

CURRICULUM VITAE OF MD ENAYET HOSSAIN

Md. Enayet Hossain (PhD)

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Summary

More than nineteen years of experience, out of which about **5 years as Professor**, in teaching at the graduate and under graduate levels. Started career in 1999 as Lecturer at the Department of Marketing, University of Rajshahi, Bangladesh and in 2013 became Professor. At present serving as chairman of the Department of Tourism and Hospitality Management of same university. A numbers research articles were published in reputed journals in home and abroad. More than 20 academic papers were presented in home and abroad. Around 4 years served as an Additional Director of **Quality Assurance Cell of Rajshahi University**, of Bangladesh. Reviewed around 30 academic programs as an External Peer Reviewer in different universities under Higher Education Quality Enhancement Project which is directed by University Grants Commission of Bangladesh from 2016-2018. Trained hundreds university teachers, conducted many training-workshops on quality assurance and self-assessment organized individual university.

Experience in Quality Assurance Quality Assurance System

I worked as an Additional Director of Institutional Quality Assurance Cell 2014 to 2018 of Rajshahi University. The Institutional Quality Assurance Cell (IQAC) was functioning within the organizational structure of University Grants Commission (UGC) of Bangladesh. It was operated by the direct supervision of UGC and University Apex Body. The total budget for Quality Assurance Cell was US \$ 1 million. Major responsibility includes:

- Introducing Quality Assurance System within Rajshahi University
- Preparing necessary guidelines for running the self assessment activities at the program level.
- Customization of the questionnaire for self assessment at the program level
- Guiding the members of self assessment committee how to perform the survey questionnaires
- Provide the direction on data preparation, data analysis, and drawing the suggestion from the outcome of data.
- Counseling in preparation of self assessment report for external peer review
- Invite the foreign reviewers and monitor their activities
- Act as regular peer reviewer in different leading private and public universities of the country.

Academic Profile

PhD Tourism Marketing (Service Quality and Loyalty) 2013, Curtin University Australia

M Phil in Marketing (Consumers' perception on Product Quality) 2007, University of Rajshahi, Bangladesh

FDP (Faculty Development Program on outcome based teaching learning) 2005, IIMA, Ahemadabad, India

Masters in Commerce (Major in Marketing) 1994, University of Dhaka Bangladesh (First Class)

Bachelor in Commerce (Major in Marketing) 1993, University of Dhaka Bangladesh (First Class)

Higher Secondary Certificate (Commerce) 1989, Bangladesh (First Division)

Secondary School Certificate (Science) 1987, Bangladesh (First Division)

Present Position

Professor and Chairman, Department of Tourism and Hospitality Management, University of Rajshahi, Bangladesh

Degree Awarded Research Works

PhD Degree Title: An Investigation on Tourism Consumers' Choice Behavior towards Tour Destination Loyalty

M. Phil Degree Title: "Measuring Consumers' Attitudes towards High Involvement Product in Bangladesh: A Look at the Impact of Brands and Attributes"

Published Academic Journal Papers

Hossain, M. I., Hossain, M. E., & Ray, S. S.. The Application of Theory of Planned Behavior in Event Tourism: An Empirical Study at Rajshahi University in Bangladesh. *Journal of Business Studies*, Vol-11, Issue -2, No 1, 1- 20. Published in January 2020.

Sardar S. Hossain E. M. Hossain I. M., and Shaheen S. "Factors Affecting Visitors' Satisfaction: An Empirical Study on the Paharpur Buddha Vihara, Naogaon, Rajshahi" *International Journal of Management and Accounting*, 2(4), 61-73. August 2020

Sardar S., Chanda R., S., Hossain E., Sarker O., F & Parvez, A., T., M. "Consumer Perception towards Different Toothpaste Brands of Bangladesh" *Journal of Business Studies*, Vol. 11, Issue 01. Dec 2018

Kabir S. A, Hossain M. Enayet and Azam M. Shah (2016), "The Impact of Visitors' Attitudes on Visit Intention in the context of Museum Applying SEM: Offering an Alternative Visit Intention Model". *Bangladesh Journal of Tourism* Vol. 1, pp.1-14.

Chitra S.S and Hossain M. Enayet (2016), "Resident's Perception on Pohela Boishakh at Rajshahi University: An Empirical Study". *Bangladesh Journal of Tourism* Vol. 1, pp.56-62.

