**Keith Dinnie PhD**

**RESEARCH INTERESTS**

My principal research interests lie in the field of place brand management and strategy by cities, regions and nations.

**BOOKS**

**City Branding – Theory and Cases** (2010), Keith Dinnie (Ed.), Palgrave Macmillan, London, United Kingdom.

-Korean translation published by Han Kyung Sa, Seoul, South Korea, 2013.

-Russian translation published by Mann, Ivanov & Ferber, Moscow, Russia, 2013.

-Chinese translation published by Dongbei University of Finance and Economics, Dalian City, Liaoning, China, 2015.

**Nation Branding: Concepts, Issues, Practice** (2007), Keith Dinnie, Routledge, United Kingdom.

-Korean translation published by Nanam Publishing, Seoul, Korea, 2009.

-Japanese translation published by Chuo University Press, Tokyo, Japan, April 2014.

-Second Edition to be published by Routledge in 2015.

**BOOK CHAPTERS**

“Towards a model of sustainable health destination management based on health regions”. Tomas Mainil, Keith Dinnie, David Botterill, Vincent Platenkamp, Francis van Loon and Herman Meulemans (2013). Chapter 15, pp 240-255 in *Medical Tourism and Transnational Health Care*. Edited by David Botterill, Guido Pennings and Tomas Mainil. Palgrave Macmillan, London, United Kingdom.

“Framing and measuring international patient management”. Tomas Mainil, Francis van Loon, David Botterill, Keith Dinnie, Vincent Platenkamp, Herman Meulemans (2012). In *Advances in Health Care Management*, *Vol 13:* *Annual Review of Health Care Management: Strategy and Policy Perspectives on Reforming Health Systems*, pp 145-159. Edited by Leonard H. Friedman, Grant T. Savage, and Jim Goes. Emerald Books, Bingley, United Kingdom.

“Improved public infrastructure and sustainable place branding”. Keith Dinnie (2012). Chapter 13, pp 187-194 in the *International Place Branding Yearbook*. Edited by Frank Go and Robert Govers. Palgrave Macmillan, London, United Kingdom.

“Physical evidence as an asset in nation-brand equity”. Keith Dinnie (2012). Chapter 15, pp 241-257 in *Strategic* *International Marketing: An Advanced Perspective*. Edited by T.C. Melewar and Suraksha Gupta. Palgrave Macmillan, London, United Kingdom.

“Ethical challenges for destinations”. Keith Dinnie (2011). Chapter 5, pp 69-80 in *Destination Brands: Managing Place Reputation*, Third Edition. Edited by Nigel Morgan, Annette Pritchard, and Roger Pride. Butterworth-Heinemann, Oxford, United Kingdom.

“Repositioning the Korea Brand to a Global Audience: Challenges, Pitfalls, and Current Strategy”. Keith Dinnie (2010). Chapter 6, pp 95-104 in *On Korea*, Volume 3, Korea Economic Institute, Seoul, South Korea.

**JOURNAL PUBLICATIONS**

“Citizen brand ambassadors: motivations and perceived effects”. Jonas Rehmet and Keith Dinnie (2013). *Journal of Destination Marketing and Management*, Vol 1, No 2, pp. 31-38.

“The five phases of SME brand-building”. Edgar Centeno, Susan Hart and Keith Dinnie (2013). *Journal of Brand Management*, Vol 20, No 6, pp. 445-457.

“Regional and Country Ethnocentrism: Broadening Origin Perspectives”. Kai-Uwe Seidenfuss, Yunus Kathawala and Keith Dinnie (2013). *Asia Pacific Journal of Marketing and Logistics*, Vol 25, No 2, pp. 298-320.

“The Dimensions of Nation Brand Personality: A Study of Nine Countries”. You Kyung Kim, Sung Wook Shim and Keith Dinnie (2013). *Corporate Reputation Review*, Vol 16, No 1, pp. 34-47.

“Transnational health care: From a global terminology towards transnational health region development”. Tomas Mainil, Francis van Loon, Keith Dinnie, David Botterill, Vincent Platenkamp, and Herman Meulemans (2012). *Health Policy*, Vol 108, pp 37-44.

