



The Marketor's Tale

Between Mammon and Scholarship?

Matthew 6:23-25

23 But if thine eye be evil, thy whole body shall be full of darkness. If therefore the light that is in thee be darkness, how great [is] that darkness!

24 No man can serve two masters: for either he will hate the one, and love the other; or else he will hold to the one, and despise the other. Ye cannot serve God and mammon.

25 Therefore I say unto you, Take no thought for your life, what ye shall eat, or what ye shall drink; nor yet for your body, what ye shall put on. Is not the life more than meat, and the body than raiment?

From Bournemouth pier



to the Bank of England





WORSHIPFUL
COMPANY *of*
MARKETORS

Views of marketing scholars

How important is it that academic research should be of potential practical value?	Not important Slightly important 17.9	Moderately important Very important 82.1
Overall, how relevant would you say your current research was to management needs?	Not relevant Slightly relevant 6.9	Moderately relevant Highly relevant 93.1

“I see it as my role to be relevant to practitioners ... I see my role, and I see the role of (employing institution) to be positioned between theory and practice.”

Marketing

- Sheth/Sisodia (1999): “the surprising paucity of instances in which academic research in marketing ... has resulted in widespread change in business practice”
- McAllister (2005): “I am worried about the field of marketing. It seems to me that we are becoming very narrow and that we are moving away from relevance.”



Undoubtedly the UK's most famous marketing scholar

“I’m sorry. This is not a commune. This is a managed institution pursuing goals that are closely aligned with the university’s. It is not a rest home for refugees from the 1960s, with their ponytails and tie-dyed T-shirts. Live with it. Some wags call for the removal of some or all of the school’s top management team. Yes, well don’t hold your breath. Or actually, do.”

Stereotypical marketing professors

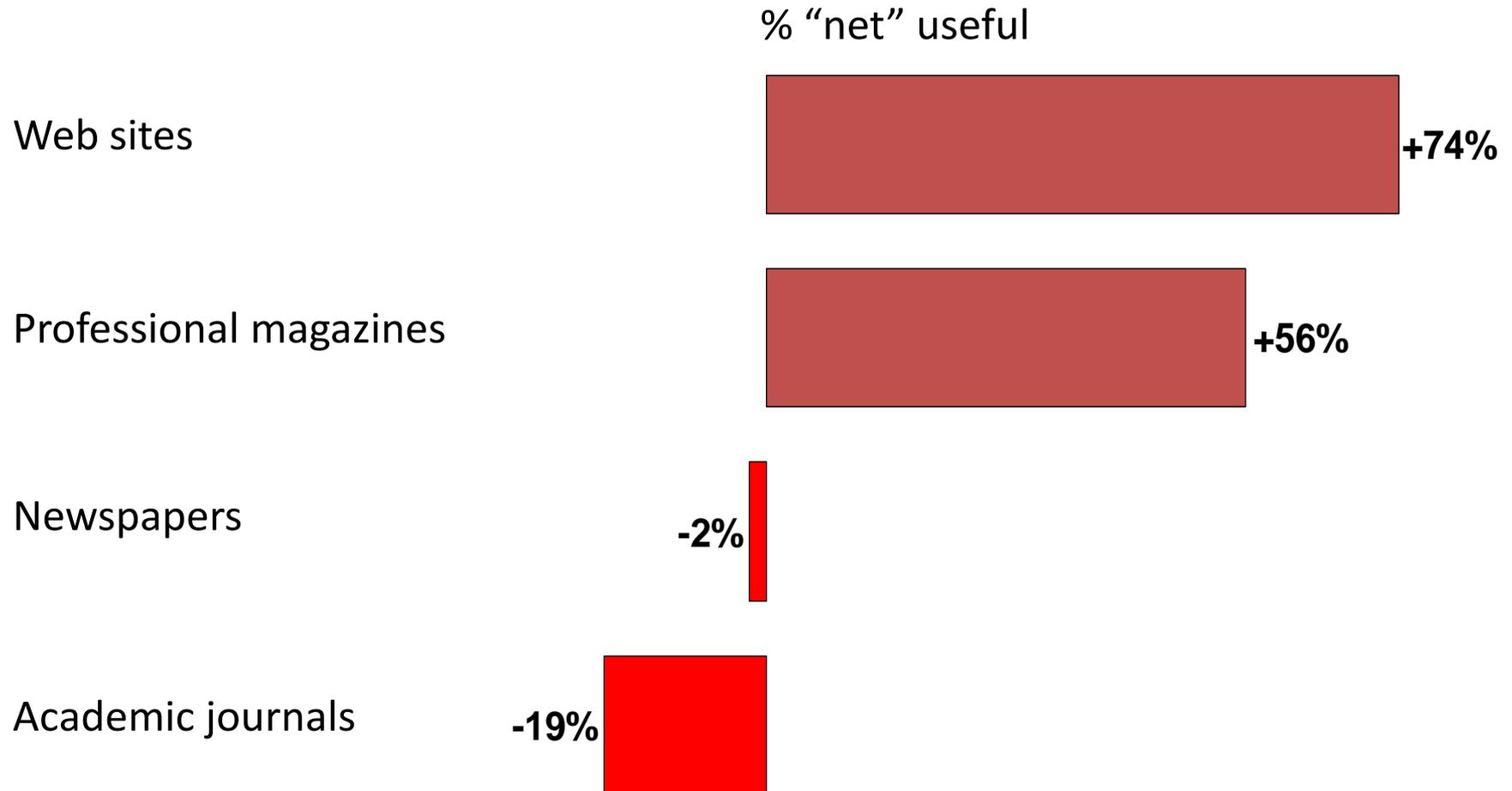
		Performance	
		High	Low
Primary motivation	Academic Achievement	Question Marks	Quislings
	Money	Chameleons	Cowboys