Hossain, M. E., & Alim, M. A. "Choice Behaviour of Visitors towards the Beach Tourism in Bangladesh" *Journal of the Institute of Bangladesh Studies*, Vol. 37, pp. 135-152. JANUARY 2016

Alim, M. A., Ray, R., & Hossain, M. E. "Visitors' Perception towards Tour Destinations: A Study on Padma Garden" *Journal of Business Studies*, Vol. 9, pp. 95-116. July 2016

Mohammad Majedul Islam and Md. Enayet Hossain "An Investigation of Consumers' Acceptance of Mobile Banking in Bangladesh" *International Journal of Innovation in the Digital Economy (IJIDE)* 6 (3), 16-32, July 2015

Alim, M. A., Ray, R., Hossain, M. E. "Visitors' Perception towards Tour Destination: A study on Padma Garden." *Journal of Business Studies*. Vol. 9, No.5, 95-116. Nov. 2015

Ray R, and Hossain M. Enayet (2015), "Visitors' Attitudes towards Recreational Parks in Bangladesh: An Inquiry into Shaheed A.H.M Kamaruzzaman Central Park and Zoo, Rajshahi, Bangladesh". *Journal of Business Studies*, Vol. 8, pp. 173-192

Hossain M. Enayet, Quaddus M, and Tekle Shankan (2015). "The Association of Quality, Risk, Sacrifice, Satisfaction and Loyalty at the Destination Level": A Structural Model. *Tourism Analysis: An interdisciplinary Journal*.

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2015), "Effects of Intrinsic and Extrinsic Quality Cues and Perceived Risk on Visitors Satisfaction and Loyalty" *Journal of Quality Assurance in*

Islam M. Majidul, and Hossain M. Enayet (2014). "Factor Affecting University Student Attitudes towards Mobile Internet Mobile Internet in Bangladesh". *Journal of Business Studies*, Rajshahi University, Vol. 6, pp

Hossain M Iqbal and Hossain M. Enayet (2014), "Visitors Attitudes towards a tourism Destination. An Exploratory Study on Zia Park, Rajshahi, Bangladesh. *Journal of Business Studies*, Rajshahi University, Vol. 6, pp

Hossain M. Enayet, and Alim M A (2014), Choice Behavior of Visitors Towards the Beach Tourism in Bangladesh" *Journal of The Institute of Bangladesh Studies*, Vol 37, pp 135-152

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2013), "Quality, Satisfaction, and Loyalty at the Destination Level of Cox's Bazar, *Journal of Business Studies*, Rajshahi University, Vol. 5, pp-63-85

Mohammad Majedul Islam and Md. Enayet Hossain "Factors Affecting University Students Attitudes towards Mobile Internet in Bangladesh" *Journal of Business Studies* 6, 47-64, March 2013

Hossain Md. Enayet, Quaddus M, and Tekle Shanka (2013) "A Field Study of factors and Variables Regarding Tour Destination Loyalty, Cox's Bazar in Bangladesh" *Tourism Analysis: An interdisciplinary Journal*. Vol 18, no. 4

Hossain Md. Enayet, Quaddus M, and Tekle Shanka (2013), "Assessing Consumers Perceived Quality Using Formative and Reflective Measures at the Destination Level". *Journal of International Business Studies (JIBS)*" Vol. 16, (2)

Hossain Md. Enayet , Mohammad Quaddus & Ahsanul Haque (2013), "The role of Cues for Assessing Consumers Perceived Quality at the Destination Level" *Journal of Applied Scientific Research*" Vol. 3(2)

Hossain Md. Enayet & Sanjaya Bhayani (2013), " The Role of Extrinsic Attributes on Product Performance: Perspective of Bangladesh "International Journal of Marketing and Business Communication" Vol 2. (1)

Hossain Md. Enayet & Sanjaya Bhayani (2013), "Modeling the Relationship between Product Quality and Cues" *Midas Touch International Journal of Commerce, Management and Technology*, Volume -1, No. 2 – 4.