“The competitive identity of Brazil as a Dutch holiday destination”. Julio Benedetti, Erdinç Çakmak and Keith Dinnie (2011). *Place Branding and Public Diplomacy*, Vol 7, No 2, pp 107-115.

“Nation branding and integrated marketing communications – An ASEAN perspective”. Keith Dinnie, T.C. Melewar, Kai-Uwe Seidenfuss, and Ghazali Musa (2010). *International Marketing Review*, Vol 27, No 4, pp 388-403.

“Assembly and Component Origin Effects: An ASEAN Consumer Perspective”. Kai-Uwe Seidenfuss, Yunus Kathawala, and Keith Dinnie (2010). *Journal of Consumer Marketing*, Vol 27, No 6, pp 488-498.

“Enhancing China’s image in Japan: Developing the nation brand through public diplomacy”. Keith Dinnie and Ada Lio (2010). *Place Branding and Public Diplomacy*, Vol 6, No 3, pp 198-206.

“Branding the city of Sapporo – An innovation and network approach”. Keith Dinnie, Hideyuki Tanaka, and Edgar Centeno (2010). *Journal of Town and City Management*, Vol 1, No 3, pp. 254-264.

“Cyprus: An Island with Untapped Potential”. Keith Dinnie and Maria Fola. *International and European Politics*, Vol 16, October-December 2009, pp 84-91 (in Greek).

“Japan’s Nation Branding: Recent Evolution and Potential Future Paths”. Keith Dinnie (2008). *Journal of Current Japanese Affairs*, Vol 16, No 3, pp 52-65.

“Nation Branding and Russia: Prospects and Pitfalls”. Keith Dinnie (2008). Forum Comment, *Russian Journal of Communication*, Vol 1, No 2, 2008, pp 199-201.

“How do Corporate Reputation and Customer Satisfaction Impact Customer Defection? A Study of Private Energy Customers in Germany”. Gianfranco Walsh, Keith Dinnie, Klaus-Peter Wiedmann (2006). *Journal of Services Marketing*, Vol 20, Nos 6-7, pp 412-420.

“The Effects of Country of Origin on UK Consumers’ Perceptions of Imported Wines”. Christian Felzensztein and Keith Dinnie (2005). *Journal of Food Products Marketing*, Vol 11, No 4, pp 109-117.

“E-branding strategies of internet companies: some preliminary insights from the UK”. Kevin Ibeh, Y. Luo, M. Han and Keith Dinnie (2005). *Journal of Brand Management*, Vol 12, No 5, pp 205-228.

“Country-of-Origin 1965-2004: A Literature Review”. Keith Dinnie (2004). *Journal of Customer Behaviour*, Vol 3, No 2, pp 165-213.

“Place branding: Overview of an emerging literature”. Keith Dinnie (2004). *Place Branding*, Vol 1, No 1, pp 106-110.

“Implications of National Identity for Marketing Strategy”. Keith Dinnie (2002). *The Marketing Review*, Vol 2, No 3, pp 285-300.

“Merger Madness: The Final Coup de Grace”. John MT Balmer and Keith Dinnie (1999). *Journal of General Management*, Vol 24, No 4, pp 53-70.

“Corporate Identity and Corporate Communications: The Antidote to Merger Madness”. John MT Balmer and Keith Dinnie (1999). *Corporate Communications: An International Journal*, Vol 4, No 4, pp 182-192.

**JOURNAL GUEST EDITORSHIPS**

“Nation branding and commercial diplomacy – Actors, strategies, outcomes”, Keith Dinnie and Huub Ruël, *International Journal of Diplomacy and Economy*, 2015 (Volume and Issue to be confirmed).

“Nation branding”, TC Melewar, Surakshar Gupta, and Keith Dinnie, *Corporate Reputation Review*, Vol 16, No 1, 2013.

“International perspectives on nation branding – current trends and future directions”, Editorial, Keith Dinnie and TC Melewar, *International Marketing Review*, Special Issue on Nation Branding, Vol 27, No 3, May 2010.

“Nordic brands”, Editorial, Keith Dinnie and Nicholas Ind, *Journal of Brand Management*, Special Issue on Nordic Brands, Vol 16, Nos 1-2, 2008, pp 1-3.

