



Blue Owl Seminar Series

You are invited!

Join the Ehrenberg-Bass Institute in welcoming Knox Massey Distinguished Professor of Marketing, **Jan-Benedict Steenkamp**, from UNC Kenan-Flagler, to present his evidence-based research:

Courageous Corporate Leadership in Times of Crisis

Professor Steenkamp's research has shown that the most common corporate reaction in bad times is to cut marketing investments although this is demonstrably unproductive. So, why do we see it? Because of lack of courageous leadership. How can it be improved? By turning to historical examples of people who have passed through the fire.

Date & location

Thursday, 14 March 2024

5.00pm - 6.00pm, arrival from 4.30pm

with networking drinks to follow

Allan Scott Auditorium

University of South Australia, City West

55 North Terrace, Adelaide SA 5000

Registrations: Please scan QR code by 11th March 2024

or visit: MarketingScience.info/blue-owl-seminar-series



Professor Jan-Benedict Steenkamp



Prof. Steenkamp specialises in global marketing, branding, strategy and leadership. He is the author of the six books, including "Warrior, Queen, Scientist, Activist: Gritty Women Who Bent the Arc of History" (*Xlibris, 2024*) and "Time to Lead: Lessons for Today's Leaders from Bold Decisions that Changed History" (*Fast Company Press, 2020*). Prof. Steenkamp has written 11 cases, including three on inspired leadership.

An award-winning researcher, he also has written over 150 scholarly publications, including articles in top journals in marketing, management and strategy, as well as Harvard Business Review. His work has received over 65,000 citations. He is ranked No. 5 in marketingworldwide, and in the top 0.1% across all sciences worldwide on scientific impact. He is co-founder and executive chairman of AiMark, a global center involving Fortune 500 companies that spearheads the BG 20 project uncovering drivers of sustainable brand growth.