

CURRICULUM VITAE

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Professional Experience

August 2007 – to date : Lecturer in Marketing

University College Cork (www.ucc.ie)

Responsibilities & Achievements

- ❑ Lecturer in Social Media Marketing, Integrated Marketing Communications, International Marketing, Marketing and Business to Business Marketing on MBA, post-graduate and undergraduate programmes.
- ❑ Executive Education & Consultancy
 - UCC Diploma in Retail Management – Delivery and assessment of customer service module
 - Guest lecturer on DIT ICT Ireland MSc in Technology and Innovation Management – Delivery & assessment of Marketing & Sales module
 - Guest lecturer on the Marketing Institute of Ireland MSc Masters in Marketing (Executive) – Global Marketplace Module
 - Assessor DIT Enterprise Ireland International Selling Programme

December 2004 – August 2007: Assistant Lecturer in Marketing (Permanent)

Oct 2003 – Dec 2004: Marketing Lecturer (Part-time), School of Marketing, Dublin Institute of Technology (DIT), Aungier Street, Dublin 2, Ireland (<http://www.dit.ie>)

Responsibilities & Achievements

- ❑ Lecturer in Marketing, International Marketing, Marketing Research
- ❑ DIT Intel Ireland BBS Programme Coordinator.
- ❑ Member of Executive Education Development & Delivery Programme Team including ICT Ireland/DIT MSc in Innovation & Technology Management, DIT/Enterprise Ireland International Selling Programme, DIT/Irish Aviation Authority Diploma in Management and DIT Fas sales management programme. Involved in programme proposal, tendering, design, lecturing and implementation.
- ❑ Dissertation Supervision for postgraduate and undergraduate students.

July 2002 – December 2004: Analyst – Consumer Affairs & Licensing, Commission of Energy Regulation, Plaza House, Belgard Road, Tallaght, Co. Dublin, Ireland (<http://www.cer.ie/>)

Responsibilities & Achievements

- ❑ Responsible for consumer communications, public relations, organisation of nationwide consumer workshops, publication of CER quarterly bulletin, annual report and customised web portal for gas and electricity customers.
- ❑ Development of procedures for the regulation of electrical contractors in Ireland and responsible for increasing customer awareness customer safety issues relating to electrical contracting services.
- ❑ Member of Electricity Suppliers Market Implementation Group, which is charged with developing the systems and business processes to ensure successful opening of the electricity market to full competition from February 2005.
- ❑ Development of CER consumer policy up to and beyond full opening of the electricity market in 2005.

March 2001 to March 2002 Business Analyst (CCB Product Manager), EDB 4tel, Clonsaugh Industrial Estate, Dublin 15, Ireland (<http://www.edb4tel.com/>)

Responsibilities & Achievements

- ❑ Overall responsibility for the requirement gathering and analysis phases for each release of the CCB Product Manager application, using OO methodologies and techniques.
- ❑ Responsible for the definition and analysis of customer requirements and incorporating these into the CCB Product Manager application.

- ❑ Responsible for the Product Roadmap & Strategy, responsible for estimates, planning and scoping each release of the application.
- ❑ Member of Customer Bid Team for a number of Key Accounts.

August 2000- March 2001: eChannel Programme Manager

August 1999 to August 2000: Product Manager PSTN Access, Eircom, Cumberland House, Fenian Street, Dublin 2, Ireland

Responsibilities & Achievements

- ❑ Responsible for the delivery, development and management of eCRM programme (phase 2) to eircom.ie customer base- covering all aspects of eircoms business (including sales, order fulfilment, content & service delivery) – on schedule and on time, thus achieving tight project deadlines.
- ❑ Identified general market and product trends in PSTN and modelled their significance to product performance, prepared and delivered product plans/ reforecasting and strategic business reviews, developed and implemented cease order process.

January 1998-August 1999: Senior Brand Manager, Reckitt & Colman, Dublin 22 (<http://www.reckittbenckiser.com/>)

Responsibilities & Achievements

- ❑ Developed, managed and implemented all national brand activity for Robinsons drinks, Harpic lavatory care range, Dettox home hygiene portfolio, Immac and Woolite.

January 1998 – December 1998 Lecturer in Advertising, Marketing and Services Marketing, LSB College, Dublin (<http://www.lsb.ie/>)

Responsibilities & Achievements

- ❑ Lecturer in advertising, marketing and services marketing.
- ❑ Developed international academic exchanges.
- ❑ Identified and investigated distance learning opportunities and postgraduate programmes

August 1996- January 1998: Management Consultant, Quaestus Strategy & Management Consultants, Dublin 2 (<http://www.quaestus.ie/>)

Responsibilities & Achievements

- ❑ Coordinated key client projects in information technology, telecommunications, pharmaceutical, FMCG, biotechnology and healthcare sectors.
- ❑ Responsible for conducting feasibility studies and making strategic recommendations to various government bodies, submission of TMC (targeted marketing consultancy) programmes to Enterprise Ireland.

