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Research interests

Research Specialism

Doctoral research focus: Tweens' Expression of Self-Concept through Symbolic Consumption of Brands

Ethnographic/Autoethnographic/Narrative methodology/Storytelling
Research

Marketing to children

Influences on brand loyalty in teenage consumers

Perceptions of online dating profiles

Marketing of Self

Spiritual consumerism

Storytelling/autoethnography as a methodology

Projection of self-concept through tattoos

Travel-related consumer behaviour in young people

Consumption of music in children

Consumption symbolism and expression of self-concept in teens

Marketing communications

B2B exhibitions

Teaching and learning practice

Research outputs

Secular and Religious Pilgrimage: a collaborative autoethnographic journey to meaningful destinations

Lloyd-Parkes, E., Deacon, J., Thomas, S., Thomas, T., Boswell, A., Wragg, J. & Ellis, K., 4 Jan 2022.

Exploring in-store shopping experiences and resultant purchasing influence: an autoethnographic approach

Lloyd-Parkes, E. & Deacon, J., 10 Jun 2021, *The Value of Design in Retail and Branding*. Quartier, K., Petermans, A., Melewar, T. C. & Dennis, C. (eds.). Emerald Group Publishing Ltd.

"Foreign brands of course!": An ethnographic study exploring COO image perceptions and its influence on the preference of foreign clothing brands

Kahir, N., Lloyd-Parkes, E. & Deacon, J., 30 Apr 2021, In: *Journal of Global Fashion Marketing*. 12, 3, p. 274-290 17 p.

Emotional Overload! A dialogic autoethnography of scholar-participant-consumer reactions to the marketing of thanatourism

Lloyd-Parkes, E., Deacon, J., Grant, A. & Thomas, S., 12 Mar 2021, In: *The Qualitative Report*. 26, 3, p. 992-1011 22 p., 15.

The Land of Song: an autoethnographic exploration of music as a component of Welsh identity

Lloyd-Parkes, E. & Ellis, K., 2 Jan 2021.

She made me do it! An autoethnographic exploration of in-store shopping influences

Lloyd-Parkes, E., 31 Jul 2020.

Listen to Mama: maternal contributions to the consumer socialisation journey of a child

Thomas, T., Lloyd-Parkes, E. & Deacon, J., 21 Jul 2020.

Tell me about it! The use of a co-constructed, auto-ethnographic storytelling methodology to provide enhanced insight into the consumer's purchasing experience

Parkes, E. & Deacon, J., 5 Dec 2018.

The Full Story: mining rich autoethnographic data for insight into the international consumer's behaviour with luxury fashion goods

Parkes, E., Deacon, J. & Khair, N., 1 Dec 2018, In: Journal of Marketing Development and Competitiveness. 12, 4, p. 69-79 11 p.

Influence of Cultural Dimensions and Brand Country of Origin Image on Consumption Behaviour: A case of Jordanian Consumers

Khair, N., Parkes, E. & Deacon, J., 6 Sept 2018, *British Academy of Management Conference 2018: Driving Productivity in Uncertain and Challenging Times*. British Academy of Management

Dress Code: mining rich autoethnographic data to generate insights into international consumer behaviour of luxury fashion goods

Parkes, E., Deacon, J. & Khair, N., 2 Jul 2018.

The use of a Narrative methodology in small firm research

Deacon, J. & Parkes, E., Jun 2018, *Edward Elgar Handbook on Entrepreneurship and Marketing*. Fillis, I. & Telford, N. (eds.). Cheltenham: Edward Elgar Publishing, (Elgar Handbooks).

Visible Ink: a story-telling approach to the impact of body art on employment and identity

Parkes, E., Deacon, J. & Page, D., 16 Feb 2018.

The Name and a Dress: a co-constructed narrative of the importance of place of origin in consumer perception

Parkes, E., Khair, N. & Deacon, J., 21 Apr 2017.

Wordle: A Method for Analysing MBA Student Induction Experience

Williams, W., Parkes, E. & Davies, P., 1 Mar 2013, In: International Journal of Higher Education. 11, 1, p. 44 - 53 9 p.

Driving Change in Curriculum Design and Assessment in Higher Education: Inclusivity by Accidental Design

Parkes, E., Morgan, A., Long, L. & Van Zyl, L., 1 Jul 2009, *N/A*.

Contemporary Learning for Contemporary Roles: The Contribution of Themed Integrated Assessment to Graduate Employability: A Case of Coca Cola.

Parkes, E., Morgan, A. & Long, L., 1 Apr 2009, *N/A*.

Responding to the Needs of a Contemporary Labour Market the Relevance of Curriculum Design and Assessment in Higher Education

Parkes, E., Morgan, A. & LONG, LESLEY., 17 Nov 2008, *N/A*.

Business Studies Degrees Changing Paradigms of Learning Designs

Snee, H., Parkes, E., Morgan, A. & LONG, LESLEY., 28 Apr 2008, *N/A*.

Changing Paradigms of Learning Designs Internationalising the Curriculum

Snee, H., Parkes, E., Morgan, A. & Long, L., 31 Jan 2008, *N/A*.

Changing Paradigms of Learning Designs

Parkes, E., Morgan, A. & Long, L., 1 Jan 2008, In: Journal of the World Universities Forum. 1, 2, p. 107 - 114 7 p.

