

Prof. John David Nicholson,

PhD, MSc, BA (Hons), PGCHE, DipM, PCRT, NDAM, FCIM, SFHEA, CM



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Professional Membership

Chartered Manager Jul 2019

Chartered Institute of Marketing: Member. 2002. Fellowship awarded October 2021

Senior Fellow HEA. Gained January 2019.

Employment History

Jan 2019-Present: Professor of Strategy, Huddersfield Business School, University of Huddersfield, W. Yorks.

Teaching 2023/24 year

Currently leading three modules

- Strategic Management: Level 6 UG Core

- Strategic Management: MSc Core
- Qualitative research Technology and skills (new PGCert for graduate School)

Teaching on Strategy and Transformation (Level 6 Core) and UG Dissertation.
Supervision of UG and PG dissertations

Novel teaching approaches

I remain a passionate and committed teacher. My model of teaching strategy using military metaphor, wargaming simulations and contrasting foundational contemporary perspectives of strategy has proved very popular in terms of feedback and particularly effective in engaging the best performing students to produce their highest scores on the module. Each year I award a prize for the best 3 students which I publicize through linkedin and allows them to connect to many hundreds of my network. My assessment strategy also involved the use of graphics and models that have so far proved AI proof and to a large extent google proof. Student interest in this approach can be evidenced by 150 former students in the Huddersfield Strategic Alumni group on linkedin which I established to mix current and former students to swap networks and mentor current students. I have able to gauge the impact of my teaching approach with ongoing interaction with alumni. Each year I run a self-financed prize for the top three strategy students who I then promote to my network through linkedin.

New PG Cert in Advanced Research Training

I have over the last year, volunteered to take over the specification of the new PG Cert in advanced research training which was ready to go for validation this spring and for launch in Sept 24, but necessarily suspended due to unfolding events. Under the guidance of the Dean of the Graduate School I have liaised with DOGEs across all schools to design 60 and 120 credit variants including optional modules. The programme has been designed for efficiency using a high level of one demand scheduling. The programme includes a qualitative research technology module based around NVIVO. In Jan 23 I organized a train-the-trainer event for staff via QSR and have run three beta versions of the module before formal validation for staff, doctoral candidates and colleagues from Registry. I am nominally the programme leader at launch.

New Research Centre: Centre for Business and society (CEBAS)

I was asked by the school ADR and my HOD to design a new core research centre built from the interests of departmental staff to plug a gap identified in the environment score of the last REF as to a centre covering the core aspects of business such as marketing, strategy, international business and entrepreneurship. I have been nominated as leader of the Centre. Nominated membership on the proposal was for over 40 members making this potentially the core research centre of the future Dept of Business. I have created a design in a bottom up way build around the interests of members and broadly united the core and continuing areas of Strategy, change, international business and marketing. The centre proposal includes a commitment to values of inclusivity and common voices and proposes novel ways to operate a research center focusing on maximizing impact and inclusion of students and alumni in its activities.

Mentoring

In 2019 I secured a £110k Leverhulme trust visiting scholarship fund to bring Prof Martin Johanson to Huddersfield for 12 months. The proposal outlined his mentoring for 6 ECRs and produced papers with them while here. The plan included his position being secure on REF cut off date which secured his papers for the school REF return with a GPA of 3.5 on ABS ranking. I therefore effectively doubled my contribution to the last REF return. I have continued to be an active mentor to colleagues most recently tying the work of 6 colleagues together in one paper submitted to International Small Business Journal and 2 PhDs to act as an anchor paper for an impact case study. Due to being visible and available on campus I feel I have been able to offer ongoing support to my colleagues for over six years.

- Consistently holding 6 PhD supervisions, 3 completions at Huddersfield.
- Regular final and stage examiner and often asked by Registry to handle difficult exams and to take over distress supervisions.

October 2017-Jan 2019: Professor of Strategy and Head of the Department of Management, Huddersfield Business School, University of Huddersfield, W. Yorks.

I led a team of approximately 55 FTEs organized into four subject groups covering strategy and international business, organizational studies, human resource management, and entrepreneurship and sustainability. The Departmental held the course leadership for about 2000 students, close to half of Huddersfield Business School. I line managed a number of Grade 9 and Professorial (Grade 10) appointments. I had a remit for the strategic management for research, reach-out and teaching within the Department, reporting directly to the Dean of School.

I was appointed to lead the Department of Management in February of this year, in effect taking on the role from Mid-January. The Department of Management is the largest in the school and one of the largest in the University with around 55 full time academics at full compliment. I have four subject group leaders, in total 6 grade 9 staff and 3 Professors (rising to 4) under my line management. On top of the day to day tasks of learning and performing the role, I led/had significant oversight of the following major projects in my first months in post.

- Successfully participated re-validation of the Management suite of programs including school PGR provision.
- Successfully led validation launch of the SLMDA programme
- Picked up the languishing CMDA programme and have helped to move this towards successful launch in October 2018.
- Led a recruitment round for 9 academic posts which led to the appointment 8 L/SL positions, 6 of which at senior level and 2 at junior level which have huge teaching experience and 4* publication records. I undertook person specification design, shortlisting, interviewing and offers.
- Contributed to the development and implementation of a new workload model
- Restructuring of 4 subject groups into 3, movement of 4 SGLs into research and teaching focussed roles.