September 1995-August 1996: Market Analyst, Industrial Development Agency (IDA), Dusseldorf, Germany (<http://www.ida.ie>)

Responsibilities & Achievements

- ❑ Researched & analysed telecommunications, engineering, call centre and software sectors in Germany and Austria, financial services sector in Italy and identified potential target companies for direct investment in Ireland.

September 1994-September 1995: Graduate Internship Programme - Marketing Executive, Irish Trade Board (now Enterprise Ireland, Dusseldorf, German)

(<http://www.enterprise-ireland.ie/>)

Responsibilities & Achievements

- ❑ Researched and analysed the telecommunications, software, electronic, engineering and pharmaceutical sectors, identified potential customers, agents and distributors for client companies, organised client itineraries and provided interpreting services, organised and participated at international trade fairs such as Cebit, Electronica and Telecom in Geneva.

Education & Qualifications

- Oct 2012
June 2013 **Diploma in Teaching and Learning**, University College Cork, Ireland
- 1 Oct 2007
Jan 2013 **PhD Programme** (part-time programme)
Cranfield University, United Kingdom (www.cranfield.ac.uk)
Commenced part-time PhD programme on 1 Oct 2007. Title – A multi-perspectival study on value experiences in collaborative consumption contexts – the case of the London Symphony Orchestra. Supervisors – Professor Hugh Wilson, Professor of Strategic Marketing and Professor Joe Peppard, Director Information Systems Research Centre, Cranfield University.
- 2009 **Certificate in Teaching and Learning**, University College Cork, Ireland
- 2005 **Certificate in Training and Continuing Education** (1st Hons), NUI Maynooth. Approved and Accredited Fás Trainer
- 1993-1994 **M.B.S. - International Marketing** (1st Hons- top 2%)
Michael Smurfit Graduate School of Business, University College Dublin
- 1988-1993 **BA (Hons) International Marketing and Languages - French/German** (Second Class Honours - Degree One)
Dublin City University & Bayreuth University, Germany

Awards & Scholarships

- Recipient of best paper award at the *American Marketing Association Services Marketing SIG (AMA Servsig) International Service Conference*, 7-9 June, Hanken School of Economics, Helsinki, Finland
- Recipient of scholarship and bursary to attend the Interdisciplinary Doctoral Colloquium on Service-Dominant Logic 2008 and Logic and Science of Service Conference 2008, University of Hawaii, Honolulu, Hawaii, USA, June 17th – 22nd, 2008. Organizers: Stephen L. Vargo and Robert F. Lusch
- Recipient of the Arizona State University Centre for Services Leadership (ASU CSL) Liam Glynn PhD Research Scholarship Award, Oct 2007.
- ASU CSL scholarship to attend the AMA SERVSIG Doctoral Colloquium and the Frontiers in Services Conference, Oct 4-7, 2007, San Francisco.
- 1999 - Italian Government bursary to attend Università di Perugia, Umbria, Italy for one month

Professional Memberships

- American Marketing Association
- Association of Consumer Research
- Member of MIII-Member of Marketing Institute of Ireland
- Irish Academy of Management –Council Member

Languages

Native English Speaker, Advanced French, German, Irish, Italian.

Book chapters:

Kelleher, C., Whalley, A. and Helkkula, A. (2011), "Collaborative value co-creation in crowd sourced online communities – acknowledging and resolving competing commercial and communal tensions," in Belk, R.W., Muñiz Jr., A., Schau, H.J. et al (eds) *Research in Consumer Behavior*, 13th ed, Emerald Publishing Ltd., Bingley, UK., pp.1-18.

Peer reviewed journals:

Helkkula, A., Kelleher, C. and Pihlstrom, M. (2012), "Characterizing value as an experience: implications for service researchers and managers", *Journal of Service Research*, vol. 15, pp. 59-75.

Helkkula, A., Kelleher, C. and Pihlstrom, M. (2012), "Practices and experiences: challenges and opportunities for value research", *Journal of Service Management*, vol. 23, no. 4, pp. 554-570.

Domegan, C., Haase, M., Harris, K., Van den Heuvel, W., Kelleher, C., Maglio, P. P., Meynhardt, T., Ordanini, A. and Penaloza, L. (2012), "Value, value, symbols and outcomes", *Marketing Theory*, vol. 12, no. 2, pp. 207-211.

Helkkula, A. and Kelleher, C. (2010), "Circularity of customer service experience and customer perceived value", *Journal of Customer Behaviour*, vol. 9, no. 1, pp. 37-53.

