl, S.** (2014). Can social marketing combat sorcery? International Social Marketing Conference, Monash University, Melbourne, 17-18 July 2014

Desrochers, D. M. & **Dahl, S.** (2014): Food insecurity and the hunger-obesity paradox. 39th Annual Macromarketing Conference, Royal Holloway, University of London, 2- 5 Jul 2014

Dahl, S. & Desrocher, D.: Is Advertising to Blame?, Association of Consumer Research, Chicago, 6-9 October 2013 (**ABS ****)

Dahl, S. Low, D. & Eagle, L., Muscat, M.: Not Quite Playing the Game? Academy of Marketing Science World Marketing Congress, Monash University, Melbourne, 17-20 July 2013

Eagle, L., **Dahl, S.** Low, D. & Mahoney, T.: Troubling Thoughts About Tobacco Promotion in the On-Line Environment, Academy of Marketing Science World Marketing Congress, Monash University, Melbourne, 17-20 July 2013

Dahl, S. & Gordon, S.: Advertising Assertiveness and Effectiveness: The Role of Product Involvement, Academy of Marketing, Glamorgan, 9-11 July 2013

Dahl, S. & Desrocher, D.: My Friend Bud: Alcohol Promotion Across Social Media, European Marketing Academy, Istanbul, 4-7 June 2013

Dahl, S. Low, D. & Eagle, L.: Mobile phone-based Advergimes, ANZMAC Conference, The Ehrenberg-Bass Institute, University of South Australia, 3-5 December 2012

Khanyapuss, P. & **Dahl, S.**: Advergimes & Brand Image: Playing along or strategic game plan?, British Academy of Management Conference, Cardiff, 11-13 September 2012

Dahl, S. & Gordon, S.: Green Appeals in Advertising: Taking the biscuit?, ICORIA European Advertising Academy, Stockholm, 27-30 June 2012

Desrocher, D. & **Dahl, S.**: Understanding Self-Assessed Weight Status, 2012 AMA Marketing & Public Policy Conference, Atlanta, GA, 7-9 June 2012

Dahl, S. & Eagle L.: Traditional or Electronic: Why not all WOM is created equal, European Marketing Academy Conference (EMAC), Lisbon, 22-25 May 2012

Desrocher, D. & **Dahl, S.**: Addressing Childhood & Adolescent Obesity: Misperceptions of Weight Status, Academy of Marketing Science Annual Conference, New Orleans, 15 - 19 May 2012

Eagle, L.C., **Dahl, S.**, Low, D. & Case, P. "Behaviour Change Tools: Soft versus Hard Options". International Social Marketing Conference, Brisbane, Australia, 28-29th June 2012

Dahl, S. & Ebrahimjee, M.: Visceral Clues in Social Marketing: Are we too good to do good? Academy of Marketing, Liverpool, 5-7 July 2011

Eagle, L., Morey, Y., **Dahl, S.**: Ethics and Efficacy of Product Placement in the Mass Media, Academy of Marketing, Liverpool, 5-7 July 2011

Eagle, L., Morey, Y., **Dahl, S.**: Subtle Sophistry Versus Savvy Strategy: A Critical Review of the Potential Efficacy of Product Placement Regulations. ICORIA European Advertising Academy, Berlin, 24-25 June 2011

Dahl, S. & Spencer-Oatey, H.: Advertising Appeals in Culturally Close Countries: How Useful are Existing Frameworks?, ICORIA European Advertising Academy, Berlin, 24-25 June 2011

Dahl, S. & Ebrahimjee, M.: Golden Moves: Developing a Transtheoretical Model based Social Marketing Intervention in an Elderly Population. International Research Society for Public Management, Trinity College, Dublin, 11 – 13 April 2011

Dahl, S.: Framing Across Cultures: Preferences for Different Message Framing Options, Institute for Social Marketing – Open University, Milton Keynes, 3 November 2010

Brennan, R. **Dahl, S.**, Eagle, L., & Mourouti, O.: *Permissible Puffery, Prevarication or Piffle: Claims in Cosmetics and Medication Advertising*. Corporate and Marketing Communications Conference (CMC), Middlesex University, London, 12-14 April 2007

Dahl, S. & Eagle, L.: *Analyzing Advergames for Children: Active Diversions or Actually Deception?* Presented at the Corporate and Marketing Communications Conference (CMC), University of Ljubljana, Slovenia. Paper published in conference proceedings. 21-22 April 2006

Dahl, S.: *What do we know about global advertising?* International Business Colloquium, Konstanz University of Applied Sciences, Germany, 27 January 2005

Dahl, S.: *Television advertising in culturally close countries*, 11th Conference of the NIC, Agder University College, Kristiansand, Norway, 26 – 28 November 2004,

Book Chapters

Eagle, L., **Dahl, S.** & Low, D. (2015): Social Marketing Ethics in French, J. et al. (eds), *Social Marketing and Public Health: Theory and Practice*. Oxford University Press.

