

Curriculum Vitae

Professor Bradley R. Barnes

*Interim Associate Vice-President (Global Affairs) / Director of Global Education
Lingnan University, Hong Kong*

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QUALIFICATIONS:

2011 to-date	Fellow of the Chartered Institute of Marketing
2004 to-date	Member of the Institute for Learning and Teaching in Higher Education
2007 to-date	Fellow of the Higher Education Academy
2006	Post Graduate Diploma in Learning and Teaching in Higher Education (University of Leeds)
2003	Post Graduate Certificate in Learning and Teaching in Higher Education (University of Leeds)
2002	Ph.D titled: “Relationship Marketing and the Medium Sized Enterprise” (University of Leeds – Supervised by Professors Lynch & Michell)
1998 to-date	Chartered Institute of Marketing, Chartered Marketer
1996	MSc in Marketing; with Commendation (University of Huddersfield)
1996 to-date	Full member status of the Chartered Institute of Marketing
1993	Post Graduate Diploma in Marketing, CIM Chartered Institute of Marketing
1993	BA (Hons) Business Studies, 2:1 (Sheffield Business School)

EMPLOYMENT HISTORY:

- Interim Associate-Vice President (Global Affairs) cum Director of Global Education, Lingnan University, Hong Kong, 2024 to-date.
- Dean, School of Business, The Hang Seng University of Hong Kong, 2017-2024.
Concurrent Chairman of Global Exchange from 2017-2021
- Assistant Dean of Research and Professor of International Management & Marketing, Sheffield Business School, 2015 to 2017
- Professor of International Management & Marketing and Associate Dean for Internationalisation, University of Sheffield 2009 to 2014
- Hong Kong Alumni Endowed Professor, University of Kent, 2007 to 2009
- Lecturer / Senior Lecturer in Marketing, University of Leeds, 2002 to 2007

- Lecturer in Marketing, University of Hull, 2001 – 2002
- Lecturer in Marketing, University of Leeds, 1999 – 2001
- P/T Lecturer in Marketing, University of Leeds, 1998 – 1999
- Journal of Management Studies, Research Scholar, University of Leeds, 1997 – 1999
- Export & Marketing Manager / Marketing & Export Consultant, Medilink, 1998 – 2001
- P/T Lecturer in Marketing, University of Huddersfield, 1996 – 1999
- Export Promotions Executive, Sheffield Chamber of Commerce, 1994 – 1997
- Management Trainee, British Gas, 1987 – 1990

Visibility: Book and Journal Reviewing, External Examining etc:

- Reviewed Marketing, Business-to-Business Marketing and Services Management textbook proposals for Pearson Education and Sage.
- Serve on the Editorial Review Boards for Journal of International Marketing, Industrial Marketing Management, International Marketing Review, International Journal of Advertising and Asia Pacific Business Review.
- Founding Editor, and Co-Editor of the HSU Business Review. A practitioner journal focusing on East Asian Business.
- Reviewed for the Journal of International Business Studies, Journal of Consumer Behaviour, Marketing Intelligence & Planning, Total Quality Management, British Journal of Management, Academy of Marketing, European Marketing Academy and the Academy of International Business.
- 2006 Invited Guest Editor for Total Quality Management & Business Excellence: Put together a Series of Papers on the International Perspectives of Relationship Marketing and Management.
- Externally examined a number of undergraduate degrees for the University of Sussex, and London Metropolitan University.
- Externally examined for the University of Durham's MBA Programme and other post-graduate programmes for the University of Essex, University of Hull and Sheffield Hallam University.
- Externally examined PhDs at Hong Kong Baptist University, Westminster, Cranfield, Lancaster, Bradford, Huddersfield and Hull.
- Externally examined at the MSc level in Xi'an Jiaotong Liverpool University, Suzhou, China.
- Guest edited two special issues for journals (International Marketing Review and Industrial Marketing Management). The former on the subject of international marketing surrounding emerging markets and the latter on relationship management.

