

Curriculum Vitae

Dr Heather Skinner



Heather Skinner

Corfu

Greece

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Dr Heather Skinner
PhD, MSc, DipM, FHEA, FIPM
National Teaching Fellow

Qualifications		Awarded
PhD	University of Glamorgan	2010
MSc Marketing	University of Glamorgan	2001
Postgraduate Diploma	Chartered Institute of Marketing	1999

Professional Memberships		Initially Attained
Fellow	Institute of Place Management	2009
Fellow	Higher Education Academy	2003
Member	Academy of Marketing	2002

Current

Co-Chair: AM Place Marketing & Branding SIG	2016
Chair: IPM Responsible Tourism Special Interest Group	2016
Guest Lecturer Middlesex University Business School	2015
Online DBA Thesis Supervisor (Laureate Online Education)	2014 – present
Guest Lecturer Nehemiah Gateway University, Buçimas, Albania	2014 - present

Posts Held - University of South Wales (formerly the University of Glamorgan)

Reader in Marketing	2012 - 31 st July 2013
Subject Group Leader: Marketing and Supply Chain Management	2010 - 2012
Faculty of Business and Society Work Based Learning Champion	2010 - 2011
Cluster Leader: Postgraduate Programmes	2008 - 2011
Principal Lecturer: Learning, Teaching & Assessment (CELТ)	2008 - 2010
Divisional Examinations and Assessments Officer	2006 - 2008
Faculty Postgraduate Dissertation Co-ordinator	2005 - 2007
Scheme leader – CIM professional courses	2004 - 2006
MSc Marketing scheme leader	2002 - 2004
MSc Marketing award tutor	2001 - 2004
Associate Lecturer in Marketing	1998 - 2001

Posts Held – External

Visiting Lecturer	Duale Hochschule, Baden-Württemberg, Stuttgart
External Examiner	University of Plymouth
External Examiner	Edinburgh Napier University
Academic Consultant	ESCalate – the Education Subject Centre of the HEA
Academic Associate	Higher Education Academy

Previous Employment History

Business Development Manager	Dash Training	1998 – 2001
Director	City Voice Newspaper	1994 – 1998
Regional Sales Co-ordinator	Mature Tymes	1993 – 1994
Features Advertising	Cardiff Independent	1990 – 1993
Advertising Sales	Thomson Media Services	1987 – 1990
Market Research / Telemarketing	Golley Slater	1985 – 1987
Advertising Sales	Cardiff Journal	1983 – 1985

TEACHING EXPERIENCE / SUBJECT EXPERTISE

I have an excellent reputation as an effective, committed, energetic, enthusiastic, and creative teacher, passionate about my areas of expertise, and able to engender a passion for learning in others. My scholarly activities are underpinned by the high level and quality of my teaching, ability to engage students with both the subject matter and the nature of scholarly enquiry, and commitment to developing the skills required of graduates by industry.

In 2011 I was one of the first 6 recipients in Wales to be awarded a National Teaching Fellowship. I then represented the University of Glamorgan on the *Committee of the Association of National Teaching Fellows*, and served as a representative of National Teaching Fellows on the University's *Learning, Teaching and Enhancement Committee*.

I participated on the panel of the Academy of Marketing Tourism Marketing SIG PhD Research Colloquium (April 2012) at Exeter Business School, on the panel of the Doctoral Colloquium of the 2012 Academy of Marketing Conference in Southampton. In July 2013 I Chaired the Doctoral Colloquium at the Academy of Marketing Annual Conference. I currently chair the annual Corfu Symposium on Managing and Marketing Places (est 2014).

I have extensive experience in both course delivery and in curriculum design. I have contributed to the design, development and delivery of a wide range of business modules at HND, Foundation Degree, undergraduate, postgraduate and doctoral level, and have also contributed to the delivery of professional programmes of study such as those accredited by the Chartered Institute of Marketing, Chartered Institute of Purchasing and Supply, and the Institute of Leadership and Management. I have designed and delivered sessions on the DBA (professional doctorate), and have extensive experience supervising masters' and doctoral (both PhD and DBA) theses. I have taught large numbers of international students both on an off-campus in the UK and overseas, where I have had experience of delivering courses in Finland, Germany, Hong Kong and Zambia, and provided continuous support online via a Virtual Learning Environment both prior and subsequent to the formally scheduled teaching. I am used to dealing with high numbers of international students, and therefore develop learning materials in a narrative style that students have told me helps them understand concepts better, allows them to read up on the topics to be studied at their own pace, and that materials produced in this format are more meaningful to them not only in advance of their attendance in class, but also when reviewing materials once formal scheduled teaching has ended, thus having a more sustainable impact on their learning experience.

I have widespread professional recognition as a leading authority in both my marketing subject area and in pedagogic research. I am invited to speak at events on my main subject area of place marketing, and my expertise is sought by local, national and international media to contribute as a marketing expert.

