

A Workshop on Developing Your Scholarly Brand

Developing your *scholarly brand* is an important part of who you are as an academic – whether it be as a doctoral student, new PhD, and even a seasoned academic (senior lecturer, professor). Traditionally, we are evaluated on research, teaching, and service/leadership activities, and we will address all those areas. As such, this workshop has been designed to give participants a structure for how to organize their portfolio of academic activities to ensure that the focus is on developing the best scholarly brand you can.



Dates: Wednesday, November 14, 2018
Times: 09.30-17.00
Venue: Woodhouse Suite, University House, University of Leeds

The world of academia today (and the world in general) is qualitatively different than it was twenty years ago. Back then, we searched journals and printed publications to find information about a scholar. We may also have looked up his or her website for some background on the person. Today, we have an endless number of ways to find out about research a person has published or is doing; what teaching they do and how well (e.g., ratemyprofessors.com); and the myriad ways a scholar engages in service to the profession. Just go to my web page at tomashult.com for an example.

What you will find is that I have listed numerous ways for you to interact with me and find out more about what I do. And, pretty much everyone with a “scholarly brand” – from junior to senior academics – do this and you need to as well. It is never too early to set up a Google Scholar page! Using my example, you can find out more about me not only on my static webpage but also via, for example, Google Scholar, LinkedIn, Twitter, Facebook, Amazon, ResearcherID, ResearchGate, Orcid, Academia.edu, Social Science Research Network, Klout, YouTube, Mentors Guild, MSU Scholars, and MSU Expert.

Dr. Tomas Hult is Professor, Byington Endowed Chair, and Director of the International Business Center in the Eli Broad College of Business at Michigan State University. He is also Executive Director of the Academy of International Business (AIB), President of the Sheth Foundation, and serves on the U.S. District Export Council.

Hult is one of the world’s leading academic authorities (citations, publications) on international business, international marketing, strategic management, global supply chains, and complex multinational corporations. He has been cited some 45,000 (per Google Scholar). Professor Hult is one of only about 90 Elected Fellows of the Academy of International Business. He was also selected as the Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator as the 2016 top marketing professor in the world for scholarly career achievements.

Professor Hult is coauthor with Charles W. L. Hill of the market-share leading textbooks in international business: *Global Business Today 10e* (2018) and *International Business 12e* (2019). He has also done popular business trade books titled *Second Shift* (2016), *Global Supply Chain Management* (2014), *Total Global Strategy* (2012), and *Extending the Supply Chain* (2004), and had op-ed works published in *Time*, *Fortune*, *World Economic Forum*, *Lansing State Journal*, and *The Conversation*, among others.

More information about Dr. Hult can be found at: <http://broad.msu.edu/facultystaff/hult/>

Professor Constantine S. Katsikeas is the Arnold Ziff Research Chair and Professor of Marketing and International Management, and the Founder and Director of the Global and Strategic Marketing Research Center at Leeds University Business School (LUBS), University of Leeds. He served as Department Chair in the periods 2004-2010 and 2014-2016, and as Associate Dean for Faculty in the period 2011-2016. He was Vice President of the Academy of Marketing Science between 2012 and 2014. He also served as Faculty Executive Board Member in LUBS from 2007 to 2010 and from 2014 to 2016. Prior to this, he held the Sir Julian Hodge Chair in Marketing and International Business at Cardiff Business School, Cardiff University. He holds a B.Sc. from Athens University of Economics and Business, an M.A. from Lancaster University, and a Ph.D. from Cardiff University. His doctoral studies were supported by a scholarship from the ONASSIS Foundation. He has significant business experience in sales and international management.

His interests are global marketing and exporting, sales management, cross-border relationships, strategic alliances, and competitive strategy. He has published widely and his articles have appeared in *Journal of Marketing*, *Strategic Management Journal*, *Organization Science*, *Journal of International Business Studies*, *Decision Sciences*, *Journal of International Marketing*, *Journal of World Business*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Industrial Marketing Management*, *Management International Review*, *Long Range Planning*, *International Marketing Review*, and other journals. He is the recipient of the American Marketing Association's 2013 and 2015 Excellence in Global Marketing Award for outstanding research, which has significantly influenced the direction of global marketing, the 2006 Hans B. Thorelli 5-Year Research Award by the American Marketing Association Foundation, and the 1999 S. Tamer Cavusgil Award for the best *Journal of International Marketing* article that advances the practice of international marketing management.

He is the Editor-in-Chief of *Journal of International Marketing*, published by the American Marketing Association, Editor–Marketing of *Journal of International Business Studies*, published by the Academy of International Business, and Area Editor of *Journal of the Academy of Marketing Science*, published by the Academy of Marketing Science. He was Associate Editor of *British Journal of Management* (2004–2007) and serves on the editorial boards of *Journal of Marketing*, *Journal of Marketing Research*, *Management International Review*, *Industrial Marketing Management*, *Journal of Business Research*, and *British Journal of Management*, *Journal of Marketing Management*. He is an active member of the American Marketing Association, Academy of International Business, Academy of Marketing Science, and European Marketing Academy. He has led management development courses on strategic marketing, direct marketing, international management and export management, sales management, key account management, and competitive strategy. He has taught managers from a wide range of organizations including Toyota, Delhaize Le Lion, Aramco, Coca Cola, Atkins, Siemens, Boehringer Ingelheim, Sabic, Nadec, Philip Morris, Minerva, Audi, Mitsui Chemicals, Fortnum & Mason, A1 Telekom Austria, Mercedes-Benz, FirstPlus, Prozone, AB Vassilopoulos, GlaxoSmithKline, and Johnson & Johnson.

Programme

09.00-09.30	Coffee and registration
09.30-11.00	Session 1 – Professor Tomas Hult
11.00-12.30	Coffee and Session 2 – Professor Constantine Katsikeas
12.30-13.30	Lunch
13.30-15.30	Session 3 – Professor Tomas Hult
15.30-16.00	Coffee
17.00	Close

Directions to the University of Leeds

http://www.leeds.ac.uk/info/5000/about/131/find_us

The Woodhouse Suite is located inside University House which is building number 28 on the printable map.

To register your interest:

<https://narti.org.uk/events/article/developing-your-scholarly-brand-with-professor-tomas-hult-registration-opens-early-october/>

Register using the orange button on the above link and ensure that you complete all fields accurately and include details of why you wish to be considered for a place in the 'additional details' box on the online form. Please note that we have limited places available for NARTI courses and we do use this additional information for selection purposes.

If at any time you need to withdraw your registration or cancel your place please inform us immediately so that we can offer the place to someone else.

NARTI and the host institution will cover the full cost of the event and participants are asked to cover the cost of any travel and accommodation as required.

For further details about this or any other NARTI event, please contact Jo Garrick at narti@lubs.leeds.ac.uk