

CURRICULUM VITAE
DANIEL P. HAMPSON Ph.D, MSc, BA

EDUCATION

- Sept. 2008 – **Doctor of Philosophy** (Economic & Social Research Council, Full scholarship)
Apr. 2014 *Alliance Manchester Business School, University of Manchester, UK.*
- Sept. 2006 – **MSc Marketing** (Jean Rich Foundation scholarship)
Aug. 2007 *Alliance Manchester Business School, University of Manchester, UK.*
- Sept. 2002 - **BA Management Studies**
July 2005 *Nottingham University, UK.*

PROFESSIONAL EXPERIENCE

- Sept. 2018 - **Assistant Professor in Marketing**
Present *University of International Business and Economics, Beijing.*
- Sept. 2018 – **Visiting Scholar**
Sept. 2020 *Alliance Manchester Business School, University of Manchester, UK.*
- Sept. 2011 - **Lecturer in Marketing**
Aug. 2018 *Alliance Manchester Business School, University of Manchester, UK.*
- Oct. 2009 - **Graduate Teaching Assistant**
April 2011 *Alliance Manchester Business School, University of Manchester, UK.*
- Sept. 2008 - **Senior Consumer Insight Analyst**
May 2015 *Retail Research Forum, London, UK.*
- Aug. 2007 - **Graduate Business Analyst**
Sept. 2008 *Bombardier Transportation, London, UK.*

RESEARCH

Published journal articles

1. **Hampson, D.P.**, Ma, S., Wang, Y. and Han, M.S. (2021). "Consumer confidence and conspicuous consumption: A conservation of resources perspective". *International Journal of Consumer Studies* (forthcoming) <https://doi.org/10.1111/ijcs.12661>
2. **Hampson, D.P.**, Gong, S., Xie, Y. (2020). "How consumer confidence affects price conscious behavior: The roles of financial vulnerability and locus of control". *Journal of Business Research* (forthcoming) <https://doi.org/10.1016/j.jbusres.2020.10.032>
3. Abdelrahman, O.K., Banister, E. and **Hampson, D.P.** (2020). "Curatorial consumption: Objects' circulation and preservation in the vintage marketplace", *Journal of Business Research*, 114, 304-311.
4. Wang, Y., **Hampson, D.P.** and Han, M.S. (2020). "Relationship closeness paradox: Contingency analysis in B2B sales", *Journal of Business & Industrial Marketing*, 35(6), 971-982.
5. Xie, Y., Peng, S. and **Hampson, D.P.** (2020). "Brand user imagery clarity: Conceptualization, measurement, and consequences". *Journal of Brand Management*. 27(6), 662-678.
6. Ma, S., Gu, H., **Hampson, D.P.** and Wang, Y. (2019). "Enhancing customer civility in the P2P economy: Empirical evidence from the hospitality sector", *Journal of Business Ethics*, 167, 77-95.
7. Wang, Y., Han, M.S., Xiang, V. and **Hampson, D.P.** (2019). "The double-edged effects of perceived knowledge hiding: Empirical evidence from the sales context", *Journal of Knowledge Management*, 23(2), 279-296.
8. **Hampson, D.P.**, Ma, S. and Wang, Y. (2018). "Perceived financial well-being and its effect on domestic product purchases: An empirical investigation in Brazil". *International Marketing Review*, 35(6), 914-935.
9. **Hampson, D.P.**, Grimes, A., Banister, E. and McGoldrick, P.J. (2018). "A typology of consumers based on money attitudes after major recession", *Journal of Business Research*, 91, 159-168.
10. Ma, S, Gu, H., Wang, Y., and **Hampson, D.P.** (2017). "Opportunities and challenges of value co-creation: the role of customer involvement in hotel service development", *International Journal of Contemporary Hospitality Management*, 29(12), 3023-3043.
11. **Hampson, D.P.** and McGoldrick, P.J. (2017). "Consumer price consciousness in a turbulent economy", *International Journal of Consumer Studies*, 41(4), 404-414.
12. **Hampson, D.P.** and McGoldrick, P.J. (2013). "A typology of adaptive shopping patterns in recession", *Journal of Business Research*, 66(7), 831-838.

