List of Publications

Book Chapters & Contributions


**Referred Journal Articles**


**Referred Conference Proceedings**

Carroll, Conor (2007) "Defying a Reputational Crisis - Cadbury's Salmonella Scare; Why were customers willing to forgive and forget?" 2007 International Conference on Reputation, Identity and Image, BI School of Management, Oslo, 31st May - 2nd June.

Carroll, Conor (2007) "Headquarters we have a problem! - Managing a Retailer Revolt" The 31st Case Association Conference, New Brunswick, New Jersey, 16-18th May.


Carroll, Conor (2003) "Developing Crisis Communication Response Strategies - Conceptualising The “7M” Framework" presented a paper at the European Marketing Academy Conference at the University of Strathclyde, Glasgow on May 21st.


Carroll, Conor (2001) "Web Enabled: A content analysis of Ireland’s Top 100 Companies Corporate Websites” presented paper at, Academy of Marketing Conference, Cardiff.

Published Internet Case Studies


Seminars/Colloquia/Workshop Presentations

Carroll, Conor (2007) "Problems, Pitfalls & Personalities - European Challenges on writing and researching case studies on firms", Harvard Business School Participant Centred Learning Colloquium, 28th July. The seminar delivered to 35 Harvard and International academics focused on overcoming typical research barriers in developing cases, finding a "good" case opportunity, finding case outlets, and cultural challenges.

Carroll, Conor (2007) "The Seven Sins of Selling - Lessons from Sales Management Research", Sales Institute of Ireland Seminar Series, Gresham Metropole, Cork, 13th September. The seminar was delivered to over 80 sales and management professionals, and was sponsored by Ulster Bank.


Presented seminar on the Centre for Teaching and Learning Spring seminar series 2005. Seminar was titled “Developing Innovative Assessment Techniques - Papers, Projects, Presentations & Problems”, and was attended by a cross section of the University’s academic community.

Academy of Marketing Services Marketing Workshop – presented a paper to gathering of international marketing academics at the University of Liverpool, on November 13-14th 2004, the paper was titled "Crisis Communication Response Strategies for the Services Industry”


Newspaper / Magazine Articles