“21st Century perspectives on global brands”, Editorial, Keith Dinnie, *Journal of Brand Management*, Special Issue on Global Brands, Vol 12, No 5, 2005, pp 316-318.

**CONFERENCES**

“The relationship between a country’s corporate brands and its nation brand”. Keith Dinnie, TC Melewar and Huub Ruël. *European International Business Academy (EIBA),* Uppsala University, Sweden, 11-13 December 2014.

“Infusing personality to brands: The key influence of SME owner/managers”. Edgar Centeno, Susan Hart and Keith Dinnie. *2014 Academy of Marketing Science Conference*, Indianapolis, United States, 21-23 May 2014.

“European tourism promotion in Japan – A nation branding perspective”. Keith Dinnie. *2013 CAMIS, KSMS and GAMMA Joint Symposium in London: Bridging Europe and Asia in Marketing and Management Theory and Practice*, Birkbeck College, University of London, United Kingdom, 4 January 2013.

“Vietnam’s destination brand – the link between tourist satisfaction and willingness to purchase Vietnamese export products”. Keith Dinnie, Erdinç Çakmak, and Sebastiaan Straatman. *Destination Branding & Marketing IV International Conference*, Welsh Centre for Tourism Research, Cardiff Metropolitan University, United Kingdom, 5-7 December 2012.

“Nation branding for inward investment attraction: Coordination, localization and research dimensions”. Keith Dinnie. *Second International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR)*, Middlesex University, London, United Kingdom, 12-13 September 2012.

“Branding a coastal town through a celebrity resident – the case of Bridlington and David Hockney”. Keith Dinnie. *Coastal & Marine Tourism Congress (CMT2012)*, Dutch Delta, Netherlands, 4-8 June 2012.

“Transnational health care: the quest for a global terminology”. Tomas Mainil, Francis van Loon, Keith Dinnie, David Botterill, Vincent Plaatenkamp, and Herman Meulemans. *British Sociological Association (BSA) Annual Conference 2012*, University of Leeds, United Kingdom, 11-13 April 2012.

“Modelling destination image and country image”. Erdinc Cakmak, Keith Dinnie and Sebastiaan Straatman. *1st World Research Summit for Tourism & Hospitality*, Hong Kong, 10-13 December 2011.

“Nation branding by national tourism organisations: A supply-side stakeholder perspective”. Keith Dinnie and T.C. Melewar. *Advancing the Social Science of Tourism 2011*, University of Surrey, 28 June-1 July 2011.

“The Middle East Region Brand Effect: A Multi-Country Study”. Keith Dinnie, TC Melewar, and Ghazali Musa. *2010 Global Marketing Conference at Tokyo*, Ryutsu Keizai University, Korean Academy of Marketing Science, Society for Marketing Advances, 9-12 September 2010.

“The simultaneous promotion of Spain’s nation brand and Spanish export brands: managerial insights from the Japanese market”. Keith Dinnie and T.C. Melewar. *6th International Colloquium – Academy of Marketing SIG on Brand, Identity and Corporate Reputation*, Instituto de Empresa, IE University, Barcelona, Spain, 9-11 April 2010.

“The nation branding of the Czech Republic, Slovak Republic, Poland, and Hungary – Contrasting Approaches and Strategies”. Marketa Fujita and Keith Dinnie. *Second International Conference on Brand Management*, IMT Ghaziabad, India, 8-9 January 2010.

“Member state perspectives on the ASEAN region brand”. Keith Dinnie, T.C. Melewar, Kai-Uwe Seidenfuss, and Ghazali Musa. *3rd International Conference on Destination Branding and Marketing*, Institute for Tourism Studies, Macau, 2-4 December 2009, pp 151-158.

“Branding Cyprus – A Stakeholder Identification Perspective”. Keith Dinnie and Maria Fola. *7th International Conference on Marketing, Athens Institute for Education and Research (ATINER)*, Athens, Greece, 6-9 July 2009.

“Mediterranean nation branding: A three-country case study”. Keith Dinnie and T.C. Melewar, *EuroMed Academy of Business (EMAB) 1st Annual EuroMed Conference*, EuroMed Marseille Ecole de Management, Marseille, France, 17-18 November 2008.