Teaching, course preparation and assessment, subjects and levels of courses taught:

- BTEC HNC “Introduction to Marketing”
- BA Marketing, Year 1, “Principles of Marketing”; Year 2, “Enterprise Marketing”; BA Marketing, Years 3 & 4, “International Marketing”
- DMS & Executive MBA, “Marketing Management”
- MSc International Marketing Management, “International Services Marketing”
- MSc International Marketing Management, “Industrial Marketing”
- MSc International Marketing Management and MA Marketing & Communications, “International Marketing”
- Executive MBA in Hong Kong and Singapore, “Global Marketing and International Business”
- Successfully first supervised five PhDs to completion (Yen, Saeed, Chakrabarti, Yu and So)

Text Book:

Solomon, M. R., Marshall, G. W., Stuart, E. W., Barnes, B. R. and Mitchell, V. W. (2009) “Marketing: Real People, Real Decisions”, Pearson, UK. (**Awarded the Financial Times Book of the Year 2009**)

Solomon, M. R., Marshall, G. W., Stuart, E. W., Barnes, B. R. and Mitchell, V. W. (2012) “Marketing: Real People, Real Decisions – 2nd Ed”, Pearson, UK.

Solomon, M. R., Marshall, G. W., Stuart, E. W., Barnes, B. R., Mitchell, V. W. and Tabrizi, W. (2019) “Marketing: Real People, Real Decisions – 3rd Ed”, Pearson, UK.

Parts of Books:

Carroll, A. and Barnes, B. R. (2001) “British Medical Group”, in “International Marketing: Consuming Globally, Thinking Locally”, McAuley. A., John Wiley & Sons Ltd, Chichester, UK.

Yen, D. A., Barnes, B. R. and Wang, C.L. (2010) “Investigating the Chinese Notion of Guanxi”, in the “Handbook of Contemporary Marketing in China”, Nova Science Publishers, USA.

Yen, D. A. and Barnes, B. R. (2012) “Exploring Western and Chinese Business Relationship Paradigms”, in the “Handbook of Institutional Approaches to International Business”, Edward Elgar, Cheltenham UK and Northampton, MA, USA.

Zhou, L., Barnes, B. R. and Chan, T. S. (2013) “Understanding the Entrepreneurial Process of Learning through Network Dynamics: Insights from China’s Young International Firms”, in “Multinational and Global Consumers: Tension, Potential and Competition”, Palgrave Macmillan, UK.

Publications:

Kwan, H. Y., Siu, N. Y. M., Zhang, T.F. and Barnes, B. R. (2025), "Can Corporate Social Responsibility and Recovery Justice Restore Customer Identification Following Service Failure?", *Journal of Services Marketing*, Vol. 39, No. 4, ISSN 0887-6045.

Wong, P., Ip, P.K., Barnes, B.R. and Whitla, P.A. (2025), "A 'Hidden Champion' in Hong Kong's Banking Sector: The Case of Hang Seng Bank", *Asia Pacific Business Review*, ISSN 1360-2381 (in Press).

Berger, R., Ali, A.J., Barnes, B.R. and Alon, I. (2025), "Doing business in an Islamic context: six schools of thought", *Journal of Islamic Marketing*, Vol. 16. No. 1, ISSN: 1759-0833.

Berger, R., Barnes, B. R., Rachamim, M., and Silbiger, A. (2025), "Is Guanxi Prevalent Across China? Evidence from Seventeen Provinces", *European Journal of International Management*, ISSN 1751-6757 (in Press).

Berger, R., Barnes, B.R., Lee, L.W. and Rachamim, M., (2023), "Are Christian Arabs' business models different from those of Muslim Arabs?", *International Marketing Review*, 40, No. 2, ISSN 0742-6046.

Yu, Q., Barnes, B. R. and Ye, Y. (2022) "Internal Market Orientation, Interdepartmental Relationships and Market Performance: The Pivotal Role of Employee Satisfaction", *European Journal of Marketing*, Vol. 56, No. 5, ISSN 0309-0566.

