Dr Thomas Boysen Anker

CV

Senior Lecturer/Associate Professor in Marketing
University of Glasgow
Adam Smith Business School
(EQUIS, AACSB, AMBA)

thomas.anker@glasgow.ac.uk
+44 (0)141 330 3127
+44 (0)7521 156 494
@BoysenAnker
QUALIFICATIONS & POSITIONS

DEGREES AND CERTIFICATES

- PhD Marketing and Business Ethics, University of Copenhagen, 2007-2010 (Scholarship funded by the Danish Council for Independent Research, Ministry of Science, Innovation and Higher Education)
- MA/MPhil Philosophy, University of Copenhagen, 2000-2002
- BA Philosophy, University of Copenhagen, 1997-2000
- Postgraduate Certificate in Academic Practice, University of Glasgow, 2011-2013
- Postgraduate Certificate in Research Project Management, University of Copenhagen, 2009

ACADEMIC POSITIONS
All at the University of Glasgow

- Research Lead (September 2019 – present)
- Head of Management (March 2016 – February 2019)
- Marketing Research Cluster Lead (September 2015 – August 2016)
- Senior Lecturer in Marketing (March 2016 – present)
- Lecturer in Marketing (April 2011 – February 2016)

EDITORIAL POSITIONS

- Editor-in-Chief (March 2016 – February 2018), the European Management Journal
- Co-Editor-in-Chief; Associate Editor for Marketing (July 2014 – February 2016), the European Management Journal

BOARD AND EXTERNAL POSITIONS

- Board Member (elected by members across Europe), Vice Chair, European Social Marketing Association (November 2021 – Present)
- Organising Committee Member, World Social Marketing Conference, January 2022 – present
- UK Research and Innovation (UKRI) Peer Review College Member, Future Leaders Fellowships, May 2021 – Present
RESEARCH

PUBLICATIONS

Under Review

Published


**Conference Papers**


Policy Reports

PhD SUPERVISION

I am Lead Researcher on an impact case study under development for the current REF cycle. The study aims at supporting a social enterprise, RollSafe, in their development of educational resources, advocacy and policy engagement. This, in turn, is to educate consumers about safe use of eco-friendly micro-mobility solutions (such as e-scooters and e-bikes), and to influence policy makers (such as Transport for London) to develop and implement policies that are conducive to safe, individual micro-mobility transportation in urban areas.

RollSafe is the transportation safety training division and public health arm of community interest company Unique Talent CIC. The main point of contact is Jeremy Sewell, CEO, Unique Talent CIC. The project also comprises Prof James Fitchett, University of Leicester.

Areas of priority:

1. Physical and virtual safety training to use e-scooters safely designed to Compulsory Basic Training (CBT) standards.
2. Public education on the value of safe use of transport delivered through online and physical workshops.
3. Research and community initiatives to inform the development of a socially conscious green transport culture in the UK.

Key activities to date (March 2021 – Present):

- Joint grant application under second review with the Foundation for Integrated Transport.
- Upskilling of RollSafe’s employees to conduct qualitative consumer researcher (e.g., focus groups and interviews) and consulting on qualitative research design, data analysis and presentation of findings.
- Regular project meetings with the project team and external stakeholders (e.g., Tier Europe).

Underpinning Research

The impact project builds on a combination of prior and evolving research. It is informed by my research into consumer driven value-creation and consumer involvement in pro-social behaviour change for the greater social good. The following two publications provide the intellectual foundation for the project:


LEADERSHIP

RESEARCH AND SCHOLARSHIP LEAD
(September 2019 – present)

Responsibility for consolidating and improving the research environment of the Management Subject Area.

Member of the School Research, Scholarship and Knowledge Exchange Committee.

