



DR KAMRAN AHMED SIDDIQUI

ASSOCIATE PROFESSOR

Personal Data

Nationality | **Pakistani**

Department | **Marketing**

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Language Proficiency

Language	Read	Write	Speak
Arabic	Basic	Basic	Basic
English	Proficient	Proficient	Proficient

Academic Qualifications

Date	Academic Degree	Place of Issue	Address
2008	PhD – Business Administration	University of Manchester, Manchester	UK
2004	MA – Marketing Practice	University of Bradford, Bradford	UK
1992	MBA – MIS	Institute of Business Administration, Karachi	Pakistan
1990	Diploma – Systems Analysis & Design	Institute of Business Administration, Karachi	Pakistan
1988	B.Sc.	University of Karachi, Karachi	Pakistan

PhD, Master or Fellowship Research Title:

PhD	An empirical investigation to examine the influence of personality on Customer Loyalty, Satisfaction & Switching of Mobile Phone and Credit Card Services in Pakistan.
Masters	A study to examine the need of customer Satisfaction-loyalty link in building brand Image for mobile operators in UK.

Professional Record (Beginning with the most recent):

Job Rank	Place and Address of Work			Date
Associate Professor	Department of Marketing, College of Business Administration	Imam Abdulrahman Bin Faisal University	Dammam, Saudi Arabia	11/2014- Present
Professor & Head of Department	Department of Management Sciences	DHA Suffa University	Karachi, Pakistan	4/2012 – 07-2014
Faculty Member	Department of Marketing	Institute of Business Administration	Karachi, Pakistan	07/2010 - 03/2012
Associate Professor & Dean	GIFT Business School	GIFT University	Gujranwala, Pakistan	05-2010 - 07/2010



Assistant Professor/ Associate Professor / Director	School of Business & Economics, School of Professional Advancement	University of Management & Technology	Lahore, Pakistan	01/2000 - 05/2010
Center Manager & Senior Trainer	Trainer for SAP, Microsoft & Oracle	CenterPoint Training Institute	Dubai, UAE	11/1998- 11/1999
Senior Trainer	Trainer for Microsoft, Novell & Oracle	CenterPoint Training Institute	Manama, Bahrain	09/1996- 11/1999
Manager-MIS	Department of MIS	Paramount Leasing Ltd.	Karachi, Pakistan	02/1995- 08/1996
Assistant Manager /Manager MIS	Department of MIS	National Development Leasing Corp. Ltd.	Karachi, Pakistan	7/1992- 01/1995

Scientific Achievements: Published Refereed Scientific Researches.

#	Name of Investigator(s)	Research Title	Publisher and Date of Publication
1	Siddiqui, K., & Alaraifi, A.	What they don't Teach at Entrepreneurship Institutions? An Assessment of 220 Entrepreneurship Undergraduate Programs.	<i>Journal of Entrepreneurship Education</i> , 22(6) (2019). Scopus Indexed
2	Sibghatullah, A., Shamshir, M., Siddiqui, K., Saeed, M.N.	The Unification of Product life cycle and Industry Life cycle in telecom sector in Pakistan	<i>Journal of Business Studies</i> , 15(1), (2019).
3	Siddiqui, K.A., Bajwa, I.A., Elahi, M.A.	Global Recession & Global Financial Institutions: Evidence From Top 100 Global Brands (2001–2015)	<i>European Journal of Social Sciences Studies</i> , 2(9), pp: 207-220, (2018).
4	Bajwa, I.A., Siddiqui, K.A., Elahi, M.A.	Talking To Foreign Exchange Market; Does It Matter For Central Bank?	<i>European Journal of Economic and Financial Research</i> , 2(5): pp. 90-100, (2017).
5	Siddiqui, K.A., Elahi, M.A., Bajwa, I.A.	Heuristics of Designing Perception Surveys in Social Research	<i>The Social Sciences</i> , 12 (12), 2249-2253, (2017).
6	Siddiqui, K.A.	Personality influences customer loyalty	<i>Science International</i> , 28(1), 477-480, (2016).
7	Hussain, K., & Siddiqui, K.A.	Women dyads have Higher IGI on brand preferences	<i>Science International</i> , 28(1), pp: 509-512, (2016).
8	Hussain, K., & Siddiqui, K.A.	Dynamics of Intergenerational Influences on Brand Preferences in Pakistan: (Brand-in-Mind VS Brand-in-Hand)	<i>Journal of Marketing Management and Consumer Behavior</i> , 1(3) pp: 51-60, (2016).