Hossain Md. Enayet & Islam Md. Farid (2008) "Tourists' Preferences and Loyalty towards Tourism Destination: An Empirical Investigation" *Journal of Business Studies. Part C*, Rajshahi University Bangladesh, Vol. 16

Hossain Md. Enayet & Islam Md. Farid (2007), "Factors Affecting the Domestic Tourist for Selection of a Tour Destination in Bangladesh: A Multivariate Analysis" *International Tourism & Hospitality System, Kurukshetra University, Kurukshetra, India*, Vol. 1 No. 1. June

Hossain Md. Enayet (2007), "Domestic Tourists Attitude toward the Tourism Destination and Retention in Bangladesh" *Journal of Business Research, Jahangir Nagar University, Bangladesh*. Vol. 9, June

Hossain Md. Enayet (2006), "An Evaluation of Brand Image, Product Attributes and Perceived Quality Perception for a Selected Consumer Non-durable" *Annamalai Business Review*, Vol. 1 Tamilnidu, India, July-December,

Bari M A. & Hossain Md. Enayet (2006), "Understanding Consumers Attitude toward The LG and Philips Color Television in Bangladesh and their advertising Implication" *Leader Voice For Building Executives, Tamilnidu*, Vol. 1, India, June

- Hossain Md. Enayet & Sanjaya Bhayani (2005), "Consumer Attitudes Towards the Soft Drink (SD) in Bangladesh: A look at the Impact of Brands and Attributes", *Management Trends, A journal of Department of Business Management, Saurashtra University, Rajkot, Gujrat, India*, Vol. 2, October.
- Hossain Md. Enayet (2005), "Measuring Consumer Attitudes for High Involvement Product: A look at the Impact of Brand and Attributes", *Journal of Business Administration, Dhaka University, Bangladesh*, Vol. 31, January-April
- Hossain Md. Enayet (2005), "A Comparison between the High and Low Image Brand of Color Television from the Bangladeshi Consumer Perceived Quality Perception", *Janprayamanch Annual Research Journal Tribhuvan University, Pukhara Nepal*, Volume-6, July.
- Hossain Md. Enayet (2004), "Quality Perception of Consumers': A Study on Two Selective Brands of Color Television in Bangladesh", *Dhaka University Journal of Marketing*, Vol. 6 June.
- Hossain Md. Enayet (2003), "Measurement of Consumers Attitude towards the Brand of Color Television in Bangladesh: An Empirical Study," *Japanese Journal of Administrative Science*. Vol. 17, December
- Hossain Md. Enayet (2003), "Traditional Furniture Marketing in Bangladesh Its Patterns, Problems and Prospects: A Study on Dhaka and Chittagong Cities", *Journal of Business Studies*. Part C, Vol. 11, Rajshahi University Bangladesh,
- Hossain Md. Enayet (2003), "Foreign Direct Investment (FDI) and Employment Opportunities"-An analysis of the Manufacturing Sector in Bangladesh", *Journal of Millennium Edition, Chittagong, Bangladesh* Vol.1, August
- Hossain Md. Enayet (2002), "Bangladesh, A New Emerging Economy for Foreign Direct Investment", *Journal of Marketing, University of Rajshahi*, Vol.3

Conference Papers

- Hossain, M. I., & Hossain, M. E. "Factors Influencing Destination Image for Tourism Development: A Study on Beach Tourism in Bangladesh." 16th Asian Business Research Conference, BIAM Foundation, Dhaka, Bangladesh, Dec. 2019
- Hossain, M. I., & Hossain, M. E. "Formation of Tourists' Perceived Image: A Study on Cox's Bazar in Bangladesh" 16th Asian Business Research Conference, BIAM Foundation, Dhaka, Bangladesh. Dec. 2019
- Sardar, S. and Hossain E. "A Conceptual Framework of ICT Application in Tourism and Hospitality Industry of Bangladesh" 16th Asian Business Research Conference, Organized By- Global Research Institute for Business Academics, Australia., DEC 2019
- Sardar S., and Hossain E. "Agri Tourism: A New Paradigm for Sustainable Tourism Development in Bangladesh." International Conference on Business and Sustainable Development (ICBSD), Faculty of Business Studies, University of Rajshahi, Bangladesh. March 2018
- Hossain, M. I., Rekha, R. S., & Hossain, M. E. "The Application of Theory of Planned Behavior in Event Tourism: An Empirical Study at Rajshahi University in Bangladesh." International Conference on Business and Sustainable Development (ICBSD), Faculty of Business Studies, University of Rajshahi, Rajshahi, Bangladesh, March 2018
- Hossain, M. I., & Hossain, M. E. "Factors Affecting Visitors' Satisfaction toward Puthia Rajbari in Rajshahi, Bangladesh." International Research Conference on Business Management (IRCBiM), IDM Nations Campus, Colombo, SRILANKA., DEC. 2017