- Transfer of e-learning platforms.
- Heavy involvement in disciplinary procedures including one dismissal and several investigations.
- AACSB accreditation projects and developing AOL. I have been through the Triple Crown accreditation at Hull including AACSB twice and have had significant involvement with the preparations for this within HBS.
- Presenting students at six degree ceremonies.

The 360 feedback tool identified in January 2019 a 4.9 out of 6 rating by a 50% sample of my Department, line managed staff and key colleagues.

2012 - Mar 2018: Director (Non-Exec): Dove House Hospice, Hull, E. Yorks (6 Years).

I sat as one of 12 Directors on the board of one of the country's largest Hospice organizations. The role was voluntary and unpaid. I held a specific mandate for strategic planning and with the Executive Directors, helped to implement a two year project to evaluate strategic planning and implement a ten year strategic plan. We adopted an inclusive practice-based and bottom-up view of strategic planning that embedded values-in-practice at the core of what we do. In particular, an attempt to drill down and identify the core competencies and resources of the hospice helped to identify possible extensions of those capabilities into new opportunities and became an active diversifier. These included moves into childcare and the development of third party services for other charities (retail and distribution) that have allowed the hospice to seek income generation opportunities outside the geographically constrained mandate for its core hospice activities. I held a mandate under Charity Commission regulations to provide governance into the financial viability and future of the hospice. Two years into the implementation of the plan, the hospice was voted fourth best NFP employer in the UK in the Times good employer guide.

December 2015-October 2017: Reader in Business Strategy, Sheffield Business School, Sheffield Hallam University, S. Yorks (1 year 10 months)

My post at Sheffield Hallam University was as a Reader in Business Strategy. In this post I reported directly to the AD for Research. Given that my interests crossed several traditional disciplinary areas, I provided research leadership across two subject groups; Strategy and Marketing, which had approximately 50 full time academics.

In addition to the roles I have fulfilled in the past in respect of teaching, teaching design, supervision and personal research, I offered mentoring and supervision to colleagues. During that period I mentored 15 colleagues and within my first two years submitted 7 CABS 3* papers with colleagues (5 of which have been accepted so far), a book chapter and 5 conference papers. A further 7 papers remain in development with 3* ambitions. I took on the Doctoral supervision of 7 colleagues and maintain their supervision from my current role at Huddersfield University. I also took on the role of Faculty Chair of Ethics and had to design and implement a major change programme to instil a culture of ethics within the school. This necessitated the use of both formal and informal mechanisms to ensure ethical code compliance and ethical behaviour.

- Chair of Faculty Ethics Committee
- Member of University Ethics Committee
- Research Leaders Committee.

**2003- November 2015: Hull University Business School (12 years).
Lecturer in Marketing and Business Strategy.**

My role throughout this period was primarily a teaching role during which I increasingly took on significant teaching leadership roles. I held a reputation at the school of consistently delivering some of the highest ranked modules by MEQ scores with some of the highest performances in the school. At one point I held the highest ranked module on the highest ranked marketing programme in the UK by student satisfaction. During this period I moved from multiple module to multiple undergraduate and master's programme leaderships. Over a 10 year period at Hull I took part in a successful triple-crown accreditation process (AMBA, AACSB, EQUIS), passing through AACSB successfully twice. I led teams on both AACSB and EQUIS accreditation visits and was Chair of Quality in the run up to AACSB and responsible for AOL.

During this period I was also responsible for running, designing and delivering a substantial overseas collaborative programme with Hong Kong University (SPACE). This necessitated being familiar with local accreditations regimes as well as how overseas deliveries must comply with UK and international quality regimes.

I led four of the Hull University programmes including issues relating to student management and representation, complaints, staff management and interaction with external stakeholders such as external examiners. I contributed to the Hull University's internationalization agenda by designing and managing two international collaborative programmes with Hong Kong University (SPACE) which were responsible for around £1.5 - £2 Million in revenue to the university in the first year of running. My leadership responsibilities included.

MSc Marketing: Programme Leader 2005-2009: 50-80 students

BA Marketing on-campus: Programme Leader 2009-2011: 50-100 students

International collaborative programme management of:

- BA Marketing and Management FT Hong Kong: Programme Leader 2010-2011: 60-180 students
- BA Marketing and Management PT Hong Kong: Programme Leader 2010-2011: 150-160 students

This role was more than a student facing role and involved also the management of the relationship between the staff of Hong Kong University (SPACE) and Hull University. It included interacting with the Hong Kong alumni and attending the degree celebration in Hong Kong (once as key note speaker).

I designed, launched, promoted and guided through the approvals process the following programmes:

- MSc Advertising and Marketing 2007
- BA (Hons) Marketing and Management Hong Kong Part-Time 2010

The Advertising and Marketing Masters programme recruited 56 students in its first intake yielding gross fee income of around £600k. The PT Hong Kong programme recruited around two hundred students in its first three intakes over sixteen months yielding gross fee income of around £1.8 Million. They have both subsequently recruited well. Further, I re-designed and re-specified (major amendments), and guided through the approvals process the following programmes:

- MSc Marketing Management 2007
- BA(Hons) Marketing 2010
- BA(Hons) Marketing and Management Hong Kong Full-Time 2010

I successfully guided five programmes seven times through on-campus approvals processes and two programmes three times through Hong Kong University and Hong Kong Legislature approvals processes. I took both Hong Kong programmes successfully through a UK QAA collaborative programmes audit in 2010. I have been through the EQUIS and MBA accreditation process on three and two occasions and additionally led the Junior Faculty team on the successful 2009 AACSB audit. As Chair of Quality I have conducted periodic reviews of other faculties and have defended HUBS under review.

