



# Newsletter



## CIRCLE

### The Centre for International Research on Consumer Location and their Environment

#### Greetings from the Editor

Dear CIRCLE members, it is such a pleasure to get back in touch with you again. Summer moved away very quickly and gave us the opportunity to charge our batteries for the new academic year. For the most of you it has already started, for some never finished and for others, like me, it will not start - because I am now working in industry in a real job!!!!.

I am sure we all have in mind the fantastic conference we had in Portugal and the splendid and successfully effort given to the CIRCLE conference by Vitor. Next year it will be better, I know. In fact, there was a simple man, I suppose his name was Galileo Galilei, who said: If it happens the first time it is a case, if it happens the second time it is a coincidence, if it happens the third time it is a law... Thus let me tell you that, without any disrespect towards those organizers (also because I was one of them) since I participated in the CIRCLE conference, in 2006 in Zagreb, every following year it improves in organization and quality and numbers of work presented. With all these words I just wanted to underline that I am sure that next year in Dubrovnik it

will be fantastic and a great opportunity to exchange our knowledge and experience of research.

Circle became a scientific family, Claudio, Barry, GP, Tiho, Vitor, Rudy, they all are part of it, Vesna and Sanda, the group from Croatia, from Poland, from Portugal, from Germany, and how to forget Paul Dana from New Zealand, yes from Oceania. It is thanks to all the people belonging to these countries that we are able to conduct and develop such international studies. We are able to understand different behavior of different people around the world. This is fantastic, and the opportunity to live in such a dynamic and international community doesn't happen everyday. Hence people catch this TRAIN, PLANE, and TAXI, whatever and send your abstract for the end of October.

All my best to you all and looking forward to see you all in Dubrovnik for the conference. I hope I will be able to have a coffee with you the 28th at 10.48 a.m. in the bar of the meeting.

Sincerely

Dr. Antonio Feraco

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# CIRCLE

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***The 31 st of October is the deadline for the abstract presentation for the CIRCLE Conference that will be held in Dubrovnik in April 2011.***

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Dear CIRCLErs

the new president Tihomir Vranesevic (our beloved Tiho), is going to organise the 8th CIRCLE Conference in Dubrovnik, Croatia, from the 27th to the 29th April 2011. I am proud to report some of his words:

“I am pleased to invite you to participate the 8th CIRCLE Conference 2011 - Dubrovnik for Marketing, Management, Finance, Consumer Behavior, Tourism and Retailing Research which will bring together many distinguished researchers from all over the world. Participants will find a good opportunity for presenting new research, exchanging information and discussing current issues.



The 8th (annual) International CIRCLE 2011 Conference - Dubrovnik will be held in Dubrovnik, Croatia from 27th - 29th April 2011. The 8th CIRCLE conference is organized by Faculty of Economics and Business (Ekonomski fakultet, Sveučilište u Zagrebu - Univesity of Zagreb) and University of Dubrovnik”.

An important date to remember is the October 29, 2010, last date for the abstract presentation. The scientific committee will notify authors with the acceptance for the 30th of November 2010. In the end the full papers will have to be submitted for the 25th of February 2011.

All full papers will be published in a special issue of IJMC (International Journal of Management Cases) and all abstracts of accepted papers will be published in the „Abstracts Book“ (paper form).

Detailed information about the Conference can be found at the website: <http://www.8thcircleconference.com/>

We are very sure the coference will represent and consolidate a great opportunity for all CIRCLErs to interact and to promote their own research.

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# CIRCLE

## The Centre for International Research on Consumer Location and their Environment

### The strategy process

This new text book published by Access press Uk is aimed at undergraduate and post graduate students following any Marketing strategy course. The authors are from differnt Circle partner Institutions: 1. Leeds Metropolitan University, 2. Manchester Metropolitan University, 3. Lancshire University, 4. University of Zagreb, Croatia, 5. Innova Spa.

As you can check from the various institutions not all belong to the Academic sector, but there is also a contribution from the industry field. Circle is expanding!!!!

## The Strategy Process

Gianpaolo Vignali, Claudio Vignali & Daniella Ryding

The following text is recommend for supporting any strategy course amongst industry, final year undergraduates and Masters level students. The authors have created & easy flowing text which incorporates all of the main areas of strategy including the developments of the mission statement through to strategic implementation.

### Subject matter included within this text:

Academic Modeling	- Claudio Vignali
Mission & Vision	- Gianpaolo Vignali
Situational Analysis	- Daniella Ryding & Claudio Vignali
Competitive Advantage	- Claudio Vignali
STOP	- Tihomir Vranesevic
Consumer Behaviour	- Daniella Ryding & Claudio Vignali
Product Management	- Tihomir Vranesevic
Communications	- Claudio Vignali
Distribution	- Gianpaolo Vignali
Pricing & Costing	- Tihomir Vranesevic
Benchmarking	- Antonio Feraco & Daniella Ryding
Case Study Technique	- Claudio Vignali

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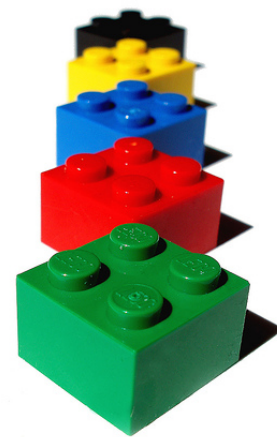
 Access Press UK

The Strategy Process

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### Phd symposium students at Leeds Met university 2010

The business school had its 4th annual Circle research symposium from the 13th to the 17th sept. The phd students that attended this year were from Germany, Austria, Italy, Croatia and Africa. They received materials to complete their Research Traing Portfolio in the areas as follows;library methods, Qunatatative and Qualatative methodology;ethical implications and analytical techniques.