Sarder, S., Hossain, M. E., & Hossain, M. I. "Factors Affecting Visitors' Satisfaction: An Empirical Study on the Paharpur Baddha Vihara, Naogaon, Rajshahi" International Research Conference on Business Management (IRCBiM), IDM Nations Campus, Colombo, SRILANKA., Dec 2017

Hossain M. Enayet (2017), "The Role of Cues on Perceived Destination Loyalty: A Structure Equation Modelling Approach" In the proceeding of 1st International Conference on Tourism: Tourism Beyond 2050 : Future of Mass Tourism, 14-16 February 2017 at Dhaka, Bangladesh, Organized By Department of Tourism and Hospitality Management

Ray, R., Azam, M. S., Hossain, E., & Pramanik, S. A. K. "Factors Affecting Museum Visit Behavior in Bangladesh: An Exploratory Analysis" International Conference on Entrepreneurship and Business Management (ICEBM 2014), Penang, Malaysia – November 6-7, 2014.

Islam M. Majidul, and Hossain M. Enayet (2014), "Consumer Attitudes towards Mobile Banking in Bangladesh". In the proceeding of the Second International Conference on E-Technology and Business on the web. March 18-20, Asia Pacific University of Technology and Innovation, Kuala Lumpur, Malaysia

Hossain, M. I., Saha, S. K., & Hossain, M. E. "Influence of Cognitive and Affective Image on Overall Destination Image: An Empirical Study on Park" 11th Asian Business Research Conference, BIAM Foundation, Dhaka, Bangladesh. Dec. 2014

Ray, R., Hossain, M. E., Alim, M. A., & Hossain, M. I. "Factors Influencing Visitors for Visiting towards Shaheed A. H. M. Kamaruzzaman Central Park and Zoo, Rajshahi, Bangladesh" 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM) 2013, Faculty of Business, University of Rajshahi, Bangladesh August 2013

Hossain, M. I., Hossain, M. E., Alim, M. A., & Ray, R. "Measuring Visitors' Attitude towards Zia Park at Rajshahi in Bangladesh" 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM 2013), Faculty of Business, University of Rajshahi, Bangladesh, August 2013

Mohammad Majedul Islam and Md. Enayet Hossain "University Students' Attitude towards Mobile Internet Uses: A Study on Four Universities in Northern Region of Bangladesh" 1st International Conference on Entrepreneurship, SMEs Development, and Management, June 2013

Hossain, M. I., Hossain, M. E., Alim, M. A., & Ray, R. "Measuring Visitors' Attitude towards Zia Park at Rajshahi in Bangladesh." 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM 2013) in Bangladesh.

Rudrendu R, Hossain M. Enayet, Alim M Abdul, and Hossain M Iqbal, (2013), "Factors Influencing Visitors for Visiting Towards Shaheed A.H.M Kamruzzaman Central Park and Zoo, Rajshahi, Bangladesh. In the proceeding of 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM2013), June 30. Faculty of Business Studies Rajshahi University, Bangladesh and Center for Entrepreneurship and SMEs Development, university of Kebangsaan, Malaysia.

Hossain M Iqbal, Hossain M. Enayet, Alim M Abdul, and Rudrendu R (2013), "Measuring Visitors Attitudes towards Zia Park at Rajshahi in Bangladesh". In the proceeding of 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM2013), June 30. Faculty of Business Studies Rajshahi University, Bangladesh and Center for Entrepreneurship and SMEs Development, university of Kebangsaan, Malaysia.

Islam M. Majidul, and Hossain M. Enayet (2013), "University Students Attitudes Towards Mobile

Internet Uses: A study on Four Universities in Northern Region of Bangladesh”. In the proceeding of 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM2013), June 30. Faculty of Business Studies Rajshahi University, Bangladesh and Center for Entrepreneurship and SMEs Development, university of Kebangsaan, Malaysia.

Hossain M. Enayet, Quaddus M, and Tekle Shankan (2012) “Tourism Destination Loyalty Model: A Comprehensive Empirical Assessment of Cox’s Bazar, Bangladesh *In Proceedings of 26th Annual Australian and New Zealand Academy of Management Conference (ANZAM)*, Managing for Volatility and Instability, December 7-9, Perth, Western Australia.