Lee, L.W.Y., Yip, L.S.C., Chan, K. and Barnes, B. R. (2022), "Managing Media Relationships Among Asian Organizations: A Grounded Theory Approach", *Asian Journal of Business Research*, Vol. 12. No. 2, ISSN 2463-4522.

Peng, N., Chen, A., Barnes, B. R. and Kladou, S. (2022) "Cultivating a sense of belonging and promoting sports fans' travel intentions: Sports tourism perspective", *Tourism Analysis*, Vol. 27, No. 3, ISSN 1083-5423.

Tang, T. L., Xie, T., Leung, T. K. P. and Barnes, B. R. (2022) "Asian Dimensions of Marketing: On the Concept of a Junzi Organisation", *Journal of Euromarketing*, Vol. 31, No.s 1/2, ISSN 1528-6967.

Lee, L. W. Y., Sharma, P. and Barnes, B. R. (2022) "Adopting Big Data to Create an 'Outside-In' Global Perspective of Guanxi", *Journal of Business Research*, Vol. 139, ISSN 01482963.

Yu, I. Y., Yang, M. X., Chan, H., & Barnes, B. R. (2022), "Promoting Sustainable Human Resource Management by Reducing Recruitment Discrimination: A Cross-cultural Perspective", *Sustainable Development*, Vol. 30. No. 4, ISSN 1099-1719.

Shaalán, A., Tourky, M., Barnes, B. R., Jayawardhena, C., and Elshaer, I. (2021) "Arab Networking and Relationship Marketing: Is there a need for both?", *Journal of Business and Industrial Marketing*, Vol. 36, No. 10, ISSN 0885-8624.

Berger, R., Barnes, B. R. and Silbiger, A. (2021) "Scale Development and Validation for Measuring Business-to-Business Wasta Relationships", *Journal of Business and Industrial Marketing*, Vol. 36, No. 12, ISSN 0885-8624.

Abosag, I., Yen, D. A., Barnes, B. R. and Gadalla, E. (2021) "Rethinking Guanxi and Performance: Understanding the dark side of Sino-U.S. Business Relationships", *International Business Review*, Vol. 30, No. 4, ISSN 0969-5931.

Silbiger, A., Barnes, B. R., Berger, R. and Renwick, D. (2021) "The role of regulatory focus and its influence on the cultural distance – Adjustment relationship for expatriate managers", *Journal of Business Research*, Vol. 122, No. 1, ISSN 01482963.

Malik, A., Merunka, D., Akram, M. S., Barnes, B. R. and Chen, A. (2020) "Self-concept, individual characteristics, and counterfeit consumption: Evidence from an emerging market", *Psychology & Marketing*, Vol. 37, ISSN 0742-6046.

Zhou, L., Xu, S., Xu, H. and Barnes, B. R. (2020) "Unleashing the Dynamics of Product-Market Ambidexterity in the Pursuit of International Opportunities: Insights from Emerging Market Firms", *International Business Review*, Vol. 29, No. 6, ISSN 0969-5931.

Berger, R., Barnes, B. R., Konwar, Z. and Singh, R. (2020) "Doing Business in India: The Role of Jaan-Pehchaan", *Industrial Marketing Management*, Vol. 89, ISSN 0019-8501.

Leung, T. K. P., and Barnes, B. R. (2020) "Ethical Cronyism: An Insider Approach for Building *Guanxi* and Leveraging Business Performance in China", *Asia Pacific Business Review*, Vol. 26, No. 2, ISSN 1360-2381.

Yu, Q., Barnes, B. R. and Ye, Y. (2020) "Investigating Internal Market Orientation: Is Context Relevant?", *Qualitative Market Research*, Vol.23, No.3, ISSN 1352-2752.