9	Ishtiaq, S.M., & Siddiqui, K.A.	Branding by Islamic Banks in Pakistan: A Content Analysis of Visual Brand Elements	<i>Journal of Marketing Management and Consumer Behavior</i> , 1(2) pp: 32-43, (2016).
10	Saeed, K., & Siddiqui, K.A.	Brands Failure: Factor Analytic Findings	<i>Journal of Marketing Management and Consumer Behavior</i> , 1(3) pp: 1-12, (2016).
11	Khaqan, M., & Siddiqui, K.A.	Brands Failure in Pakistan: Content Analytic Findings	<i>Journal of Marketing Management and Consumer Behavior</i> , 1(3) pp: 36-50, (2016).
12	Latif, A.A., Sibghatullah, A., & Siddiqui, K.A.	Repositioning Horlicks in Pakistan	<i>Journal of Marketing Management and Consumer Behavior</i> , 1(2) pp: 44-53, (2016).
13	Sibghatullah, A., Siddiqui, A., & Siddiqui, K.A.	Repositioning Virtual University of Pakistan	<i>Developing Country Studies</i> , 5(6), 98-108, (2016).
14	Siddiqui, K.A., Ali, M., Sarki, I.H., Khuhro, R.A.	Telecom Branding in Pakistan: Network Coverage or Value Added Services	<i>Academic Journal of Research in Economics and Management</i> , 3(3), pp:61-66 , (2015)
15	Khaqan, M., & Siddiqui, K.A.	Women's Perceptions Towards Branded Clothing In Pakistan	<i>Science International, (Lahore)</i> , 27(5), pp:4661-4665 (2015).
16	Saeed. K., & Siddiqui, K.A.	Brand Failure & Product Life Cycle: Descriptive Analyses	<i>Science International, (Lahore)</i> , 27(5), pp:4655-4659 (2015).
17	Siddiqui, K.A.	Heuristics of using Structural Equation Modelling in Social Research	<i>Science International</i> , 27(6), pp: 6381-6384 (2015).
18	Siddiqui, K.A.	Heuristics of using Factor Analysis in Social Research	<i>Science International</i> , 27(5), pp:4625-4628 (2015).
19	Siddiqui, K.A., Mirani, M.A., Fahim, S.M.	Model generation using structural equation modeling	<i>Journal of Scientific Research and Development</i> , 2(10): 112-116.(2015).
20	Salman, F., & Siddiqui, K.A.	Conversion of Organizational Behavior Constructs To Consumer Behavior Constructs: Scale Development And Validation Exercise	<i>Science International</i> ,27(5), 4851-4853 (2015).
21	Siddiqui, K., & Sibghatullah, A.	Perceptions towards Music Preferences in Pakistan	<i>European Journal of Business and Management</i> , 6(14) pp:203-208, (2014).
22	Siddiqui, K., & Sibghatullah, A.	A study of fastest growing countries among top 100 brands	<i>International Journal of Economics, Commerce and Management</i> , 2(11) pp:1-9, (2014).
23	Siddiqui, K., & Fahim, S.M.	Repositioning of DAWNNEWS Channel to Mass Market	<i>Review of Integrative Business and Economics</i> , 3(1) pp:190-199, (2014).
24	Siddiqui, K.	Heuristics for Sample Size Determination in Multivariate Statistical Techniques	<i>World Applied Sciences Journal</i> , 27(2): pp 285-287 (2013). Scopus Indexed
25	Siddiqui, K., & Fahim, S.M.	Khanani & Kalia International: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 52-57 (2013).
26	Siddiqui, K., & Anjam, M.	Privatization of MCB: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 22-25 (2013).



