

## Leigh Sparks

Leigh Sparks is Professor of Retail Studies at the Institute for Retail Studies, University of Stirling, Scotland, UK. He was previously an undergraduate at Christ's College at the University of Cambridge, and a research fellow at St. David's University College, Lampeter, where he completed his Ph.D on 'Employment Characteristics of Superstore Retailing'.

Since arriving at Stirling in 1983, Leigh has variously been lecturer, senior lecturer and professor (since 1992). He has also been previously the Head of the Department of Marketing, the Director of the Institute for Retail Studies and the Dean of the Faculty of Management (1995-2000).

In 1989 Leigh was awarded a Winston Churchill Travelling Fellowship for a study of customer service in retailing in the USA and Canada. From July 2000 to July 2001, he was a Visiting Professor at the at Florida State University, in Tallahassee, and from June to December 2006 he was Visiting Professor At The University of Tennessee, Knoxville.

He is co-editor of The International Review of Retail, Distribution and Consumer Research, the leading academic journal on retailing in Europe. Leigh is also on the editorial boards of the Journal of Marketing Management and the Journal of Marketing Channels.

The Institute for Retail Studies was established in 1983 and is acknowledged as one of the world's leading research and educational centres into retail studies. It provides undergraduate, postgraduate and management development programmes as well as undertaking academic and applied research for a range of client bodies, including governments, research agencies and private companies.

From January 2002, Leigh is the Director of the SHEFC funded (£634k) Centre for the Study of Retailing in Scotland, a research centre based at the Institute for Retail Studies at the University of Stirling, but combining with excellence in retailing in other Scottish universities.

Leigh was the only Academic Member of the Department of Trade and Industry's high level Retail Strategy Group set up to promote retail and government understanding and chaired by the CEO of Asda/Wal-Mart, 2002-3.

(Report available at <http://www.berr.gov.uk/sectors/retail/retailanalysis/page11031.html>).

## Research Interests

Leigh's research concentrates on structural and spatial change in retailing. This research has been disseminated widely through a number of books, many reports and over 100 academic and professional articles.

## Research Awards

Recent major research funding includes:

- (with J Dawson, S Burt and G Hogg) The Centre for the Study of Retailing in Scotland (SHEFC)
- (with S Cummins and M Petticrew) Reducing Inequalities in Health and Diet: the impact of a food retail development (Department of Health)
- (with S Burt) Competitive Analysis of the UK Retail Sector, (Department of Trade and Industry)
- (with CB Hillier Parker) A Review of the effectiveness of NPPG8, (Scottish Executive)
- (Countryside Agency) Rural Retailing
- (as CSRS) Accessing Healthy Food Across Scotland (Food Standards Agency Scotland)
- (with colleagues in Stirling and Dundee) Buywell: evaluation of a targeted marketing intervention to influence food purchasing behaviour by low income consumers (National Prevention Research Initiative).

## Selected Research Publications

### (a) Recent Books etc

(edited with A. Findlay ) (2002) *Critical Concepts: Retailing*. Taylor and Francis: London. Four Volumes. (This is a compendium of the 100 best articles on retailing since 1945. There is an overall introductory chapter (c10K words) and volume specific introductions to each volume (in total another 10K words) by Anne Findlay and Leigh Sparks).

(edited with C Baret and S Lehndorff) *Flexible Working in Food Retailing*. Routledge : London (2000)

(with A Findlay) *The Future of Shopping*. RICS Research Foundation, Visions of the Future 2020: London. (2000)

(with A Findlay) *A Bibliography of Retail Planning*. NRPF: London. (1999 and updates 2000-5)

(edited with Fernie J) *Logistics and Retail Management*. Kogan Page : London (1998) and Second Edition (2004)

(with Gustafsson K, Jonson G and Smith DLG) *Retail Logistics and Fresh Food Packaging*. Kogan Page: London (2006)

### (b) Recent Academic Articles

(with S Burt, Davies K and Dawson J) Categorizing patterns and processes in retail grocery internationalisation. Journal of Retailing and Consumer Services, 15, 78-92 (2008).

(with A Findlay) Weaving new retail and consumer landscapes in the Scottish Borders. Journal of Rural Studies, 24, 86-97 (2008).