Song, Y., Berger, R., Yosipof, A., and Barnes, B. R. (2019) "Mining and Investigating the Factors Influencing Crowdfunding Success", *Technological Forecasting & Social Change*, Vol. 148, ISSN 0040-1625.

Yu, Q., Yen, D. A., Barnes, B. R. and Huang, Y. A. (2019) "Enhancing firm performance through internal market orientation and employee organisational commitment", *International Journal of Human Resource Management*, Vol. 30, No. 6, ISSN 0958-5192.

Berger, R., Herstein, R., Silbiger, A., and Barnes, B. R. (2018) "Is Guanxi Universal in China? Some Evidence of a Paradox", *Journal of Business Research*, Vol. 86, No. 5, ISSN 01482963.

Pham, T. S. H., Monkhouse, L. L. and Barnes, B. R. (2017) "The Influence of Relational Capability and Marketing Capabilities on the Export Performance of Emerging Market Firms", *International Marketing Review*, Vol. 34, No. 5, ISSN 0742-6046.

Berger, R., Herstein, R., Silbiger, A. and Barnes, B. R. (2017) "Developing International Business Relationships in a Russian Context", *Management International Review*, Vol. 57, No.3, ISSN 0938-8249.

Herstein, R., Drori, N., Berger, R., and Barnes, B. R. (2017) "Exploring the Gap Between Policy and Practice in Private Branding Strategy Management in an Emerging Context", *International Marketing Review*, Vol. 34, No. 4, ISSN 0742-6046.

Silbiger, A., Berger, R., Barnes, B. R., and Renwick, D. W. J. (2017) "Improving Expatriation Success: The Roles of Regulatory Focus and Burnout", *British Journal of Management*, Vol. 28, No. 2, ISSN 1467-8551.

Abosag, I., Yen, D. A. and Barnes, B. R. (2016) "What is Dark about the Dark-Side of Business Relationships?", *Industrial Marketing Management*, Vol. 55, ISSN 0019-8501.

Tran, T. T., Pham, T. S. H. and Barnes, B. R. (2016) "Spatial Spillover Effects from Foreign Direct Investment in Vietnam", *Journal of Development Studies*, Vol. 52, No. 10, ISSN 0822-0388.

Chan, S. F., Barnes, B. R. and Fukukawa, K. (2016) "Consumer Control, Dependency and Satisfaction with On-line Service", *Asia Pacific Journal of Marketing & Logistics*, Vol. 28, No. 4, ISSN 1355-5855.

Gomes, E., Barnes, B. R. and Mahmood, T. (2016) "A Twenty-Two Year Review of Strategic Alliance Research in the Leading Management Journals", *International Business Review*, Vol. 25, No.1, ISSN 0969-5931.

Barnes, B. R., Leonidou, L.C., Siu, N. Y. M. and Leonidou, C. N. (2015) "Interpersonal Factors as Drivers of Quality and Performance in Western-Hong Kong Inter-Organizational Business Relationships", *Journal of International Marketing*, Vol. 23, No. 1, ISSN 1069-031X.

Wang, C. L., Shi, Y. and Barnes, B. R. (2015) "The Role of Satisfaction, Trust and Contractual Obligation on Long-Term Orientation", *Journal of Business Research*, Vol. 68, No. 3, ISSN 01482963.

Berger, R., Herstein, R., Silbiger, A. and Barnes, B. R. (2015) "Can Guanxi be Created in Sino-Western Relationships? Assessment of Western Firms Trading with China Using the GRX Scale", *Industrial Marketing Management*, Vol. 47, ISSN 0019-8501.

Berger, R., Silbiger, A., Herstein, R. and Barnes, B. R. (2015) "Analyzing Business-to-Business Relationships in an Arab Context", *Journal of World Business*, Vol. 50, No. 3, ISSN 1090-9516.

Herstein, R., Drori, N., Berger, R., and Barnes, B. R. (2015) "Anti-counterfeiting Strategies and Their Influence on Attitudes of Different Counterfeit Consumer Profiles", *Psychology & Marketing*, Vol. 32, No. 8, ISSN 0742-6046.

