

Curriculum Vitae

Name: Dr Noreen Siddiqui
Academic Title: Senior Lecturer in Marketing
Subject: ASBS - Management
Research cluster: Marketing
Year appointed: Monday 10th January 2022
Nationality: British

Areas of Expertise

Fashion sustainability	Social Media Marketing	Retailing	Online Teaching and Learning	
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Qualifications

Academic: *PhD, MBA, BA (Hons)*

Professional: *FHEA MCIM*

Professional Affiliations: *Member Chartered Institute of Marketing; Fellow Advance HE*

Current University/College/School Roles: *Senior Lecturer in Marketing*

Previous Academic and/or Professional Experience *Formerly Senior Lecturer in Marketing and Programme Leader of MSc Marketing at Glasgow Caledonian University Scotland*

Teaching Profile: *Teach across Post graduate and Undergraduate programmes in the areas of digital marketing*

Research Grants :

(1) Canning, C.; Ritch, E. & Siddiqui, N.Q. (2021) Awarded GSBS Research Excellence Grant Re-sell – re-wear: Exploring consumer engagement and Involvement with redistribution fashion markets and collaborative consumption award £955 Glasgow Caledonian University Scotland

(2) Siddiqui, N. Q.; Barlow, A. & Adekola, J. (2020) awarded £2,000 grant regarding a 2020 Student Experience Scholarship in Online learning and Teaching, Glasgow Caledonian University Scotland.

Esteem/ Awards (1) *(2021) Student nominations for Teaching awards in Student Support and Creative Learning Glasgow Caledonian University Scotland*

(2014) Baton Bearer Commonwealth Games Glasgow

External Engagement (i) Trustee with the Essential Foundation
<https://www.essentialfoundation.org.uk/> since 2021

(ii) Trustee with East Renfrewshire Cultural & Leisure Trust

<https://www.ercultureandleisure.org/> since 2015

(iii) Patient Policy Insights Panel; Anthony Nolan at <https://www.anthonynolan.org/> since 2020