(with S Cummins, A Findlay, C Higgins, M Petticrew and H Thomson) Reducing inequalities in health and diet: findings from a study on the impact of a food retail development. Environment and Planning A, 40,2, 402-422 (2008).

(with S Cummins, A Findlay and M Petticrew) Retail-led regeneration and store-switching behaviour. Journal of Retailing and Consumer Services, Advanced online publication August 2007 (2007).

(with M Petticrew, S Cummins and A Findlay) Validating health impact assessment: prediction is difficult (especially about the future). Environmental Impact Assessment Review, 27, 101-107 (2007).

(with J Quinn) Editorial: Research frontiers in wholesale distribution. International Review of Retail, Distribution and Consumer Research, 17, 303-311 (2007).

(with J Quinn) The evolution of grocery wholesaling and grocery wholesalers in Ireland and Britain since the 1930s. International Review of Retail, Distribution and Consumer Research, 17, 391-411 (2007).

(with A Anderson, J Dewar, D Marshall, S Cummins, M Taylor and J Dawson) The development of a healthy eating indicator shopping basket tool (HEISB) for use in food access studies. Public Health Nutrition, 10,12, 1440-1447 (2007).

Editorial – Special Issue on Assessing Retail Productivity. International Review of Retail, Distribution and Consumer Research, 15, 227-236 (2005).

(with T P Jackson) Retail Internationalisation: Marks and Spencer in Hong Kong. International Journal of Retail and Distribution Management, 33, 766-783 (2005).

(with S Cummins, A Findlay and M Petticrew) Healthy Cities: The impact of food retail-led regeneration on food access, choice and retail structure. Built Environment, 31, 4, 288-301 (2005).

(with M Petticrew, S Cummins, C Ferrell, A Findlay, C Higgins, C Hoy, A Kearns and L Sparks) Natural experiments: an underused tool for public health? Public Health, 119, 751-757 (2005).

(with S Cummins, M Petticrew, C Higgins, A Findlay, and L Sparks) Large scale food retailing as an intervention for diet and health: quasi-experimental evaluation of a natural experiment. Journal of Epidemiology and Community Health, 59, 1035-1040 (2005). Published together with "From Steam Engines to Sunny Delight" (JECH Gallery), p1034.

(with S Burt, K Davies and A McAuley) Retail Internationalisation: from formats to implants. European Management Journal, 23, 195-202 (2005).

(with T P Jackson and K Mellahi) Shutting Up Shop: The International Exit Process in retailing. Service Industries Journal, 25, 355-371 (2005).

(with S Cummins, M Petticrew and A Findlay) Large Scale Food Retail Interventions and Diet. British Medical Journal, 330, 683-4 (2005)

(with S L Burt and J A Dawson) The International Divestment Activities of European Grocery Retailers. European Management Journal, 22, 483-492 (2004).

(with J A Dawson and A Findlay) Commentary: The UK Research Assessment Exercise (RAE) 2001 and Retail Research Output. International Review of Retail, Distribution and Consumer Research, 14, 479-491 (2004).

(with A Smith) All about Eve? Journal of Marketing Management, 20, 3-4, 363-385 (2004).

(with A Smith, S Hart and N Tzokas) Delivering Customer Loyalty Schemes in Retailing: exploring the employee dimension. International Journal of Retail and Distribution Management, 32, 4, 190-204 (2004)

(with SL Burt) Power and Competition in the UK Retail Grocery Market. British Journal of Management, 14, 237-254 (2003).

(with S L Burt and J A Dawson) Failure in Retail Internationalisation: research propositions. International Review of Retail, Distribution and Consumer Research, 13, 355-373 (2003).

(with A Smith, S Hart and N Tzokas) Retail Loyalty Schemes: results from a consumer diary study. Journal of Retailing and Consumer Services, 10, 109-119 (2003).

A Catalogue of Success? Argos and Catalogue Showroom Retailing. Service Industries Journal, 23, 2, 79-111 (2003).

(with S L Burt) Corporate Branding, Retailing and Retail Internationalisation. Corporate Reputation Review, 5, 194-212 (2002).

