



Name: Dr. Richard Nathan Rutter

Rank: Associate Professor - Marketing & Events Management

Personal Information

Nationality: United Kingdom

AU Joining Date: 06 Sep 2015

E-Mail Address: r.rutter@au.edu.kw

Professional Information

Education:	• 2009 to 2013 - <u>Ph.D.</u> Norwich Business School, University of East Anglia, United Kingdom. • 2007 to 2009 - <u>Business Information Systems Degree</u>, School of Computing Sciences, University of East Anglia, United Kingdom. • 2005 to 2007 - <u>BTEC National Diploma for IT Practitioners</u>. Computing Sciences, City College Norwich, United Kingdom.
Specialization:	I have a multi-disciplinary academic background, having studied subjects in computing, management and marketing sciences.
Current Academic Position:	2020 to Present - Associate Professor - Marketing & Events Management. Australian University, Kuwait.
Current Professional Positions:	• 2013 to Present - <u>Visiting Research Fellow</u>. Norwich Business School, University of East Anglia, United Kingdom. • 2018 to 2021 – <u>Visiting Research Fellow</u>. King's Business School, King's College London, United Kingdom.
Previous Administrative Position Held:	NA
Previous Academic Positions Held:	• 2019 to 2020 – <u>Editorial Review Board</u>. International Journal of Information Management • 2015 to 2020 - <u>Assistant Professor</u>. Australian University Kuwait, Kuwait. • 2013 to 2015 - <u>Assistant Professor</u>. Faculty of Business, Sohar University, Oman. • 2009 to 2013 - <u>Associate Tutor</u>. Norwich Business School, University of East Anglia, United Kingdom.
Fellowships And Honors:	• Fellow of the Higher Education Academy (UK) • Fellow of the Royal Society of Arts (UK)

Teaching Experience:	I have delivered lectures and tutorials/seminars at 1st, 2nd, and 3rd year undergraduate (BSc) undergraduate and postgraduate (MSc and MBA) level. College of Business - Australian University, Kuwait. • 2024/2025 - Industrial Marketing, Service Marketing, International Marketing, Retail Marketing • 2023/2024 - Consumer Behaviour, Service Marketing, International Marketing, Retail Marketing • 2022/2023 - Consumer Behaviour, Service Marketing, Managing Organisational Change, Human Resource Management & Strategic Management • 2021/2022 - Managing Organisational Change & Strategic Management • 2019/2021 - Consumer Behaviour, Managing Organisational Change & Strategic Management • 2018/2019 - Managing Organisational Change & Strategic Management • 2017/2018 - Managing Organisational Change, Strategic Management & Fundamentals of Marketing. • 2016/2017 - Managing Organisational Change, Strategic Management, Marketing Planning & Human Resources in Organisations. • 2015/2016 - Entrepreneurship and Small Business, Managing Organisational Change, Strategic Management & Human Resources in Organisations. School of Management - Sohar University, Oman. • 2014/2015 - Marketing Management, Principles of Marketing & Final Year Research Project. • 2013/2014 - Marketing Management & Principles of Marketing. Norwich Business School - University of East Anglia, United Kingdom. • 2011/2012 - Marketing Management of New Products • 2010/2011 - Behavioural Aspects of Marketing & Developing Business Skills • 2009/2010 - Entrepreneurship and Small Business & Principles of Marketing
Industrial And Technical Experience:	• 2005 to 2013 - <u>Managing Director</u>. Designn, Norwich, England, United Kingdom. • 2009 to 2012 - <u>Managing Director</u>. Kronus GB LTD, Norwich, United Kingdom.
Research Interest:	A multi-disciplinary academic, accomplished lecturer in computing, management and marketing sciences and researcher, who has published over 30 journal and conference papers, gaining over 900 citations on Google Scholar and over 5,000 reads on ResearchGate. Main research interests