Dahl, S.: (2015): Social Marketing in China, Japan and Korea. In Nguyen, B. & Rowley, C.: *Ethical and Social Marketing in Asia*, Swanston: Elsevier/Woodhead

Dahl, S.: (2014) Communication Appeal Effectiveness - Marketing Psychology Applications: A Framework of Study. In: Broderick, A. J. and Demangeot, C.: *Contemporary Consumer Psychology*, London: Sage

Eagle, L., Morey, Y., **Dahl, S.** (2012): Subtle Sophistry Versus Savvy Strategy: A Critical Review of the Potential Efficacy of Product Placement Regulations. In Martin Eisend & Tobias Langner: *Advances in Advertising Research*, Vol 3, Wiesbaden: Gabler

Brennan, R., **Dahl, S.**, Eagle L. (2012) "Persuading Consumers to Make Healthy Nutritional Decisions". in Bennett, R., Kerrigan, F. & O'Reilly, D: *New Horizons in Arts, Heritage, Nonprofit and Social Marketing*, Key Issues in Marketing Management Series, London: Routledge

Dahl, S. (2007): Advertising Across Cultures, in Thaeer, Nashreen & Gopalan, Swapna (eds): *Marketplace Anthropology*, ICFAI University Press

Books

Dahl, S (2016): *From DINK to bling – Queer Consumption in a Post-Gay Society*, Routledge Series on Critical Marketing, London: Sage

Dahl, S. & Eagle, L. (2015): *Marketing Ethics – An International Perspective*, London: Sage

Dahl, S. (2014): *Social Media Marketing – Theories and Applications*, London: Sage

Dahl, S., Eagle, L., Lloyd, J & Czarnecka, B. (2013): *Marketing Communications*, London: Routledge

Eagle, L., **Dahl, S.**, Hill, S., Bird, S., Spotswood, F. & Tapp, A. (2012): *Social Marketing*, London: Pearson

Dahl, S. (1998, reprinted 2000): *Communications and Culture Transformation: Cultural Diversity, Globalization and Cultural Convergence*, London: ECE

Dahl, S. (1999): *Intercultural Skills for Business*, London: ECE

Dahl, S. (2001): *Einführung in die Interkulturelle Kommunikation (Introduction to Intercultural Communications)*, Trans. Patrick Klein, Berlin: Intercultural Network

Discussion Papers

Dahl, S. (2010): *Using Social Media for Social Marketing – A Conceptual Review* Middlesex University Business School Discussion Paper

Dahl, S. & Eagle, L.C. (2006) *Analyzing Advergimes for Children: Active Diversions or Actually Deception?* Middlesex University Business School Discussion Paper

Dahl, S. (2004): *Measuring Appeals in Television Advertising*, Intercultural Research Series, London: European Business School

Dahl, S. (2004): *Cross-Cultural Advertising Research: What do we know about the Influence of Culture on Advertising?*, Middlesex University Business School Discussion Paper

Social Science Research Network: Top 10 Paper

Dahl, S. (2004): *Intercultural Research: The Current State of Knowledge*, Middlesex University Business School Discussion Paper

Social Science Research Network: Top 10 Paper

Dahl, S. (2002): *A small introduction to nonverbal communication*, Intercultural Series: London

Other Publications

Dahl, S. (2005): *Euro-commercials: Cultural Values in TV advertisements in Germany, the UK and the Netherlands*, Unpublished PhD Thesis, University of Luton

Dahl, S. (2003): *Advertising and culturally close countries*, Business of Culture, Society for Intercultural Training and Research, Luton: University of Luton

Dahl, S. (2000): *Cultural Values in Beer Advertising in the UK, the Netherlands and Germany*, Delta Intercultural Academy.

Other outputs:

<http://stephan.dahl.at>

Blog on marketing communication, with around 3000 unique visitors/month

<http://intermundo.net> – the culture network (2000-2005)

I designed and am running an online community for intercultural news & research (approximately 14.000 members worldwide)

Papers under development

- with **Lynne Eagle**, *James Cook University, Australia*:

Message Framing in Social Advertising: Does Culture Matter? (Target Journal: Health Promotion International)

Brand Orientation and Open Source Marketing (with Lynne Eagle, Target Journal: Journal of Marketing Management)

- with **Debra Desrochers**, *University of Westminster, UK*:

Addressing Childhood & Adolescent Obesity: Misperceptions of Weight Status (With Debra Desrocher, Target Journal: Journal of Marketing and Public Policy)

Enhancing Obesity Interventions: Understanding Self-Assessed Weight Status (With Debra Desrocher, Target Journal: Milbank Quarterly)

