

## CURRICULUM VITAE

**Paul Harrigan Ph.D.**



### OFFICE

UWA Business School, Marketing (M263)  
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### NATIONALITY

British, also hold a Permanent Resident Australian Visa

### CURRENT ACADEMIC POSITIONS

Assistant Professor in Marketing (full-time)

Visiting Professor, IESEG School of Management, Lille, France

Visiting Lecturer, Management School, University of Southampton, Southampton, UK

### PREVIOUS ACADEMIC POSITIONS

Lecturer in Marketing, Management School, University of Southampton, Southampton, UK

### EDUCATION

#### Doctor of Philosophy

Ulster Business School, University of Ulster at Coleraine, N. Ireland

2005 – 2008 (full-time)

Thesis Title: "Technological Innovation in Marketing: e-CRM in Irish SMEs"

Supervisors: Dr. Patrick Ibbotson and Dr. Elaine Ramsey

#### Master of Science

MSc Marketing and Entrepreneurship, University of Ulster at Jordanstown, N. Ireland

2004 – 2005

#### Bachelor of Science

BSc Management with French, Queen's University Belfast, N. Ireland

2001 – 2004

### MEASURES OF ESTEEM

#### Editorial Responsibilities

Guest Editor of Journal of Marketing Management (A), for Special Issue 2012-13

Member of Editorial Board of Journal of Research in Marketing and Entrepreneurship

### **External Positions**

Visiting Professor, IESEG School of Management, Lille/Paris

Visiting Lecturer, Management School, University of Southampton

### **Keynote Addresses**

Belgian Association for Quantitative & Qualitative Marketing Research Conference, December 2011.

### **Conference Organization**

Co-Chair, Academy of Marketing Conference 2012

## **ADMINISTRATION**

Course Director, BSc International Marketing

Member of Academy of Marketing (UK) Education Sub-Committee

Member of Academic Committee, PLE Conference 2011

Member of Steering Group of Entrepreneurial Marketing SIG, Academy of Marketing

Research Coordinator, Marketing Group, University of Southampton

Member of e-Learning Group, School of Management, University of Southampton

## **RESEARCH**

### **Expertise in**

- Marketing theory / Introduction to Marketing
- Relationship Marketing / Customer Relationship Management
- Entrepreneurial / SME Marketing
- E-Marketing
- Mixed (quantitative and qualitative) methods research

### **Synopsis**

My research expertise lies in technology-enabled marketing, particularly relationship marketing, customer relationship management (CRM) and entrepreneurial or small business marketing. I am also interested in marketing education research.

A major current research project investigates the impact of social media on CRM in both large and small organizations. I have employed a full-time research assistant to assist with this project, which will form the basis of my research publications over the coming few years. This project comprises heavy industrial engagement where I am seeking to 'impact' on the business community.

My research network spans the UK, France, Netherlands, USA, Hong Kong and Canada. I am an active member of the UK Academy of Marketing's Entrepreneurial Marketing Special Interest Group (SIG). I am also paper track chair for the Academy of Marketing Conference in 2012.

From educational and administrative perspectives, I teach at undergraduate and postgraduate levels, and have been heavily involved in re-vamping the curriculum in Southampton and in the creation and

publication of the 'new Marketing DNA', a new model for marketing education, research and practice. I designed, launched and am Course Director for the new BSc International Marketing degree. I am also a keen user of digital technologies in marketing education.

### **Reviewing (ad hoc)**

Journal of Marketing Management

Journal of Strategic Marketing

Journal of Mixed Methods Research

Management Decision

International Journal of Entrepreneurial Behavior & Research

Academy of Marketing

Academy of Marketing Science

### **Published Refereed Journal Articles (n=8)**

Harrigan, P., Boyd, M., Ramsey, E., Ibbotson, P. and Bright, M. (2008), '[The development of e-procurement within the ICT manufacturing industry in Ireland](#)', *Management Decision*, vol. 46, no. 3, pp. 481-500.