	include artificial intelligence, machine learning, social media, digital marketing, branding and consumer behavior.
Research Grants:	1. 2019-23 (~\$65,000) - KFAS - Understanding attitudes towards plastics consumption in the Gulf Countries: A text analytics approach. Co-authored proposal and principal investigator (with Professor Stuart Barnes, King's College London, UK.) 2. 2014-15 (\$25,974) - SOHAR Port (Brand Management and Marketing Communications: Analysis and Recommendations) – Co-authored proposal and principal investigator (with Professor Fiona Lettice, Norwich Business School, University of East Anglia, UK)
Research and Publications including Journal and Books:	https://scholar.google.co.uk/citations?user=RgpdQwoAAAAJ&sortby=pubdate 1. Williams, W. Knight, H. Rutter, R. Mathias, M. (2022). "A Study of the Convergence Between Entrepreneurship, Government Policy, and Higher Education in Oman." in Developing Entrepreneurial Ecosystems in Academia 2. Rutter, R; Barnes, S; Roper, S; Nadeau, J; Lettice, F. (2021) Social Media Influencers, Product Placement and Network Engagement: Using AI Image Analysis to Empirically Test Relationships. Industrial Management & Data Systems. (A Ranked.) 3. Barnes, S; Rutter, R; La Paz, A; Scornavacca, E. (2021) Empirical Identification of Skills Gaps between CIO Supply and Demand: A Resource-Based View Using Machine-Learning. Industrial Management & Data Systems. (A Ranked.) 4. Nadeau J, Rutter R & Lettice F. (2020) Social media responses and brand personality in product and moral harm crises: why waste a good crisis? Journal of Marketing Management. (A Ranked.) 5. Barnes S.& Rutter R. (2019) "A Framework for Facial Image Analytics Using Deep Learning in Social Sciences Research". In Digital Economy. Emerging Technologies and Business Innovation (pp.315-320) Springer, Cham, ISBN: 9783030308735 6. Rutter R, Nadeau J, Aagerup U & Lettice F. (2019) The Olympic Games and its branded sponsors: Brand personality and positioning with associative sponsorship. Internet Research (A ranked.) 7. Medjani F, Rutter R & Nadeau J (2019) Social Media Management, Objectification and Measurement in an Emerging Market. International Journal of Business and Emerging Markets (C ranked.) 8. Alserhan B, Wood B, Rutter R & Halkias D. (2018) The Transparency of Islamic Hotels: 'Nice Islam' and the 'Self-Orientalising' of Muslims? International Journal of Tourism Research (A ranked.) 9. Rutter R, Hanretty C & Lettice F. (2018) Political Brands: Can Parties Be Distinguished by their Online Brand Personality? Journal of Political Marketing. (C Ranked.) 10. Rutter R, Nadeau J, Lettice F, Lim M and al Shamisi S. (2018) Place Branding of Seaports in the Middle East. Place Branding & Public Diplomacy. (B Ranked.)

