**BAM Marketing and Retail SIG Development Plan**

1. **Introduction**

In the five years prior to the outbreak of COVID19 BAM’s Marketing and Retail SIG continually built its capacity and capability, continually increasing its level of activity and improving its performance across the SIG. This resulted in a distinctive SIG offer for the marketing and retail academic community and a robust foundation on which to further develop the SIG.

During the disruption of COVID19 further development of the SIG was limited. However, over this difficult time, time was spent focussing on the delivery of two important outcomes (ECA agenda and journal special issue for the conference track).

Now that the BAM community, and academia more generally, is back into nearly normal operation, the SIG is looking forward to running the marketing and retail track at this year’s conference and getting together with SIG members at its AGM to plan the development of the SIG over the next three years.

In preparation for the AGM, this document presents, for discussion, a draft development plan for the SIG spanning three years. It covers:

* Position of the SIG prior to COVID
* Unique positioning of BAM and the SIG in the marketing and retail academic community
* Progress made during COVID
* Challenges faced by the SIG and its next phase of development
* Top level three year development plan

1. **Position of the SIG prior to COVID 19**

The position of the SIG in March 2020 is best characterised by:

**Embedded in marketing and retail academic community with a strong and stable membership base.** SIGmembership grew to circa 240 annually, maintaining a healthy balance of overseas and UK membership, spread across PhD students, ECAs and, in the main, experienced academics. Membership largely attracted members from post ’92 institutions, although holds a number of long standing members from Russell Group institutions.

**Continual development of Scholarship through a large and vibrant conference track.** The annual conference track is usually 3rd or 4th out of over 20 tracks in accepting circa 40 papers per year spanning the marketing retail discipline (mix of development and full papers). In addition the track features a PDW and mentoring of students at the Doctoral Symposium.

**Financial stability.** A vibrant activity programme for the SIG continually generates income for the SIG. At the end of recent years the SIG held the maximum sum allowable of £3,000 in its revenue account.

**Community cohesion via a regular schedule of annual SIG activity.** On average, annually, the SIG ran 3 membership events per year, including a regular one day marketing-as-practice conference. Other notable important activity addressed ‘what makes an employable graduate?’, early career researcher development and ‘re-visiting brand performance measurement’.

**Established and active on-line community reaching further into the marketing and retail community.** Thanks to the continuing and dedicated work of Dr Sarah-Louise Mitchell and the regular contributions of Prof Anthony Kent and committee members generally the SIG has a core and active linked-In community of circa 120 members.

**Practitioner links.** The SIG works and has contacts with various practitioner bodies including the Chartered Institute of Marketing and the Worshipful Company of Marketers.

**Strong, experienced and active SIG committee.** The SIG committee is comprised of experienced academics, who attended BAM as doctoral students and continued to develop their careers through BAM and the SIG. All formal SIG roles are filled and specialist roles have been established to create and manage activity that is critical to the SIGs development:

|  |  |
| --- | --- |
| Dr Michael Benson  Sheffield Hallam University | Treasurer and practitioner engagement |
| Prof Carley Foster  University of Derby | Secretary and special issues editor |
| Dr Keith Glanfield  Cardiff Metropolitan University | Co-Chair: Conference, research and partnerships |
| Prof Anthony Kent  Nottingham Trent University | Research capacity |
| Dr Sarah-Louise Mitchell  Oxford Brookes University | Communications and social media |
| Dr Adam Poole  University of West of England | Co-Chair: Events and membership |

1. **Unique positioning of BAM and the SIG in the marketing and retail academic community**

Primarily, in the UK, marketing and retail scholars can choose to affiliate to four learned societies. They are BAM, the Academy of Marketing, European Marketing Academy and the American Marketing Association. BAM and its M&R SIG are uniquely positioned. We offer a unique conference experience and an open and welcoming scholarly community. BAMs marketing and retail SIG is complementary as an alternative to the other learned societies.

|  |  |  |  |
| --- | --- | --- | --- |
| **BAM** | **Academy of Marketing** | **European Marketing Academy** | **American Marketing Association** |
| **Inter-disciplinary** **with access to 21 other SIG disciplines** | Marketing only | Marketing only | Marketing only |
| **All of marketing is represented** **within one SIG** | Marketing is divided into specialised SIGs | Marketing is divided into very specialised SIGs | Marketing is divided into very specialised SIGs |
| **All research methodologies are welcome** **and given equal weight** | All methodologies are accepted | Primarily quantitative methods | Primarily quantitative methods |
| **Development of individual academics is the priority.** **Therefore accept scholarship from 1\* upwards, to develop into 2\* and 3\* standard.** | Accepts a wide variety of research levels and scholarship | Focussed on 3\* and possibly 4\* output. | Focussed on 4\* output |
| **Encourage development of ideas through development papers** | No development papers | No development papers | No development papers |
| **Wide, open, friendly and accessible community for all** | Organised around specialised SIGs i.e. BtoB, Branding, Digital etc. | Mainly established 3\* and 4\* researchers. | Mainly established 4\* researchers. |

There are also two specialist retail conferences that run every two years. BAM’s difference is retail scholarship is integrated with wider marketing scholarship.