Harrigan, P., Ramsey, E. and Ibbotson, P. (2008), '[e-CRM in SMEs: an exploratory study in Northern Ireland](#)', *Marketing Intelligence and Planning*, vol. 26, no. 4, pp. 385-404. (C<sup>1</sup>)

Harrigan, P., Ramsey, E. and Ibbotson, P. (2009), '[Investigating the e-CRM Activities of Irish SMEs](#)', *Journal of Small Business and Enterprise Development*, vol. 16, no. 3, pp. 443-465. (C)

Harrigan, P., Schroeder, A., Qureshi, I. Fang, Y., Ramsey, E., Ibbotson, P. and Meister, D. (2011), '[eCRM capabilities of SMEs: A model and its relationships](#)', *International Journal of Electronic Commerce*, vol. 15, no. 2, pp. 7-46. (A)

Harrigan, P., Ramsey, E. and Ibbotson, P. (2011), '[Critical Factors Underpinning the e-CRM Activities of SMEs](#)', *Journal of Marketing Management*, vol. 27, no. 5/6, pp. 503-529. (A)

Harrigan, P. and Hulbert, B. (2011), '[How can marketing academics serve marketing practice? The New Marketing DNA as a model for marketing education](#)', *Journal of Marketing Education*, vol. 33, no. 3, pp. 253-272. (B)

Harrigan, P., Ramsey, E. and Ibbotson, P. (2011), 'Exploring and Explaining SME Marketing: Investigating e-CRM using a Mixed Methods Approach', *Journal of Strategic Marketing*, Vol. 33, No. 3, pp. 253-272. (B)

Harrigan, P., Ramsey, E. and Ibbotson, P. (2012), 'Entrepreneurial Marketing in SMEs: the key capabilities of e-CRM', *Journal of Research in Marketing and Entrepreneurship*, vol. 14, no. 1, pp. 40-64.

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<sup>1</sup> ERA 2010 Journal Quality Rating

Harris, L. and Harrigan, P. (2012), 'Social media in politics: the ultimate voter engagement tool or simply an echo chamber', *Journal of Political Marketing*, vol. TBC, no. TBC, pp. TBC.

### **Non-Refereed Articles and Comments (n=2)**

Harrigan, P. (2010), 'How can marketing academics best serve marketing practice through education?' [Online], Available at: <http://www.mycustomer.com/topic/marketing/how-can-marketing-academics-best-serve-marketing-practice-through-education/106196>.

### **Chapters in Books (n=1)**

Harris, L., Harrigan, P. and Leah, J. (2011), 'The Role of Technology- Enhanced Learning in the Development of Global Knowledge Worker', in *Global Knowledge Workers*, Surrey, UK: Edward Elgar Publishing.

Harrigan, P. (2012), 'Moving from CRM to Social CRM' [Online], Available at: <http://www.mycustomer.com/>

### **Conference Proceedings (n=14)**

Harrigan, P., Ramsey, E. and Ibbotson, P. (2007), 'e-CRM as a strategy for SME internationalization: the case of Ireland', *presented at Institute for Small Business and Entrepreneurship (ISBE) conference*, Glasgow, Scotland, 7 November.

Harrigan, P., Schroeder, A., Qureshi, I. Fang, Y., Ramsey, E., Ibbotson, P. and Meister, D. (2008), 'eCRM capabilities of SMEs: A model and its relationships', *presented at the Pacific Asia Conference on Information Systems (PACIS) conference*, Suzhou, China, 3-7 July.

Harrigan, P., Ramsey, E. and Ibbotson, P. (2009), 'Critical Factors Underpinning the e-CRM Activities of SMEs', *presented at the AUMEC Conference on Market, Marketing and Entrepreneurship*, Antalya, Turkey, 6-9 April.

Harrigan, P., Ramsey, E. and Ibbotson, P. (2009), 'Using e-CRM to create Customer Insight in SMEs', *presented at the Academy of Marketing Conference*, Leeds, England, 7-9 July.

Seligman, J. and Harrigan, P. (2009), 'Understanding the New Marketing DNA: bringing Marketing Education up to speed with Marketing Practice', *presented at the Academy of Marketing Conference*, Leeds, England, 7-9 July.

Harris, L., Harrigan, P. and Naudin, A. (2010), 'Integrating "employability" into the HE curriculum: case studies of online portfolio implementation in the UK', *presented at the PLE Conference*, Barcelona, 8-9 July.

Harrigan, P. and Seligman, J. (2010), 'How can marketing academics serve marketing practice? The New Marketing DNA as a model for marketing education', *presented at the Academy of Marketing Conference*, Coventry, England, 5-7 July.

Harrigan, P. (2010), 'Web Analytics – a domain of Marketing', *presented at the Academy of Marketing Conference*, Coventry, England, 5-7 July.

Hulbert, B. and Harrigan, P. (2010), 'The Impact of Technology on Marketing: Introducing a new Marketing DNA', *presented at the German-French-Austrian Conference on Quantitative Marketing*, Vienna, Austria, 16-18 September.

