



Graeme LINDSAY

Department of Marketing
 Professor of Marketing
 Faculty Position: Adjunct Professor

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Graeme LINDSAY is an adjunct professor at the ISG International Business School. She holds a PhD in Management.

- Her area of expertise concern Marketing, Communication.
- Her teaching specializations concern Marketing & Management Strategy.

Qualification & Participation

Intellectual Contributions (2012-2017)	Scholarly Book	
	Book Chapter	
Qualification		SP

Participation (2016-2017)	Class Hours	
	Jurys	X
	Meetings (department, research, accreditation ...)	X
	Mentoring project/thesis	X
Participation		YES

Teaching Areas (2016-2017)

Course 1: International Marketing
 Course 2 : Marketing Communication
 Course 3 : Principles of Marketing,
 Course 4 : Branding Marketing Research
 Course 5 : Strategic Management
 Course 6: Crisis Management,
 Course 7 :Business Models & Business Environment, Social Enterprise/Business

Education

2004

Ph.D. in Management – University of London, UK

1996

M.A. in Corporate Strategy - De Montfort University

Teaching Experiences

2007–2014

Associate Professor in Marketing - Amiens School of Management

Professional Experiences

2014–2016

- Head of Clare Business School, Bucks New University, UK
- Responsible for the management of all programmes and all members of faculty within the Department of Business and Management

- Responsible for Distance Learning/On-line provision.

2007–2014

- Director of Post-Graduate Programmes and Quality Assurance - Amiens School of Management
- Member of Management Board
- Director of all programmes relating to post-experience students incl. MBA, Specialist & International Masters
- Responsible for Quality Assurance incl AACSB & EPAS applications

Academic Publications

Book chapters

LINDSAY, G. (2017) BMW (planned)

LINDSAY, G (2016) FIFA: The Beautiful Game in Crisis (in production)

LINDSAY, G. (2014). Phone Hacking: A Corporate Crisis at News International and beyond. CCIM

LINDSAY, G. (2013). "The Big Issue updated 'European Case Centre'"

LINDSAY, G. (2008). " The Big Issue", CCIM.