Li, D., Wang, C. L., Jiang, Y., Barnes, B. R. and Zhang, H. (2014) "The Asymmetric Influence of Cognitive and Affective Country Image on Rational and Experiential Purchases", *European Journal of Marketing*, Vol. 48, No. 1/2, ISSN 0309-0566.

Chakrabarti, R., Barnes, B. R., Berthon, P., Pitt, L. and Monkhouse, L. (2014) "Goal Orientation Effects on Behavior and Performance: Evidence from international sales agents in the Middle East", *International Journal of Human Resource Management*, Vol. 25, No. 2, ISSN 0958-5192.

Monkhouse, L. L., Barnes, B. R. and Pham, T. S. H. (2013) "Measuring Confucian Values Among East Asian Consumers: A Four Country Study", *Asia Pacific Business Review*, Vol. 19, No. 3, ISSN 1360 - 2381.

Zhou, L., Wu, A. and Barnes, B. R. (2012) "The Effects of Early Internationalization on Performance Outcomes in Young International Ventures: The Mediating Role of Marketing Capabilities", *Journal of International Marketing*, Vol. 20, No. 4, ISSN 1069-031X.

Wang, C. L., Li, D., Barnes, B. R. and Ahn, J. (2012) "County Image, Product Image and Consumer Purchase Intention: Evidence from an Emerging Economy", *International Business Review*, Vol. 21, No.6, ISSN 0969-5931.

Monkhouse, L. L., Barnes, B. R. and Stephan, U. (2012) "The Influence of Face and Group Orientation on the Perception of Luxury Goods: A Four Market Study of East Asian Consumers", *International Marketing Review*, Vol.29, No. 6, ISSN 0742-6046.

Thwaites, D., Lowe, B., Monkhouse, L. L. and Barnes, B. R. (2012) "The Impact of Negative Publicity on Celebrity Ad Endorsements", *Psychology & Marketing*, Vol.29, No. 9, ISSN 0742-6046.

Lowe, B., Barnes, B. R. and Rugimbana, R. (2012) "Discounting in International Markets and the Face Value Effect: A Double Edged Sword", Vol. 29, No. 3, Psychology & Marketing, ISSN 0742-6046.

Lowe, B. and Barnes, B. R. (2011) "Consumer Perceptions of Monetary and Non-Monetary Introductory Promotions for New Products", Journal of Marketing Management, Vol. 27, No. 7, ISSN 0267-257X.

Barnes, B. R., Yen, D. A., and Zhou, L. (2011) "Investigating Guanxi Dimensions and Relationship Outcomes: Insights from Sino-Anglo Business Relationships", Industrial Marketing Management, Vol. 40, No. 4, ISSN 0019-8501.

Yen, D. A., and Barnes, B. R., (2011) "Analyzing Stage and Duration of Anglo-Chinese Business-to-Business Relationships", Industrial Marketing Management, Vol. 40, No. 3, ISSN 0019-8501.

Li, Y., Li, X., Liu, Y., and Barnes, B. R. (2011) "Knowledge Communication, Exploitation and Endogenous Innovation: The Moderating Effects of Internal Controls in SMEs", Research & Development, Vol. 41, No. 2, ISSN: 1467-930.

Yen, D. A., Barnes, B. R., and Wang, C. L. (2011) "The Measurement of Guanxi: Introducing the GRX Scale", Industrial Marketing Management, Vol. 40, No. 1, ISSN 0019-8501.

Reast, J. D., Lindgreen, A., Palihawadana, D., Spickett-Jones, G. and Barnes, B. R. (2011) "Prescription Drug Communication Strategies: A Comparative Analysis of Physician Attitudes in Europe, the Middle East, and the Far East", Journal of Marketing Management, Vol. 27, No. 3-4, ISSN 0267-257X.