I have been a visiting lecturer at the Duale Hochschule in Stuttgart, and an external examiner at both the University of Plymouth and Edinburgh Napier University, contributing to module and award development in a range of UK and overseas institutions. I provided external guidance to Regent's College, London to on the development of their MA in International Marketing, and the University of Greenwich for their BA in Tourism Management. I currently act as a doctoral thesis supervisor for Laureate Online's DBA programme at the University of Liverpool, and teach in Albania as a guest lecturer for Nehemiah Gateway University.

RESEARCH

With Dr. Paul Jones of Plymouth University co-edited a special issue of the journal *Education + Training* published in 2014.

In 2016 I am editing a Special Issue of the *Journal of Place Management and Development* on the subject of *Responsible Tourism and Place Making*.

I have reviewed many papers for well-respected academic journals in marketing, place management, tourism and hospitality management, and on education topics.

In July 2013 I was awarded the **Emerald – Outstanding Reviewer Award** by the editors of *Arts Marketing: An International Journal*

I have reviewed papers submitted to the many international academic conferences:

I have also reviewed books for Routledge, Pearson, Elsevier, Sage Publications and CAB International.

My research has been recognised by 2 awards of prizes for Best overall Paper at International Conferences, and 4 awards for Best Paper in Track, in addition to an Emerald Literati Network Award for Excellence ‘Outstanding Paper – Highly Commended’ Award.

Academic Leadership

I was awarded the following accolades at the 2011 *University of Glamorgan Excellence in Learning & Teaching Awards*:

- Faculty of Business & Society Prize Winner
 - Overall University of Glamorgan Prize Winner
- Category: **EXCELLENCE IN ACADEMIC LEADERSHIP**

I was also later awarded the following accolades at the 2012 *University of Glamorgan Excellence in Learning & Teaching Awards*:

- Faculty of Business & Society Prize Winner
 - Overall University of Glamorgan Prize Winner
- Category: **EXCELLENCE IN RESEARCH-INFORMED TEACHING**

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
- Skinner, H. and Croft, R. (2004) "Creating the Cool: Exploring the concept of national branding", *International Journal of Applied Marketing*, 3(2), pp3-21
- 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

Skinner, H. (2009) "The capital city as 'product' brand under the nation's corporate umbrella", In: Maitland, R. and Ritchie, B. (Eds) (2009), *City Tourism: National Capital Perspectives*, Oxfordshire: CABI, Chapter 3

Skinner, H. and Byrne, P. (2009) "International Business Tourism: the case of Dublin", In: Maitland, R. and Ritchie, B. (Eds) (2009), *City Tourism: National Capital Perspectives*, Oxfordshire: CABI, Chapter 13

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

Skinner, H. (2015) "Tourism Niches and New Markets", Proceedings of the 2nd Corfu Symposium on Managing & Marketing Places, Corfu, 27-30 April 2015

- 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.
- Jones, P., Pickernell, P., Packham, G., Skinner, H., Scherle, J. and Peisl, T. (2012) Medals, Medals, Medals: The Value of Business Awards to SMEs, *35th Institute for Small Business and Entrepreneurship conference*, Croke Park, Dublin, Ireland, 7-8th November, Paper number: ISBN: 978-1-900862-24-0
- Skinner, H. and Williams-Burnett, N. (2012) 'Critical reflections on performing arts evaluations', *Proceedings of the British Academy of Management Conference*, Cardiff Business School, 11-13 September, 2013.
- 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

Skinner, H. (2012) 'Cardiff & Co', 8th *International Conference on Tourism*, Athens, Greece 11-14 June 2012.

Skinner, H. (2012) 'Corfu: Responses to the AI phenomenon', 2nd *Advances in Hospitality and Tourism Marketing & Management Conference*, Corfu, Greece, 31st May – 3rd June 2012.

Croft, R. and Skinner, H. (2012) 'Red dragon, yellow dragon: communicating a national brand through a complex mythical beast', 17th *International Conference on Corporate and Marketing Communications*, 'Past, Present, Future - Shaping Corporate and Marketing Communications', 19-20 April 2012, Brittany, France.

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

Skinner, H. (2011) 'What's Occurring? Barry since Gavin & Stacey', *proceedings of the 3rd International Colloquium on Place Management, Marketing and Nation Branding*, 8-9 September 2011, Lincoln, UK.

Skinner, H. (2011) 'An Archaeological Excavation into the Fields of Place Marketing and Place Branding', In: Patterson, A. and Oakes, S. (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Fields Forever*, Academy of Marketing, Liverpool.

