

Academic Journal Papers

In Press

Williams-Burnett, N. and Skinner, H. (in press) 'Critical reflections on performing arts evaluations' *Arts and the Market*

Published

Skinner, H. (2016) 'What's Occurring? Barry since Gavin & Stacey', *International Journal of Tourism Research*, 18(3), pp. 251-259

Jones, P., Scherle, J., Pickernell, D., Packham, G., Skinner, H. and Peisl, T. (2014) Fool's Gold: The value of Business Awards to Small Businesses, *International Journal of Entrepreneurship and Innovation*, 15(2): 89-100

Jones, P. and Skinner, H. (2014) "E-learning globalization: the impact of e-learning – what difference has it made?", Guest Editorial, *Education + Training*, Vol. 56(2/3)

Jones, P., Jones, A., Skinner, H. and Packham, G. (2013) Embedding Enterprise: a Business School undergraduate course with an enterprise focus, *Industry and Higher Education*, 27(3), pp. 205-216

Thomas, B. And Skinner, H. (2012) 'Dissertation to journal article: a systematic approach', *Education Research International*, Vol 2012. doi:10.1155/2012/862135.
<http://www.hindawi.com/journals/edu/contents/>

Skinner, H. (2011) 'In search of the *genius loci* – the essence of a place brand', *The Marketing Review*, 11(3), pp. 281-292

Skinner, H., Blackey, H. and Green, P. (2011) "Accrediting informal learning: Drivers, challenges and HE responses", *Higher Education, Skills and Work Based Learning, The Journal of the University Vocational Awards Council*, 1(1), pp. 52-62

This article was selected as one of the best articles published by Emerald. The following extract is from the review (2011, "Work-based learning within higher education: Dealing with the drivers and challenges of accrediting informal learning at the University of Glamorgan", Development and Learning in Organizations, 25(5), pp. 35-38)

"The article is clear and concise, and employs an interesting and readable style. It is of particular interest to leaders of HEIs who wish to better enable the wider accreditation and embedding of work-based learning within HE."

Skinner, H. and Blackey, H., (2010) "Globalisation of Business Education - A British course or a British educational experience? Comparisons from a UK University", *Journal of Applied Research in Higher Education*, 2(2), pp. 21-32

Davidson, L. and Skinner, H., (2010) "I spy with my little eye: A comparison of manual versus computer aided analysis of data gathered by projective techniques", *Qualitative Marketing Research: An International Journal*, 13(4), pp. 441-459

**EMERALD LITERATI NETWORK 'AWARDS FOR EXCELLENCE'
OUTSTANDING PAPER - HIGHLY COMMENDED AWARD**

- Greaves, N. and Skinner, H., (2010) "The importance of destination image analysis to UK rural tourism", *Marketing Intelligence and Planning*, 28(4), pp. 486-507
- Mainwaring, S. and Skinner, H. (2009) "Reaching donors: Neuro-linguistic programming implications for effective charity marketing communications", *The Marketing Review*, 9(3), pp. 231-242
- James, S. and Skinner, H., (2009) "Designing And Delivering A Supported Housing Service For The 'Un-housable'", *Social Marketing Quarterly*, 15(3), pp. 49-66. (DOI: 10.1080/15245000903156779)
- Kubacki, K., Siemieniako, D., and Skinner, H., (2009) "Social aspects of alcohol consumption in Poland: an investigation into students' perceptions", *Worldwide Hospitality and Tourism Themes*, 1(2), pp. 133-148
- Moss, G.A., Parfitt, S. and Skinner, H. (2009) "Men and women: do they value the same things in mainstream nightclubs and bars?" *Tourism and Hospitality Research*, 9(1), pp. 61-79
- Skinner, H and Croft, R. (2009) "Neuro-linguistic Programming techniques to improve the self-efficacy of undergraduate dissertation students", *Journal of Applied Research in Higher Education*, 1(1), pp. 29-38
- Skinner, H. (2008) "The emergence and development of place marketing's confused identity", *Journal of Marketing Management*, 24(9/10), pp.915-928
- Croft, R., Hartland, T. and Skinner, H., (2008) "And *did* those feet? Getting medieval England on-message", *Journal of Communication Management*, 12(4), pp. 294 – 304
- Skinner, H., Kubacki, K., Moss, G. and Chelly, D., (2008) "International marketing in an enlarged European Union: Some insights into cultural heterogeneity in Central Europe", *Journal of East European Management Studies*, 13(3), pp.193-215
- Skinner, H., Kubacki, K., Parfitt, S. and Moss, G., (2008) "Polish nightclubs and bars: management insights into what customers really want", *Journal of East European Management Studies*, 13(2), pp.154-169
- Skinner, H. and Kubacki, K. (2007) "Unravelling the complex relationship between nationhood, national and cultural identity, and place branding", *Place Branding and Public Diplomacy*, 3(4), pp. 305-316
- Kubacki, K., Skinner, H., Parfitt, S. and Moss, G. (2007) "Comparing nightclub customers' preferences in existing and emerging markets", *International Journal of Hospitality Management*, 26(4), pp. 957-973 (doi.10.1016/j.ijhm.2006.12.002)
- Byrne, P. and Skinner, H. (2007) "International business tourism: Destination Dublin or Destination Ireland?", *Journal of Travel and Tourism Marketing*, 22(3/4), pp. 55-65
- Bairstow, S. and Skinner, H. (2007) "Internal Marketing and the Enactment of Sexual Identity", *Equal Opportunities International*, 26(7), pp.653-664