Hossain M. Enayet, Quaddus M, and Tekle Shankan (2012) “Moderating Roles of Visitors’ Demographic in the Destination Loyalty Process within the Context of Cox’s Bazar, Bangladesh, *In proceedings of 3rd International Conference of business and Economic Research*, March 12 – 13, Bandung, Indonesia

Hossain M. Enayet, Quaddus M, Tekle Shankan, Hossain M. Alamgir (2011),” “Perceived Quality, Satisfaction, and Loyalty at the Destination Level of Cox’s Bazar, Bangladesh,” *In Proceedings of 25th Annual Australian and New Zealand Academy of Management Conference (ANZAM)*, The future of work and Organization, December 7-9, Wellington New Zealand.

Hossain M. Enayet, Quaddus M, and Tekle Shankan (2011), “An investigation of Visitors Loyalty using Formative and Reflective Measurements” *In Proceedings of Australian & New Zealand Marketing Academy Conference (ANZMAC)* , November, 28-30, Perth, Western Australia.

Hossain M. Enayet (2011), “Assessing Tourism Destination Loyalty using Formative and Reflective Constructs: Application for Cox’s Bazar, Bangladesh,” *In Proceedings of Curtin Business School Doctoral Students’ Colloquium*, September 15-16, Curtin University, Perth Australia.

Hossain M. Enayet, Quaddus M, and Tekle Shankan (2011) “Factors Effecting Destination Loyalty: A Case Cox’s Bazar, Bangladesh”, *In Proceedings of Academy of Marketing Science World Marketing Congress (WMC)*, July 19 -23, Reims Management School, Reims, Champagne, France.

Hossain M. Enayet (2011), “An Empirical Study of Tourism Consumers’ Perceived Quality: The Role of Intrinsic and Extrinsic Cues”, *In Proceedings of Emerging Business Initiatives and Development in Business: Curtin Graduate School of Business Research Forum*, 24-25 March, Perth Australia

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “Examining the Role of Cues in Developing Tourism Destination Loyalty Behavior Model: Perspective of Cox’s Bazar, Bangladesh” *In Proceedings of the 21st Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference*,” February 8-11, University of South Australia, and Adelaide.

Hossain M. Enayet, (2010), “The Roles of Cues on Quality, Risk, Satisfaction, and Destination Loyalty: A Structure Equation Modeling Approach of Cox’s Bazar Bangladesh” *In Proceedings of Curtin Business School Doctoral Students’ Colloquium*, 30 Sep & 1st Curtin University, Perth Australia.

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “Understanding the Antecedent Factors of Visitors’ Destination Loyalty Using Structural Equation Modeling: A Preliminary Study of Cox’s Bazar, Bangladesh” *In Proceedings of Australia New Zealand Marketing Academy Conference (ANZMAC)*, November 29 - December 1, Victoria New Zealand

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “A Ground up Approach for Consumer Choice Behavior Model of Tourism Destination Loyalty: The case of Cox’s Bazar, Bangladesh,” *In Proceedings of Australia New Zealand Marketing Academy Conference (ANZMAC)*, November 29 - December 1, Victoria New Zealand

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “A Parsimonious Destination Loyalty

Model of Cox's Bazar, Bangladesh" In *Proceedings of the 21st Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference,* February 8-11, University of South Australia, Adelaide, Australia.

Hossain M. Enayet, Quaddus M, and Tekle Shanka (2009), "Consumer Choice Behaviour Regarding tour Destination Loyalty: A field study of factors and variables," In *Proceedings of the Curtin International Business Conference (CIBC)*, 21-23 December; Miri, Sarawak. Malaysia

Hossain M Enayet, Ahmad I, Abdullah, Z (2007), "Modeling the Relationship between Product Quality and Brand Attitudes Dimensionally" In *Proceedings of International Conference on Marketing and Retailing; Innovative Marketing & Retailing for Global Survival*, Hilton, Petaling, Jaya, Malaysia 29-31 May,

Hossain M Enayet and Habib Wahidul (2007), "Factors Affecting Domestic Tourists attitudes towards the Tour Destination and retention in Bangladesh: An Empirical Evaluation" In *Proceedings of International Colloquium on Tourism and Leisure*, Chiang Mai, Thailand, May 7-10

Hossain M Enayet (2001), Bangladesh is an Emerging Economy for Foreign Direct Investment" In *Proceedings of Marketing in New Millennium*" Agrabad, Chittagong, Bangladesh during 26-27 September

Editor: Bangladesh Journal of Tourism

Professional Training Experience

Professional Training Workshop on Developing a Core Team for Guiding IQAC, QA Activities & Curriculum Design, 13 March to 16 March 2017, Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training Workshop on Curriculum Format, 05 February 2017, Higher Education Quality Enhancement Project (HEQEP), University Grant Commission, Bangladesh.