Published book chapter

Abdelrahman, O.K., Banister, E. and **Hampson, D.P.** (2019), "'I'm only a guardian of these objects': Vintage traders, curatorial consumption and the meaning(s) of objects", *Consumer Culture Theory* (Research in Consumer Behaviour), Ed: Russell Belk, 55-69.

TEACHING

The courses listed below are where I was course coordinator, responsible for the design of the syllabus assessment and delivery of at least 90% of lectures and seminar content and administration.

| Course name | Lecture, seminar and assessment themes | |
|---|--|---|
| Level (no. of students) | | |
| Years taught | | |
| Consumer Behaviour ^a UG, ~30 students 2018/19, 2019/20 | <ul style="list-style-type: none"> ▪ Consumer psychology ▪ Learning and memory ▪ Personality and the self | <ul style="list-style-type: none"> ▪ Motivation and values ▪ Group decision-making ▪ Consumer research |
| Services Marketing ^a MBA, ~60 students 2019/20 | <ul style="list-style-type: none"> ▪ Artificial intelligence ▪ Emotional contagion ▪ Service failure | <ul style="list-style-type: none"> ▪ Internal marketing ▪ Sensory marketing ▪ SERVQUAL |
| Global Marketing ^a UG, ~30 students 2018/19, 2019/20, 2020/21 | <ul style="list-style-type: none"> ▪ Market entry strategies ▪ National culture ▪ Regional economic areas | <ul style="list-style-type: none"> ▪ Cross-cultural marketing strategy ▪ Environmental analysis ▪ Legislation and politics |
| Marketing Management ^b MSc, ~100 students 2016/17, 2017/18, | <ul style="list-style-type: none"> ▪ Economic Psychology ▪ Retail Marketing ▪ Services Marketing | <ul style="list-style-type: none"> ▪ Social Media Marketing ▪ Marketing Ethics ▪ International Marketing |
| Marketing ^b MBA, ~50 students 2015/16, 2016/17 | <ul style="list-style-type: none"> ▪ B2B marketing ▪ Principles of marketing ▪ Marketing mix | <ul style="list-style-type: none"> ▪ Services marketing; ▪ Marketing management ▪ Advertising |
| Marketing Foundations ^b UG, ~500 students 2015/16, 2016/17, 2017/18 | <ul style="list-style-type: none"> ▪ Principles of marketing ▪ Marketing mix ▪ Customer experience | <ul style="list-style-type: none"> ▪ Marketing strategy ▪ Services marketing ▪ Marketing environment |
| Retail Marketing ^b MSc ~ 75 students 2014/15, 2015/16, 2016/17 | <ul style="list-style-type: none"> ▪ Customer experience ▪ Omni-channel retailing ▪ Consumer loyalty | <ul style="list-style-type: none"> ▪ Retail branding ▪ Retail atmospherics ▪ Retail strategy |
| Mark Comms & Branding ^b MSc, ~90 students 2011/12, 2012/13, 2013/14 | <ul style="list-style-type: none"> ▪ Advertising ▪ Theories of persuasion ▪ Public relations | <ul style="list-style-type: none"> ▪ Brand equity ▪ Brand loyalty ▪ Social media marketing |

Notes: a = taught at University of International Business and Economics, b = taught at Renmin University, c = taught at University of Manchester

ACADEMIC SERVICE

Administrative roles

- July 2019 – May 2020 Chairman of the 4th Annual Marketing Science and Innovation conference, Hunan University, China, Journal of Business Research Special Issue
- 2016 –2018 Co-ordinator for Global MBA programmes for Marketing & Management Science division, University of Manchester
- 2014-2016 Assistant Director of Social Responsibility and Business Engagement for Marketing & Management Science division, University of Manchester
- 2011-2014 Mentor for graduate teaching assistants for Marketing & Management Science division, University of Manchester

Peer review

I regularly review manuscripts for major journals, including:

- Journal of Management Studies
- Journal of Business Research
- Journal of International Marketing
- International Journal of Contemporary Hospitality Management
- International Journal of Consumer Studies.