



CIM

The Chartered  
Institute of Marketing

## **GDPR: Say goodbye to big data's 'Wild West'**

**13 March 2018**

### **Professor Matthew J Robson**

Professor Matthew J. Robson is the Program Director of Consumer Analytics and Marketing Strategy, and is a member of the Consumer Data Research Centre and the Global and Strategic Marketing Research Centre.

He earned a PhD at Cardiff University, and served there as a member of faculty before taking up his Chair at the University of Leeds. His research interests focus on international and export marketing, distribution channel relationships, franchising, alliances, and retailing.

His research has been published in British Journal of Management, Journal of International Marketing, Journal of Marketing, Journal of Product Innovation Management, Journal of World Business, Organization Science, and others.

Matthew currently is Associate Editor at Journal of International Marketing. He has worked on funded research projects amounting to approximately seven million pounds sterling.

### **Dr Subhajit Basu**

Dr Subhajit Basu is a Fellow of the Royal Society for the Encouragement of Arts, Manufactures and Commerce (FRSA) and Research Fellow of African Centre for Cyberlaw and Cybercrime Prevention (ACCP).

His principal research and writing is on 'emerging technologies', especially in the context of the 'regulation of cyberspace'.

His scholarship focuses on the regulatory challenges and gaps brought about by the development, use and ubiquitousness of such technologies, in what for many is the unique legal environment of the Internet. As a 'realist' he cares about the opportunities created by these technologies, ensuring an effective adaptive regulatory framework.

He is author of a large number of articles and chapters in scholarly journals and books covering a variety of topics including data protection, privacy, freedom of expression, cybercrime, digital divide, patent e-commerce consumer protection.