Zhou, L., Barnes, B. R. and Lu, Y. (2010) "Entrepreneurial Proclivity, Capability Upgrading and Performance Advantage of Newness among International New Ventures", Journal of International Business Studies, Vol. 41, No.5, ISSN 0047-2506.

Barnes, B. R., Leonidou, L.C., Siu, N. Y. M. and Leonidou, C. N. (2010) "Opportunism as the Inhibiting Trigger for Developing Long-Term Oriented Western Exporter-Hong Kong Importer Relationships", Journal of International Marketing, Vol. 18, No. 2, ISSN 1069-031X.

Barnes, B. R., O'Reilly, D. and Lowe, B. (2010) "Moving Towards Equilibrium in Industrial Markets: An Analysis of Dyadic Paired Relationships", Journal of Strategic Management Education, Vol. 5, No 3/4, ISSN 1649-3877.

Leonidou, L.C., Barnes, B. R., Spyropoulou, S., and Katsikeas, C. S. (2010) "Assessing the Contribution of Leading Mainstream Marketing Journals to the International Marketing Discipline", International Marketing Review, Vol. 27, No. 5, ISSN 0265-1335

Ahmad, A. M. K., Barnes, B. R., and Chakrabarti, R. (2010) "The Competitive Environment and Hospital Performance: An Empirical Investigation", Journal of Medical Marketing, Vol. 10, No 3, ISSN 1745-7904.

Ashnai, B., Smirnova, M., Kouchtch, S., Yu, Q., Barnes, B. R. and Naudé, P. (2009) "Assessing Relationship Quality in Four Business-to-Business Markets", Marketing Intelligence & Planning, Vol. 27, No. 1, ISSN 0263-4503 (**Voted 2010 Most Outstanding Paper for the Journal**).

Barnes, B. R., Siu, N. Y. M. Yu, Q. and Chan, S. S. Y., (2009) "Exploring Cosmetics Advertising in Southern China: A Comparative Investigation of Hong Kong and Shenzhen", International Journal of Advertising, Vol. 28, No. 2, ISSN 0265 0487.

Wang, C. C. W., Siu, N. Y. M. and Barnes, B. R. (2008) "The Significance of Trust and Renqing in the Long-Term Orientation of Chinese Business-to-Business Relationships", *Industrial Marketing Management*, ISSN 0019-8501.

Barnes, B. R. and Yamamoto, M. (2008) "Exploring International Cosmetics Advertising in Japan", *Journal of Marketing Management*, Vol. 24, No 3/4, ISSN 0267-257X.

Tudhope, L., Prinsloo, M., Pitt, L., and Barnes, B. R. (2008) "Diabetes Knowledge and Physician Compliance: Evidence of Links in a Large South African Sample", *Journal of Medical Marketing*, Vol. 8 No. 2, ISSN 1745-7904.

Van der Merwe, R., Pitt, L., Barnes, B. R., Berthon, P. and Salehi-Sangeri, E. (2008) "Finding the Hidden Value in SME Networks: Evidence from the Biotech Industry", *International Journal of Enterprise Network Management*, Vol. 2, No. 2, ISSN 1748-1252.

Barnes, B. R. (2007) "Comparing Service Quality: EU and International Post-Graduate Management Students", *International Journal of Management Education*, Vol. 6. No. 1, ISSN 1472-8117.

Van der Merwe, R., Berthon, P., Pitt, L. and Barnes, B. R. (2007) "Analysing 'Theory Networks': Identifying the Pivotal Theories in Marketing and their Characteristics", *Journal of Marketing Management*, ISSN 0267-257X.

Pitt, L. F., Barnes, B. R., Chakrabarti, R., Palihawadana, D., Ewing, M. and Leong, E. (2007), "The Internet, Industrial Sales Management and Organizational Performance: Future Imperfect?", *International Journal of Technology Marketing*, Vol. 2, No. 4, ISSN 1741-878.

Barnes, B. R. (2007) "Analysing Service Quality: The Case of Post Graduate Chinese Students", *Total Quality Management and Business Excellence*, Vol. 18, No.s 3/4, ISSN 1478-3363.

