

Academic CV for Robert P. Ormrod, BA (Hons), M.Sc., Ph.D

Department of Management, Aarhus University, Denmark

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Academic Employment History

- Associate Professor, Department of Management, Aarhus University, Denmark (May 2015-)
- Associate Professor, Department of Economics and Business, Aarhus University, Denmark (February 2011-May 2015).
- Assistant Professor, MAPP, Institute for Marketing and Statistics, Aarhus School of Business, Aarhus University, Denmark (May 2009-January 2011).
- Researcher, MAPP, Institute for Marketing and Statistics, Aarhus School of Business, Aarhus University, Denmark (June 2008-April 2009).

Academic Degrees

- Ph.D., Aarhus University, Denmark (2009).
- MSc Business Economics, Aarhus School of Business, Denmark (2003).
- BA (Hons.) in Economics and Danish, University of East Anglia, Norwich, UK (1997).

Google Scholar Citation Data

Total citations: 389
h-index: 12
i10-index: 16

Publication List

Peer-reviewed Journals

1. "Stakeholders in the Political Marketing Context", *Journal of Public Affairs* (2017, online first).

2. "From Markets to Stakeholders: Towards a Conceptual Model of Political Stakeholder Orientation", *Journal of Political Marketing* (2017, online first).
3. "Strategy, Market Orientation and Performance: The Political Context", *Journal of Public Affairs*, Vol. 15 (1), pp. 37-52 (with Ghasem Zaefarian, Stephan C. Henneberg and Philippe de Vries (2015).
4. "A Triadic Interaction model of Political Marketing Exchange", *Marketing Theory*, Vol. 13 (1), pp: 87-103 (with Stephan C. Henneberg) (2013).
5. "Political Marketing Orientation: Complications, Confusions and Criticisms", *Journal of Political Marketing*, Vol. 11 (4), pp.353-366 (with Nicholas O'Shaughnessy, Paul Baines and Aron O'Cass) (2012).
6. "Political Market Orientation: A Framework for Understanding Relationship Structures in Political Parties", *Party Politics*, Vol. 18 (4) pp. 487-502 (with Heather Savigny) (2012).
7. "Limitations and Implications of Product-Oriented, Sales-Oriented and Market-Oriented Political Parties: Evidence for Public Affairs", *Journal of Public Affairs*, Vol. 11 pp. 395-405. (2011).
8. "Political Market Orientation and Strategic Party Postures in Danish Political Parties", *European Journal of Marketing*, Vol. 45 (6), pp. 852-881 (with Stephan C. Henneberg) (2011).
9. "Strategic Political Postures and Political Market Orientation: Towards An Integrated Construct of Political Marketing Strategy", *Journal of Political Marketing*, Vol. 9 (4) pp. 294-313 (with Stephan C. Henneberg) (2010).
10. "Understanding Voter Orientation in the Context of Political Market Orientation: Is the Political Customer King?", *Journal of Marketing Management*, Vol. 26 (1) pp. 108-130 (with Stephan C. Henneberg) (2010).
11. "An Investigation into the Relationship Between Political Activity Levels and Political Market Orientation", *European Journal of Marketing* Vol. 44 (3/4), pp. 382-400 (with Stephan C. Henneberg) (2010).
12. "Different Facets of Market Orientation – A Comparative Exploratory analysis of Party Manifestos in Britain and Germany", *Journal of Political Marketing*, Vol. 8 (3), pp. 190-208 (2009) (with Stephan C. Henneberg).
13. "The Network Researchers' Network: A Social Network Analysis of the IMP Group 1985-2006", *IMP Journal* Vol. 3 (1), pp. 28-49 (with Stephan C. Henneberg, Peter Naudé and Zhizhong Ziang) (2009).
14. "Political Marketing in Untraditional Campaigns: The Case of David Cameron's Conservative Party Leadership Victory", *Journal of Public Affairs* Vol. 7 (August), pp. 235-248 (with Stephan C. Henneberg, Nick Forward, James Miller and Leigh Tymms) (2007).
15. "Political Market Orientation and its Commercial Cousin: Close Family or Distant Relatives?", *Journal of Political Marketing Special Edition on Theory Building in Political Marketing*, Vol. 6 (2/3), pp. 69-90. (2007).

16. "A Critique of the Lees-Marshment Market-Oriented Party Model", *Politics*, Vol. 26 (2), pp. 110-118 (2006).
17. "A Conceptual Model of Political Market Orientation", *Journal of Nonprofit and Public Sector Marketing*, Vol. 14 (1/2), pp. 47-64 (2005).
18. "Operationalising the Conceptual Model of Political Market Orientation", *Studies in Political Communication*, Vol. 14, pp. 125-145 (2004).