Responsibilities included

- Personal/pastoral supervisor (for 12 years)
- Invigilator/Chief Invigilator (for 12 years)
- CIM Postgraduate Professional Diploma instructor.
- Chair of Quality 2013-2014
- Library and Learning Resources Committee 2004-2008
- Learning and Teaching Committee 2009-2011
- Programme Leaders Committee 2009-2011
- School Board 2008-2010
- University-City Partnership committee 2012-2014

2002-2003: Hull University Business School (1 Year). Graduate Teaching Assistant.

My initial post in an academic role was for six hours teaching per week whilst undertaking work on my PhD, for which a scholarship was awarded by the School.

2002: Hull University Business School: Post Graduate Research Assistant.

Under Dr. Norman O'Neill (Centre for Regional Business Development). I was employed to conduct a stakeholder survey on behalf of the Humber Forum. Tasks included questionnaire design, depth interviewing, statistical analysis and write up. Involved in the presentation of the findings to the business community of the Humber sub-region and these contacts have been maintained.

1993-1997: KW Agriculture. Wetherby, N. Yorks: Alternative Feed (sales) Specialist.

A relationship sales role with several hundred semi-industrial customers channel intermediaries and suppliers. My sales ledger rose to over £1Million per annum. As part of my duties I designed and implemented direct marketing initiatives, and organised P.R events such as presentations demonstrations and trade shows. A large part of my role involved interaction with buyers on the commodity markets as much of our product was sold on forward contracts. This required an understanding of global agricultural commodity markets. Further responsibilities were in credit control and technical support. I left the position voluntarily, to take up an undergraduate degree at Hull.

1990-1993: Agriculture/BOCM Pauls Ltd. Beverley, E. Yorks. Trainee Salesman rising to Product Specialist.

I was recruited in a trainee role and underwent extensive training. I passed my in-company proficiency tests with record scores and was allocated territory in North Yorkshire. During my time here I received training in time management, negotiating, conflict resolution and presentations skills. I managed around a hundred semi-industrial customers and was promoted to product specialist in 1992 when the company merged with BOCM. I was headhunted to join KW Agriculture in 1993.

1988-1989: Kenneth Wilson Eastern, Louth, Lincs. Sandwich placing.

An Industrial Placement, which formed part of my course assessment. I received grounding in all departments and spent a large amount of time in maritime load superintending for imported shipments of bulk commodity coming into the Humber Ports.

1986-1987: Mr G Rounthwaite: Fulford, York: Farm Worker.

This was the pre-college year's practical experience that was required to enter the course. I had been working part time at this farm since the age of twelve. I left to commence full time higher education at Brackenhurst College.

Education

Higher		
Dates	Institution	Details
Sept 02-09	Hull University Business School. Postgraduate Research Institute	Certificate in Research Training
Sept 02-09	Hull University Business School	PhD. Management

Sept 03-July 04	University of Hull. Institute for Learning.	Postgraduate Certificate in Higher Education Teaching
Sept 00- Sept 01	Leeds University Business School.	MSc International Marketing Marketing (with Distinction)
Sept 97-Jun 02	CIM. Through private study, York College and Leeds Metropolitan University.	Postgraduate Diploma in Marketing
Sept 97-Aug 00	Hull University Business School	BA (Hons) Business Studies. First Class.
Sept 87-Jun 90	Brackenhurst College, Southwell, Notts.	BTEC National Diploma in Agricultural Merchandising (with Credit).
Additionally: -		
Jun-Aug 98	University of Yakutsk, Sakha Republic, Russia.	Russian language school.

Teaching Experience

Huddersfield Business School 2017-

As module leader

Strategic Thinking	MBA
Strategic Management	6
Qualitative research PGCERT	7/8

As part of a module team

Dissertation supervision	UG/MBA
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Sheffield Business School 2015-2017

As module leader

Consultancy Skills and Organisational Change	6
Dissertation supervision	MBA/MSc

As part of a module team

Strategic Management	6/MBA
Contemporary Issues in Enterprise	6
Implementing Strategy and Change	6

Hull University Business School Level **2002-2015**

As module leader

International Marketing	6/MSc
Marketing Planning	5/6
Marketing	4
Strategic Management	6
As part of a module team	
Business Analytical Techniques	6
Marketing Research.	6/PhD.
Marketing Information and Research	5
Marketing Communications	Masters/MBA/6
Marketing	4/MBA/MSc
Dissertation supervisor	6/MBA/MSc

Innovative teaching approaches

In the International Marketing module at Hull University I developed a series of formative assessments that are linked to a summative exam that have consistently delivered some of the highest First Class and 2:1+ percentages in the school. MEQ scores over 9 years as module leader consistently provided a 3.85+ (highest 3.91) weighting on a 4 scale on a cohort of up to 280 Level 6 Undergraduates.

