

ADVERTISING RESEARCH GROUP NEWS

March 2021



Middleton, K., Turnbull, S., & de Oliveira, M. J. (2020). Female role portrayals in Brazilian advertising: are outdated cultural stereotypes preventing change?. *International Journal of Advertising*, 39(5), 679-698.



Thompson-Whiteside, H., & Turnbull, S. (2021). #Metooverting: the institutional work of creative women who are looking to change the rules of the advertising game. *Journal of Marketing Management*, 1-27.”



Welcome to the first issue of the Advertising Research Group News. The newsletter has details of all the latest research papers from the Advertising Research Group at the University of Portsmouth. There are a range of current papers featured from the research group which cover a number of interesting research topics related to advertising. We will be featuring individual members of the research group in future editions of the newsletter so please get in touch if you would like to feature your work. I hope you enjoy reading this first edition..

Sarah

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Articles

Fletcher-Brown, J., Turnbull, S., Viglia, G., Chen, T., & Pereira, V. (2020). Vulnerable consumer engagement: How corporate social media can facilitate the replenishment of depleted resources. *International Journal of Research in Marketing*.

Thompson-Whiteside, H., Turnbull, S., & Howe-Walsh, L. (2020). Advertising: should creative women be expected to 'fake it?'. *Journal of Marketing Management*, 1-26.

Thompson-Whiteside, H., Turnbull, S., & Fletcher-Brown, J. (2020). How women in the UAE enact entrepreneurial identities to build legitimacy. *International Small Business Journal*.

Howe-Walsh, L., Turnbull, S., & Budhwar, P. (2019). An investigation into on-sourcing of advertising creativity in an emerging economy: The case of the United Arab Emirates. *Journal of Business Research*, 103, 356-364.