Professional Training on "Establishing Internal, Quality Assurance (QA) System at the Universities, February 2-3, 2015, Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training on "review techniques of Quality Assurance Project, May 12, 2015, Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training on "Peer reviewer panel selection for self-assessment reports, August 30, 2015, Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training on "Quality Assurance in Higher Education" October 10, 2015, Quality Assurance Unit, University Grant Commission, Bangladesh.

Participation on "Consultative Meeting" December 2, 2015, Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training on" Reviewing the QAP-IQAC Proposal" December 8, 2015, Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training on "Training on "Web-based Project Monitoring Information Management System (PMIS)"January 28, 2016. Quality Assurance Unit, University Grant Commission, Bangladesh.

Professional Training on "Teaching-Learning, Curriculum and Quality Assurance" December 24-25, 2015, Graduate Training Institute (GTI), Maymensingh, Bangladesh

Professional Development Program on Quality Assurance in Higher Education 23 March -1 April 2015, AIT Extension, Asian Institute of Technology, Thailand. Financed by World Bank Under Higher Education Quality Enhancement Project.

Professional Training on Bloom Taxonomy and Curriculum Development, October 20-24, 2014, Graduate Training Institute (GTI), Maymensingh, Bangladesh.

A 3 day Professional Training on “Outcome based Teaching” Organized by University of Western Australia, Australia, 2012

Professional Training on 26th Faculty Development Program (FDP), from October 4, 2004 to January 29, 2005. Indian Institute of Management, Ahmadabad (IIMA). Financed by Commonwealth Secretariat, UK.

Enlisted professional trainer on “Higher Education Quality Assurance” University Grand Commission, Bangladesh.

Conducting Workshops as a Resource Person

Workshop on “External Peer Review: Process, Finance and Team Selection for Phase-2”, May 03 and 04, 2017, organized by Institutional Quality Assurance Cell, University of Rajshahi.

Workshop on “Curriculum Development for the Faculty of Business Administration and Management” at Patuakhali Science and Technology University (PSTU) as resource speaker. April 26-27, 2017 at IQAC seminar room

Workshop on ‘Finalization of Improvement Plan for Phase-1’, April 22 and 23, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on “Draft Improvement Plan (17-18 to 2020-21) based on SAR and EPR”, April 13, 2017, organized by Dept. of Accounting and Information Systems, University of Rajshahi.

Workshop on ‘Documentation and Survey Data Analysis for Self-Assessment by PoEs for Phase-2’, April 11 and 12, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on “Preparation and Submission of Improvement Plan”, April 12, 2017, organized by Dept. of Zoology, University of Rajshahi.

Workshop on “Preparing and Submission on Improvement Plan”, April 11, 2017, organized by Dept. of Psychology, University of Rajshahi.

Workshop on “Preparing and Submission of Improvement Plan”, April 05, 2017, organized by Dept. of Applied Physics and Electronic Engineering, University of Rajshahi.

Workshop on ‘Quality Assurance: Survey Tools, Technique, Analysis and Documentation for Phase-3’, March 29 and 30, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on “Post Self Assessment Improved Plan”, March 16, 2017, organized by Dept. of Applied chemistry and Electronic Engineering, University of Rajshahi.

Workshop on ‘SA Report Preparation: Documentation & Survey Data Analysis for Phase-2’, March 9 and 11, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on “Sharing the Survey Results”, March 13, 2017, organized by Dept. of Fisheries, University of Rajshahi.

Workshop on “The Post SA Improvement Plan”, March 03, 2017, organized by Dept. of Social Work, University of Rajshahi.

Workshop on “Quality Assurance in Higher education: Self Assessment”, February 28, 2017, organized by Dept. of Agronomy and Agricultural Extension, University of Rajshahi.

Workshop on ‘Quality Assurance (QA) and Self Assessment (SA) Process for Phase-3’, February 26 and 26, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on “4-Year Improved Plan”, February 02, 2017, organized by Dept. of English, University of

Rajshahi.

Workshop on 'Improve Plan Budget Preparation for Phase-1', February 2, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Orientation Workshop on 'Self Assessment (SA) Program for Phase-3', 29 January 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on 'Preparation of Improvement Plan for Phase-1', January 2 and 3, 2017, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on 'Quality Assurance: Survey Tools, Technique, Analysis and Documentation for Phase-2', November 23 and 24, 2016, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on 'Awareness and Team Building for Self-Assessment', October 19, 2016, organized by Dept. of Information Science & Library Management, University of Rajshahi.