“China’s Public Diplomacy Strategy in Japan: A Reputation-Building Perspective”. Keith Dinnie. *Reputation Institute 12th Anniversary Conference on Corporate Reputation, Brand, Identity & Competitiveness*, Beijing, China, 29 May-1 June 2008.

“Treating Nations as Brands: Managerial and Ethical Imperatives”. Keith Dinnie, Gillian Hogg, and Deirdre Shaw. *Academy of Marketing 2006 Annual Conference*, Middlesex University Business School, 4-6 July 2006.

“Using Perceived Corporate Reputation as an Attitudinal Segmentation Criterion: Findings from Germany”. Gianfranco Walsh, Sharon E. Beatty, Betsy B. Holloway and Keith Dinnie. 34th *European Marketing Academy Conference* Proceedings, 101. 2005.

“Identifying the components of nation-brand equity: A qualitative inquiry”. Keith Dinnie, Gillian Hogg, Deirdre Shaw. *Academy of Marketing 2003 Annual Conference*, Aston University, 8-11 July 2003.

“Country-of-origin and National Identity: Towards an Integrative Framework”. Keith Dinnie, Gillian Hogg, and Deirdre Shaw. *Academy of Marketing 2002 Annual Conference*, Nottingham University, 2-5 July 2002.

“Branding the nation: Culturally-informed manipulation of the country-of-origin cue”. Keith Dinnie, Gillian Hogg, and Deirdre Shaw. *British Academy of Management 2002 Annual Conference*, Middlesex University Business School, 9-11 Sept 2002.

**KEYNOTE SPEECHES AND PANEL APPEARANCES AT INTERNATIONAL CONFERENCES**

“Region branding – Some issues and implications for Russian regions”, Panel: Economic Master Plan for Far East Development, Infrastructure and Investment Projects, Sochi Investment Forum, Russia, 19 September 2014.

“Future challenges for place brand management”, 4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations. Hosted by Università della Valle d’Aosta, Italy, 5-6 September 2013.

“Challenges and opportunities for Russian city brands”, Opora Russia Business Success Conference. Moscow, Russia, 28 February 2013.

“Region Branding – A European Perspective”, NECSTouR 2012 Regional Conference. Organised by the Network of European Regions for a Sustainable and Competitive Tourism. Waterschap Scheldestromen, Middelburg, Zeeland, Netherlands, 11 May 2012.

“Managing the nation brand image and positioning”, Nation brand management & its application in the global market, Social Science Korea Networking Seminar. Hosted by Hankuk University of Foreign Studies, Seoul, South Korea, 4 May 2012.

“Nation branding and social media – Key trends and challenges”, Symposium on Korea National Brand: E-Government. Hosted by Presidential Council on Nation Branding, Foreign Press Center, Seoul, South Korea, 3 May 2012.

“Internationalisation and the Noord-Brabant Region Brand”, Congress on International Branding. Hosted by Provincie Noord-Brabant, Provinciehuis, ‘s-Hertogenbosch, Netherlands, 12 April 2012.

“The politics of branding cities and nations”, International Conference on Place Branding. Hosted by the Association for Place Branding and Public Diplomacy, Utrecht, Netherlands, 21 January 2012.

Panel: “Governance and Sustainability – Enabling Policies”, Brand Africa Forum, Johannesburg, South Africa. Hosted by the Brand Leadership Academy, Johannesburg, 29 September 2011.

“Nation Branding, Cultural Diplomacy and Economic Objectives: Recent Practice in South Korea, Japan, China and France”, International Conference on the Future of Nation Branding, Tourism and International Investment in a Globalized World, The Berlin International Economics Congress. Hosted by the Institute for Cultural Diplomacy (ICD), Berlin, Germany, 9-12 March 2011.

“Can you have city diplomacy without diplomats? A challenge and opportunity for city branding”, International Conference on Public Diplomacy, Place Brands and Soft Power. Hosted by the Association of Public Diplomacy Scholars (APDS) at the Annenberg School of Communication and Journalism, University of Southern California (USC), Los Angeles, California, 4 March 2011.

“Nation Branding and Diaspora Strategy”. Hosted by the Korean Presidential Council on Nation Branding, Seoul, South Korea, 15 December 2010.