Key contributions:

- Introduction and leadership of the Management Peer-Review Group, offering feedback and consultation on research papers and grant applications.
- Introduction and joint leadership of the Author Academy, providing PhDs and early career academics with a programme of activities designed to enable publication of research and scholarship outputs in internationally leading journals and conferences. Main activities: seminars on the academic writing process (e.g., crafting discussions, writing theoretical contributions), meet-the-editor session, and practical workshops.
- Responsible for the continuation of the Management Research Seminar Series, featuring external, high-calibre speakers of interest to all 6 research clusters.
- Member of the Delivery Board’s Research Workstream for the new business school building currently under development (e.g., design and specification of behavioural lap and design of research workspaces).
- Recruitment and selection: permanent member of the Subject’s interview and shortlisting panels.

HEAD OF MANAGEMENT
(March 2016 – March 2019)

Academic leadership of the Management Subject Area, including line management of 55-60 academic staff and an extended workforce of approximately 20 adjunct staff.

Member of the School Executive.

Duties and responsibilities: workload modelling; performance and development review and management; budgetary control, development and continuous development of degree programmes, contribution to re-accreditations of AACSB, EQUIS and AMBA (reports, review visits, and design and implementation of responses to review recommendations), external engagement, recruitment and selection.

Key contributions:

- Significant contribution to restructuring of the School leadership model, introducing a team-based model where Head of Department responsibilities are distributed across two line managers, a teaching lead, and a research and recruitment lead.
• Designed, developed and implemented interventions in response to the National Student Survey (NSS) to improve the student experience, particularly around assessment and feedback.
• Introduced teaching-free first full semester for colleagues returning from maternity leave to minimise risk of career advancement being adversely affected by caring responsibilities. Highlighted as best practice by Athena Swan Committee.
• Leading on Periodic Subject Review (PSR), including lead-authoring the PSR Report and representing the Subject at the external review day. Extensive consultations with staff and students to surface strengths and weaknesses in the Subject. The panel commended the Subject for its professional organisation and leadership.
• Significant contributions to sustaining triple-accreditation (AACS, AMBA, EQUIS). Designed and implemented strategic responses to accreditation requirements (e.g. consultancy-driven experiential learning); contributions to accreditation reports; representing the School at accreditation panels; and engaging with key stakeholders at accreditation conferences (including presentation at AACSB Associate Deans Conference, 2017).
• As member of the School Executive Committee, active lobbying of the interests of my Subject Area (e.g., securing investment of £100k to develop the School's first online degree programme). Successful advocacy for reorganisation of leadership structure (see previous bullet point). Contributing to strategy development, review of KPI delivery and metrics and risk management.

LEADERSHIP DEVELOPMENT AND TRAINING

• Development Programme for Directors of Research, British Academy of Management (BAM) and Chartered Association of Business Schools (CABS), London, 2020
• Deans and Directors’ Development Programme (3DP), Chartered Association of Business Schools (CABS), London, 2019
• Mentor Training, Association to Advance Collegiate Schools of Business (AACS), Atlanta, Georgia, 2016
• Emerging Leaders Programme, University of Glasgow, 2016-2017
INCOME GENERATION

RESEARCH GRANTS


COMMERCIAL INCOME

Editor-in-Chief (2016-18) and Co-Editor-in Chief (2015), the European Management Journal. The Journal is co-owned between University of Glasgow and ESCP Europe and published by Elsevier. Income includes editorial office support, royalties and travel funding.

- European Management Journal 2015. £68,002
- European Management Journal 2017 (excluding full royalties which were paid after I stepped down). £64,333.

Total income to date: £427,782.
LEARNING AND TEACHING

SCHOLARSHIP

I engage actively in professional networks and discussions of higher education pedagogy at national and international learning and teaching conferences. I have shared best practice based on my own educational innovations at CABS Learning, Teaching & Student Experience Annual Conference 2016 and Applied Learning Conference in Singapore (see conference papers Anker 2016; Gibb and Anker 2018).

RECOGNITION OF TEACHING EXCELLENCE

- Shortlisted for Most Innovative Teaching Award, Students’ Representative Council, University of Glasgow, 2013.