Kennedy, A., Coughlan, J. and Kelleher, C. (2010), 'Business Process Change in e-Government Projects: The Case of the Irish Land Registry',. *International Journal of Electronic Government Research*, vol. 6 , no. 1, pp. 9-22.

Kennedy A., Kelleher C. & M. Quigley (2006), 'CRM Best Practice: Getting it Right First Time at ESBI', *Irish Management Journal*, p. 55-273.

Conference proceedings:

Kelleher, C., Wilson, H., Peppard, J. (2013) "Practicing in a new key? Novices' experiences of initiation in practices in collaborative consumption contexts", *Consumer Culture Theory Workshop VII*, Tucson, Arizona, USA, 16-18 June.

Kelleher, C., O' Cheilleachair, A., Helkkula, A. (2013) "Open service innovation and co-creating the value proposition in the global automotive sector", *QUIS 13*, Karlstad, Sweden, 10-13 May.

Akaka, M., Corsara, D., Kelleher, C., Lusch, R., Maglio, P., Yuri, S., Vargo, S. (2013) "The role of symbols in value co-creation", *Naples Forum on Service*, Ischia, Naples, Italy, 18-21 May.

Helkkula, A., Linna, M., Kelleher, C. (2013) "Health, cost, prevention and cure – value and value co-creation in public healthcare", *Naples Forum on Service*, Ischia, Naples, Italy, 18-21 June. **** (Best conference paper award) ****

Kelleher, C.; Wilson, H.; Peppard, J. (2013) Interconnected practices: how meaning can be lost in translation European Academy of Marketing (EMAC) Conference, 4-7 June.

Kelleher, C.; Wilson, H., Peppard, J. (2013) The score is not the music: practices and value in collaborative consumption Academy of Marketing Science Conference Monterey, San Francisco, USA, 15-18 May.

Kelleher, C.; Wilson, H.; Peppard, J. (2012) The score is not the music: the role of shared meanings in participant experiences of value co-creation practices Forum for Markets an

Marketing (FMM 2012) University of Auckland Business School, Auckland, New Zealand, 10-12 Dec.

Kelleher, C.; Wilson, H.; Peppard, J. (2012) Orchestrating the score: the role of shared meanings in participant experiences of value co-creation practices 7th Consumer Culture Theory Conference Said Business School, Oxford University, United Kingdom, 16-19 Aug.

Helkula, A., Kelleher, C., Toivonen, M. (2012) Service Innovations and Innovation Ecosystems as Social Constructions American Marketing Association Services Marketing SIG (AMA Servsig) Conference Hanken School of Economics, Helsinki, Finland, 7-12 June.

Kelleher, C., Wilson, H. and Peppard, J. (2012) Polyphony, Discord and Harmony: Individual Experiences of Value in Collaborative Consumption Contexts American Marketing Association Services Marketing SIG (AMA Servsig) Conference Hanken School of Economics, Helsinki, Finland, 7-9 June. **** (Best conference paper award) ****

Kelleher, C., Helkkula, A. & Holmund M.; (2011) Customer Centric Value Co-Creation International Colloquium in Relationship Marketing Henley Business School, University of Reading, United Kingdom, 27-30 Sep.

Kelleher, C., Whalley, A. and Helkkula, A. (2011), 'Collaborative Value Co-Creation in Crowd Sourced Online Communities – Acknowledging and Resolving Competing Commercial and Communal Tensions,' *Consumer Culture Theory Conference*, Northwestern University, Chicago, IL, 7-10 July.

Helkkula, A. & Kelleher C (2011), 'Experiences and Practices – Challenges and Opportunities for Value Research,' *2011 Naples Forum on Service*, 13-16 June.

Helkkula, A. & Kelleher, C. (2010), 'A Phenomenological Approach to the Study of Markets,' *FMM 2010 The Forum on Markets and Marketing: Extending Service-Dominant Logic*, University of Cambridge UK, 23-26 September.

Helkkula, A. & Kelleher, C. (2010), 'A Framework for Examining Phenomenological Value: VALCONEX - Value in Context Experience,' *11th International Research Seminar in Service Management*, La Londe les Maures, France, 25-28 May.

Kelleher, C. & Helkkula, A. (2010), 'Me to We- Collective Consumer Value Creation in Consumer Communities,' *19th Annual Frontiers in Service Conference*, Karlstad, Sweden, 10-13 June.

Kelleher, C. & Helkkula, A. (2010), 'Rewarding or Exploiting the Working Consumer?', *AMA Servsig International Service Research Conference*, Porto, Portugal, 17-19 June.

Kelleher, C. & Peppard, J. (2010), 'Consumer Experience of Value Creation - A Phenomenological Perspective,' *European Conference of the Association of Consumer Research* Royal Holloway, University of London, London, UK, 30 June -3 July.

