

# Curriculum Vitae

Of

Prof. ABM Shahidul Islam, *PhD*



<b>Name of Organization</b>	:	Professor of Marketing, Department of Marketing, Faculty of Business Studies, University of Dhaka, Dhaka-1000, Bangladesh.
<b>Profession</b>	:	Teaching
<b>Date of Birth</b>	:	February 2, 1962
<b>Teaching Experience</b>	:	26 years
<b>Membership in Professional Societies</b>	:	<b>Nationality:</b> Bangladeshi
	:	Member, Finance Committee, University of Dhaka, Dhaka-1000.
	:	Life Member of Marketing Alumni Association, Bangladesh.
	:	Life Member of Registered Graduate, Senate, University of Dhaka.
	:	Former Syndicate Member, University of Dhaka, Dhaka-1000.
	:	Former Member, Asiatic Society of Bangladesh.
	:	Former General Member of Bangladesh Economic Association.
	:	Former President of Bangladesh Student Association, University of Strathclyde, Glasgow, UK.

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## Key Qualifications

- \* M. Phil. in Relationship Marketing, University of Strathclyde, Glasgow, UK., 2002.
- \* Ph.D in Business-to-Business Marketing from the University of Dhaka, Bangladesh, 2005.

Master of Commerce (M. Com.) in Marketing, *First Class*, Department of Marketing, University of Dhaka, Bangladesh, October 1985, Bachelor of Commerce with Honors in Marketing, *First Class*, Department of Marketing, University of Dhaka, Bangladesh, December 1983, Higher Secondary School Certificate (H. S. C.), *First Division-4th Position*, Mowlana Mohammad Ali Govt. College, Tangail, Dhaka Board, Dhaka, Bangladesh, 1979.

## Teaching Experience

- Lecturer, Department of Marketing, Faculty of Business Studies, University of Dhaka, from July 1986 to August 1990
- Assistant Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, from August 1990 to September 2000
- Associate Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, from September 2000 to August 2005
- Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, from August 2005 to date

## Adjunct Faculty

- North South University (NSU), Bashundhara City, Dhaka, Bangladesh (on going).
- Independent University, Bashundhara City, Dhaka, Bangladesh (2001-2004)
- Eastern University, Dhanmondi, Dhaka, Bangladesh (2003 to till date)
- Stamford University Bangladesh, Dhanmondi, Dhaka, Bangladesh (2002 to till date)

## Student Supervision Experience

- PhD supervision (joint) on the topic “Consumer Credit: A Banking Product to Upgrade the Lifestyle of People of Bangladesh” by Md. Ataur Rahman, Department of Marketing, University of Dhaka, 2012.
- M. Phil Supervision on the topic “Deception of Advertising in Bangladesh”, by Md. Anower, Hossain, Department of Marketing, University of Dhaka, 2014.

- Graduate and Undergraduate Students' Thesis supervision on different topics (i.e., consumer buying patterns, relationship marketing, product branding, service branding, customer satisfaction, market orientation, relationship marketing strategies, CRM, advertising, competitive advantage etc.):

<b>Academic Session</b>	<b>No. of B. Com. Students</b>	<b>No. of M. Com. Students</b>
1986-87	05	05
1987-88	06	05
1988-89	07	05
1989-90	10	08
<b>Academic Year</b>	<b>No. of BBA Students</b>	<b>No. of MBA Students</b>
1995-96	12	08
1996-97	10	06
1997-98	10	07
1998-99	12	08
1999-2000	12	08
2000-01	14	10
2001-02	15	10
2002-03	14	10
2003-04	15	08
2004-05	16	12
2005-2006	15	10

## **Classroom Teaching Experience**

### **A. Course Taught: Undergraduate Level**

1. Principle of Marketing	with 10 batches
2. Principle of Management	with 03 batches
3. Principle of Accounting	with 04 batches
4. Business Mathematics	with 03 batches
5. Business Statistics	with 06 batches
6. Micro Economics	with 08 batches
7. Macro Economics	with 05 batches
8. Business Environment	with 03 batches
9. Introduction to Business	with 10 batches
10. Organizational Behavior	with 04 batches
11. Principles of Advertising	with 03 batches
12. Integrated Marketing Communication	with 03 batches