PROFESSIONAL TEACHING AFFILIATIONS

- Fellow of The Higher Education Academy (2014-present).
- Founding member of CSR Network Scotland (2019-2021),
- Member of the Association for Learning and Technology (2016-present).
- Member of the Marketing Society, Scotland (2013-present).

TEACHING PORTFOLIO

Current Teaching at the University of Glasgow

- Consumer Behaviour. MBA elective.
- Social Marketing. Honours elective.
- Introduction to Marketing. Level 1 core class.

Past Courses: Undergraduate

- Introduction to Marketing. Level one core. Introduction to all main areas of marketing. 1 semester. University of Stirling.
- Strategic Brand Management. Honours elective. Introduction to core dimensions of brand building, brand management, brand extensions, brand research and customer-based brand equity.
- Ethics and Political Philosophy. BA core. University of Copenhagen.
Past Courses: Postgraduate Taught
- International Marketing Foresight. MSc Specialist core. University of Glasgow.
- Strategic Foresight. MBA core. University of Glasgow.
- Cases and Problems in Marketing. MBA elective. University of Glasgow.
- Corporate branding. MBA elective. University of Glasgow.
- Social Marketing and the Humanities. MPhil elective. University of Copenhagen.

Past Courses: Postgraduate Research
- Publication Strategy for PhDs and Early Career Academics. PhD workshop: University of Copenhagen; University of Glasgow.
EDITORIAL AND REVIEW

PEER REVIEW OF GRANT PROPOSALS

- UK Research and Innovation (UKRI): Member of Peer Review College (2021-present)
- Swiss National Science Foundation (2018, 2019)
- Danish Innovation Fund (2017)
- ESRC (2015)

EDITORIAL POSITIONS

- Associate Editor: Marketing; Business Ethics (2014), European Management Journal

SPECIAL ISSUES AND CONFERENCES

- Track Chair, ‘Marketing, Ethics and Sustainability’, 2023 Academy of Marketing Science Annual Conference, New Orleans, USA.
- Track Chair, 2022 World Social Marketing Conference, Brighton, UK.

PEER REVIEW - JOURNALS (2010-2022)

- Business Ethics: A European Review
- European Journal of Marketing
- European Journal of Public Health
- European Management Journal
- International Journal of Sociology and Social Policy
- Journal of Business Ethics
- Journal of Management Inquiry
- Journal of Marketing Management
- Journal of Social Marketing
- Management Learning
- Marketing Theory
- Review of Social Economy
- Risk Management
- International Review of Retail Distribution and Consumer Research

PEER REVIEW: BOOKS

- Routledge
- Sage
- Palgrave
MEDIA AND TALKS

MEDIA ENGAGEMENT (SELECTED)

I am actively engaged in debate about research and higher education policy on Twitter (@BoysenAnker). I also use other media to debate issues related to education policy and my area of research expertise.

- Danish Broadcasting Association (DR), Radio 1, Perspectives on Brexit, two live interviews, 13 March 2019; 23 May 2019.
- BBC Radio Scotland, Sunday Morning with Cathy MacDonald, 15 April 2018.

INVITED TALKS

- Meet the Editor session (European Management Journal), presentation and panel debate, EMAC (European Marketing Academy), University of Strathclyde, Glasgow, UK, 2018.
- Meet the Editor session (European Management Journal), presentation and panel debate, EURAM (European Academy of Management), University of Strathclyde, Glasgow, UK, 2017.
- Meet the Editor session (European Management Journal), presentation and panel debate, EMAC (European Marketing Academy), University of Groningen, Groningen, The Netherlands, 2017.
- ‘Writing for Publication’, Early Career Workshop, Department of Marketing and Management, University of Southern Denmark, 2017.
- Strategies to Engage Research Staff in Teaching Innovations, discussion leader, AACSB Associate Deans Conference, Atlanta, USA, 2016.
- Meet the Editor Session (European Management Journal), presentation and panel debate, BAM (British Academy of Management Annual Conference), Newcastle University, Newcastle, UK, 2016.
- Research seminar at FLSEG, Université Catholique de Lille, Lille, France, 2012.