

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

Qualifications

FHEA, Fellow of the Higher Education Academy, The Higher Education Academy

Award Date: 14 May 2012

PG Cert, PGCHE (FHEA), University of Gloucestershire

Award Date: 30 Jun 2011

CEnv - Chartered Professional Environmentalist, CEnv – Society for the Environment

Award Date: 10 Aug 2008

AMP Advanced Management Programme, INSEAD (AMP)

Award Date: 18 Nov 2005

MA, Materials Science & Metallurgy, University of Oxford

Award Date: 31 Jul 1987

CEng - chartered professional engineer, CEng - Engineering Council

Award Date: 6 Dec 1985

Employment

Teaching Fellow in Strategy

Teaching Fellow

Marketing & Strategy

College of Business and Social Sciences

1 Sept 2016 → present

VP &Program Chair ABSEL 2024

31 Mar 2023 → 31 Mar 2024

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 Sept 2016

Director (Managing)

KvH International Ltd

United Kingdom

1 May 2006 → 30 Nov 2023

Group Projects Director

Foseco plc

France

1 May 2003 → 30 Apr 2006

Research outputs

Employment Skills Development and SBT: An ongoing investigation of postgraduate student perceptions

Evans, J. & Kerridge, C., 12 Mar 2024, *Developments in business simulation and experiential learning*. 1 ed. Vol. 51. 4 p.

EMPLOYMENT SKILLS DEVELOPMENT IN A SIMULATION ACTIVITY: an investigation of postgraduate student perceptions: (Extended Abstract)

Kerridge, C. & Evans, J., 15 Mar 2023, In: *Developments in Business Simulation and Experiential Learning*. 50, p. 397-399 3 p.

Experiential Learning: Applying and Evaluating a M&A Role-Play Simulation for MBA students and future senior managers

Kerridge, C. & Cardwell, D., 4 Apr 2022, *Developments in Business Simulation and Experiential Learning: Proceedings of the annual ABSEL conference*. Vol. 49. p. 66-68 3 p.

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 Sept 2021, In: *Journal of International Education in Business*. 14, 2, p. 240-258 19 p.

Business simulations to develop employability skills in Strategic Management students

Evans, J. & Kerridge, C., 10 Aug 2021, *Games, Simulations and Playful Learning in Business Education*. Edward Elgar, p. 113-125 13 p.

How to develop assessments based around teaching simulations

Evans, J. & Kerridge, C., 10 Aug 2021, *Games, Simulations and Playful Learning in Business Education*. Edward Elgar, p. 88-99 12 p.

The value of simulations for mixed nationality/culture student cohorts

Kerridge, C. & Evans, J., 10 Aug 2021, *Games, Simulations and Playful Learning in Business Education*. Edward Elgar, p. 141-152 12 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., 15 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. 109-121 13 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.