

Dr Fredah Mwiti

Lecturer in Marketing

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About

Fredah Mwiti joined Birmingham University in September 2013. She completed her PhD at Lancaster University in December 2013. Fredah also has an MBA in Marketing and a Bachelor of Education (First Class Honors). She is also an Associate member of the Chartered Institute of Marketing (UK). Her research interests include the social dimensions of exchange, consumer collectives, and consumer practices under resource constraint and affluence.

Fredah has been involved in research that focuses on consumer perceptions towards corporate social responsibility and consumer engagement in corporate giving through strategies such as cause-related marketing. Prior to starting her PhD at Lancaster, Fredah held an Assistant Lectureship position for 9 years at Strathmore University (Kenya), where she taught various marketing modules and supervised a range of undergraduate dissertations. While in Kenya she also worked as a research consultant with various international organizations.

Qualifications

- Bachelor of Education (Hons)
- MBA (Marketing)
- PhD (Marketing) Lancaster
- Post-graduate Diploma - Chartered Institute of Marketing (UK)