(with K Mellahi and T P Jackson) An Exploratory Study into Failure in Successful Organizations: the case of Marks and Spencer. British Journal of Management, 13, 15-29 (2002).

(with S L Burt, K Mellahi and T P Jackson) Retail Internationalisation and Retail Failure: issues from the case of Marks and Spencer. International Review of Retail, Distribution and Consumer Research, 12, 191-219 (2002).

Cataloguing Change: Argos Catalogues in 1973 and 1998. International Journal of Retail and Distribution Management, 29, 427-441 (2001)

(with Burt S.L) The Implications of Wal-Mart's Takeover of Asda. Environment and Planning A 33, 1463-1487 (2001)

(with A Smith) The Role and Function of the Independent Small Shop: the situation in Scotland. International Review of Retail, Distribution and Consumer Research, 10, 205-226 (2000).

Seven-Eleven Japan and The Southland Corporation: a marriage of convenience? *International Marketing Review*, 17, 4/5, 401-415 (2000).

## **Examining Activities**

I have been external examiner for the following courses

Oxford – MBA (primarily marketing modules), 2002-2004  
Universities of Edinburgh and Heriot-Watt - MSc Supply Chain Management, 1997-2000  
University of Manchester – BSc Marketing Modules (including Singapore and IFS programmes), 2002-2006.  
University of Surrey - BSc Retail Management, 1994-1997.  
University of Wales, Aberystwyth - MBA, 1995-1998.  
University of Wales, Aberystwyth - BA (Marketing), 1995-1998.  
University of Wales, Lampeter - BA (Infomatics), 1996.  
ITM, Shah Alam, Malaysia - Advanced Diploma in Retail Management, 1995-1996.

I have externally examined 2 MSc (UMIST and Aberystwyth), 1 M.Phil (Sunderland) and 1 Licentiate (Lund, Sweden) theses.

I have been external examiner for PhDs at Napier (1996), Nottingham Trent (1996), Ulster (1997), Nottingham (1998), Edinburgh (2000), Greenwich (2001), Westminster (2002), Manchester Metropolitan (2003), Monash, Australia (2003), Griffith, Australia (2004) and Sligo (2005).

I have been internal examiner for 7 PhD students at Stirling.

I have been external assessor on chair and director level appointments at Surrey, Leeds and Aberystwyth, an external advisor on personal promotions in the retail area for the Universities of Illinois (Urbana-Champaign), Michigan State, ITM Malaysia and the Hebrew University of Jerusalem, and was an assessor for the introduction of retail degree programmes at ITM, Shah Alam, Malaysia and Ryerson Polytechnic University, Toronto, Canada.

## **PhD Supervision**

I have been first supervisor for 7 successful PhD and 1 successful MSc students at Stirling.

## **Teaching Responsibilities**

Undergraduate:

Logistics Management (unit co-ordinator), 1984 to 1996, 1999.  
Retail Studies (unit co-ordinator), 1987 to date.  
Sport Marketing (unit co-ordinator), 2002 to date

Postgraduate:

MBA half unit on Marketing Information Systems, 1987-1997.  
MSc unit on Marketing Information Systems, 1985-1997.  
MBA half unit on Retail Technology, 1986-1990.  
MBA core unit on Retail Policies and Strategies, 1990.  
MBA/MSc half unit on Supply Chains, 1992-93, 2000 to date.  
MSc unit on Retail Marketing, 1993, 1997.  
MSc unit on Sport Marketing, 2001 to date

Distance Learning:

I wrote, taught and examined the Physical Distribution Management/Supply Chain Management unit on the MBA in Retailing from 1989 to 1996, and from 1999 to date.

At all levels I have had wide experience of dissertation supervision and examination.

I have also developed, managed and taught on a range of management development programmes for leading retailers in the UK, Europe and elsewhere in the world.

## **Administrative Responsibilities**

Having been Head of Department and Dean of the Faculty I have undertaken many administrative, management and leadership tasks in the University. Currently I am Director of Research and Finance for the Department, Chair of the University's Admissions, Progress and Awards Committee, Member of its Quality Enhancement Committee and a Member of the Process Review Programme Board.

## **Contact Points**

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