Helkkula, A. & Kelleher, C. (2010), 'A Phenomenological Approach to the Study of Markets,' *FMM 2010 The Forum on Markets and Marketing: Extending Service-Dominant Logic*, University of Cambridge UK, 23-26 September.

Kelleher, C. & Helkkula, A. (2010), 'Me to We -Collective Consumer Value Creation in Consumer Communities,' *19th Annual Frontiers in Service Conference*, Karlstad, Sweden, 10-13 June.

Helkkula, A. & Kelleher, C. (2010), 'A Framework for Examining Phenomenological Value: VALCONEX -Value in Context Experience,' *11th International Research Seminar in Service Management*, La Londe les Maures, France, 25-28 May.

Kelleher, C. & A. Helkkula (2009), 'Integrating Narrative Analysis into Netblographic Consumer Research,' *Irish Academy of Management (IAM) conference*, Galway, 3-4 September.

Helkkula, A. & C. Kelleher (2009), 'Expanding the lens-Narrative Analysis in Netblographic Research', *EIASM 5th Workshop on Interpretive Consumer Research*, Università Commerciale Luigi Bocconi, Milan, Italy, 2-3 April.

Gubbins, C., L. Dooley and C. Kelleher (2009), 'Understanding innovation and knowledge management in dynamic networks', *Tenth International Conference on HRD Research and Practice across Europe*, Newcastle Business School, Northumbria University, United Kingdom, 10-12 June.

Kelleher, C. & A. Helkkula (2009), 'Virtually speaking -customer to customer communication in virtual communities Quality in Services Symposium', *QUIS 11 Services Marketing Conference*, Wolfsburg, Germany, 11-14 June.

Helkkula, A., M. Pihlström & C. Kelleher, C. (2009), 'From Customer Perceived Value (PERVAL) to Value-In-Context (VALCONEX)', *The 2009 Naples Forum on Service-Dominant Logic, Service Science and Network Theory*, Capri, Italy, 16-19 June.

Ibrahim, M., Kennedy, A. & Kelleher, C. (2009), 'Investigating the Drivers of Mobile Marketing in Ireland: An Industry Perspective', *Irish Academy of Management (IAM) conference*, Galway, 3-4 September.

Kelleher, C. & J. Peppard (2008), 'An Examination of Value co-creation in Ubiquitous Technology Environments -a Consumer Perspective', *AMA SERVSIG International Research Conference*, University of Liverpool Management School, UK, 5-7 June.

Kelleher, C. & J. Peppard (2008), 'An examination of the customer experience of value cocreation in ubiquitous technology environments -Discussion paper and call for research', *Academy of Marketing Annual Conference*, Aberdeen Business School, The Robert Gordon University, Aberdeen, Scotland, 8-10 July.

Kelleher, C. & J. Peppard (2008), 'Value co-creation during the consumption of mobile services -the iPhone user experience', *Irish Academy of Management Conference*, Dublin City University, 3-5 September.

Kelleher, C. & A. Helkkula (2008), 'The Answers from Within -Customer Driven Service Innovation in Web 2.0 Online Communities', *22nd Service Conference & Workshop*, University of Westminster at the Royal Automobile Club, London, 6-8 November.

Kelleher, C. & J. Peppard (2008), 'Customers as Value Creating Resources -Expanding Resource Based Theories', *22nd Service Conference & Workshop*, University of Westminster at the Royal Automobile Club, London, 6-8 November.

Helkkula, A. & C. Kelleher (2008), 'Circularity of Customer Experience and Customer Perception of Value', *22nd Service Conference & Workshop*, University of Westminster at the Royal Automobile Club, London, 6-8 November. **** (Best paper marketing track award) ****

Kennedy, A. & C. Kelleher (2007), 'Delivering Electronic Government -A Case Study of the Irish Land Registry', *European Academy of Management (EURAM) Conference*, Paris, France, 16-19 May **** (Best paper marketing track award) ****

Damsgaard, J. and C. Kelleher (2007), 'What drives the innovation, diffusion and adoption of mobile services? -An analysis of four alternative studies', *Global Mobility Roundtable*, Los Angeles, USA, 1-2 June.

Kennedy, A. & C. Kelleher (2007), 'Improving Service Delivery through e-Government', *Irish Academy of Management (IAM) Conference*, Queens University, Belfast, 3-5 September.

Kelleher, C. (2007), 'An exploratory study of the impact of u-constructs -ubiquity, uniqueness, universality and unison -on customer perceived value of u-services', *AMA Relationship Marketing SIG-ICRM Conference -Relationship Marketing Summit: Time to Integrate Perspectives* Buenos Aires, Argentina, 13-15 December.

Commissioned industry reports:

Kelleher, Carol & Peppard, Joe (2009), 'The Web Experience -Trends in e-service', Literature Review commissioned and published by the Institute of Customer Service (ICS), UK