### **B. Course Taught: Graduate Level**

1. Marketing Management with Case Studies	with 15 batches
2. Consumer Behavior with Case Studies	with 10 batches
3. Marketing Research	with 10 batches
3. Promotion Management with Case Studies	with 12 batches
4. Business-to-Business Marketing with Case Studies	with 06 batches
5. Human Resource Management with Case Studies	with 04 batches
6. Strategic Marketing with Case Studies	with 02 batches
7. Global Marketing with Case Studies	with 04 batches
8. Service Marketing with Case Studies	with 10 batches

## **Administrative Experience**

- Former Vice-Chancellor (through Chancellor's appointment), Leading University from August 18, 2006 to August 18, 2009.

- Syndicate Member, University of Dhaka, from 1989 to 1991
- Member, Governing Body, Dhaka City College, from 2003 to October 2008.
- Chairman, Curricula Committee, Eastern University, Dhanmondi, Dhaka, Bangladesh, from 2003 to 2008.
- Chairman, Teachers' Selection Committee, Eastern University, Dhanmondi, Dhaka, Bangladesh, from March 2009 to date.
- Member, Selection Committee of the Teacher, University of Dhaka, Bangladesh, from 1989 to 1991
- Member, Selection Committee of the Staff, Eastern University, Dhanmondi, Dhaka, Bangladesh, from 2003 to date
- Member & Chairman of different Examination Committees of Undergraduate (BBA) & Graduate (MBA) Program in the University of Dhaka and National University, Bangladesh from 1986 to date.

### **Administrative Capacities & Knowledge**

1. Foster and promote teaching excellence for faculties for classroom-based programs.
2. Oversee the quality of full-time & adjunct faculties' teaching in different programs. Provide orientation, training, mentoring, coaching, evaluation and development of adjunct faculty in order to maintain outstanding academic quality requirements. Guide full-time & adjunct faculties through required orientation and development activities.
3. In accordance with the academic model, provide proactive student development support and guidance both directly to students in their programs, as well as through the training and development of full-time & adjunct faculties.
4. Act as a liaison to Academic Affairs for fulfilling the requirements of Bangladesh University Grants Commission (UGC) when appropriate.
5. Participate in the development and implementation of strategic plans to improve and enhance academic affairs functions. Participate in the development, dissemination and review of key institutional academic indicators across the different universities of the country.
6. Participate in the review and development of curricula in alignment with University Grants Commission (UGC) and that focuses on real-world applications and current practices. Provide leadership in building competency into the curriculum as well as the learning experience.
7. Interview, hire, and train full-time & adjunct faculties; plan, assign, and direct work; appraise performance; reward and discipline employees; address complaints and resolve problems.
8. Carry out supervisory responsibilities in accordance with university rules and regulations.
9. Proven record of excellence for in-class teaching to adults (i.e., for MBA program) at managerial/executive level.
10. Proven relevant management experience in a progressively responsible capacity, preferably in an education environment, directing and overseeing processes, procedures and activities as syndicate member and as Vice-Chancellor.
11. Conceptual and strategic skills to develop, implement, communicate and interpret academic policies, standards and practices.
12. Excellent written, oral, and interpersonal communication skills to interact effectively with campus, regional and system personnel, as well as to interpret and explain academic policies, standards and practices to diverse students, staff and faculty.
13. Ability to present a professional image and to develop relationships with the education, business, government communities, and UGC as well as with University personnel.