The innovative elements of this module involve a series of phased group tasks in tutorials in which one team, presents, one questions, (cross-examines), one reports and one observes (and grades) the performances. Every group must contain at least two nationalities and they must draw upon the cultures within the group to illustrate international marketing problems. The questions are based on state of the art journal articles. The articles change every two weeks and overlap to try and make the students see the subject holistically. Exam questions are then developed from these overlaps and students are given extensive training on how to develop and write dialectically grounded, critical, answers to broad questions about the subject. I also established a rich e-learning environment that has been noted for best practice by the e-learning teams. Further, I tried each year to bring former students from the module, now in industry, to do guest lectures for the module.

Scholarships/Awards

- Awarded ERASMUS scholarship to Study at the University of Yakutsk, Russia in 1998
- Awarded University of Hull PhD. Scholarship in 2002.
- Dean's outstanding achievement award 2013
- Nominated for Inspirational Teacher award, Sheffield Hallam 2017

External examiner

External examiner for marketing programmes: Waterford Institute of Technology, Waterford Business School. Ireland. 2016-2019

Examiner for Validation of Strategic Marketing Practice Programme, University College Cork, Cork Business School. September 2018.

External examiner for University of Limerick, Strategic Management 2021-2024

External examiner. Regents University. Programme Validation 2024

External Panel Member: Regents University. Internal promotions Round. 2025

PhDs/DBAs examined (12)

• Jens-Eklinder-Frick	University of Malardalen, Sweden	2014
• Ramon Arroyo-Gomez	University of Hull	2015
• Sarah Fidment	Sheffield Hallam University	2016
• Candidate	Nottingham Trent University	2017
• Alawiah Alzawawi	Brunel University	2017
• Jamie Castello	Kingston University	2018
• Jiahe Hu	Huddersfield University	2019
• Jim Bamford	Huddersfield University	2019
• Emad Tariq	Huddersfield University	2021
• Matt Snell	Huddersfield University	2022
• Paula Reynier	Huddersfield University	2024
• Dimitri Kennedy	Open University	2024

Other Research Duties

Editorial experience

“Economic geography and business networks: exploring co-location. Advancing a dialogue between disciplines”. *Industrial Marketing Management*. Published Feb 2017. Co-Editors: Christian Felzensztein (Kingston University Business School), Eli Gimmon (Tel Hai College, Israel).

Associate Editor: *Industrial Marketing Management* (CABS 3*) from October 2017. Special remit for position and target papers.

Forthcoming SI on Innovative Ecosystems in *Industrial Marketing Management*. Co-Editors; Steve Pattinson (Sheffield), Chander Velu, (Cambridge IFM), Mike Ehret (Nottingham Trent), Paul Ryan (Trinity Dublin).

Academic Reviewer for:

International Business Review
Entrepreneurship and Innovation
British Journal of Management
Journal of Critical Realism
Systems Research and Behavioural Science
Journal of Marketing Management
European Journal of Marketing
Critical Perspectives in International Business
Journal of Business and Industrial Marketing
Marketing Theory
Long Range Planning
Management International Review.

Publications

Peer reviewed journals

Summary of Published/Accepted papers ranked by CABS list as of 2024.

ABS Rank	Unranked	1*	2*	3*	Total
Post 2021			1	3	4
REF 2021 qualified	1	2	2	13	18
Pre 2013	1	2	1	2	6
Totals published/accepted	2	4	4	18	28

Details. Highlighted authors indicate my mentees and Doctoral students

Ranking and international collaborator origin

2024

Hattersley, D. & Nicholson, J. (2024). Unpacking the value sought by Chinese International Students in UK Higher Education. *Studies in Higher Education* (accepted 2nd Jan) **3* CABS**

2023

Pattinson, S., Nicholson, J. D., Ehret, M., Velu, C., & Ryan, P. (2023). Innovation ecosystems in B2B contexts: Owning the space. *Industrial Marketing Management*, 108, A1-A **3* CABS (World top 300) Ireland, Austria**

Coombes, P. H., & Nicholson, J. D. (2023). Building an entrepreneurial business model: The case of MKM Building Supplies Ltd. *The International Journal of Entrepreneurship and Innovation*, 22(4), 275-283 **2*CABS**

2021

Kelly, S., Nicholson, J.D., Johnston, P., **Duty, D.** and Brennan, D.R. (2021). Experienced professionals and Doctoral study: a search for performative co-creation *Industrial Marketing Management*. Invited for IMP 2018 Conference special edition (Accepted Feb 2020). **3*CABS**

2020

Pattinson, S., Ciesielska, M., Preece, D., Nicholson, J.D., & Alexandersson, A. (2020). The “Tango Argentino”: a metaphor for understanding effectuation processes. *Journal of Management Inquiry*, 29(3), 317-329. **3*CABS Sweden**

Koporcić, N., Nietola, M. & Nicholson, J.D. (2018). IMP: It's time to get emotional! Understanding the role of emotions in dynamic decision-making processes. *Journal of Business and Industrial Marketing*. (Accepted March 2020). **2*CABS Sweden**

Lassalle, P., Johanson, M., Nicholson, J.D., & Ratajczak-Mrozek, M. (2020). Migrant entrepreneurship and markets: The dynamic role of embeddedness in **3*CABS Poland, Sweden (World top 300)**

networks in the creation of opportunities. *Industrial Marketing Management*, 91, 523-536.

