

Caroline Whitfield
Rural Business Management
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Research interests

Currently am undertaking a PhD at Strathclyde Business School, a visiting scholar at the Communications University of China and lecture on the Rural Business Management programme at the SRUC campus in Ayr on marketing, strategy, economics and law. My research interests centre on what makes food & drink brands successful in the global marketplace and I am developing theory regarding Jungian archetypes as a source of their underpinning appeal. I sit within the Consumer Culture Theory research stream of marketing, looking at identity, symbolic narrative and its links to the spirit of place. Research is ongoing on place brand archetypes in China to balance a Western view. This links to rural locations and their generation of food & drink and how this is authentically communicated. Scottish locations are an exemplar of that. A number of wider theoretical papers are also under development plus a sideline interest in environmental economics.

Qualifications

PhD, University of Strathclyde
1 Oct 2018 → 1 Jun 2021
Award Date: 1 Jun 2021

Stanford University
30 Sep 2019 → 21 Dec 2021
Award Date: 31 Dec 2019

Master, Strathclyde Business School
1 Sep 2018 → 1 Jun 2019
Award Date: 19 Sep 2019

Master, INSEAD
1 Jan 1991 → 15 Dec 1991
Award Date: 5 Dec 1991

Bachelor, University of Oxford
1 Oct 1983 → 15 Jun 1986
Award Date: 17 Jun 1986

Employment

Lecturer

Rural Business Management
Scotland's Rural College
1 Apr 2021 → present

Scotland's Rural College

Edinburgh, United Kingdom
21 Nov 2017 → present

Communication University of China

China
1 Jul 2018 → present

Research outputs

Measuring the economic effectiveness of place advertising in China

Whitfield, CW. & Wen, C., Dec 2019, In: Place Branding and Public Diplomacy. 15, 4, p. 257-273 17 p.

Does consumption of symbolic narrative facilitate the formation of brand community?

Whitfield, C., 7 Jun 2019.

Might archetypes in branding be universal after all? Adapting a Western Construct of psychologically based Jungian brand archetypes to assess the distinctiveness of Beijing and Shanghai as city brands.

Whitfield, CW., 31 May 2019.

Perspectives on Prosociality and Business Activity

Whitfield, CW., 24 Nov 2018.

Applicant of Jungian brand archetypal analysis to assess the distinctiveness of Beijing as a city brand

Whitfield, CW., 31 Jul 2018.

A potential new paradigm for exporters in food and drink branding

Whitfield, CW., 31 May 2018, p. 81. 3 p.

Creating exportable consumer brands based on authenticity of place

Whitfield, CW., 31 May 2017.

Teaching

:Visiting Scholar – Communications University of China – Asia Media Lab, Beijing

Conducting research on archetype foundations of city brands in China in collaboration with Beijing Communications University. Initial Chinese work presented at the first ever Place Brand Conference in China July 2018. The original research methodology blends a Western paradigm into an Eastern application.

Nov 17 to current: Lecturer in Rural Business at SRUC Ayr campus

Voted Most Valued Staff Member on Campus by SRUCSA (students) (May 2019)

Chair Social Sciences Ethics Committee

Teaching 3rd/ 4th years undergraduate Marketing courses (International marketing, NPD, Branding plus Law of Delict/ Contract) all broadly relating to food & drink. Second marker for economics courses. Supervision of 4th year dissertations, Advisor of Studies (Year 3), Member Student Liaison Group

Module leader: Market Strategies, Module contribution to Topical issues: Is Social media Undermining Scientific. Assisted on new module: Applying Precision Farming Data to Rural Business Decision Making

April 2019 on going - Economics charity www.ecnmy.org – volunteer as facilitating lecturer for a charity focusing on inner city disadvantaged teaching the principle of economics at a level that makes sense to their day to day reality.

As independent entrepreneur

Blackwood Distillers: Founded international drinks company 2002, sold brands to competitor 2008, exports to 20+ countries. Multiple awards. Initiator of the craft gin renaissance in Scotland.

Pitman Highlands - Bought, turned around, franchise, sold to centre manager.

As Interim Manager

Scottish Development Intl - Responsible for Highlands, Grampian 2012-14 F&D

Greenall's 2010- 2012 - Intl Commercial director, Marketing Director

University Highland & Islands - Crafted USP & organisational design for Management School

As retained Executive

Aviva 1999 - 2000 Director of Strategy & Innovation, CGU Insurance.

Hasbro International early 1997 – 1999 European Business Head

Unilever PLC Jan 1992- end 1996 (5-year contract) - Launched Marine Stewardship Council in conjunction with WWF which is now acknowledged as a lead global organisation providing a consumer / economic incentive for sustainability.

Won numerous international awards. Birds Eye Walls (BEW) General Marketing Manager (Marketing Controller). Business

Unit head for Frozen Fish, International Category Manager, Fish Innovation Centre at BEW, Unilever de Venezuela Caracas - also Colombia, Ecuador; Van Den Bergh & Jurgens Rotterdam - 1st direct hire MBA by Unilever in Europe.

Coopers & Lybrand 1988- 1990 Consultant - FMCG

Braxton Associates Strategy Consultants 1986- 1988 Research Associate - FMCG / services sector

Public Appointments:

HM Government: Judge of the Queen's Award for Innovation 2002-07

Fusion Network: Social enterprise director, merged Impact Hub Inverness 2016

Mey Selections: HRH Duke of Rothesay company, director 2009-12

Innovation Board DTi 2002-06 One of 3 independent appointees to assess and guide national innovation initiatives. Later appointed to DTi investment Committee to advise on £2 Bln budget. Appointed to UK Innovation Review 2006

Princess of Wales's Memorial Fund: £40m fund, Trustee 5 years, director of trading subsidiary, Complex stakeholder management. 2001-5

Awards & Recognition

Scottish Exporter of Year, New Exporter of Year, Drinks Woman of Year, 19 overall awards design & innovation. Included as subject in 2 academic papers, one regarding creation of the Marine Stewardship Council; (Univ. St. Gallen Switz.) and one a longitudinal study of entrepreneurial behaviour (INSEAD)