Hulbert, B. and Harrigan, P. (2011), 'The Impact of Technology on Marketing: Introducing a new Marketing DNA', *presented at the Academy of Marketing Science Conference*, Florida, USA, 24-27 May.

Harrigan, P. (2011), 'Modeling CRM in the Social Media Age', *presented at the Academy of Marketing Conference*, Liverpool, England, 5-7 July.

Harrigan, P. (2011), 'Conceptualizing Social CRM in SMEs', *presented at the Australian and New Zealand Marketing Association Conference*, Perth, Australia, 28-30 November.

Harrigan, P. and Choudhury, M. M. (2012), 'Technology Acceptance Model and The Social CRM: A Model for Customer Engagement', *presented at the Academy of Marketing Conference*, Southampton, England, 3-5 July.

Harrigan, P. and Choudhury, M. M. (2012), 'Social CRM: practice to theory to practice', *presented at the Australian and New Zealand Marketing Association Conference*, Adelaide, Australia, 3-5 December.

#### **In review (n=8)**

Ramsey, E., Swail, J., Ibbotson, P., Crossan, D., Harrigan, P. and Kincaid, A. (2012), 'Fostering Entrepreneurial Talent with 'SPEED': Evidence from the University of Ulster', *currently under revise and resubmit in Entrepreneurship and Regional Development*. (TBC)

Harrigan, P., Choudhury, M., Harris, L., Alford, P. (2012), 'Modelling CRM in the Social Media Age, *currently under review in the Journal of Marketing Management*. (TBC)

Harrigan, P. and Choudhury, M. (2012), 'Customer Engagement Initiatives in Social CRM', *currently under review in the Journal of Service Research* (TBC)

Harrigan, P. and Choudhury, M (2012), 'CRM to Social CRM: The Integration of New Technologies into Customer Relationship Management, *currently under review in the Journal of Business Research* (TBC)

Harrigan, P. and Choudhury, M (2012), 'Relational Information Processes that drive Social CRM', *currently under review in the Journal of Marketing Management* (TBC)

Harrigan, P. and Bian, M. (2012), 'Data-driven Marketing: Web Analytics as a Domain of Marketing', *currently under review in Electronic Markets*. (TBC)

Harrigan, P., Ramsey, E. and Ibbotson, P. (2012), 'Using Projective Techniques to overcome Bounded Rationality in Marketing Research', *currently under review in Qualitative Market Research: An International Journal*. (TBC)

Scarpaci, J. L. and Harrigan, P. (2012), 'Cuban Entrepreneurship in the 21<sup>st</sup> Century', *currently under review in the International Journal of Entrepreneurial Behaviour and Research* (TBC)

### **Research Funding (n=6)**

Harrigan, P. (2008), University of Southampton Adventure in Research (AIR) Annual Grant, Proposal to investigate the value of customer insight in business, value: \$40,000, November, unsuccessful.

Harrigan, P. (2009), University of Southampton School of Management Pump Priming, Project to investigate the nature of web analytics for marketing, value: \$3,500, February.

Harrigan, P. (2009), Leverhulme, Proposal to investigate the value of customer insight in business, value: \$62,500, March, unsuccessful.

Harrigan, P. (2009), The Institute for Small Business and Entrepreneurship (ISBE) inaugural call for bids to the Research and Knowledge Exchange (RAKE), Proposal to investigate web analytics in small firms, value: \$12,000, July, unsuccessful.

Harrigan, P. (2009), University of Southampton Adventure in Research (AIR) Annual Grant, Proposal to investigate following people across the Internet: the use of web analytics for marketing, value: \$38,000, November, unsuccessful.

Harris, L., Harrigan, P. and Leah, J. et al. (2009), JISC ITT, Proposal to investigate online communication and promotion of research expertise (with ECS), value: \$114,000, December, unsuccessful.

Harrigan P. and Seligman, J. (2010), Academy of Marketing, Project to investigate re-shaping international marketing education through the new DNA of marketing, value: \$3,500, January.

Harrigan P. (2010), University of Southampton Internationalisation Fund, Proposal to investigate re-shaping international marketing education through the new DNA of marketing, value: \$7,600, unsuccessful.

Page, K. and Harrigan P. (2010), Academy of Marketing, Proposal to investigate Digital Analytics in Marketing: Exploring Literacy, Skills & Learning in Digital Marketing Management, value: \$3,500, September.