1. **Progress made during COVID19**

Like all other SIGs, the SIGs activities were significantly curtailed during COVID19. In the face of challenges faced by committee members in their own roles and institutions the committee successfully organised the on-line conference tracks of 2020 and 2021, organised on-line PDW’s and a joint SIG event, whilst separately organising two on-line SIG AGMs.

Despite the challenges, two new significant developments were achieved:

**Extending SIG members’ opportunities to publish by securing a journal special issue linked to the BAM conference.** A special issue of the 2\* International Journal of Retail and Distribution Management was secured for the 2021 conference. Further special edition has been secured for 2022. This new for BAM more widely. The M&R SIG is the only SIG to do this.

**Addressing the challenge of attracting more ECA’s to the SIG by starting to plan and kick start Early Career Researcher activity.** Dr Rebecca Beech (Coventry University) and Sahar Backr (DeMontford University) developed an ECA development plan, as presented and discussed at the 2021 AGM. Working as part of the SIG Rebecca and Sahar were awarded £1,000 SIG funding and are organising and leading an initial, one-day ECA development workshop. Both Sahar and Rebecca intend to stand for election in October 2022 to join the SIG committee as ECA representatives.

1. **Challenges faced by the SIG and its next phase of development**

The SIG has reached a point where its foundations are strong and stable. We are now in a position to start further building our presence and influence in the marketing and retail community, in the UK, and more widely. Its development priorities are:

**To build a regional presence and regional SIG hubs to increase conference attendance, SIG Membership and SIG activity levels.** At present, one of the SIG’s weaknesses is its membership is reliant on one-to-one relationships with its circa 240 members. The SIG is likely to be stronger if it augments this by building relationships with groups of marketing and retail academics at key UK regional institutions, working out from them to extend the SIG and its activity regionally e.g. University of the West of England, Cardiff Met, Oxford Brookes, Coventry University, University of Derby, Sheffield Hallam and so on. Regionally arranged activity might include working with practice, research methodology workshops and network activity.

**Build relationships with Early Career Academics , offering activity that makes the SIG a natural home for ECAs (increasing conference attendance, SIG membership and SIG activity levels).** A large proportion of SIG members and conference attendees are established career academics, yet one of the key strengths of BAM and the SIG is it’s welcoming and developmental environment. In the UK, there is no recognised and established home for Marketing and Retail ECA researchers. The work in the SIG of Dr Rebecca Beech and Sahar Bakr identifies both the extent of the opportunity and a plan for how this can be achieved. Two new ECA positions on the SIG committee are needed to achieve this.

**Build relationships with doctoral researchers to encourage attendance at BAMs doctoral symposium, its conference and to start interacting with the M&R SIG at an early stage of study.** Each year the BAM Doctoral Symposium attracts a strong number of marketing and retail doctoral researchers and a good number of the committee members attend to mentor these candidates. The opportunity to stay with this group through their doctoral studies and onwards is not fully addressed. A doctoral representative is needed on the committee to run activity linking doctoral researchers to the work of the SIG.

**Embed special issues as an on-going and regular feature of the conference track and SIG activities.** Publishing, especially for ECAs and doctoral students, is becoming more and more of a challenge for SIG members and sourcing opportunities to publish is a latent key strength of the SIG. The SIG attracted its first conference special issue with the International Journal of Retail and Distribution Management in 2021 and again has secured a second special issue in 2022. There is an opportunity and a need to grow the SIG’s activity in this area.

**Extend the reach of the SIG into the wider community by further developing the SIGs social media presence.** To succeed in all of the above four sets of activity the SIG needs to reach the marketing and retail Scholarly community.Our social media presence, managed by Dr Sarah-Louise Mitchell, is a critical channel to build awareness and drive activity.

**More strongly internally connect within BAM with other related SIGs and BAMs national infrastructure.** An example of this is the 2022 IJRDM special issueis to be extended to a further four SIGs. Another example is working in collaboration with BAM Councils AACCB sub-committee to extend across all SIGs, the SIG ECA event scheduled for December 2022. There are likely more opportunities to extend our reach and capabilities working in partnership with others across BAM. Opportunities include working with the research methods SIG, Digital SIG and so on.