Yen, D. A., Yu, Q, and Barnes, B. R. (2007) "Focusing on Relationship Dimensions to Improve the Quality of Chinese-Western Business-to-Business Exchanges", *Total Quality Management and Business Excellence*, ISSN 1478-3363.

Barnes, B. R., Naudé, P. and Michell, P. C. N. (2007) "Perceptual Gaps and Similarities in Buyer – Seller Dyadic Relationships", *Industrial Marketing Management*, Vol. 36, No. 5, ISSN 0019-8501.

Tudhope, L., Prinsloo, M., Pitt, L., and Barnes, B. R. (2006) "Physician Compliance and Market Demographics", *Journal of Medical Marketing*, Vol. 6, No. 3, ISSN 1745-7904.

Leonidou, L. C., Barnes, B. R. and Talias, M. (2006) "Exporter-Importer Relationship Quality: The Inhibiting Role of Uncertainty, Distance, and Conflict", *Industrial Marketing Management*, Vol. 35, No. 5, ISSN 0019-8501.

Barnes, B. R., Chakrabarti, R. and Palihawadana, D. (2006) "Investigating the Export Activity of SMEs in International Healthcare Markets", *Journal of Medical Marketing*, Vol. 6, No. 3, ISSN 1745-7904.

Pitt, L., Van der Merwe, R., Berthon, P., Salehi-Sangeri, E. and Barnes, B. R. (2006) "Swedish BioTech SMEs: The Veiled Values in Online Networks", *Technovation*, Vol. 26, Nos. 5/6, ISSN 0166-4972.

Barnes, B. R. (2005) "Is the Seven-Year Hitch Premature in Industrial Markets", *European Journal of Marketing*, Vol. 39, Nos 5/6, ISSN 0309-0566.

Barnes, B. R., Naudé, P. and Michell, P. C. N. (2005) "Exploring Commitment and Dependency in Dyadic Relationships", *Journal of Business-to-Business Marketing*, Vol. 12, No. 3, ISSN 1051-712X.

Palihawadana, D. and Barnes, B.R. (2005) "Investigating Agency-Client Relationships in the Polish Advertising Industry", *International Journal of Advertising*, Vol. 24, No. 4., ISSN 0265-0487.

Barnes, B. R., Sheys, T. and Morris, D. S. (2005) "Analysing Service Quality: The Case of a U.S. Military Club", *Total Quality Management and Business Excellence*, Vol. 16, Nos.8/9, ISSN 1478-3363.

Barnes, B. R., Kitchen, P. J., Spickett-Jones, J.G. and Yu, Q. (2004) "Investigating the Impact of International Cosmetic Advertising in China", *International Journal of Advertising*, Vol.23 No. 3, ISSN 0265 0487.

Spickett-Jones, J. G., Kitchen, P. J. and Barnes, B.R. (2004) "Investigative Approaches to the Study of Advertising", *Journal of Promotion Management*, Vol. 11, No. 1, ISSN 1049-6491.

Palihawadana, D. and Barnes, B.R. (2004) "The Measurement and Enhancement of Service Quality in Dental Healthcare", *Health Services Management Research*, Vol.17, No. 4, ISSN 0951-4848.

Palihawadana, D. and Barnes, B.R. (2004) "Client Loyalty and Defection in the Corporate Legal Industry", *Service Industries Journal*, Vol. 25, No. 4, ISSN 0264-2069.

Barnes, B. R., Fox, M. T. and Morris, D. S. (2004) "Exploring the Linkage between Internal Marketing, Relationship Marketing and Service Quality: A Case Study of a Consulting Organisation", *Total Quality Management and Business Excellence*, Vol. 15, Nos. 5/6, ISSN 1478-3363.

Davies, A. and Barnes, B.R. (2001) "Exploring Product Portfolio Development within the Healthcare sector: A Case Study of a Medium Sized Manufacturer", *International Journal of Medical Marketing*, Vol. 1, No. 4, ISSN 1745-7025.

