

[Dr Paul Haynes](#)

Lecturer in Marketing

What attracted you to become an academic in your research field?

As an emerging discipline, Marketing combines many elements that provide a broad scope for research. I have worked in many different disciplines, but always with a focus on networks and how innovation and change occur. Marketing provides lots of examples of the types of change I am interested in explaining and lots of intriguing problems, which are not very well understood. My curiosity and the impact of marketing, rather than a specific research agenda, draws me to this research field.

What attracted you to work at Royal Holloway?

Many Business Schools/Schools of Management specialise in specific topics or approaches. Royal Holloway has a Marketing group focussed on research involving a much more critical or sociological approaches to consumption, management or marketing themes. My research interests (social theory, blockchain technology, sustainable consumption, cultural branding) link with the expertise of a number of people in the Marketing group and the School of Management in general.

What piece of advice would you give your younger self?

The Greek philosopher Thales “proved” the usefulness of philosophy by using it to predict that investing in olive presses could be lucrative, so perhaps following Thales, the best advice would’ve been to undertake research in cryptocurrencies a few years earlier! On a more serious note, in the context of academic work the best advice would be to reassure a younger me that the rejection of ideas is a normal part of the academic process and to use criticism to improve these ideas or their clarity rather than taking rejection too personally. Failing to test ideas by sharing them, because of concerns of how unpolished they might seem to others, probably led to many missed opportunities for collaboration and engagement.