

## Ronnie BALLANTYNE

Lecturer in Marketing, Glasgow Caledonian University,  
Division of Fashion, Marketing and Retailing  
Adjunct Professor in Marketing, IAE, UNS



### Contact Information

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### Teaching & Professional Experience

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*September 2002 – Present*

**Glasgow Caledonian University, Division of Fashion,  
Marketing and Retailing**

- Lecturer in Marketing - duties includes lecturing on both undergraduate and graduate MBA and MSc Programmes – including MSc in Marketing; MSc in International Fashion Marketing; MSc New Venture Creation Management; MSc New Games Technology and MA International Film Business.
- Taught areas include New Product and Service Development; Consumer Behaviour; Strategic Brand Management; Marketing Research and supervision of undergraduate and post graduate Dissertations

*January 2009 – Present*

**University of Glasgow, Department of Management  
Studies**

- Lecturer in Marketing - MSc Marketing – Module leader for ‘Consumer Behaviour’

*September 1997-2002*

**University of Glasgow, Department of Management  
Studies**

- Lecturer in Marketing - Module leader for ‘The Marketing Function’ and ‘Marketing Research’.

*September 1992 – 2002*

**SAC – The National College for Food, Land and  
Environmental Studies. Division of Leisure and Tourism  
Management – affiliated with the University of Glasgow  
and Strathclyde University**

- Lecturer in Marketing – BA Honours in Leisure and Recreation Management; BA Honours in Rural Tourism Management; MPhil in Rural Tourism and Information Management

## Education

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Oct 1997 – 2005

University of Glasgow, Department of Management Studies

- **PhD in Marketing – Part Time** – ‘The Evolving Nature of the Brand: Modelling Consumer Choice’ – supervised by Professor Luiz Moutinho – studies currently suspended - final submission expected 2011.

September 1988 – June 1992

University of Stirling

- **BA Honours in Marketing, second class upper division**

## Awards and Recognition

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September 1997 -

Colin Thomson Scholarship

Colin Thomson Scholarship awarded to visit Professor Richard P. Bagozzi of the University of Michigan to explore trends in consumer decision making research and examine teaching and research practices at the University

## Intellectual contributions / Professional Achievements/ Publications

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### 1. PUBLICATIONS

#### Articles

- Ballantyne, R , Warren, A and Nobbs, K. (2006), “*The Evolution of Brand Choice*” Journal of Brand Management, 13,(April-June), 339-352.

#### Book Chapters

- Ballantyne, R. (2002), “ *Investigating Consumer Choice in the E-Commerce era: A Travel and Tourism Perspective*” - in Tourism Marketing: quality and service management perspectives for the twenty first century, ed Eric Laws Continuum, London.

#### Conference Proceedings

- Ballantyne, R , Warren, A and Nobbs, K. (2004), “*Heritage Brands and the lure of Authenticity – The Evolving Nature of Brand Choice within Fashion*” – Academy of Marketing Annual Conference.
- 
- Ballantyne, R. and Moutinho L. (2001), “*Modelling Consumer Choice within the Retailing Sector*” – Eighth International Conference on Recent Advances in Retailing and Services Science, June 16-19, Vancouver, Canada, The European Institute of Retailing and Services Studies (EIRASS)
- 
- Ballantyne, R. (1999) “*Investigating the Consideration Set Construct*” – Academy Of Marketing Annual Conference.

### 2. REFEREE ACTIVITIES

Academy of Marketing – Annual conference

### 3. CONSULTANCY

- (2001) Guest speaker and consultant on the use of Brand Image and Brand Personality within Advertising campaigns at the **Leo Burnett advertising company** Chicago, Illinois
- Ballantyne, R., Cook, P., Ritchie, J., Tammine, A. and Sidgwick, C. (1996), "*The Islay Creamery: Options for the Future*" Business Plan.
- Ballantyne, R, Blackburn D, Doyle C. J. and Twedde, J. (1995), "*A Regional Investigation of the Catering Market for Milk and Milk Products*" – report prepared for the European Community.
- Ballantyne, R, Ashworth, S. and Burr, M. (1994), "*A City Farm at Westhorn Park – Glasgow*" Business Plan.
- Ballantyne, R, and Dryburgh, C.(1994) "*Statistics on the Scottish Food Industry*" – report prepared for the Scottish Office.
- Ballantyne, R., and Ashworth, S. (1993) "*Smoked Lamb Production and Marketing*" – Business Plan.
- Ballantyne, R., Burnham, S. and Ashworth, S. (1993), "*Bottled Water Production and Marketing*" – Business Plan.