Books

19. *Political Marketing: A Stakeholder Perspective*. New York: Routledge (in preparation)
20. **政治营销：理论与概念** (*Political Marketing: Theory and Concepts*), with Stephan C. Henneberg and Nicholas J. O'Shaughnessy. Shanghai: Truth and Wisdom Press (forthcoming).
21. *Political Marketing: Theory and Concepts*, with Stephan C. Henneberg and Nicholas J. O'Shaughnessy (Sage, 31st May 2013).

Chapters in Edited Books

22. "Political Exchanges of Value and the Stakeholder Concept", in Shavit, A., and Vozenilkova, M., *New Trends in Political Marketing*. Prague: Carolinum (2017).
23. "Politisk Markedsorientering", in Winther-Nielsen, S. (ed.), *Politisk Marketing: En Restyling af Dansk Politik?* Copenhagen: Thomsen-Reuters. (2011).
24. "A Critique of the Lees-Marshment Market Oriented Party Model", Chapter 12 in Baines, P. (ed.) *Political Marketing (Volume 1): Concepts and Theories*. London: SAGE. (2011).
25. "An Investigation into the Relationship Between Political Activity Levels and Political Market Orientation", Chapter 10 in Baines, P. (ed.) *Political Marketing (Volume 3): Ethics, Practices, and Advances in Political Marketing*. London: SAGE. (with Stephan C. Henneberg) (2011).
26. "Are You Thinking What We're Thinking, or Are We Thinking What You're Thinking? An Exploratory Analysis of the Market Orientation of UK Parties in 2005" (with Stephan C. M. Henneberg), in D. Lilleker, N. Jackson, and R. Scullion, (eds.) *The Political Marketing Election: General Election 2005*. Manchester: The Manchester University Press (2006).
27. "A Conceptual Model of Political Market Orientation" Chapter 3 in W. W. Wymer and J. Lees-Marshment, *Current Issues in Political Marketing*. Binghamton, NY: The Haworth Press, Inc. (2005).

Aarhus University's Working paper Series in Management

28. "Defining Political Marketing", Working Paper Series in Management, Department of Economics and Business, Aarhus University (2012).
29. "Election Marketing to Young Voters: Which Media is Most Important?", Working Paper Series in Management, Department of Economics and Business, Aarhus University (2012) (with Heather Savigny).
30. "Product-, Sales- and Market-Oriented Parties: Literature Review and Implications for Academics, Practitioners and Educators", Working Paper Series in Management, Department of Economics and Business, Aarhus University (2011).
31. "Political Market Orientation: An Introduction", Working Paper Series in Management, Department of Economics and Business, Aarhus University (2011).

Other Academic Publications

32. "Stretching the Online Marketing Budget: Reframing and Refreshing Content", Vignette in Fahy and Jobber (2016), *Foundations of Marketing*. McGraw-Hill.
33. "Bridging the Digital and Physical Divide", Vignette in Fahy and Jobber (2016), *Foundations of Marketing*. McGraw-Hill.
34. "Patterns and Regularities in the European Marketing Academic Community: A Social Network Analysis of the EMAC Annual Conferences 2000-2010", *The EMAC Chronicle* (October 2011) pp. 24-26.
35. Online resources for Baines, Fill and Page (2010), *Marketing*. Oxford: OUP.
36. "Understanding Political Market Orientation" PhD Thesis, Aarhus School of Business, April 2009.

Conference/Workshop Papers

37. "Stakeholders and the Political Marketing Context", competitive paper presented at the Academy of Marketing Conference, Northumbria University, July 2016 **Best paper in track award**
38. "Defining the Stakeholder Concept for Political Marketing", paper presented at the International Conference on Political Marketing, Charles University Prague, September 2015.
39. "Theoretical and Conceptual Issues in Political Marketing", paper presented at the International Conference on Political Marketing, University of Stockholm, September 2013.