27	Siddiqui, K., & Anjam, M.	NIB-PICIC Merger: Corporate Governance Compliance	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 52-57 (2013).
28	Siddiqui, K., & Anjam, M.	Banker's Equity Limited: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 47-51 (2013).
29	Salman, F., & Siddiqui, K.	Mehrangate Scandal: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 41-46 (2013).
30	Salman, F., & Siddiqui, K.	Corporate Governance in Pakistan: From the Perspective of SECP	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 13-16 (2013).
31	Salman, F., & Siddiqui, K.	Corporate Governance in Pakistan: From the Perspective of PICG	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 17-21 (2013).
32	Mangi, R.A., & Siddiqui, K.	Privatization of PTCL: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 30-35 (2013).
33	Husain, S., & Siddiqui, K.	ZARCO Exchange: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 57-61 (2013).
34	Fahim, S.M., & Siddiqui, K.	Privatization of Habib Bank: Corporate Governance Compliance	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 26-29 (2013).
35	Anjam, M., & Siddiqui, K.	WAPDA-HUBCO Dispute: Corporate Governance Failure	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 62-69 (2013).
36	Ahmad, R., Siddiqui, K., & Imamuddin, M.	The notion of Corporate Governance in Islam	<i>The IUP Journal of Corporate Governance</i> , 12(4) pp: 9-12 (2013).
37	Siddiqui, K., Ahmad, R., Manan, A., & Choudhary, D.	Fertilizer Branding in Pakistan	<i>International Journal of Marketing and Technology</i> , 3(9) pp: 82-92 (2013).
38	Siddiqui, K., & Ahmad, R.	Impulse buying behavior among young children	<i>Asian Journal of Research in Marketing</i> , 2(4) pp: 25-32. (2013).
39	Siddiqui, K., Ahmad, R., & Choudhary, D.	Consumer Perception towards Unpacked Milk	<i>International Journal of Marketing and Technology</i> , 3(9) pp: 38-50 (2013).
40	Fahim, S.M., Siddiqui, K., Anjam, M., Aziz, F.	Public Opinion towards Advertising: Factor Analytic Findings From Pakistan	<i>European Journal of Business and Management</i> , 5(6) pp:175-180 (2013).
41	Khan, F., & Siddiqui, K.	An exploratory study to find the perception and effectiveness of digital marketing amongst the marketing professionals in Pakistan	<i>Journal of Information Systems & Operations Management</i> , 7(2), (2013).
42	Siddiqui, K., & Anjam, M.	Perceptions towards credit card usage: Factor analytic finding from Pakistan	<i>International Journal of Economics Business and Management Studies</i> , 2(3), 128-135. (2013).
43	Siddiqui, K., & Ahmad, R.	Personification of Advertising Models	<i>Asian Journal of Research in Marketing</i> , 2(4) pp: 80-86. (2013).