Source: Piercy, European Journal of Marketing, 1999

Views: Marketing Practitioners

USEFULNESS OF SOURCES...

*How useful do you find the following as sources of professional information?
(Practitioners)*

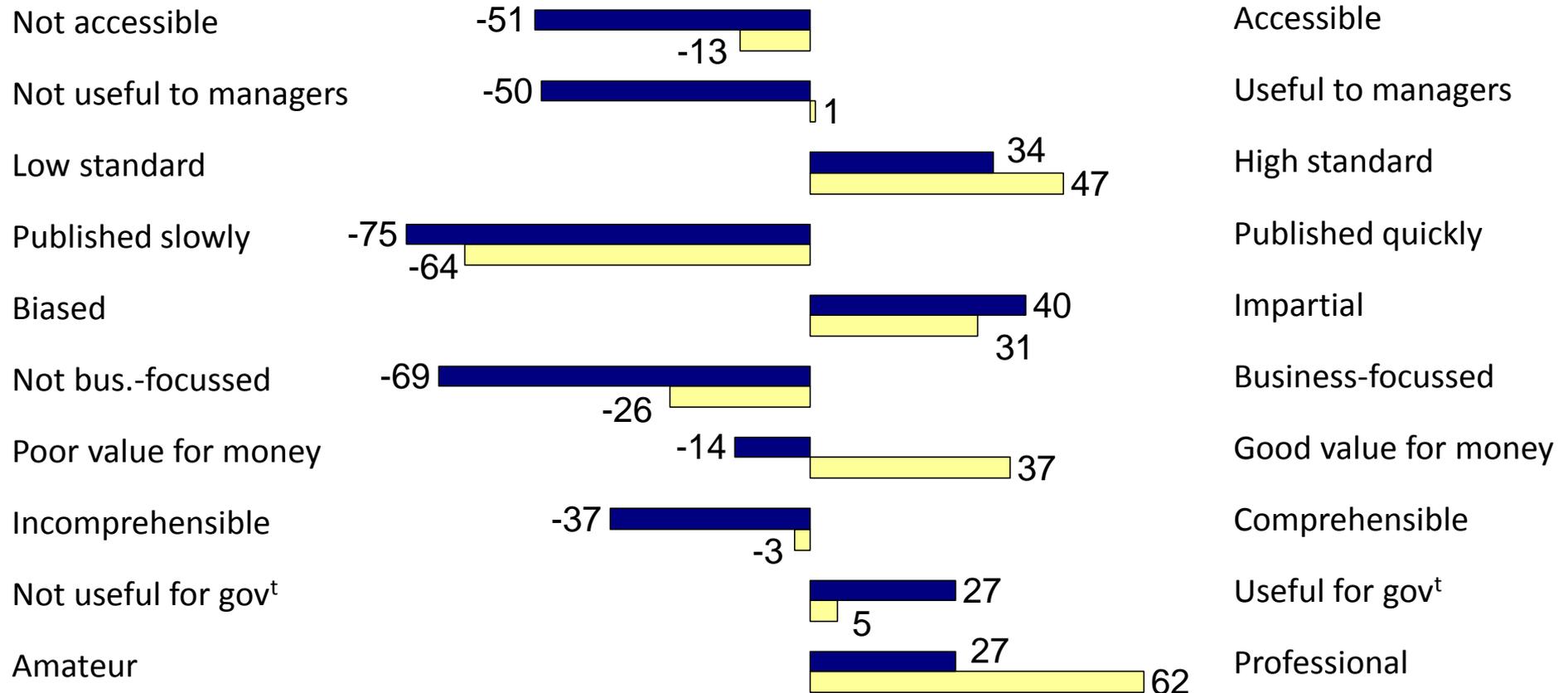


PERCEPTIONS OF ACADEMIC RESEARCH...

Practitioners Academic Researchers

Academic research is...

Balance of opinion (%) (7+6+5) - (3+2+1)



Stated Values of the Worshipful Company of Marketors

- Integrity both personal and in business
- Excellence of the highest standards in marketing and Company activities
- **Others as well as self, as in marketing we put the customer first, so as Marketors, we pay attention to the needs and wellbeing of others**
- Long-term perspective – honouring the past, celebrating the present, cultivating the future.

The marketing scholar as couch dweller: whether sleeping round the house of the wider academy, or round the house of marketing praxis



THE MARKETING SCHOLAR AS COUCH DWELLER

Uncomfortable

Unloved

Unshaven