40. "The Triadic Interaction Model of Political Exchange: The Danish Social Democratic Party's Attempt to Introduce a Congestion Charge in Copenhagen", paper presented at the CEE Political Marketing Conference, Brno, Czech Republic, November 2012.
41. "Patterns and Regularities in the European Marketing Academic Community: A Social Network Analysis of the EMAC Annual Conferences 2000-2010", paper presented at the European Marketing Academy Conference, Ljubliana, Slovenia, May 2011 (with Katrine Christensen and Athanasios Krystallis).
42. "Integrating Human Resource Management into Strategic Political Marketing", paper presented at the CMC conference, Athens, April 2011 (with Evangelia N. Markaki and Theodoros Chatzipantelis).
43. "Uncovering Voter Preference Structures Using a Best-Worst Scaling Procedure: Method and Empirical Example", paper presented at the Political Studies Association Conference, London, April 2011 (with Heather Savigny).
44. "Political Party Human Resource Management: The Place of HRM Practices in Strategic Political Management", Paper presented at the Athens Business Conference, 20th-23rd December 2010 (with Evangelia N. Markaki and Theodoros Chandjipantelis).
45. "Voter Decision-Making: Are the Young Really That Different?", Paper presented at the Chester Symposium on Political Marketing, 7th-8th October 2010 (with Heather Savigny). **Best paper award**
46. "Relationship Structures and Performance in Belgian Political Parties", 6th International Conference on Political Marketing, Thessaloniki, Greece, 24th-26th September 2010 (with Stephan C. Henneberg, Ghasem Zaefarian and Philippe de Vries).
47. "Politisk Markedsorientering", invited paper presented at the Copenhagen Symposium on Political Marketing, Copenhagen, May 11th 2010.
48. "Political Market Orientation: A Framework for Understanding Relationship Structures in Political Parties", invited paper presented at the 2nd International Symposium on Political Marketing, Brno, Czech Republic, October 7-8th 2009.
49. "Lead User Identification in Online Communities", Competitive paper presented at the ISPIM Conference, Vienna, June 2009 (with Helle Alsted Søndergaard).
50. "Understanding a Political Market Orientation", Paper presented at the 5th International Conference on Political Marketing, Manchester Business School, Manchester, UK, 27th-29th March 2008 (with Stephan C. Henneberg).
51. "The Network Researchers' Network: A Social Network Analysis of the IMP Group 1985-2006", Paper presented at the 2007 Industrial Marketing and Purchasing Conference, Manchester Business School, Manchester, UK (with Stephan C. M. Henneberg, Peter Naudé and Zhizhong Ziang).
52. "Political Market Orientation and Strategic Party Postures: Some Hypotheses Regarding Profiles and Relationship Strengths", Paper presented at the CEE Political Marketing

Conference, Masaryk University, Brno, Czech Republic, June 6th-7th 2007 (with Stephan C. M. Henneberg).

53. "A Conceptual Model of Political Market Orientation: Hypothesis Testing for Mediation and Correlation", *Paper presented at the 4th International Conference on Political Marketing, Romania, 19th-21st April 2007 (with Stephan C. M. Henneberg).*
54. "Explaining the Relationships between Attitudinal and Behavioural Aspects of Political Market Orientation", *Paper presented at the 4th International Conference on Political Marketing, Romania, 19th-21st April 2007 (with Stephan C. M. Henneberg).*
55. "A Structural Equation Model of the Political Market Orientation of Political Parties", *Workshop on Structural Equation Modelling: Applications in the Social Sciences, University of Manchester, 28th February 2007 (with Stephan C. M. Henneberg).*
56. "The Contribution of Mainstream Market Orientation to Political Marketing", Competitive paper presented at the 2006 Academy of Marketing Conference doctoral colloquium, London, 3rd-4th July 2006.
57. "Different Facets of Market Orientation – A Comparative Exploratory analysis of Party Manifestos in Britain and Germany" Competitive paper presented at the 3rd International Conference on Political Marketing, Cyprus, April 2006 (with Stephan C. M. Henneberg).
58. "The Political Market Orientation of Local Party Organisations", Paper presented at the *Political Marketing Group Conference*, London, February 2005.
59. "Categorising Political Party Members for Empirical Research", Paper presented at the *Political Studies Association of the United Kingdom Annual Conference 2004*, University of Lincoln.
60. "A Conceptual Model of Political Market Orientation", Paper presented at *Political Studies Association of the United Kingdom Annual Conference 2003*, University of Leicester.

Academic presentations

- "Combatting Political Extremism Using the Social Media: Why Should the Devil Have All the Best Stories?" guest speaker at the Conference on Migration's Influence on Euroscepticism and Political Radicalism, Institute for Politics and Society, Prague, 27th May 2016.
- Erasmus Lectures on Political Marketing theory, Masaryk University, Brno, Czech Republic (March 2015)
- 'Market Segmentation', presentation for the Board of Directors of the Association of Danish Physiotherapists, Munkebjerg Hotel, Vejle (22nd January 2013)
- 'Business Economics', presentation for prospective students, *studiepraktikdagen*, Aarhus University (October 2012).