44	Anjam, M., Siddiqui, K., & Khan, S.	Selection of a Survey Research Instrument: Impediments of Personality Inventory in Non-English-Speaking Countries like Pakistan	<i>European Journal of Business and Management</i> , 5 (20) pp: 192-202. (2013).
45	Siddiqui, K., & Gilal, R.	Perceptions towards Banking in Pakistan.	<i>Asian Journal of Business and Management Sciences</i> , 1 (10) pp:1-5 (2012).
46	Tatlah, I.A., Nizami, R., & Siddiqui, K.	Influence of Personality Traits on Leadership Styles: A Secondary Level Study	<i>Journal for Multidimensional Education</i> , 3 , pp: 163-174.
47	Siddiqui, K., & Gilal, F.	Perceptions towards Microfinance in Pakistan	<i>Asian Journal of Business and Management Sciences</i> , 1 (10) pp:6-10 (2012).
48	Naz, F. & Siddiqui, K.	Impact of Sports Celebrity Endorsements on the Purchase Intentions of Pakistani Youth	<i>Journal of Independent Studies & Research</i> , 10 (1) pp: 1-21. (2012).
49	Jumani, Z., & Siddiqui, K.	Bases of Islamic Branding in Pakistan	<i>Interdisciplinary Journal of Contemporary Research In Business</i> , 3 (9) pp:840-847 (2012).
50	Siddiqui, K., Bashir, S., Sarki, I.H., Jaffari, S.I.A., & Abbas, S.	Intergenerational influences on Brand preferences: Consumables VS Durables.	<i>International Journal of Business and Social Science</i> , 3 (14) pp: 840-847 (2012).
51	Siddiqui, K.	Personality influences on Customer Satisfaction	<i>African Journal of Business Management</i> . 6 (11) pp: 4134-4141 (2012).
52	Siddiqui, K.	Personality influences Customer Switching	<i>Interdisciplinary Journal of Contemporary Research In Business</i> , 2 (10) pp:363-371 (2011).
53	Siddiqui, K.	Individual differences in Consumer Behavior	<i>Interdisciplinary Journal of Contemporary Research In Business</i> , 2 (11) pp:475-486 (2011).
54	Siddiqui, K.	Personality influences Mobile Phone usage	<i>Interdisciplinary Journal of Contemporary Research In Business</i> , 3 (3) pp: 554-565 (2011).
55	Siddiqui, K.	Personality influences Advertisement Likeness	<i>Interdisciplinary Journal of Contemporary Research In Business</i> , 3 (2) pp: 631-638 (2011).
56	Salman, F., & Siddiqui, K.	An exploratory study for measuring consumer's awareness and perceptions towards Halal food in Pakistan	<i>Interdisciplinary Journal of Contemporary Research In Business</i> , 3 (2) pp: 639-652 (2011).
57	Hasan, W., & Siddiqui, K.	A study about the Leadership style of the Public Sector and Private School Principals	<i>Journal of Elementary Education</i> , 18 , pp:1-2 (2008).

Scientific Research Papers Presented to Refereed Specialized **Scientific Conferences.**

#	Name of Investigator(s)	Research Title	Conference and Publication Date
1	Siddiqui, K.A., Siddiqui, A. K., & Alaraifi, A.A.	Marketing, Finance and Risk Management tactics adopted by Saudi Women Entrepreneurs	30 th EBES Conference – January 8-10, 2020, Kuala Lumpur, Malaysia
2	Alaraifi, A.A.; Kim, E.J.; & Siddiqui, K.A.	Banking and FinTech in Saudi Arabia	28 th EBES Conference – Coventry, May 29-31, 2019, Coventry, United Kingdom