Workshop on 'Growing Awareness and Team Building for Self-Assessment', October 18, 2016, organized by Dept. of Islamic History and Culture, University of Rajshahi.

Workshop on 'Team Building and Growing Awareness for the Self-Assessment', October 08, 2016, organized by Dept. of Applied Mathematics, University of Rajshahi.

Workshop on 'Awareness Building and Self-Assessment', October 05, 2016, organized by Institute of Biological Science, University of Rajshahi.

Workshop on 'Self-Assessment (SA) Process and Team Building', September 24, 2016, organized by Dept. of Public Administration, University of Rajshahi.

Workshop on 'Growing Awareness and Team Building for Self-Assessment', September 04, 2016, organized by Dept. of Materials Science and Engineering, University of Rajshahi.

Workshop on 'Self Assessment: Awareness and Team Building', September 03, 2016, organized by Dept. of Political Science, University of Rajshahi.

Workshop on 'Awareness and Team Building for Self Assessment', August 22, 2016, organized by Dept. of Fisheries, University of Rajshahi

Workshop on 'Self Assessment Process and Team Building for Phase-2 POEs', August 17, 2016, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on 'Quality Assurance (QA) and Self Assessment (SA) Process for Phase-2 POEs', July 25, 2016, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on "Self-Assessment Survey Data Presentation and Discussion", May 11, 2016, organized by Dept. of Pharmacy, University of Rajshahi.

Orientation Workshop on 'Self Assessment (SA) Program for Phase-2', May 07, 2016, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on "The Survey Results Sharing Workshop", April 27, 2016, organized by Dept. of Law, University of Rajshahi.

Workshop on "The Self Assessment Report", April 16, 2016, organized by Dept. of Social Work, University of Rajshahi.

Workshop on "The Survey Results Sharing Workshop", April 07, 2016, organized by Institute of Business Administration, University of Rajshahi.

Workshop on "Survey Reports and Documentation", April 04, 2016, organized by Dept. of English, University of Rajshahi.

Workshop on ‘External Peer Review: Process, Finance and Team Selection’, March 15 and 16, 2016, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on ‘Documentation and Survey Data Analysis for Self-Assessment by PoEs’ November 21, 22 and 25, 2015, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on “Awareness Building on Quality Assurance through Self-Assessment (SA) Process”, November 16, 2015, organized by Dept. of Pharmacy, University of Rajshahi.

Workshop on ‘Documentary Evidence and Data Analysis for SA Process’, October 18, 19 and November 01, 2015, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on, ‘SA Report: Documentary Evidence of Prevailing Situation, Stakeholders’ Perception & Peer Review’, September 7 and 9, 2015, Institutional Quality Assurance Cell, University of Rajshahi

Workshop on ‘Quality Assurance : Priority Areas, Documentation and Customization of Survey Tools , June 20 and 21, 2015, organized by Institutional Quality Assurance Cell, University of Rajshahi

Orientation Workshop on ‘Quality Assurance (QA) Through Self Assessment (SA) Process’, March 12, 2015, organized by Institutional Quality Assurance Cell, University of Rajshahi

Worked as a Peer Reviewer (Around 30 academic programs. Some are given below as example)

North South University, Bangladesh (NSUB), the SAC of the Department of Accounting and Finance in cooperation with the IQAC at NSUB, organized various activities during the site visits for Self Assessment Report Validation from October 8-11, 2017.

North South University, Bangladesh (NSUB), the SAC of the Department of Management, in cooperation with the IQAC at NSUB, organized various activities during the site visits for Self Assessment Report Validation from October 12-14, 2017.

Gono Bishwabidyalay the SAC of the Department of Law, in cooperation with the IQAC at Gono Bishwabidyalay, organized various activities during the site visits for Self Assessment Report Validation from May 27-29, 2017.

Gono Bishwabidyalay the SAC of the Department of Medical Physics & Biomedical Engineering, in cooperation with the IQAC at Gono Bishwabidyalay, organized various activities during the site visits for Self Assessment Report Validation from May 23-25, 2017.

American International University-Bangladesh the SAC of the Department of English, in cooperation with the IQAC at AIUB, organized various activities during the site visits for Self Assessment Report Validation from April 16-18, 2017.

Chittagong University the SAC of the Geography and Environmental Studies, in cooperation with the IQAC at University of Chittagong, organized various activities during the site visits for Self Assessment Report Validation from December 10 -12, 2016.