***A great thanks to all the participants and the delivery team [ delivery team for stats Dr. Dean and Prof Britzlemaier far left]***

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# CIRCLE

## The Centre for International Research on Consumer Location and their Environment

### PhD Students' Research Symposium

The Centre for International Research in Consumers, Locations and Environments (CIRCLE) held a PhD research training induction programme from 13 - 17 September at the Rose Bowl.

CIRCLE, whose remit is to explore consumer behaviour across services industries such as events, finance, hospitality, leisure, marketing, retailing and tourism, was delighted to welcome a wide range of international guests. Guest speakers included Ivan Kovac, Director General of the Croatian Central Bureau of Statistics who reports directly to the President of the Republic of Croatia. Ivan visited Leeds Business School to discuss research possibilities and gave a lecture to 20 of CIRCLE's PhD students. Ivan said: "It was a pleasure informing PhD students about the importance of statistics. Most marketing graduates tend to operate in a qualitative environment whereas the CIRCLE students use both qualitative and quantitative methodologies with a clear understanding of statistics." The programme also included three visiting professors from different universities who also gave lectures including. These were Professor Bernd Britzelmaier of Pforzheim University in Germany, Professor Jurica Pavicic of the University of Zagreb in Croatia and Professor Niksa Alfircvic of the University of Split in Croatia. Other speakers included Professor Claudio Vignali, Stuart Smith, Dr Aftab Dean, Dr Emma Wood, Razaq Raj and Dr Alex Kenyon and others associated with CIRCLE. Issues under discussion included Library, Literature Review, Quantitative Research, Analysis of Quantitative Research, Research Administration for Postgraduate Research Students, Writing for Publication, Research Philosophy, Writing up Thesis and Ethical/Legal Implications.

Also attending the symposium was Hrvoje Maljak, who has just finished his PhD thesis in Marketing Modelling. As part of his thesis, Hrvoje has developed a marketing management software package called 'Marketing Optimization Process (MOP)'. Leeds Business School will be working with him to extend the use of this technology to European SMEs.

Professor Claudio Vignali, Head of CIRCLE, has co-authored two new books: The Strategy Process and Fashion Marketing & Theory. Both texts are aimed at undergraduate and postgraduate students on a Marketing course. Fashion Marketing & Theory is on sale now and The Strategy Process will be on sale from the 15 September 2010



Photo: (from left) Professor Claudio Vignali, Dean of Faculty Barbara Colledge, Ivan Kovac and Professor Ian Sanderson

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### Prof Dr. Sanda Renko of University of Zagreb

A special issue related to issues in the Balkans has just been published by the American Journal of Food Product Marketing edited and contributed by Prof Renko.

Prof Vignali on the editorial board of the journal stated ' This is an excellent contribution from an upcoming scholar. It gives great pleasure to all in Circle to see members publishing any member of circle can send materials to the scientific committee and if acceptable will be placed in a relevant journal'.



### Phd completions

It is a great pleasure to inform you all that the 3 members of Circle gained their PhDs in the last semester of academic work.

Tahir (the first on the left) is now a senior lecturer at the University in Salford.

Dominique (in the middle) will be taking up an associate professorship in Switzerland in the new year and Nikola (on the right) is still working in Industry but now helping new Croatian PhDs develop their thesis.

Good Job guys and congratulations ..



# CIRCLE

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*News from CIRCLE families...*

*„Life itself is the most wonderful fairy tale.“  
(Hans Christian Anderson)*

Hello,

May I introduce myself? – My name is **Liv Marie Scheffknecht**. I am **54 cm tall** and **3,4 kg heavy** and was born on **September 9th, 2020 at 8:25 a.m.!**

After a few days in hospital I'm now at home and turning the life of my parents upside down (sleeping all day... but therefore staying awake all night;-). Nevertheless, they are very happy, proud and forgive me all my oddities. Probably that's because I'm so cute!? ;-)

Please find enclosed a first picture (shot only ½ hour after my birth).

I'm looking forward to your emails, which I will read as soon as I'm able to do it (but Mummy and Daddy will have a look at them earlier).

Best wishes,

Liv  
(as well as my proud parents Sabine and Markus Scheffknecht)

ps: note from **Claudio**:

'Sabine now restart work on the PHD and

Markus Im waiting for your application Who said I am not human!!!!!!'...