3	Alaraifi, A.A.; Bajwa, I.A.; & Siddiqui, K.A.	Trends in Risk and Insurance Research	<i>28th EBES Conference – Coventry, May 29-31, 2019, Coventry, United Kingdom</i>
4	Siddiqui, K.A. , Siddiqui, A.K., & Alaraifi. A.A.	Managing University Business Incubators in Saudi Arabia	<i>6th International Conference on Innovation and Entrepreneurship, Washington DC, USA, March 5-6, (2018).</i>
5	Saeed, K., & Siddiqui, K.A.	Animations in TVCs: Content Analytic Findings from Pakistan	<i>3rd International Conference on Organization and Management, November 19 - 20, (2017)., Abu Dhabi, UAE</i>
6	Saeed, K., & Siddiqui, K.A.	Tactics to save Brands from permanent failure	<i>IBA-ICM-2016, December, 19-20, (2016)., Kuala Lumpur, Malaysia</i>
7	Fahim, S.M., Chisty, B., Hussain, K., Siddiqui, K.A.	Intergenerational Influences on Automobile Brand Preferences in Pakistan	<i>IBA-ICM-2016, December, 19-20, (2016)., Kuala Lumpur, Malaysia</i>
8	Falgi, K.I., & Siddiqui, K.A.	Credit Rating Industry in Pakistan – A case of Duopoly	<i>Globalization, Enterprises, & Economics Conference, March 5, 2015, Washington DC, USA</i>
9	Siddiqui, K. , Ali, M., Sarki, I.H., & Khurro, R.A.	Telecom Branding in Pakistan: Network Coverage or Value Added Services	<i>5th ICEMAS, July 22-23, 2015, Guilan, Iran</i>
10	Siddiqui, K. , Fahim, S.M., & Mirani, M.A.	Model Generation using Structural Equation	<i>ICMSA, August, 7-8, 2015, Kuala Lumpur, Malaysia</i>
11	Siddiqui, K. , & Fahim, S.M.	Repositioning of DAWNNEWS Channel to Mass Market	<i>SIBR Conference , January 8-9, 2014, Kuala Lumpur, Malaysia</i>
12	Khaqan, M., & Siddiqui, K.	Why brands fail in Pakistan	<i>5th South Asian International Conference on Management, Innovation, Leadership, Economics, and Strategy, December 4-6, 2013, Murree Hills-Pakistan</i>
13	Salman, F., & Siddiqui, K.	Islamic tourism: perceptual mapping of religious tour operators in Pakistan	<i>2nd Global Islamic Marketing Conference, January 17-18, 2012, Abu Dhabi, UAE.</i>
14	Salman, F., & Siddiqui, K.	Muslim Consumerism: Perceptual Mapping from Pakistan	<i>2nd Global Islamic Marketing Conference, January 17-18, 2012, Abu Dhabi, UAE.</i>
15	Siddiqui, K.	History of Advertising in Pakistan	<i>3rd South Asian Conference, December 28-29, 2011, Lahore</i>
16	Siddiqui, K.	Sample Size Required for Statistical Techniques	<i>3rd South Asian Conference, December 28-29, 2011, Lahore</i>
17	Naz, F., & Siddiqui, K.	Gender differences in mobile phone preferences: the era of consumerism in Pakistan	<i>ANZMAC-2011, November, 28-30, 2011, Perth, Australia.</i>
18	Siddiqui, K.	Brand Equity Trends among Top 100 Global Brands: Region-wise Analysis,	<i>11th South Asian Management Forum, AMDISA, May 16-17, 2011, Kathmandu, Nepal</i>



19	Siddiqui, K.	Age, Sex and Income Differences in Customer Satisfaction, Loyalty and Switching	<i>11th South Asian Management Forum, AMDISA, May 16-17, 2011, Kathmandu, Nepal</i>
20	Siddiqui, K., Mirza, I., Awan, F., Hassan, H., Asad, M., & Zaheer, S.	Personality Influences on Mobile Phone Usage	<i>ANZMAC-2009, November, 27-28, Melbourne, Australia.</i>

Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution
1	1 st National Forum on Business Transformation	Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia, November 30, 2019	Organizer
2	1 st National Forum on Entrepreneurship & Freelancing	Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia, April, 12, (2018).	Organizer
3	IBA-International Conference on Marketing	IBA, Karachi Pakistan May 5-6, 2012	Convener

Teaching Activities

#	Course/Rotation Title	No./Code
1	Principles of Marketing	MRKT-209
2	Consumer Behavior	MRKT-305
3	Entrepreneurship	MRKT-310
4	Quality Management	MGMT-330
5	Global Business	MGMT-401
6	Strategic Management	MGMT-311
7	Introduction to Business Administration	MGMT-501
8	Leadership and Business Transformation	MGMT-611
9	Marketing Management	MRKT-631
10	Strategic Marketing	MRKT-621
11	Research Project	MGMT-695
12	Research Methods	MGMT-690

Membership of Scientific and Professional Societies and Organizations

- Member, American Marketing Association, USA
- Member, Project Management Institute, USA
- Microsoft Certified Trainer (MCT) & Microsoft Certified Systems Engineer (MCSE)
- Certified Novell Instructor (CNI) & Certified Novell Engineer (CNE)



Scientific Profiles

- Scopus: www.scopus.com/authid/detail.uri?authorId=55960540400&eid=20s2.0084890085551
- Google Scholar: <http://scholar.google.com/citations?user=vA5pGscAAAAJ&hl=en>
- Researchgate: https://www.researchgate.net/profile/Kamran_Siddiqui3
- Academia: <https://dammamu.academia.edu/DrKamranSiddiqui>
- SSRN http://papers.ssrn.com/sol3/cf_dev/AbsByAuth.cfm?per_id=2253827

Research IDs

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