- Gould, M. and Skinner, H. (2007) "Branding on Ambiguity? Place branding without a national identity: marketing Northern Ireland as a post conflict society in the USA" *Place Branding and Public Diplomacy*, 3(1), pp100-113
- Kubacki, K. and Skinner, H. (2006) "Poland: exploring the relationship between national brand and national culture", *Journal of Brand Management*, 13(4), pp.284-299
- Skinner, H. (2005) "Towards a typology of Virtuous Marketing: applying marketing principles and practices to community development work", *The Marketing Review*, 5(3), pp.263-276
- Hartland, T., and Skinner, H. (2005) "What is being done to deter ambush marketing, and are these attempts working?", *International Journal of Sports Marketing and Sponsorship*, 6(4), pp. 231-241
- Skinner, H. (2005) "Wish you were here? Some problems associated with integrating marketing communications when promoting place brands", *Place Branding*, 1(3), pp.299-315
- Hartland, T., Skinner, H. and Griffiths, A. (2005) "Tries and Conversions: Are sports sponsors pursuing the right objectives?", *International Journal of Sports Marketing and Sponsorship*, 6(3), pp. 164-173
- Skinner, H., Parfitt, S. and Moss, G. (2005) "Nightclubs and Bars: What do customers really want?", *International Journal of Contemporary Hospitality Management*, 17(2), pp.114-124
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- Skinner, H. and Stephens, P. (2003) "Speaking the Same Language: Exploring the relevance of Neuro-Linguistic Programming to Marketing Communications", *Journal of Marketing Communications* 9(3), September 2003, pp. 177-192

Book chapters

In Press

Skinner, H. (in press) "Action Research", in: Kubacki, K, and Rundle-Thiele, S. (Eds) *Formative Research in Social Marketing: Innovative methods to gain consumer insights*, Springer

Published

Skinner, H. (2015) 'Corporate brand: Europe', In: Melewar, T.C and Syed Alwi, S.F. (Eds) *Corporate Branding: Areas, Arenas and Approaches*, Routledge

Skinner, H. (2015) 'Conclusion', In: Melewar, T.C and Syed Alwi, S.F. (Eds) *Corporate Branding: Areas, Arenas and Approaches*, Routledge

Skinner, H. (2013) 'General Demarketing', In: Bradley, N. and Blythe, J. (Eds) *De-marketing*, Routledge

Skinner, H. (2012) 'Territory, Culture, Nationalism, and the Politics of Place', In: Smith, M. and Richards, G. (Eds) *Handbook of Cultural Tourism*, Routledge

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Skinner, H. and Kubacki, K. (2009), "Eastward Enlargement, Cultural and National Identity, and Diversity in the European Union", In: Moss, G.A. (Ed.) (2009) *Profiting From Diversity*, Chapter 3

Conference Contributions:

Skinner, H. (2016) "Business Tourists' Perceptions of National and Capital City Brands: A comparison between Dublin / Republic of Ireland, and Cardiff / Wales", Academy of Marketing Conference, Newcastle, 4-7 July 2016.