“The rise of nation branding in Asia”, Promoting Research & Debate on Asia, Institute of Contemporary Asian Studies (ICAS), Tokyo, 19 January 2010.

“Nation branding and country image: Opportunities and limitations of a media-centric approach”. *Images of Nations: Strategic Communication, Soft Power and the Media*, International Conference, hosted by the Ministry of Foreign Affairs, Athens, Greece, 4-5 February 2009.

“Theories and practice of nation branding: Lessons for Korea’s Economy”. *2nd Korea Foundation International Conference on Nation Branding*, Jeju Island, South Korea, 13 August 2009.

“Repositioning the Korea Brand to a Global Audience: Challenges, Pitfalls, and Current Strategy”, Korea Economic Institute, Washington D.C. Office, 15 December 2009.

“Korea’s National Strategy for Promoting its Nation Brand: Comparative and Theoretical Perspective”, 13th Korea Foundation Forum, Underwood International College, Yonsei University, Seoul, Korea, 29 April 2009.

“Japanese and Chinese nation branding: Key issues and contrasting strategies”, Global Communications Platform, Japanese Institute of Global Communications, Tokyo, Japan, 22 July 2008.

“Nation branding: Theory and Practice”. *Korea Foundation Conference on Nation Branding*, Seoul, South Korea, 27-28 November 2008.

“Brand Spain and its Relevance for the Promotion of Spanish Exports”, International Seminar on Place Branding: Turning Places into Magnetic Brands and Profitable Business, Hotel Tiara Park Atlantic, Lisbon, Portugal, 17 June 2008.

“The Evolution of Marketing Theory and Practice: Some Perspectives on Brand-Building in South East Europe”, 2nd Marketing Forum of South Eastern Europe, Divani Apollon Palace, Athens, Greece, 26-27 May 2005.

**JOURNAL AND CONFERENCE REVIEWER**

Academy of International Business (AIB) Annual Meeting

Advertising & Society Review

Asia Pacific Journal of Marketing and Logistics

Asia Pacific Management Review

Asian Journal of Business and Accounting

Corporate Communications: An International Journal

European Business Review

European Journal of Marketing

European Marketing Academy Conference (EMAC)

International Journal of Tourism Research

International Marketing Review

International Studies of Management and Organization

ISM Journal of International Business

Journal of Brand Management

Journal of Customer Behaviour

Journal of Marketing Management

Journal of Place Management and Development

Journal of Town and City Management

Place Branding and Public Diplomacy

Qualitative Market Research

Regional Studies

Urban Research and Practice

**BOOK PROPOSAL REVIEWER**

Routledge: For the proposal *Branding Post-Communist Nations: Marketizing National Identities in the “New” Europe*, edited by Nadia Kaneva.

Routledge: For the proposal *Corporate Branding: Areas, Arenas and Approaches* to be edited by T.C. Melewar and Sharifah Faridah Syed Alwi.

Palgrave MacMillan: For the proposal *Brands, Consumers and Companies: The Rise of the Asian Paradigm* to be edited by T.C. Melewar, Bang Nguyen and Don Schultz.

**SERVICE IN TENURE/PROMOTION PROCESS**

External Assessor for Faculty Recruitment and Promotion, Department of Management, University of Malaya, Malaysia.

External Assessor for Faculty Recruitment and Promotion, College of Staten Island, City University of New York, United States.

**EDITORIAL BOARD MEMBERSHIPS**

International Journal of Tourism Cities

International Place Branding Yearbook

ISM Journal of International Business

Journal of Brand Management

Journal of Town and City Management

Magazine of Place Marketing and Management

Place Branding and Public Diplomacy

**EXTERNAL EXAMINING**

University of Malta Non-Visiting External Examiner for MA Dissertation.

PhD Examiner for Doctoral Colloquium at the Department of Business Strategy & Policy, University of Malaya, Kuala Lumpur, Malaysia.

DBA Thesis Examiner for Sydney Business School, University of Wollongong, Australia.

**STUDENT EVALUATIONS OF TEACHING**

**Postgraduate**

“I feel this class was interesting, well prepared, and well organised… I felt comfortable to raise issues and ask questions in class and the answers given were informative.”