Coombes, P., and Nicholson, J.D, Exploring dynamic capabilities in open business models: The case of public-private partnership. *International Journal of Entrepreneurship and Innovation* (Accepted Feb 2020). **2*CABS**

2018

Nicholson, J. D., LaPlaca, P., **Al-Abdin, A., Breese, R., & Khan, Z.** (2018). What do introduction sections tell us about the intent of scholarly work: A contribution on contributions. *Industrial Marketing Management*, 3, 206-219. **3*CABS**
USA

Alfakhri, D., Harness, D., Nicholson, J., & Harness, T. (2018). The role of aesthetics and design in hotelscape: A phenomenological investigation of cosmopolitan consumers. *Journal of Business Research*, 85, 523-531. **3*CABS**
Saudi Arabia

Tian, Y., Nicholson, J.D., Eklinder-Frick, J., & Johanson, M. (2018). The interplay between social capital and international opportunities: A processual study of international 'take-off' episodes in Chinese SMEs. *Industrial Marketing Management*, 70, 180-192. **3*CABS**
China, Sweden (World top 300)

Pattinson, S., Nicholson, J., & Lindgreen, A. (2018). Emergent coopetition from a sensemaking perspective: A multi-level analysis. *Industrial Marketing Management*, 68, 25-35. **3*CABS**
Denmark (world top 300)

Al-Abdin, A., Roy, T., & Nicholson, J.D. (2018). Researching Corporate Social Responsibility in the Middle East: The Current State and Future Directions. *Corporate Social Responsibility and Environmental Management*, 25(1), 47-65. **1*CABS** (world top 300)

2017

Nicholson, J., Gimmon, E., & Felzensztein, C. (2017). Economic Geography and Business Networks: Creating a Dialogue between Disciplines: An Introduction to the Special Issue. *Industrial Marketing Management*, 61, 4-9. **3*CABS**
Israel, New Zealand

Midgley, G., Nicholson, J.D., & Brennan, R. (2017). Dealing with challenges to methodological pluralism: The paradigm problem, psychological resistance and cultural barriers. *Industrial Marketing Management*, 62, 150-159. **3*CABS 4*REF Read**

2016

Nicholson, J. D., & Orr, K. (2016). Local government partnership working; a space odyssey or journeys through the dilemmas of boundary spanning actors *Policy and Politics*, 44 (2), 269-287. **3*CABS**
(World top 300)

Jalil, E., Grant, D., Nicholson, J. D., & Deutz, P. (2016). Reverse logistics in household recycling and waste systems: a symbiosis perspective. *Supply Chain Management*, 21(3), 245-258. **3*CABS**
Malaysia

Al-Abdin, A., Dean, D., & Nicholson, J. D. (2016). The transition of the self through the Arab Spring in Egypt and Libya. *Journal of Business Research*, 69(1), 45-56. **3*CABS**
(World top 300)

2015

Khan, Z., & Nicholson, J. D. (2015). Technological catch-up by component suppliers in the Pakistani automotive industry: A four-dimensional analysis. *Industrial Marketing Management*, 50, 40-50. **3*CABS**

2014

Nicholson, J. D., Brennan, R., & Midgley, G. (2014). Gaining access to agency and structure in industrial marketing theory: a critical pluralist approach. *Marketing Theory*, 14(4), 395-416. **3*CABS**

Khan, Z., & Nicholson, J. D. (2014). An investigation of the cross-border supplier development process: problems and implications in an emerging economy. *International Business Review*: Vol. 23, No. 2, pp. 1212-1222. **3*CABS**

A-Jalil, E., Grant, D., Nicholson, J., & Deutz, P. (2014). Investigating household recycling behaviour through the interactions between personal and situational factors. *Waste Management and the Environment VII*, 180, 113.

2013

Nicholson, J. D., Tsagdis, D., & Brennan, R. (2013). The structuration of relational space: Implications for firm and regional competitiveness. *Industrial Marketing Management*, Vol. 42, No. 3, pp. 372-381 **3*CABS**

Coombes, P. H., & Nicholson, J. D. (2013). Business models and their relationship with marketing: a systematic literature review. *Industrial Marketing Management*, Vol. 42, No. 5, pp. 656-664. **3*CABS**

2009

Nicholson, J. D., Lindgreen, A., & Kitchen, P. J. (2009), "Spatial and temporal transferability: structurationism as the relationship marketing meta-theory." *Qualitative Market Research*, Vol. 12, No. 2, pp. 187-207 **2*CABS**

2008

Nicholson, J. D., Lindgreen, A., & Kitchen, P. J. (2008), "Relevant marketing geography: a competency based perspective " *Marketing Intelligence & Planning*, Vol. 26, No. 2, pp. 235-252. **1*CABS**

2007

Nicholson, J. D., & Kitchen, P. J. (2007), "The development of regional marketing: have marketers been myopic." *International Journal of Business Studies*, Vol. 15, No. 1, pp. 107-125.