Skinner, H. and Jones, P. (2011) 'Insights into International Students' Choice of UK HEI', In: Patterson, A. and Oakes, S. (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Fields Forever*, Academy of Marketing, Liverpool

Gibson-Sweet, M., Skinner, H., Williams-Burnett, N. and Enos, H. (2011) 'The Glam Approach to Enhancing Marketing Graduates' Employability: A Case Study from Glamorgan Business School', In: Patterson, A. and Oakes, S. (eds) *Proceedings of the Academy of Marketing Conference 2011: Marketing Fields Forever*, Academy of Marketing, Liverpool

Skinner, H., Prior, J. and Jones, P. (2011) "Embedding Institutional Graduate Attributes in Postgraduate Business and Management Programmes", Business Management Accountancy and Finance (BMAF) Conference on "Graduates with Impact: through excellence in business education", 10th and 11th May 2011, Bournemouth

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

- Skinner, H., Prior, J. and Jones, P. (2011) "Fostering Employability Skills in Postgraduate Students - A lesson learned", Higher Education Academy Annual Conference "Changing Practice - Changing Times", 5th and 6th July 2011, Nottingham
- 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
- South, H., Al-Hasan, S. and Skinner, H. (2010) "Local food use by pub restaurants: a missed marketing opportunity?", *proceedings of the Academy of Marketing Conference*, Coventry, 2010
- Skinner, H. (2010) "The Relevance of the Nation Brand to International Marketing", IAMB 2010 Madrid Conference (ISSN 1949-9108) http://iamb.net/CD/CD10-IAMBSP/Proc_IAMB10SP_main.htm
- Al-Jahani, A., Obayya, S. and Skinner, H. (2010) "Encouraging effective blended learning in higher education in the Kingdom of Saudi Arabia", 5th International Blended Learning Conference, "Developing Blended Learning Communities", University of Hertfordshire, 16th & 17th June, 2010
- 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
- Skinner, H. and Blackey, H. (2009) "A British course or a British educational experience? Comparisons from a UK University", *proceedings of the Academy of Marketing Conference*, Leeds, 2009
- Kennedy, L., Skinner, H. and Croft, R. (2009) "Marketing textbooks: Not worth the paper they're written on?" *proceedings of the Academy of Marketing Conference*, Leeds, 2009

- Skinner, H. and Blackey, H. (2009) "A British course or a British educational experience? Comparisons from a UK University", *Proceedings of the Fourth Annual Conference of the Higher Education Academy Subject Centre for Business Management Accountancy and Finance*, Cardiff, 2009
- Kennedy, L., Skinner, H. and Croft, R. (2009) "Not worth the paper they're written on", *Proceedings of the Fourth Annual Conference of the Higher Education Academy Subject Centre for Business Management Accountancy and Finance*, Cardiff, 2009
- 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
- Jones, N., Skinner, H. and Blackey, H. (2007) "Blended learning innovations to support postgraduate dissertation students", *proceedings of the HEA annual conference*, Harrogate, 2007
- Skinner, H. and Kubacki, K. (2006) "Transformed perceptions of Poland as a tourism destination", *ATLAS*, Poland, 2006
- 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
- Gould, M. and Skinner, H. (2006) "Branding on Ambiguity? Place branding without a national identity: marketing Northern Ireland as a post conflict society in the USA" *CIRM*, Manchester Metropolitan University, 2006
- Skinner, H. and Kubacki, K. (2006) "Unravelling the complex relationship between nationhood, cultural identity and place branding", *AM2006*.
- Skinner, H., Kubacki, K., Moss, G. and Chelly, D. (2006) "Segmentation in a Newly Enlarged European Union: Some Insights into Cultural Heterogeneity in Central Europe", *2006 SVU World Congress* (Czechoslovak Society of Arts and Sciences).
- Bairstow, S. and Skinner, H. (2006) "Internal marketing and the enactment of sexual identity", *Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior*, Edinburgh, 2006

- Richards, C.E. and Skinner, H. (2005) "The Beckham Effect: The effect of change on celebrity endorsement and purchase intention", *AM2005*
- Skinner, H., Hartland, T. and Hsiang, S. (2005) "Ambush on Euro 2004", *AM2005*
- Kubacki, K. and Skinner, H. (2005), "Poland: exploring the relationship between national brand and national culture", *Book of Abstracts from the 1st Annual International Colloquium on Critical Issues in Brand Management*, Birmingham Business School
- Skinner, H. (2004) "Towards a typology of Virtuous Marketing: applying marketing principles and practices to community development work", *AM2004*
- Hartland, T., Skinner, H. and Griffiths, A. (2004) "If sports sponsorship is perceived as so important in developing client relationships, why do so few companies set relationship marketing objectives when sponsoring sports?", *AM2004*
- 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
- Skinner, H. and Croft, R. (2002) "The application of Neuro-linguistic Programming techniques to facilitate students setting achievable goals in dissertation projects" *BEST Conference*, Edinburgh
- 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

AWARDED BEST PAPER IN TRACK – SERVICES MARKETING

- 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

AWARDED BEST PAPER IN CONFERENCE

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