

2010 School Seminar Series

Waikato Management School
Te Raupapa



Transformational Marketing and Social Business

Thursday, 9 December 2010
10.00am – 11.00am
MSB.4.02

Professor Michael Baker
University of Strathclyde, Scotland

Abstract:

While both descriptors have a certain familiarity, few people would hazard a formal definition of them, or their relationship to one another. In his seminar, Michael will propose definitions and explain why he is launching a new journal of Social Business in 2011 which seeks to integrate these fields of inquiry. It is hoped that this presentation will encourage discussion of wider research and publication issues.

Bio

Professor Michael Baker is Emeritus Professor of Marketing, University of Strathclyde, Scotland. Michael was Founding Professor of Marketing and Head of the Department from its inception in 1971 to 1988. After serving as Dean of the School of Business Administration/Strathclyde Business School, 1978-84, appointed as Deputy Principal in 1984, Deputy Principal (Management) in 1988 and Senior Adviser to the Principal in 1991, then Emeritus 1999. Former Chairman of SCOTBEC (Scottish Business Education Council), past Chairman of the Institute of Marketing, and Governor of the CAM Foundation. Past President of the Academy of Marketing, Founding Dean, Senate of the Chartered Institute of Marketing, Trustee the Chartered Institute of Marketing, Visiting Professor at Surrey University, and Honorary Professor at Aberystwyth University.

After graduation (BA Durham) and military service, spent six years in the steel industry selling flat rolled products, followed by four years in Further Education as a Lecturer in Marketing. Attended Harvard Business School as a Foundation for Management Education Fellow 1968-71 and awarded Certificate of the International Teachers Program and a Doctorate in Business Administration for research on industrial innovation (published as Marketing New Industrial Products, Macmillan 1975). At Harvard, Michael held an appointment as a Research Associate and taught the course Creative Marketing Strategy, and also held a research appointment at the Marketing Science Institute.

He is author/editor of over 50 books and Founding Editor of the Journal of Marketing Management and the Journal of Customer Behaviour.

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