2005

Campbell, T. J., Nicholson, J. D., & Kitchen, P. J. (2005), "The importance of social bonding and loyalty: an empirical investigation within U.K. private health clubs." *Journal of Hospitality and Leisure Marketing (now Journal of Hospitality Marketing and Management)*, Vol. 4, No. 1, pp. 49-73. **1*CABS**

Forthcoming: In order of likely submission (anticipated date and preferred journal)

In submitted/in review/revision

Coombes, P. H., Nicholson, J. The optimality of openness and closure in business models: a case for approximation practices. *Long Range Planning R&R underway* **4*CABS Denmark**

Muhammed, N, Nicholson, J and Johnston, A. Towards a theory of entrepreneurial bricolage *Journal of Small Business Management R&R underway* **3* CABS**

Nicholson, J, Johnston, A., Muhammed, N , Lai, L, Snell, M., Watson, K, Younis, Hera <i>International Small Business Journal Returned after 2nd R&R</i>	3* CABS
Nicholson, J., Johnston, A. and Khan, Z.. Shining a light into margins and voids: The five institutional pathways of transitional entrepreneurship. <i>Management Decision</i> . Awaiting decision	2* CABS
Younas, H , Nicholson J. & Muhammad, N . Liminal migrant entrepreneurial identity. A transitional perspective. <i>Journal of Management Inquiry</i> , submitted	3* CABS
Morland, L. & Nicholson, J. Entrepreneurial journeys as innovations in space and time. Just a walk in the park. <i>International Journal of Behaviour and Research Returned after first R&R</i>	3* CABS
Tian, Y. & Nicholson, J., Reverse knowledge transfer between UK subsidiaries and a Chinese parent firm: Boxing VS Taichi. <i>Strategic Management Journal</i> In review	4 *CABS China

Priorities for 2025

Bo, Jiao, Liu, J and Nicholson, J.D. Cross-border Reverse Knowledge Transfer – a longitudinal case study. <i>Journal of World Business/Global Strategy Journal</i>	4*CABS China
Muhammad, N , Zahar, A, Nicholson J. Reconceptualising entrepreneurial embodiment in the context of veiling from the perspective of Muslim women entrepreneurs <i>Small Business Management</i>	3* CABS
Syafullah Suyman , Nicholson, J, Johnston, A. and Makkonen, H. First paper from thesis. Insidership and outsidership in Nigerian membership organizations. <i>Industrial Marketing Management</i> .	3* CABS Finland
Roy, T, Nicholson J. Understanding Micro-CSR in developing countries: A systematic literature review. Rejected from IJMR after review. To revise and re-target	TBC
Owupelle, M. & Nicholson, J. Dynamic Foresight Leadership capabilities. <i>Long Range Planning</i>	4* CABS
Abualqumboz, M. , Nicholson, J. The gift of knowledge <i>Human Relations</i>	4* CABS

PhD. Thesis

Nicholson, J. D. (2010), "*An inductive investigation into relationships between geographically co-located actors: the contribution of relationship marketing to regional competitiveness*," Hull University Business School.

Book sections and books

Lindgreen, A., Di Benedetto, C.A., Vanhamme, J., & Nicholson, J. (2021). How to Fast-track Your Academic Career: A Guide for Mid-career Scholars.

Suckley, L., & Nicholson, J. (2018). Enhancing creativity through workspace design. In *The Palgrave handbook of creativity at work* (245-263): Springer.

Conference papers

2024

Bo, Jiao, **Liu, J.** and Nicholson, J.D. (2020) Cross-border reverse knowledge transfer – a longitudinal case study. *5th Industrial Marketing Management Conference Leeds*.

2020

Bo, Jiao, **Liu, J.** and Nicholson, J.D. (2020) Cross-border reverse knowledge transfer – a longitudinal case study. *Accepted AIB 2020 competitive paper: AIB 2020 Miami. Full competitive paper accepted. (conference cancelled due to covid)*

Liu, J. and Nicholson, J. (2020). “Do Local Knowledge Spillovers Matter for Innovation within Knowledge Service Clusters”? Society for the Advancement of Socio-Economics (SASE) to University of Amsterdam – Amsterdam, The Netherlands - 18-20 July 2020.

2019

Lassalle, P., and Nicholson, J. (2019) Migrant entrepreneurs in-between networks: a liminal perspective to migrant entrepreneurship. 33rd IMP Conference Paris.

Nicholson J., Johnson S., Khan Z. and **Lassalle P.** (2019) Non-core entrepreneurial ecosystems as inhibitors and facilitators of SME internationalization: empirical evidence and policy implications Australian Conference for Entrepreneurship Research Excellence. Sydney.

Willis, P., Nicholson, J. and Orr, K. (2018) The charlatans: Possession, corporate shamen and the cult of the empowering leader. Standing Conference on Organisational Symbolism, York, July 2019.

2018

Kelly, S., Johnston, P. & Nicholson, J. (2018). Engaged scholarship and the experienced marketing professional: Academic relevance and marketing practice. Presentation made at 32nd **IMP Conference**, KEDGE Business School. Marseille, France.

Kelly, S., Johnston, P. & Nicholson, J. (2018). Explaining the sales and marketing interface: Perspectives on the production of B2B value propositions. Presentation made at 32nd **IMP Conference**, KEDGE Business School. Marseille, France.

Tian, Y., Nicholson, J. and Chi, R., (2018). Institutional capability in SME internationalisation: empirical cases from China. Presentation made at 32nd **IMP Conference**, KEDGE Business School. Marseille, France.

Pattinson, S., Nicholson, J. and Lindgreen, A. (2018). Trust building in a Complex Innovation Ecosystem: a Contingency Framework. Presentation made at 32nd **IMP Conference**, KEDGE Business School. Marseille, France.