AWARDED BEST PAPER IN TRACK – PLACE MARKETING & BRANDING

Skinner, H. (2016) "World Tourism Day 2015 - Corfu Discussions", Proceedings of the 3rd Corfu Symposium on Managing and Marketing Places, Corfu, 18-21 April 2016

Skinner, H. (2016) "'Cardiff means one thing, Wales means a lot': International business tourists' perceptions of national and capital city brands", Proceedings of the 3rd Corfu Symposium on Managing and Marketing Places, Corfu, 18-21 April 2016

Williams-Burnett, N. and Skinner, H. (2015) "The lessons that health and fitness social marketing could learn from the independent fitness instructor", Academy of Marketing Conference, Limerick, 7-9 July 2015

Skinner, H. and Melewar, T.C. (2015) "The tale of Kaloudis the entrepreneur", Academy of Marketing Conference, Limerick, 7-9 July 2015

Melewar, T.C. and Skinner, H. (2015) "Why would anyone come to Corfu to have a Heineken?", 44th EMAC Annual Conference, Leuven, Belgium, 26-29 May 2015

Melewar, T.C. and Skinner, H. (2015) "Beer, Place Brand Origin and Consumer Brand Relationships", 4th International Consumer Brand Relationships Conference, Porto, Portugal, 21-23 May 2015

Melewar, T.C. and Skinner, H. (2015) "Corfu Beer and the tourist consumption experience", Proceedings of the 2nd Corfu Symposium on Managing & Marketing Places, Corfu, 27-30 April 2015

Williams-Burnett, N., Skinner, H. and Fallon, J. (2015) "What REALLY happens in Kavos", Proceedings of the 2nd Corfu Symposium on Managing & Marketing Places, Corfu, 27-30 April 2015

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- Skinner, H. (2015) "Sun, Sea, Sand and Sex: Problems with the mass tourism model", Proceedings of the 2nd Corfu Symposium on Managing & Marketing Places, Corfu, 27-30 April 2015
- Skinner, H. (2015) "Place, Brands and Merchandising: Case study on 'Barrybados'", Proceedings of the 2nd Corfu Symposium on Managing & Marketing Places, Corfu, 27-30 April 2015
- Skinner, H. (2014) "Lie of the Land – Representations of Rural England in Contemporary Folk Song", 1st Corfu Symposium on Managing & Marketing Places, Corfu, 14-17 April 2014
- Parsons, M. And Skinner, H. (2013) 'Influence and online social networks', Academy of Marketing Conference, Cardiff, 8-11 July 2013
- Kearns, P. and Skinner, H. (2013) 'Conceptualising customer value in a leisure service setting: value is in the eye of the beholder', Academy of Marketing Conference, Cardiff, 8-11 July 2013
- Williams-Burnett, N., Skinner, H. and Croad, J. (2013) 'Critical reflections on performing arts impact evaluations', Academy of Marketing Conference, Cardiff, 8-11 July 2013
- Kearns, P. and Skinner, H. (2013) 'The whole idea behind it is to get people away from going to doctors' WISERD 2013 Annual Conference, University of South Wales, 25-26 June 2013
- Skinner, H. (2013) 'It's just a little bit of country life', *International Conference on Active Countryside Tourism*, Leeds Metropolitan University, 23-25 January 2013.
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- Sarpong, D., White, G.R.T., and Skinner, H. (2012) 'Harnessing the technology wave for tourism: drawing on the community of practice of Human Search Engines', Academy of Marketing Conference, University of Southampton's School of Management, 2nd – 5th July 2012

AWARDED BEST PAPER IN TRACK – EVENT AND EXPERIENTIAL MARKETING

- Parsons, M. and Skinner, H. (2012) 'Power to the people: Mobilising political and civic engagement through social networking, submitted to the Academy of Marketing Conference, University of Southampton's School of Management, 2nd – 5th July 2012
- Kearns, P. Williams-Burnett, N. and Skinner, H. (2012) 'Towards developing understanding of the drivers, constraints from the consumption values underpinning participation in

physical activity', submitted to the Academy of Marketing Conference, University of Southampton's School of Management, 2nd – 5th July 2012

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Kearns, P and Skinner, H. (2012) 'Value-in-exchange or value-in-use? Empirical insights into consumer perceptions', *Emerging Themes in Business Conference*, Newport Business School, University of Wales, Newport, 20th March 2012

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Skinner, H., Jones, P. And Prior, J. (2011) "Triangulating Postgraduate Surveys for Enhancement – an internationalisation perspective", Higher Education Academy Annual Conference "Changing Practice - Changing Times", 5th and 6th July 2011, Nottingham

