

**CURRICULUM VITAE**  
**REBECCA CAMPBELL**  
E-MAIL: [r.m.campbell@lse.ac.uk](mailto:r.m.campbell@lse.ac.uk)  
CITIZENSHIP: UK

---

**EDUCATION**

- 2013 – 2018**    **London School of Economics and Political Science (LSE)**  
**PhD general management (recipient of an ESRC scholarship)**  
Thesis title: The cost of choice: Should we be free to choose when it comes to our pension?
- 2011 – 2012**    **The London School of Economics and Political Science (LSE)**  
**MSc. Management and Human Resources (with Distinction)**  
Thesis title: Where economics meets psychology: An investigation into the attitudes of executives from a behavioural agency theory perspective.
- 1986 – 1989:**    **The London School of Economics and Political Science (LSE)**  
**BSc. Economics, specialising in Industrial Relations**
- 

**EMPLOYMENT**

**2018 – Present: Fellow in the Department of Management, The London School of Economics and Political Science (LSE)**

**Teaching includes:**

Foundations of Management

Foundations of Management for HR

Strategic reward: Key Models and Practices

Consumer Behaviour: Behavioural Fundamentals for Marketing and Management

**2016 – 2019: NEST (National Employment Savings Trust)**

Appointed to the Members' panel of NEST. The Members panel provides an advisory role to the Trustee (NEST Corporation) on the operation, development or amendment of the scheme from the perspective of scheme members and potential members.

**2016 November: ESCP Europe Business School**

Taught an intensive one-week module on Organizations & Management as part of the MiM Part time programme.

**2011 – Present: Ede & Ravenscroft Ltd: Design consultant**

In addition to my academic career I continue to design and organise the off-shore production of a range of women's wear exclusively for Ede & Ravenscroft Ltd. This range is consistently their best-selling product, regularly achieving an 80-90 per cent sell through.

**1990 – 2011: Paddy Campbell Ltd: Director**

Prior to my academic career I worked in fashion retail. Joining as a junior in 2009, I was ultimately appointed director of a small, successful, high-end women's wear fashion business (Paddy Campbell), employing 25 staff with a turnover of £1.7m. I was responsible for increasing wholesale sales from £190K to £600K per season and expanded the number of wholesale customers from 10 to 60 accounts.

**1989 – 1990: Long Term Credit Bank of Japan International**

Responsible for all the detailed planning work required for the issuing of bonds. This gave me a valuable introduction to corporate finance and the capital markets.

---

**Academic and teaching awards:**

- **2019:** LSE Excellence in Teaching Award
  - **2017:** LSE Class Teacher Award (Management Department)
  - **2016:** LSE Class Teacher Award (Management Department)
  - **2015:** LSE Class Teacher Award (Management Department)
  - **2013:** I was awarded an ESRC (Economic and Social Research Council award) that fully funded my PhD research.
  - **2012:** The 'Keith Thurley' Prize for Best Overall Performance on the MSc Management and Human Resources.
  - **1989:** LSE, The 'Basset' prize for the highest performance in the final undergraduate examinations for the student with Industrial Relations as their specialist subject.
- 

**Academic Conference presentations and speaking engagements:**

- The cost of Choice: Should we be free to choose when it comes to our pension? **EGOS**, Edinburgh, July 2019.
  - Pensions: The Invisible Reward”: **European doctoral workshop**, Cornell, June 2018
  - “The Future of Work”, **LSE Festival: Beveridge 2.0**, London, Feb 2018
  - “How much choice is too much choice: Should we be free to choose when it comes to our pension?”, **European doctoral workshop**, Copenhagen, Feb 2016
- 

**Other**

- Completed both levels of the LSE PGCertHE (Associate and Full Fellowship Level)
  - Was the PhD representative for the GM stream for 3 years
- 

**Volunteering experience:**

- **2009 – 2010: Beckford School:** I was a regular literacy volunteer at Beckford School, working with children with English as a second language.
  - **2001 – 2006:** I volunteered at the crèche for St John’s Church, Hampstead.
  - **1986:** Volunteer intern in the US Senate, Washington DC
- 

**Methodological training**

- MG461 Quantitative Analysis in Management (with distinction)
- MG551 Introduction to Quantitative Analysis (with distinction)
- MG462 Qualitative Analysis (with distinction)
- In addition, I audited MY452 Applied Regression Analysis, and took external courses in NVIVO and PROCESS.