2016

Nicholson, J. D., Eklinder-Frick, J., Huber, F. & Hall, S. (2016). Recombinant innovation and opportunity recognition in peripheral regions: identifying ‘Goldilocks’ opportunities. **Ibegin conference**, Temple Business School, Philadelphia.

Johnson, S, Nicholson, J. D., Khan, Z., & Felzensztein, C. (2016). Avoiding 'Valley' envy: A critical realist perspective on non-core ecosystems *Research in Entrepreneurship Conference (RENT) conference*. University of Antwerp, Belgium.

Zerguit Maghoo, L., Nicholson, J. D., & Elliott, C. (2016). Title: *Rethinking the Boundaries of Strategising-As-Practice: Phenomena, Epiphany, Epiphenomena*. Competitive Paper presented at the **British Academy of Management**, Newcastle.

Coombes, P. H., & Nicholson, J. D. (2016). *Open business models and industrial marketing: A multiple industry-practice perspective*. Competitive paper presented at the 32nd **IMP Conference**, Poznan, Poland.

- Lassalle, P.,** Nicholson, J. D., & Ratajczak-Mrozek, M. (2016). *The embeddedness of migrant entrepreneurs and the process of opportunity creation*. Competitive paper presented at the 32nd **IMP Conference**, Poznan, Poland.
- Johnston, P.,** Nicholson, J. D., & Kelly, S. (2016). *Proposing business to business customer value: Towards a conceptualisation of the value proposing actor*. Competitive paper presented at the 32nd **IMP Conference**, Poznan, Poland.
- Tian, Y.,** Nicholson, J. D., & Eklinder-Frick, J. (2016). *Bridging and bonding social capital and their effects on internationalisation: an empirical study of international 'take-off' in Chinese SMEs*. Competitive paper presented at the 32nd **IMP Conference**, Poznan, Poland

2015

- Nicholson, J.D., Al-Abdin, A. & Khan, Z. (2015). Intellectual progress in industrial marketing: a contribution on contributions, Competitive paper presented at 31st **IMP Conference**. University of Southern Denmark, Kolding, Denmark.

2014

- Jalil, E.,** Grant, D. B., Nicholson, J. D., & Deutz, P. (2014). Symbiosis effect' perspective to understand reverse logistics and household recycling waste systems, 19th **International Symposium on Logistics**. Ho Chih Minh City: Vietnam.
- Jalil, E.,** Grant, D., Nicholson, J. D., & Deutz, P. (2014). Investigating household recycling behaviour through the interactions between personal and situational factors. 7th **International Conference on Waste Management and the Environment**. Ancona: Italy.
- Nicholson, J. D., Felzensztein, C., Khan, Z., & Johnson, S. (2014). Entrepreneurial learning in peripheral space: a critical realist framework, **Academy of International Business**. Vancouver: Canada.
- Nicholson, J. D., Ehret, M., **Olayinka, O.,** & Khan, Z. (2014). Dialectic critical realism and an expanded agenda for industrial marketing, Competitive paper presented at the 30th **IMP Conference**, KEDGE Business School, Bordeaux, France.
- Nicholson, J. D., Johnson, S., & Khan, Z. (2014). Internationalization processes at the periphery: a study of opportunity identification and exploitation. Competitive paper presented at the **Institute of Small Business and Entrepreneurship Conference**. Manchester. November.

2013

- Khan, Z., & Nicholson, J.D. (2013), "The role of international joint ventures (IJVs) in the development and upgrading of the Pakistani automotive clusters: the impact of relational capital". **Academy of International Business**, Istanbul. Turkey. July 2013.
- Nicholson, J.D, Brennan, R., & Midgley, G. (2013) Gaining access to agency and structure in industrial marketing: a critical pluralist approach. 16th **International Association of Critical Realism Conference**. Nottingham Aug 2013.
- Nicholson, J. D., Tsagdis, D., & Brennan, R. (2013). "The contribution of economic geography to industrial marketing". 29th **IMP Conference**. Atlanta. Sept 2013.
- Jalil, E.,** Grant, D., Nicholson, J. D., & Deutz, P. (2013). Reverse logistics from the end-of-pipe: interactions between recycling systems and householders, The 18th **Annual Logistics Research Network (LRN) Conference**. Birmingham.
- Johnson, S., Nicholson, J.D., Khan, Z. (2013) "Barriers to internationalization in a UK peripheral region. A critical realist approach. 26th **Research in Entrepreneurship Conference** at Vilnius. 20-22nd November 2013. Picked in conference top ten.

2012

- Al-Abdin, A., Coombes, P. H.,** & Nicholson, J. D. (2012), "Arab consumer attitudes towards international marketing as a result of the ongoing Arab Spring: A Systematic Literature Review " **International Conference on Contemporary Marketing Issues** at Thessaloniki, Greece. 13-15 June 2012

2009

Siano, A., Palazzo, M., Kitchen, P.J., & Nicholson, J. D. (2009), The value and significance of corporate community relations: an Italian SME perspective. 14th **International Conference on Corporate and Marketing Communications**. University of Nicosia, Cyprus.

