

Philip J. Kitchen, PhD - Professor of Marketing, ICN-Artem School of Business, Nancy, France, Emeritus Professor University of Salford, UK and Brock University, Canada. Editor - Journal of Marketing Communications and Founder of the International Conference on Corporate and Marketing Communications (held annually since 1996). Guest Editor – European Journal of Marketing. He has published over 170 papers in journals including Journal of Business Research, European Journal of Marketing, Journal of Advertising Research, International Journal of Advertising, International Journal of Human Resource Management among others, together with 20 published books on marketing communications, corporate communications, marketing management and marketing theory. Listed as one of the 'The Top 50 Gurus who ...influenced the Future of Marketing', Marketing Business, December 2003, 12-16. Fellow of CIM, RSA, HEA, IOD; and Member of the ALCS and Institute of Marketing Science (USA). He recently was keynote speaker at the Italian Institute of Management Conference in Rome, July 2019, and at the University of Salford, UK.