Barnes, B.R. and Carroll, A. (2000) "A relationship marketing pilot study of British and French medium sized medical firms", *International Journal of Medical Marketing*, Vol.1, No.2, ISSN 1745-7025.

Barnes, B.R. and Morris, D.S. (2000) "Revising quality awareness through internal marketing: an exploratory study among French and English medium-sized firms", *Total Quality Management*, Vol. 11, Nos 4/5/6, ISSN 0954-4127.

Barnes, B.R., Lam, F.Y. and Lynch, J.E. (2000) "Internal marketing in financial services: A case Study", *Journal of Financial Services Marketing*, Vol.4, No. 3, ISSN 1363-0539.

Morris, D.S., Barnes, B.R. and Lynch, J.E. (1999) "Relationship marketing needs total quality management", *Total Quality Management*, Vol.10, Nos 4/5, ISSN 0954-4127.

Refereed Conference Papers:

Gregory, M. and Barnes, B. R. (1997) "War, Peace and Sustainable Development: Issues of Land Mine Clearance", *Proceedings of the Strategic Planning and Development Conference, Developing Economies in Perspective*, Ed by Nwankwo, S. and Montanheiro, L.

- Barnes, B.R. and Lynch, J.E. (1998) "Relationship marketing and the medium sized enterprise", Proceedings of the Academy of Marketing Conference, Sheffield, UK.
- Barnes, B.R., Lam, F.Y. and Lynch, J.E. (1999) "Internal marketing in financial services: A case Study", Proceedings of the Academy of Marketing Conference, Stirling, UK.
- Carroll, A. and Barnes, B.R. (1999) "The impact of culture on relationship marketing: Was it good for you?", Proceedings of the Academy of Marketing Conference, Stirling, UK.
- Barnes, B.R. and Lynch, J.E. (1999) "Relationship marketing (RM) and the medium sized enterprise (MSE): An exploratory study", Proceedings of the British Academy of Management Annual Conference, Manchester, UK.
- Barnes, B.R., Lynch, J.E., and Carroll, A. (2000) "Relationship marketing and the medium sized enterprise: an exploratory study", Proceedings of the Academy of Marketing Conference, Derby, UK.
- Paliawadana, D. and Barnes, B.R. (2001) "Internet Marketing – Experience of Used Car Sales Firms in Britain", Proceedings of the Academy of Marketing Conference, Cardiff, UK.
- Spickett-Jones, J. G., Kitchen, P. J. and Barnes, B.R. (2002) "Integrated Marketing Communications", Proceedings of the Academy of Marketing Conference, Nottingham, UK.
- Barnes, B. R., Fox, M. T. and Morris, D. S. (2003) "Exploring the Linkage between Internal Marketing, Relationship Marketing and Service Quality: A Case Study of a Consulting Organisation", 8th World Congress for Total Quality Management, October, United Arab Emirates.
- Barnes, B. R. and Yu, Q. (2004) "Investigating the Impact of International Cosmetic Advertising in China", International Conference on East-West Identities: Globalisation, Localisation, and Hybridisation, Hong Kong Baptist University.
- Yen, D. A. and Barnes, B. R. (2004) "Exploring Dyadic Business-to-Business Relationships from the Western and Eastern Perspectives", International Conference on East-West Identities: Globalisation, Localisation, and Hybridisation, Hong Kong Baptist University.
- Barnes, B. R. and Yu, Q. (2004) "Investigating the Impact of International Cosmetics Advertising in China", David. C. Lam Institute for East-West Studies, Hong Kong Baptist University, Working Paper 24, May.
- Barnes, B. R. and Yen, D. A. (2006) "Do Chinese and Western Business-to-Business Relationships Share Similar Behavioural Constructs? An Exploration, Concept, and Research Agenda", Proceedings of the Academy of International Business Conference, Beijing, China.
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