“My Friend Bud”: Alcohol promotion across social media (With Debra Desrocher, Target Journal: Journal of Business Ethics)

- with **Khanyapuss Punjaisiri**, *University of Hull, UK*

Advergaming & Brand Image: Playing along or strategic game plan? (Target Journal: Journal of Marketing Management)

- with **Fannie Yeung**, *University of Hull, UK*

Wine consumption in Hong Kong: The role of aspiration in marketing practices (Target Journal: International Journal of Advertising)

- with **Youjiang Gao & Yana Luo**, *University of Hull, UK*

Awakening the Dragon: A Research Agenda for Nonprofit Marketing in Asia (Target Journal: Journal of Nonprofit & Public Sector Marketing)

- with **Nadine Wähning**, *University of Hull, UK*

Regional Cultural Differences – Reanalyzing the WVS (Target Journal: International Marketing Review)

Research grants and awards

Successful Grant Applications

British Academy: £ 3,000 Social Marketing to increase Physical Activity – Barriers, Norms and Values (February 2011 – February 2013)

Grant applications in process

Economic and Social Research Council: £200,000: Health Narratives as a Guide to Social Marketing Interventions in Diverse Communities (with Prof. Jon Reast, University of Bedford and Dr Haseeb Shabbir, University of Hull)

Medical Research Council: £210,000 Increasing Physical Activity in over 65s – Lifelong Wellbeing Award (with Dr Mustafa Ebrahimjee, South-East Essex PCT)

Funding source to be determined: New and Evolving Media Forms: Impact and Implications for Regulation (with Prof. Lynne Eagle, James Cook University)

Grant Awarding Body Membership:

Member of the Scientific Committee for **National Awareness and Early Diagnosis Research** (co-operation of Cancer Research UK, Department of Health, Public Health Agency (NI), Scottish Government and the Wales Office of Research & Development) (2010-2015)

Member of the expert review panel for the **Early Diagnosis Grant Scheme** (co-operation of Cancer Research UK, Department of Health, Public Health Agency (NI), Scottish Government and the Wales Office of Research & Development) (2015 - ongoing)

Academic Activities

Editorial Board Membership:

International Journal of Advertising
Journal of Consumer Affairs
International Journal of Market Research

Regular Ad-Hoc Journal Reviewer:

European Journal of Marketing
Journal of Marketing Management
Journal of Business Ethics
Journal of Marketing Communications
Marketing Intelligence & Planning
Asia Pacific Journal of Marketing and Logistics
Journal of Social Marketing
Health Promotion International
Public Health Nutrition
Social Marketing Quarterly

Awards:

Highly Commended Award, Emerald Publishing 2010

Invited Research Contributions & Professional Talks:

Invited presentation “Social Media Theories”, **Universidad de los Andes**, Bogota, June 2015

Invited Presentation “7S Framework”, **University of Westminster**. London, 8 December 2014

Invited Presentation “Behaviour Change Games and Apps”, **Queensland University of Technology & Australian Association of Social Marketers**. Brisbane, 24 October 2013. (with Eagle, L.C., Low, D.R.)

Invited presentation “Social Marketing Practice”, **Universidad de los Andes**, Bogota, July 2013

Invited presentation with Debra M. Desrochers: “‘My Friend Bud’: Alcohol Promotion across Social Media” **Challenges to International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, Notredame University, London Centre**, April 14-16, 2013

Invited address “Social Media for Social Marketing”, Jockey Club School of Public Health, **Chinese University of Hong Kong**, 10 January 2013

Keynote address “Tweet for Behaviour Change” at 2nd **European Social Marketing Conference**, European Social Marketing Association, Lisbon, 27-28 November 2012.

Presentation “Advergames: Stop playing with your food”, HUBS Research Series, 2012, **University of Hull**

Invited presentation “Avoiding Plagiarism: Electronic means – the evidence”, School of Management Research Series, 2011, **University of Bristol**

Presentation “Educational Imperialism versus Cultural Relativism: Can we talk about best practice when working across cultures”, with Prof. Terrence Jackson & Wendy Banfield, Learning and Development Conference 2010, **Middlesex University**

Presentation & expert debate at London Sustainability Exchange: “Using Social Marketing for Environmental Causes”, June 2010, **Royal Society of the Arts**, London

Invited keynote & expert debate at **Thomson Reuter PR Forum**: “Social Media and the Impact on Public Relations” (in German), November 2009, Thomson Reuter, Leipzig, Germany.

