

Learning, Knowing, Doing seminar series

Patterns of GP prescribing behaviour: Insights into GPs' adoption of innovations

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Since the landmark paper in *Sociometry* by Colman, Katz and Menzel in 1957, researchers have utilised concepts based upon social networks and social integration to explain the diffusion of medical innovations. This research revisits these efforts as well as a footnote in the original work which indicated that prescription frequency was more important than social integration in the speed of adoption. We present evidence from the launch of 36 new pharmaceuticals in the UK.

Philip has been researching GP prescribing behaviour since 1990 and his doctorate applied stochastic modelling to GP prescribing. He holds a visiting Professorship at the Ehrenberg-Bass Institute at the University of South Australia.

He has published many articles in journals including *Management Science*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Industrial Marketing Management*, *Marketing Letters*, *Journal of Business Research*, *Journal of Advertising Research*, *Long Range Planning*, *British Journal of Management*, *Omega*, *Journal of Brand Management*

Wednesday 13th January
Seminar 12:30 – 13:30

South Cloisters 2.13, St Luke's campus and Plymouth (room tbc)

Please email c.hewlett@exeter.ac.uk to register your attendance

LKD Blog: <http://learningknowingdoing.org.uk>