14. Develop, cultivate, and strengthen new and existing relationships in the community to support achievement of university goals, increase awareness of the university, and develop a variety of resources aligned with university needs and strategies.
15. Review, edit and/or rewrite, as necessary, copy submitted for publication in print.
16. Lead implementation, assessment, and continuous update of multi-year marketing and communications plan for the university.
17. Participate in management of communications & university budget.
18. Use creative, timely, and relevant communications to build internal and external relationships.
19. Advise departments regarding the development of academic curriculums as well as alternatives available in the selection of teachers & staff.
20. Manage process for development, printing, and distribution of university publications.
21. Supervise teachers & staff of the university.
22. Plan and facilitate training and development for extra curricula activities of the students.
23. Generate leadership and learning opportunities through new initiatives, development, and programs.
24. Develop leadership, advising, and training opportunities for students, staff, and faculty.
25. Develop policies and implement procedures for the recognition process of students.
26. Develop, interpret & implement university policies and procedures.
27. Capacity in a university environment with the ability to create innovative programming.
28. Demonstrated experience in planning activities and program development.
29. Successful policy and procedure development and budget management.
30. Perform other duties as assigned by higher authority.

### **Published Books**

1. Interorganizational Relationships between Advertising Agencies and their Clients, Bureau of Business Research, Faculty of Business Studies, University of Dhaka, 2000.
2. Marketing Promotion (in Bengali), Udyoke Prokasoni, Dhaka, 1987.
3. Marketing (in Bengali), City Publication, Dhaka, 1996.
4. World Economic Crisis and Free Economy (in Bengali), Bangla Bazar, Dhaka, 1997

### **International Exposure outside Bangladesh**

- Commonwealth Scholar from January 1991 to January 1994 for higher study in the Dept. of Marketing, University of Strathclyde, Glasgow, UK.
- Paper presented in 21<sup>st</sup> Annual Frontiers in Service Conference, on “Administrative Marketing- Searching a new theory”, Robert H. Smith School of Business, University of Maryland, Washington, DC, USA, June 14-17, 2012.
- Paper presented in 21<sup>st</sup> Annual Frontiers in Service Conference, on “Relational Dialectic Theory and Its Application to Relationship Marketing”, Robert H. Smith School of Business, University of Maryland,”, Washington, DC, USA, October 2-5, 2008.
- Paper accepted in “Frontiers in Service Conference”, 16<sup>th</sup> Annual American Marketing Association (AMA) conference, Robert H. Smith School of Business, University of Maryland, San Fran Cisco, USA, October 3-7, 2007.
- Paper presented in ICAS5 Conference on Asia Scholar Convention, on “The Practice of Relationship

Marketing Strategies”, Kuala Lumpur Convention Center, Malaysia, 2-5 August, 2007.

- Paper presented and published in the proceeding of 23<sup>rd</sup> EMAC Conference, Maastricht, Netherland, 17-20 May, 1994.
- Paper presented in 9<sup>th</sup> IMP Conference, University of Bath, UK, 23-25 September, 1993.
- Paper presented in British Academy of Management Conference, Cranefield Business School, London, UK, September, 1993