University of Dhaka the SAC of the Accounting Department organized various activities during the site visits for Self Assessment Report Validation from November 6 – 8, 2016.

University of Dhaka the SAC of the Finance Department organized various activities during the site visits for Self Assessment Report Validation from November 9 – 12, 2016.

University of Dhaka the SAC of the Management Department organized various activities during the site visits for Self Assessment Report Validation from November 13 – 15, 2016.

Shajalal University of Science and Technology (SUST) the SAC of the Department of Forestry and Environmental Science organized various activities during the site visits for Self Assessment Report Validation from November 03-05, 2015.

Working Papers

“Furniture Marketing in Bangladesh- Its Patterns, Problems and Prospects-A Study on Dhaka and Chittagong City” under Annual Development Program of Rajshahi University, Bangladesh.

Joined 26th Faculty Development Program (FDP) at Indian Institute of Management, Ahmadabad (IIMA) from October 4, 2004 to January 29, 2005. Financed Commonwealth Secretariat, UK

Academic Achievement

Achieved Primary School Scholarship in 1982, Secondary School Scholarship 1985, Scholarship from College, 1989, University Scholarship, 1996, Commonwealth Scholarship for Faculty Development Program (FDP) 2004-2005, Endeavour International Postgraduate Research Scholarship, June 2008-June 2012, Curtin Graduate Business School Scholarship (IPRS) June 2008-June 2012, Fund for joining training on Quality Assurance in Higher Education, World Bank, 2015.

Research Interest

Quality Assurance in higher Education, Tourism and Hospitality, Market Research, Consumer Behavior, Research Methodology, Sustainable Education.

Working Experiences

A. Designation: Professor and Associate Professor
Educational Institution: The University of Rajshahi, Bangladesh
Duration:

Duties & Responsibilities

- To prepare and deliver lectures to students in the Department of Marketing
- Supervise MBA, MPhil Students
- Giving the training on Application of statistic for business decision making
- Writing research papers on contemporary issues

B. Designation: Assistant Professor, and Lecturer
Institution: The University of Rajshahi, Bangladesh

Duties & Responsibilities

- To prepare and deliver lectures to students in the Department of Marketing (BBA & MBA)
- Supervise MBA Internship Students, Examining answer sheets
- Development research project for fund generation
- Part time working as data analyst for market research

Courses were taught as a Lecturer, Assistant & Associate Professor (BBA & MBA)

Tourism and Hospitality Marketing, Principle of Marketing, Relationship Marketing, Consumer Behavior, Brand Management, Statistics for Business Decision Making, Research Methodology, Marketing Research, Operations Research, International Marketing, Strategic Marketing.

Employment Experience while I was studied in Australia as a PhD student

a). Designation: **Research Assistant**
Organization: Marketing Dept. Curtin University, Perth, Western Australia
Under Academic: Tekle Shanka, and Dr. Braien (Senior Lecture)

Duties & Responsibilities

- ⇒ Impute Data, Data Preparation and scanning, Data coding and decoding
- ⇒ Data Analysis (Quantitative up to logistic regression)

b. Designation: **Distribution Supervisor/Marketing Coordinator**
 Organization: The Summer Family Trust, 19, Broadway, Nedlands
 Perth, Western Australia
 Duration: October 2008 to January 26, 2013 (20 hours per week)

Duties & Responsibilities

- ⇒ Sorting Invoices according to distribution area
- ⇒ Supervision of Packing Breads, Sales and Promotion, Reporting and coordination in policy making

c. Designation: Senior Marketing Executive
 Organization: Rangs Electronics Ltd. Bangladesh (Sony Int.)
 Duration: From 17, December 1996 to 19 October 1998
 Employer: Managing Director, Rangs Electronics Limited

Duties & Responsibilities

- Market Research and Marketing Planning (Coordinate General Manger, Marketing Manager, Managing Director)
- Organizing seminar during new products launching
- Preparing Monthly Sales Forecasting Report

d. Designation: Marketing officer
 Organization: Golden Fiber Trade Center limited, Bangladesh
 Duration: From 25, October 1998 to May 10, 1999
 Employer: Managing Director, Golden Fiber Trade Center Limited

Duties & Responsibilities

- Reporting to Managing Directors about total sales performance of the company
- Present Demand of the product and position of the company in relation to existing competitors
- Market promotion in overseas specially Middle East and CIS countries