	11. Rutter R, Chalvatzis K, Roper S & Lettice F. (2017) Branding instead of product innovation: a study on the brand personalities of the UK's electricity market. European Management Review. (A Ranked.) 12. Rutter R, Lettice F & Nadeau J. (2017) Sincerity or Competence: Anthropomorphised University Marketing Communications. Journal of Marketing for Higher Education. (C Ranked.) 13. Rutter R, Roper S, & Lettice F. (2016) Social Media Interaction, the University Brand and Recruitment Performance. Journal of Business Research. (A Ranked.) 14. Dedoussis, V & Rutter, R (2015). "Change management on a grand scale in the Gulf: Prospects and Challenges of Nationalisation" in Handbook of Research on Organizational Change Management Strategies (pp. 301-327) Pennsylvania, IGI Global. ISBN: 9781466695337 15. Rutter, R. (2014). "A Retailer Perspective of E-commerce Brand Management" in E-commerce platform acceptance: Suppliers, Retailers, and Consumers (pp. 101-128) Springer, Cham. ISBN: 9783319061207
Paper Presentations at Professional Conferences:	1. Rutter R, Telford S , Nadeau J & Lettice F (2025) Marketing Higher Education Across Countries: An Examination of Co-Branding Kuwaiti HEIs. 22nd Global Brand Conference, Academy of Marketing. Católica Porto Business School, Porto, Portugal. 2. Nadeau J & Rutter R (2022) City Brand Pulse: Visual Vital Signs for Tourism Destinations. 15th Global Brand Conference, Academy of Marketing. Sheffield Hallam University in Sheffield, UK. 3. Barnes S, Rutter R, Mattsson J & Sørensen F (2019). Patron Sentiment of Employee-Customer Interaction: Exploring Hotel Customer Reviews through Machine Learning. 2019 Academy of Marketing Science Annual Conference. Fairmont Hotel Vancouver, Vancouver, Canada. 4. Nadeau J & Rutter R (2019) Brands in Crisis (and Back Again): Understanding Sentiment Changes Using Balance Theory. 14h Global Brand Conference, Academy of Marketing. Berlin School of Economics and Law, Berlin, Germany. 5. Barnes S and Rutter R (2019) A Framework for Facial Image Analytics Using Deep Learning in Social Sciences Research. 4th International Conference on Digital Economy. Beirut International University, Beirut, Lebanon. 6. Rutter, R. & Nadeau, J. (2018) Brand personality and positioning with associative sponsorship: Excitement and Olympic Gold! 13th Global Brand Conference, Academy of Marketing. Newcastle Business School, Northumbria University, Newcastle, United Kingdom 7. Al Serhan B, Rutter R & Boulanouar A. (2017). Islamic hotels: this isn't what I expected! 12th Global Brand Conference, Academy of Marketing. Linnaeus University College of Business and Economics, Kalmar, Sweden. 8. Rutter R, Konstantinos C, Roper S & Lettice F (2016). Energy Sector Brands: Branding instead of product innovation: a study on the

	branding personalities of the UK's electricity market. 11th Global Brand Conference, Academy of Marketing. School of Management, Bradford University, Bradford, England, United Kingdom. 9. Best Paper Award: Williams W, Rutter R, Knight H (2015). A Study of the Convergence between Entrepreneurship, Government Policy and Higher Education in the Sultanate of Oman. 60th Annual ICSB World Conference: Entrepreneurship at a Global Crossroads. United Arab Emirates University, Abu Dhabi, United Arab Emirates. 10. Dedoussis V & Rutter R (2015) Workforce localisation in UAE and Oman: Challenges of a changing landscape. The International Conference on Organization and Management, Abu Dhabi University, Abu Dhabi, United Arab Emirates. 11. Rutter R, Al Shamisi S, Lettice F (2015). Communicating brand personality: are the websites doing the talking for top Middle Eastern seaports? Ports in Oman: Business Potentials, Opportunities and Challenges. College of Applied Sciences, Rustaq, Sultanate of Oman. 12. Rutter R, Al Shamisi S, Lettice F (2015). The Importance of Brand Competence to Seaports in the Middle East. 10th Global Brand Conference, Academy of Marketing. Turku School of Economics, University of Turku, Finland. 13. Rutter R, Al Shamisi S, Lettice F (2015). The Importance of Port Brand Personality Differentiation. 2015 Annual Emerging Markets Conference. The Institute of Management Technology, Dubai, United Arab Emirates. 14. Rutter R, Lettice F & Barnes S (2014). The Importance of Social Media for Validating University Brands. European Conference on Social Media 2014. University of Brighton, Brighton, England, United Kingdom. 15. Rutter R & Lettice F (2014). The Importance of Political Brand Personality Differentiation. 9th Global Brand Conference, Academy of Marketing. University of Hertfordshire, Hertfordshire, England, United Kingdom. 16. Rutter R, Lettice F & Barnes S (2013). An empirical Study of the Effect of Brand Personality Consistency on Recruitment Performance within the UK Higher Education Sector. 8th Global Brand Conference, Academy of Marketing. Catholic University of Portugal, Porto, Portugal.
College Service including committee Membership:	NA
National Service:	NA
College Committees:	- Accreditation & Audit Committee - Research Committee - Management Validation & Moderation Committee - College Curriculum Development Committee - Project Based Learning Committee

	- Management Department Council
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