Invited presentation to **Advertising Education Forum**, Steering Committee, New media and Advertising, March 2007, London

Presentation, with Prof. Lynne Eagle, at the **Westminster Diet & Health Forum on Food Promotion to Children** on the role of non-standard forms of persuasive communication on children and their attitudes towards, and choices of, food types. June 2006, Millbank, London

Invited presentation on cross-cultural theory and training. “Responding to the Needs of the Chinese Learner Conference”, **University of Portsmouth**. July 2004, Portsmouth

Invited lectures at

- **Universidad de los Andes**, Bogota, on “Social Marketing” (2013)
- **European Business School**, London, on “Intercultural Management” (2003-5)
- **Constance University of Applied Sciences** on “Intercultural Marketing” (2004),
- **European University Business School**, Barcelona, on “Intercultural Communications” (1999)

Rankings

Ranked 24th “Top Business Author” world-wide by Social Science Research Network

Dahl, S (2004): *Intercultural Research: The Current State of Knowledge*, Middlesex University Business School Discussion Paper

- Ranked as “*Top 30*” paper by the Social Science Research Network based on downloads
- Ranked as Top paper by SSRN Behavioural Economics based on downloads

Dahl, S (2004): *Cross-Cultural Advertising Research: What do we know about the Influence of Culture on Advertising?*, Middlesex University Business School Discussion Paper

- Ranked as “*Top 4*” paper by the Social Science Research Network based on downloads

Conference Organisation:

Proposer & Lead Organiser, **Academy of Marketing** 2017 Conference (Hull University)

Member of **Academy of Marketing** 2006 Conference Organising Committee (Middlesex University)

Co-chair, **Corporate and Marketing Communication Conference** 2007 (Middlesex University)

Initiator and Chair, **SIETAR** 2005 and 2006 Conferences (University of Luton and Middlesex University)

PhD Research Supervision

Currently supervising:

As first supervisor/director of studies:

Nadine Wähning: Regional Branding and Culture (expected completion 2014)

Yana Luo: Charity Marketing in China (expected completion 2014)

Youjiang Gao: Social Entrepreneurship in China (expected completion 2014)

Alan Shaw: Effectiveness of NHS Social Marketing (P/T - expected completion 2015)

Malvika Khatri: Social Marketing Interventions targeting Child Abuse (expected completion 2017)

Jehan Al Ghamdi: Cultural Dimensions in Social Media (expected completion 2017)

As second supervisor:

Normalisa Binti Md Isa (expected completion 2015)

Fiona Wakely (expected completion 2015)

Philip Harley Coombes (expected completion 2014)

Completed supervision:

Dr Barbara Czarnecka: A cross-cultural analysis of advertising from Poland, Hungary, Ireland and England
Awarded PhD July 2010 (minor corrections)

PhD Examiner:

External examiner: **Dr Jennifer Omorowa Osula:** The Impact of Emotion and Perceived Risk on the Gap between Intention and Behaviour
University of Wales, 20 May 2013

Dr Mohammed M. Rahman: Factors Affecting the Adoption of m-Commerce in Developing Countries: Applying an Extended Technology Acceptance Model (TAM)

University of Western Sydney, 22 January 13

Dr Fannie Chan: The Effectiveness of Product Placements in Films across Cultures

University of Kent, 14 December 2012

Dr Gillian Ann Kemp, Social Marketing Interventions as a tool to increase Patient Involvement in the NHS

University of the West of England, 31 October, 2007

Internal examiner: **Dr Azil Ayub:** Understanding Factors Affecting the Stability of Voting Behaviour in Malaysia, University of Hull, 24 October 2013

Dr Marwa Tourky: Determining Corporate identity in UK Organisations, University of Hull, 24 May 2013

Dr Ahmed Shaalan: Guanxi-type relationships (shabak at al-alak at) and relationship marketing: new linkages in the Egyptian SME sector, University of Hull, 23 May 2013

Dr Christian Schnee, Political Public Relations: spin, persuasion or relationship building?, University of Hull, 22 May 2013

Dr Mugbil Nahar Bin Juida, Exploring Sport Sponsorship in the Context of Saudi Arabia, University of Hull, 7 May 2013

Dr Chris Pich, Brand Image of the Conservative Party of Young Consumers, University of Hull, 15 March 2012

Dr Maria Pagla, The Impact of Brand Attitudes and Social Agents on Young Consumer Behaviour. Middlesex University, 22 July 2010

External Examiner Activities

External Examiner, Postgraduate Marketing Programmes
Oxford Brookes University, Oxford (2014-ongoing)

External Examiner, MA Marketing Review,
Greenwich University, London (2013)

External examiner for Postgraduate programmes in Marketing
University of the West of England, Bristol (2011-ongoing)

External examiner for International Business at
Open University / Baden Wurttemberg Cooperative State University, Stuttgart (2009- 2014)

References:

Ms. Debra Johnson
Head of Department
Hull University Business School
Cottingham Road
Hull HU6 7RX
United Kingdom

Prof. Lynne Eagle
Professor of Marketing
School of Business
Faculty of Law, Business & the Creative Arts
James Cook University Townsville Campus
Townsville QLD 4811
Australia

Further references available upon request