- "Political Marketing in Denmark and the USA", presentation at Herningsholm Gymnasie (20th March 2012)
- "Markedsføring og politiske partier: meget mere end Spindoktorer", presentation at the Gymnasielærerdagen, Aarhus University, 16th January 2012.
- "Marketing in Politics: The Danish General Election of 2011", presentation for oeconrådet, Aarhus University, 3rd October 2011.
- "Healthiness and Dairy Products: The Key to the Modern Consumer", presentation at the Kvægproduktion og sundhedsfremme conference, November 2009.
- "Political Marketing – What is It?", presentation at the Institute for Political Science, Aarhus University, January 2008.

Media comment

- "Konservative betaler 14 gange mere for en stemme, end Enhedslisten gør", finans.dk (1st June 2015).
- "Vinder Thorning-Schmidt på at tale politik i Bilka?", Kristeligt Dagblad (9th January 2015)
- Live interview on 'Rapporterne' Radio 24syv, on election posters at the EU elections (7th May 2014)
- "Svage statsministerkandidater kan udløse politiske jordskred", Ugebrevet Mandag Morgen, pp. 16-20, 22nd April 2014
- "Klar besked eller signalforvirring?", Jyllands Posten, pp. 12-13, 16th November 2013
- "Er Jacob Bundsgaard mon Socialdemokrat?", JPAarhus (9th November 2013)
- "Plakatekspert: Valgplakaterne er ekstra røvsyge i år", dr.dk, 1st November 2013
- "Politikernes ansigter er vigtigere end budskabet", Kristeligt Dagblad, page 1, 29th October 2013.
- "Unge vælgere påvirkes mere af TV end af internettet", Kristeligt Dagblad, page 1, 23rd April 2012.
- "Unge vælgere foretrækker TV, radio og avis", videnskab.dk, 20th April 2012.
- "Unge vælgere foretrækker traditionelle medier", Aarhus University press release, 20th April 2012.
- "Valgkampen er Højtid for Frivillige", Altinget, 21st September 2011.

Teaching experience

- Postgraduate electives ('Stakeholder Theory and Crisis Management'; 'Business Data Collection and Handling')
- Thesis supervision at the undergraduate, postgraduate and PhD levels
- Foundation course in marketing
- Seminar leader (marketing, qualitative methods)
- Participation in the Aarhus University *Goonline* course for online learning and teaching (Autumn 2011)
- Participation in the Aarhus University 5-day *Vejledningskursus for Lektorer og Professorer* (Autumn 2011)
- Completion of the Aarhus University 5-day course (*Adjunktpædagogikum*), (Autumn 2009)

Other Academic Activities

Research grants and awards

- Best paper in track award, Academy of Marketing Conference, Northumbria University, July 2016
- Best paper award, University of Chester Symposium on Political Marketing, 7th-8th October 2010
- Jagdish and Madhuri Sheth Foundation Research Competition on Nonprofit Marketing in collaboration with the American Marketing Association Foundation and the Marketing Science Institute (\$3000). The awarding committee included amongst others Philip Kotler, Jagdish Sheth and Alan Andreasen (research proposal written with Stephan C. Henneberg).

Editorial board and Scientific Committee membership

- Editorial Board of the Journal of Political Marketing
- Member of the Scientific Committee of the International Conference on Political Marketing 2013

Examiner

- Chairman of the PhD evaluation committee, Rune Bysted, 24th April 2013
- External examiner, Cranfield University, UK (2011-2014)

Participation in EU-funded projects

- Participant in the EU project 'FLABEL', jointly responsible for research in work package WP7 (2010-2011)

Conference activities

- Panel chair, International Conference on Political Marketing, Charles University, Prague (September 2015)
- Chair of the PhD Colloquium, International Conference on Political Marketing, Stockholm University, Sweden (September 2013)
- Panel chair, International Conference on Political Marketing, Stockholm University, Sweden (September 2013)
- Chair of the PhD Colloquium, International Symposium on Political Marketing, Masaryk University, Brno, Czech Republic (October 2009)
- Panel chair, Academy of Marketing conference (July 2007)

Visiting academic:

- Manchester Business School, University of Manchester, UK (February 2009 and May 2010)
- School of Management, University of Bath, Bath, UK (January-June 2006)

Reviewer for (amongst others):

- Marketing Theory
- British Journal of Political Science
- Oxford University Press
- International Studies Quarterly

- European Journal of Marketing
- Routledge
- McGraw-Hill
- Journal of Marketing Management
- Journal of Political Marketing
- Political Studies