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- Croft, R. And Skinner, H. (2011) 'Harry, England and St. George: Ambivalent Brand Actors on a National Stage, *15th Conference on Historical Analysis & Research in Marketing (CHARM)*, New York, 19th – 22nd May, 2011
- Skinner, H. (2010) "In search of the genius loci - the essence of a place brand", *proceedings of the Academy of Marketing Conference*, Coventry, 2010
- Skinner, H. (2010) "Where is the 'sense' in neuromarketing?", *proceedings of the Academy of Marketing Conference*, Coventry, 2010
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- Green, P., Skinner, H. and Blackey, H. (2010) "E-learning support for accredited work-based learning", ICELW 2010: The International Conference on E-Learning in the Workplace, June 9th - 11th, Columbia University, New York
- Skinner, H. (2010) "Learning to value what we assess and to assess what we value", Business Management Accountancy and Finance (BMAF) Conference, Assessment and Assessment Standards: Challenges for Business Education, Newcastle, 20th – 21st April, 2010
- Croft, R. and Skinner, H. (2009) "Harry England and Saint George a national brand 800 years in the making", *proceedings of the 1st International Colloquium on Place Marketing and Branding, 'Places for People in a Turbulent World'*, Brunel University
- Lovell, A. and Skinner, H. (2009) "Climate Change: Curriculum Change", *proceedings of the Academy of Marketing Conference*, Leeds, 2009
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- Skinner, H. (2008) "The emergence and development of Place Marketing's confused identity", *proceedings of the Academy of Marketing Conference*, Aberdeen, 2008
- AWARDED BEST PAPER IN CONFERENCE**
- AWARDED BEST PAPER IN TRACK – REFLECTIVE MARKETING**
- James, S. and Skinner, H. (2007) "Designing And Delivering A Supported Housing Service For The 'Un-housable'", *proceedings of the Academy of Marketing Conference*, London, 2007
- Badejo, A. and Skinner, H. (2007) "Death of a Salesman? The role of non-database direct marketing in Nigeria", *proceedings of the Academy of Marketing Conference*, London, 2007
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- Skinner, H., Kubacki, K., Moss, G. and Chelley, D. (2006) "How understanding Nation Branding informs the Knowledge Economy", *2nd International Colloquium of the Brand, Identity and Corporate Reputation SIG*, Manchester Business School, September 2006
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- Hunter-Leighton, J. and Skinner, H. (2004) "Marketing against the law: Exploring the legal sector's perceptions of adopting a marketing-oriented approach to Key Account Management", *AM2004*
- Skinner, H., Hamilton, R., and Parselle, G. (2003) "Creative approaches to setting and managing undergraduate groupwork projects" *BEST Conference*, Brighton
- Skinner, H. (2003) "First Experience: a study into the learning style and educational experience of international postgraduate students" *BEST Conference*, Brighton
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- Skinner, H., (2002) "Promoting literacy and numeracy tuition to long-term unemployed adults: A South Wales case study", *AM2002*, 0-85358-114-2
- Enos, H., Cullinane, J., and Skinner, H., (2002) "Emotional labour and the role of external and internal marketing", *AM2002*, 0-85358-114-2

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- Skinner, H., (2002) "Marketing Wales as a tourism destination: Promoting fact or romantic fiction?", Paper delivered at *Tourism Research, 2002: An International Interdisciplinary conference in Wales*
- Skinner, H., and Kroll, R. (2002) "Sustainable Tourism: Eco-strategy or promotional hype?", Paper delivered at *Tourism Research, 2002: An International Interdisciplinary conference in Wales*
- Skinner, H., and Stephens, P. (2001) "Speaking the Same Language: An exploratory study into the relevance of Neuro-Linguistic Programming to effective Marketing Communications", *6th International Conference on Corporate and Marketing Communications*, Queen's University Belfast, 0-85389-789-0

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Skinner, H., Allard, G., and Croft, R. (2001) "Cool Cymru: National Branding or Corporate Identity", *6th International Conference on Corporate and Marketing Communications*, Queen's University Belfast, 0-85389-789-0

Skinner, H., and Croft, R. (2001) "How Cymru Became Cool: An Examination of Wales' Culture Production System 1990 – 2000", *AM2001*, 0-9537301-08

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Collins, C., Enos, H., Skinner, H., and Stephens, P. (2002) "A Shock to the System: Exploring the relevance of Neuro-Linguistic Programming to understanding effects of shock tactics in advertising." Working Paper delivered at *AM2002*, 0-85358-114-2

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Skinner, H., and Stephens, P. (2001) "NLP In Practice: Exploring the relevance of an understanding of NLP to effective communication through advertising", *Rapport: the Magazine of the Association for Neuro-Linguistic Programming*, Report 53, pp.21-23

Practice Guide

Skinner, H. and Green, P. (2010) "Work-based learning: framework and toolkit of resources", in Fitzgibbon, K. (ed), *First Year Student Experience Wales: A practice guide – 2010*, York: Higher Education Academy, pp. 32-34.

Published Reviews

Skinner, H. (2009) "Review: Annual conference of the HEA Subject centre for Business, Management, Accountancy and Finance", *Journal of Applied Research in Higher Education*, 1(2), pp.80-81

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