“I would like to mention that you are one of the first Professors who is giving really detailed and very useful feedback. Thank you very much - I know all of us really appreciate it.”  
  
“Relating material to business was good… Overall excellent, thank you!”

“I found everything satisfying and helpful. The lecturer was great and I did learn new things. He really helped me to understand the concept of distance learning.”

“The lecturer helped me understand the basics of the programme and get over the first difficulties. He was also very open to my questions and opinions.”

“I really enjoy this class as Dr Keith Dinnie is a very patient lecturer and willing to solve our confusion and problem. Great!!”

“Was a brilliant combination of theory and lectures. One of the best courses on the programme. Am very happy with my choice.”

“The course exceeded my expectations. Very good balance between participation and learning. Very interesting lectures. Very satisfied with lecturer.”

“Very good and cooperative lecturer. It was one of the best classes I attended during my time at Strathclyde University.”

“The prof had clear understanding and good knowledge on the topic. A very stimulating session.”

“I enjoyed the examples drawn from the real business experience.”

**Honours**

“I really enjoyed this class… The lectures were always interesting and the constant use of examples aided understanding.”

“From start to finish Keith Dinnie was superb and the task was well explained and related very well to overall class structure.”

“An enjoyable class taken by, in my opinion, one of the strongest lecturers in the department. Content was relevant and interesting and always backed up with up-to-date examples.”

“I thought this class was excellent! I found it extremely interesting and thought the theory was backed up by lots of relevant examples which really helped me make sense of the subject.”

**Undergraduate**

“Professor Dinnie does a wonderful job in keeping students motivated by providing information that is applicable in life and our future careers.”

“I found Keith Dinnie to be an excellent lecturer providing excellent examples from his own personal experiences in the industry.”

“Lecturer was very good, enhanced my interest in marketing as a whole.”

“I really enjoyed the class; the lecture notes provided were very clear and matched the textbook well. This doesn’t happen very often!”

“A great class, very interesting!”

“Great class, Keith Dinnie is fab.”

“He is a great professor. I was happy in his classes.”

“He was the best teacher ever!”

“He is a really good professor. I want to take his class again.”

“With regard to lectures I found them extremely helpful and well prepared. Keith Dinnie is without a doubt one of the best lecturers at Strathclyde. He had such a well prepared and structured lecture style… He continually used examples making it easier to understand a given topic. And at the end of each lecture he would always give his available times for help, which made him a very approachable lecturer. When I went for help, he spent loads of time helping and going through my coursework and giving additional help.”

“Keith Dinnie was an excellent lecturer, he made the subject interesting by providing clear examples and by using well organised power point slides. He managed time well and was very approachable.”

“This was an excellent class and allowed students to think about marketing from another perspective, other than fully product orientated. The lecturer added to the enjoyment of the class as he always provided relevant examples to the topics and made the course easy to follow and understand – this class should be highly recommended.”

“Thank you Professor Dinnie. I really enjoyed your class and I thank you for teaching me how to become a better negotiator. I am already putting it to practice and it works. In most cases, we know many things but it’s not always true that we are aware of them so thank you for making me aware of such a powerful tool in the business world. This is my last semester and I can confidently say that this was a very useful class that prepared me for the harsh reality that I am about to enter.”

“The class was excellently prepared and executed. The exam preparation lecture was probably the most coherent and challenging I have had.”

**WORK EXPERIENCE**

Associate Professor International Business, Department of Business, Media and Law, Windesheim University of Applied Sciences, Zwolle, The Netherlands.

Senior Lecturer, International Marketing, NHTV Breda University of Applied Sciences, The Netherlands.

Associate Professor of Business, Temple University Japan Campus (TUJ), Tokyo, Japan.

Lecturer, Department of Marketing, University of Strathclyde, Scotland.

**EDUCATION**

**PhD,** Division of Marketing, Caledonian Business School, Glasgow Caledonian University (2005). Title: ‘Conceptualising Nation Branding: A Qualitative Inquiry into an Under-Theorised Domain in Marketing’.

**MSc Marketing,** Department of Marketing, University of Strathclyde (1997).

**Honours in French with German,** University of Edinburgh (1987).

**REFERENCES**

Available upon request.