1. **A three year plan for the SIG**

Table one below sets out a top-line three year plan for the SIG. The intention is to broadly set out the SIGs direction of travel and to provide an overall framework and broad guide to SIG activity over the next three academic years. It is not designed to be prescriptive or restrictive. Nor is it designed to set hard and fast numerically based targets and objectives. It assumes that by addressing the appropriate opportunities open to the SIG through appropriate activity the SIG will grow and develop as a result.

Table one therefore sets out for each development area the:

* Current position
* Intended outcome
* Benefits
* Broad activity for 2022/23, 2023/24 and 2024/25
* Leads for the work on the SIG committee

It is intended that the plan remains in draft form until it is presented, potentially amended and approved at the SIGs 2022 annual general meeting.

Once approved, annual activity plans for each stream of work will likely follow.

**Table 1: Top level three year plan: Marketing and Retail SIG**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Regional Hubs** | **Early Career Researcher Development** | **Doctoral student**  **development** | **Special issues and research capacity** | **Social media and communications** | **SIG activities** | **Conference and partnerships** |
| **Current position** | SIG holds relationships with circa 240 individual members and is not embedded in University departments and groups of academics. | A large proportion of SIG members and conference attendees are established career academics. | Each year the BAM Doctoral Symposium attracts a strong number of marketing and retail doctoral researchers and a good number of the committee members attend to mentor these candidates. | The SIG attracted its first conference special issue with the International Journal of Retail and Distribution Management in 2021 and again has secured a second special issue in 2022. There is an opportunity and a need to grow the SIGs activity in this area. | Continuing and dedicated work of Dr Sarah-Louise Mitchel and the regular contributions of Prof Anthony Kent the SIG has a core and active linked-In community of circa120 members. | On average, prior to COVID19, the SIG ran 3 membership events per year, including a regular one day marketing-as-practice conference. Our challenge is extend this to address the specific needs of specific groups within our community. | The annual conference track is usually is 3rd or 4th out of over 20 tracks in accepting circa 40 papers per year. In addition the track features a PDW and mentoring of Phd students. Links to practice are limited, as big name participants. |
| **Intended outcome** | A network of regional hubs at key regional Universities. Embedding BAM into academic work, forming Regional Groups and building regional activity. | BAM is recognised as the natural and welcoming home for Marketing and Retail ECAs in the UK. | Doctoral researchers stay with the SIG throughout their doctorate into their ECA career. | Increased publishing opportunities for members, especially ECA and doctoral students through regular special issues linked to the conference. | An even stronger and extended on-line Linkedin community by communicating activity and achievements in regional hubs, ECA work, doctoral student development and special issues e | A planned and integrated set of annual SIG activity that addresses the needs of the whole sig community integrating doctoral student, ECA and established academics. | An innovative conference track that in additionally includes practitioners, research funders and capacity building activities in partnership with wider BAM communities. |
| **Benefits** | Increased membership, conference attendance and SIG activity. | Securing the future of the SIG and BAM more widely. Increasing critical mass. | Securing the future of the SIG and BAM more widely. Increasing critical mass. | Increase and continuity in conference attendance. | An even stronger and more cohesive SIG community of doctoral students, ECAs and established academics. | Increased membership, conference attendance and SIG activity. | Increased membership, conference attendance and SIG activity. |
| **2022/23** | Trial approach in three key institutions/ University departments and set up network. | Elect two ECA members to SIG committee.  Joint ECA event and SIG participation in BAM ECA mentoring scheme. | Elect a doctoral representative to SIG committee. Reach out to known current and previous attendees of symposium. | Extend IJR&DM special issue to other SIGs, ECAs and doctoral students. | In addition to current activity, be a channel for the communication of activity in regional hubs, ECA work, doctoral student development and special issues etc. | With activity leads, plan SIG activity to integrate it and addresses the specific needs of specific groups within our community. | Success of extending special issue to other SIGs, ECAs and doctoral students. |
| **2023/24** | Extend network and Integrate network into conference preparation, special issues and start regional activity. | Extend activity to a planned programme of activity, including conference. | Craft a series of activity to work into and flow out of the doctoral symposium. | Conference special issue. | Extend network into twitter | As above | Additional joint sig PDW, practitioner event and research funder activity. |
| **2024/25** | Fully functioning set of annual regional activity. | Fully functioning ECA community in SIG. | Fully functioning doctoral student community in SIG. | Additional conference special issue for marketing as well as retail. | As above | As above | Practitioner research opportunities and track research funding. |
| **Leads on SIG committee** | KG, AP and local hub leaders. | New ECA committee members | New doctoral representative | CF and newly elected research capacity committee member | S-L M | AP | KG and MB |