Doctoral completions: 17

PhD Completions (Hull)

• Zayad Alzaydi	2 nd supervisor	Completed Dec 2014
• Jie Wu	2 nd supervisor	Completed Dec 2014
• Ahmed Al-Abdin	1 st supervisor	Completed June 2015
• Nadine Waehning	2 nd supervisor	Completed June 2015
• Dimah H. Alfakhri	2 nd supervisor	Completed June 2015
• Emy Jalil	2 nd supervisor	Completed March 2017
• Phillip Coombes	1 st supervisor	Completed October 2017
• Erik Larsen-Garza	1 st supervisor	Completed December 2017
• Olayeye Olayinka	1 st supervisor	Completed January 2018

PhD Completions (Sheffield Hallam)

• Beverley MacMillan	1 st supervisor	Completed September 2019
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DBA Completions (Sheffield Hallam)

• Simon Kelly	1 st supervisor	Completed Dec 2017
• Mark Godson	1 st supervisor	Completed March 2019

PhD Completions, (Huddersfield)

• David Hattersley	1 st supervisor	Completed July 2020
• Walid Mourhrib	2 nd supervisor	Completed July 2022
• Hira Younis	1 st supervisor	Completed August 2023
• Moses Owupele	1 st supervisor	Completed, November 2024
• Sayfullah Sulyman	1 st supervisor	Completed January 2025

Ongoing PhD students (Huddersfield)

• Kirsty Watson	1 st supervisor	Due for completion 2026
• Rita Nodunyelwa	1 st supervisor	Due for completion 2026
• Eddie Khan	2 nd supervisor	Due for completion 2028
• Nasrin Mousavi	1 st supervisor	Due for completion 2027
• Jana Woods	1 st supervisor	Due for completion 2025
• Christian Chukwu	1 st supervisor	Due for completion 2028
• Steven Maskell	1 st supervisor	Due for completion 2028

External research (collaborations past and ongoing: Stated institution at time of writing, excluding collaboration with staff currently still at my former employers - Hull and Sheffield Hallam Universities). International collaborations highlighted. World top 300 (QS) institutions Indicated.

- Dr. Paul Ryan Trinity Dublin, **Ireland** QS 104
- Prof. Chander Velu Cambridge University IFM. QS 6
- Prof. Eli Gimmon Tel Hai College, Haifa: **Israel**
- Prof. Michael Ehret University of Gratz, Austria
- Prof. Ross Brennan (late) University of Hertfordshire, UK
- Dr. Maria Palazzo Universita Degli Studi di Salerno, **Italy**
- Prof. Kevin Orr University of St. Andrews, UK QS 97
- Dr. Jens Eklinder-Frick University of Uppsala, **Sweden** QS 112
- Prof. Franz Huber Schloss Seeburg University, **Austria**
- Dr. Milena Ratajczak-Mrozek University of Poznan, **Poland**
- Dr. Dimitrios Tsagdis KEDGE Business School, University of Bordeaux, **France**

- Prof. Adam Lindgreen Copenhagen Business School, **Denmark**. QS 73

- Prof. Martin Johansson University of Uppsala, **Sweden**. QS112
- Prof. Peter LaPlaca (late) University of Hertford, **USA**
- Prof. Carole Elliott Roehampton Business School, London
- Prof. Zaheer Khan University of Aberdeen, UK
- Prof. Philip Kitchen University of Rennes, **France**
- Prof. Yumio (Anna) Tian Xi'an Jiatong University, **China** QS 313
- Dr. Steve Pattinson University of Northumbria
- Dr. Paul Lassalle University of Strathclyde. QS 277
- Dr. Steve Hall University of Leeds. QS 101
- Dr. Taposh Roy University of Southampton. QS 118
- Ms Anna Alexandersson Linnaeus University **Sweden**.
- Dr. Malgorzata Ciesielska Sheffield Hallam
- Dr. Nikolina Koporcic, Åbo Akademi, **Finland**
- Dr. Miika Nietola Åbo Akademi, **Finland**
- Dr. Ahmed Al-Abdin University of Liverpool. QS 173
- Dr David Hattersley Sheffield Hallam University

Income Generation

<u>Date</u>	<u>Details</u>	<u>Figure</u>
2002	CI. Awarded from the Humber Forum to conduct a published stakeholder survey. <i>O'Neill, N., Nicholson, J., & Stafylarakis, M. (2003), Humber Forum stakeholder survey: Results and prospects. Centre for Regional Business Development. The University of Hull.</i>	£20,000
2012	PI. Awarded from Vice Chancellor's Challenge Fund for Connected City project: Forty eight depth interviews examining the preparation for	£20,000

	the Greenport renewable energy project. Reported back to Hull CC. 8 researchers.	
2013	CI. Award from the Institute for Small Business and Entrepreneurship/ESRC. SME internationalization in peripheral regions. Zaheer Khan, Steve Johnson.	£12,000
2017	CI. Research consultancy project (large Chinese multinational). I came in towards the middle of the project. I was not on the application. Investigation of post-acquisition cohesion in a UK subsidiary. Anna Tian, Bradley Barnes	£ 39,500
2018	CI/A. Research Development Fund from Liverpool Xi'an Jiaotong (Liverpool) University, China. Institutional capability and Chinese SME internationalization. Anna Tian. Live	726,000 RMB C £80000 on award
2018	CI/A. Key Special Programme Fund, China. SME internationalization and strategic responses. Anna Tian. Live	17,0000 RMB C £25000 on award
2019	PA. Collaborative venture fund. Consultancy services to an SME leisure sector. Live	£2500
2019	PA. Leverhulme Visiting Scholar Fund to bring Martin Johanson to Huddersfield for twelve months. Live	£110,000