

Clive Kerridge  
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Marketing & Strategy  
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## Research Interests

Development and application of blended and experiential learning in management education. Simulation-based training [SBT]. Inter-cultural education in HEIs. M&A studies, incl. cultural DD.  
For further information see my ResearchGate profile: [https://www.researchgate.net/profile/Clive\\_Kerridge](https://www.researchgate.net/profile/Clive_Kerridge)

## Qualifications

FHEA  
Award Date: 14 May 2012  
PG Cert, University of Gloucestershire  
Award Date: 30 Jun 2011  
Award Date: 10 Aug 2008  
Award Date: 18 Nov 2005  
MA, University of Oxford  
Award Date: 31 Jul 1987  
Award Date: 6 Dec 1985

## Employment

### **MSc Strategy & IB; MSc AI with Business Strategy**

Course Director  
Aston Business School  
College of Business and Social Sciences  
United Kingdom  
1 Sep 2016 → present

### **Teaching Fellow in Strategy**

Teaching Fellow  
Marketing & Strategy  
College of Business and Social Sciences  
1 Sep 2016 → present

### **Visiting Lecturer in Strategy**

Harper Adams University College  
United Kingdom  
1 Oct 2016 → 31 Jul 2018

### **PL/SL and MBA Course Leader**

University of Gloucestershire  
United Kingdom  
3 Jan 2010 → 15 Sep 2016

### **Director (Managing)**

1 May 2006 → 30 Jun 2021

### **Group Projects Director**

1 May 2003 → 30 Apr 2006

## Research outputs

**Tutor and international student perspectives on an action research project: use of a business strategy simulation with mixed nationality cohorts**

Kerridge, C. R. & Simpson, C., 21 Sep 2021, In: *Journal of International Education in Business*. 14, 2, p. 240-258 19 p.

**Embedding Experiential Learning in the Curriculum: tutor and international student contributions and reflections in an Action Research project.**

Kerridge, C. & Simpson, C., 18 Mar 2020, In: *Developments in Business Simulation and Experiential Learning* . 47, p. 223-226 4 p.

**Experiential Learning: use of business simulations**

Kerridge, C., 1 Oct 2019, *Learning and Teaching in Higher Education: : Perspectives from a Business School*. Daniels, K., Elliott, C., Finley, S. & Chapman, C. (eds.). Edward Elgar, p. 109-119

**A multipronged approach to improving the performance of international students on a business strategy module**

Kerridge, C. & Simpson, C., 15 May 2019.

**Narrowing the attainment gap between international and domestic students: use of a simulation and experiential learning in mixed-cohort strategic management teaching**

Kerridge, C. & Simpson, C., 24 Mar 2019, In: *Developments in Business Simulation and Experiential Learning* . 46, p. 108-110 14.

**Learning with a strategic management simulation game: a case study**

Loon, M., Evans, J. & Kerridge, C., Nov 2015, In: *International Journal of Management Education*. 13, 3, p. 227-236 10 p.

**Campus Based Students' Perspectives on Strategic Management Simulation: a contextual study**

Evans, J. & Kerridge, C., 20 May 2015, *Conference Proceedings of Asian Conference on Technology in the Classroom: ACTC 2015*. Kobe, Japan, p. 307-320 14 p.