Harrigan, P. (2010), University of Southampton School of Management Pump Priming, Project to investigate the social media in CRM, value: \$3,500, November.

Harrigan, P. (2011), University of Southampton\$ Faculty of Business & Law, Adventures in Research Scheme, Project to investigate the impact of Web 2.0 technologies on CRM, value: \$26,000, January.

Harrigan, P. (2012), Economic and Social Research Council (ESRC), Future Research Leaders Scheme, value: \$326,000 (FEC), January.

Harrigan, P. (2012), University of Southampton, Faculty of Business & Law Strategic Research Support Fund, Project to investigate the impact of Web 2.0 technologies on CRM, value: \$30,500, January.

I am currently engaged in a number of research funding applications (e.g. ESRC, Leverhulme, Chartered Institute of Marketing) across my research network.

### Doctoral Supervision

No.	Name	Year	Topic
1	Hesham Ramadan Hassaan	3/3	Marketing of Higher Education Institutions in the UK
2	Andy Thompson	2/3	Is the Internet deepening (enhancing the quality of) civic engagement within the UK?
3	Ring Xu	1/3	Web 2.0 and User Generated Content in High Technology Products Marketing - How beneficial could social networking websites plus user generated content be?

### Research Co-ordination

I am responsible for the co-ordination of Marketing Research at the University of Southampton. This role comprises identification and dissemination of conference, journal and funding opportunities within the group. It also comprises ensuring that each individual's research is contributing to our strategic direction in developing the 'new DNA of Marketing'. This approach to marketing has been developed based on research carried out at the University of Southampton, and is based on technology- and data-driven marketing.

### Industry Engagement

I have set-up relationships between businesses and the University of Southampton, using research students to solve problems for businesses such as ClearCell, email vision and JP Morgan. I also draw heavily on these relationships for my own research and for teaching.

My research also seeks to impact the subject business community, by engaging with them in response to my research findings around CRM.

I have presented seminars to the local business community, am engaged in consultancy with Estee Lauder and am delivering a marketing training course for Southampton City Council.

### TEACHING

I am Unit Coordinator for two modules at the University of Western Australia.

- Marketing Principles MKTG8550 (PG)

- Electronic Marketing MKTG8502 (PG)

I was Module Coordinator for three modules at the University of Southampton.

- Introduction to Marketing MANG1015 (UG)
- Strategic Marketing Decisions MANG2039 (UG)
- Introduction to Marketing MANG6184 (PG)

I am a visiting professor at IESEG School of Management, Lille/Paris, where I teach the MSc elective, CRM in Small Business. I am also a Visiting Lecturer at the University of Southampton, where I previously worked full-time from 2008-2012.

I have also undertaken part-time teaching at the University of Ulster in modules such as Marketing Research, Introduction to Marketing, Customer Relationship Management, E-Commerce, Human Resource Management, Research Methods for Business, and Management and Innovation.

### **Teaching Ratings and Innovation**

I take significant enjoyment from my teaching roles and have consistently received high student ratings of 4.34 and 4.32 in 2008/09, 4.57 and 4.40 in 2009/10, and 4.39 in 2010/11 (all out of 5). The School mean is 3.80.

I try to be innovative in my teaching, using online lectures and classes, and using tools such as Facebook and Twitter to bring topics to life for students and to help them build a network. I gained a formal qualification in learning and teaching in 2010 in the form of the **Postgraduate Certificate in Academic Practice**.

### **Course Administration**

I was Course Director from 2010-2012 for the BSc International Marketing degree at the University of Southampton (starts 2011), which involves newly set-up international partner universities in France, Spain and Hong Kong. I was responsible for the design, development and gaining approval of this new undergraduate marketing course, which complements postgraduate courses in marketing management, marketing analytics and digital marketing (the last of which I also helped to develop).

I have also assisted in the design of a new part-time blended learning module for the Institute of Direct and Digital Marketing in the UK.

### **PROFESSIONAL MEMBERSHIP**

Member of the Academy of Marketing

Member of the American Marketing Association

Member of Institute of Direct and Digital Marketing

Member of Steering Group, Entrepreneurial Marketing SIG, Academy of Marketing

Member of Entrepreneurial Marketing SIG, American Marketing Association



Fellow of Higher Education Academy UK

Member of the Institute for Small Business and Enterprise Development

## REFERENCES

### Referee

Dr. Patrick Ibbotson

Senior Lecturer in E-Commerce

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Department of Business, Retail and Financial  
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University of Ulster  
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### Referee

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### Referee

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