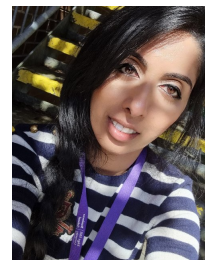


AISHA IJAZ
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Biography

A keen, confident and enthusiastic Lecturer who has an excellent track record of teaching and research in the field of Marketing. I have the ability to identify the learning needs of students and respond appropriately through one-to-one support or by directing them to further supports and guidance. I am strongly committed to developing student practice to enhance the learner's experience by making sessions engaging. On a personal level, I have continued to display drive and ambition to achieve my academic and research goals. In her current role she is working towards being qualified as a Unity Educator as part of Edge Hill's new Knowledge Transfer Partnership Programme.

Qualifications

Business (Marketing), PhD, Religion and consumer involvement in purchasing non-meat foods: A comparative study on Muslims and non-Muslims in the United Kingdom., Liverpool Hope University

1 Apr 2014 → 1 Sept 2021

Award Date: 1 Sept 2021

Distributed Systems, MSc, Liverpool Hope University

1 Sept 2005 → 1 Jul 2007

Award Date: 1 Jul 2007

Business and Community Enterprise and Multimedia Technology, BA, Liverpool Hope University

1 Sept 2002 → 1 May 2005

Award Date: 1 May 2005

1 Feb 2020 → 1 Jan 2021 Advance HE, AFHEA

1 Sept 2004 → 1 Feb 2006 Professional Diploma in Marketing, CIM

Employment

Senior Lecturer in Marketing

Business School

Edge Hill University

7 Feb 2022 → present

Lecturer in Marketing

Liverpool Hope University

United Kingdom

15 Mar 2020 → 2 Feb 2022

Research outputs

The Role of Religiosity on Information Asymmetry Concerns and Search Behaviour In UK's Convenience Food Market: A Focus on Muslim Minorities

IJAZ, AISHA., 27 Feb 2022, In: Journal of Food Products Marketing. 28, 1, p. 49-67 18 p., 28.

Activities

Journal of Islamic Marketing (Journal)

AISHA IJAZ (Reviewer)

5 Aug 2022

Journal of Islamic Marketing (Journal)

AISHA IJAZ (Reviewer)

27 Apr 2022