## Publications & Research Experience

Position & Project	Dates	Location
<ul style="list-style-type: none"> <li>■ <b>Consultants:</b> Bangladesh Broadcasting Telecommunication and Technology (BBTT) – A Subsidiary Company of ITT, Japan. <b>Scope of Work:</b> Market Feasibility Test, Developing Human Resource Management, Developing Marketing Strategy and Developing Campaign Program.</li> </ul>	15 March, 1997 to 16 March 2000	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ <b>Advisor:</b> Consumer Association of Bangladesh (CAB) <b>Scope of Work:</b> Consumer right, Consumer awareness towards consumer protection law and organized and conducted the workshops on “Consumer Protection Law – June 1998” in Barishal Division.</li> </ul>	30 June 1995 up to 2005	Dhaka, Barishal, Bangladesh
<ul style="list-style-type: none"> <li>■ <b>Chief Consultant:</b> Project on “Prospects of New Mashala Marketing: Searching the Pricing and Marketing Strategy.” NIB Trans Lines Ltd., Dhaka-1200, Bangladesh.</li> </ul>	8 September 2000 to 15 August 2001	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ <b>Independent Research</b> on “Examining the Factors Associated with Perceived Level of Satisfaction in Advertising Agency-Client Relationships -- An Empirical Investigation”, Sponsored by the University Grants Commission (UGC), Dhaka, Bangladesh</li> </ul>	10 November 1997 to 16 December 1999	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ <b>Independent Research</b> on “Consumers Attitude Towards Local and Foreign Goods – An Empirical Investigation”, Sponsored by University Grants Commission (UGC), Dhaka, Bangladesh.</li> </ul>	5 January 2002 up to date	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ Consultant on the project “Relationship Marketing – A Case Study on Advertising Agency-Client Business Practice”, Sponsored by Bureau of Business Research (BBR), University of Dhaka.</li> </ul>	10 June 2002 up to date	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ Worked as a research assistant for the project “Marketing of Lentil in Bangladesh,” World Bank.</li> </ul>	7 June 1999 to 8 Dec 1999	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ Research on “Consumers Attitude Towards Meat Sellers - A Case of Dhaka City,” Internship report of the student of BBA 2<sup>nd</sup> Batch, Department of Marketing, University of Dhaka.</li> </ul>	Session 1996-1997	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ Research Monograph on “Media Selection Strategy in Bangladesh”, Bureau of Business Research (BBR), Faculty of Business Studies, University of Dhaka.</li> </ul>	5 January 1989 to 6 February 1990	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ Research Monograph on “Advertising Media Practice in Bangladesh”, BMET Project, under the sponsorship of Bangladesh University Grants Commission (BUGC).</li> </ul>	10 February 1990 to 11 February 1991	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ The case study on “Advertising Agency Selection Strategy”, BMET Project, under the sponsorship of Bangladesh University Grants Commission (BUGC).</li> </ul>	5 March 1989 to 11 March 1990	Dhaka, Bangladesh
<ul style="list-style-type: none"> <li>■ Research on “The Management Practice of Advertising Agency-Client Exchange Relationships: A Conceptual Framework,” British Academy Management Annual Conference 1993, Milton Keynes, Bedford, UK.</li> </ul>	1993	Glasgow, UK
<ul style="list-style-type: none"> <li>■ Research on “The Application of Exchange Theory in Examining the Relationship between Advertising Agencies and Their Clients”, 23rd EMAC Conference, 17- 20 May, Marketing: Its Dynamics and Challenges, Maastricht 1994, Proceedings, Volume 1, pp. 929-41</li> </ul>	1994	Glasgow, UK
<ul style="list-style-type: none"> <li>■ Research on “Processes and Patterns of Interorganizational Relationships Between Advertising Agencies and Their Clients – A Conceptual Framework”, IMP Group Conference, September,</li> </ul>	1993	Glasgow, UK

University of Bath, UK.		
■ Research on “Relationship Marketing and Its Application in Advertising Agency-Client Business Practice -- A Conceptual Framework,” <i>The Dhaka University Journal of Business Studies</i> , Volume XVIII, No. 1, June pp. 69-93.	1997	Dhaka, Bangladesh
■ Research on, “The Practice of Relationship Marketing Strategies (RMS) in Advertising Agency-Client Relationships (AACRs) – An Exploratory Research”, <i>The Dhaka University Journal of Business Studies</i> , Volume 19(1), June pp. 139-160.	1998	Dhaka, Bangladesh
■ Research on “The Practice of Internal Marketing in Service Organization – The Case of an Advertising Agency,” <i>Journal of Marketing</i> , A Journal of the Department of Marketing, University of Dhaka, Vol. 1, No. 1, June, pp. 21-37	1998	Dhaka, Bangladesh
■ Research on “Use of Non Financial Indicators to Measure Performance of the Manufacturing Firm,” <i>Journal of Business Studies</i> , Faculty of Business Studies, University of Dhaka	1998	Dhaka, Bangladesh
■ Research on, “Agencies’ Satisfaction in Advertising Agency-Client Relationship –An Empirical Investigation,” in <i>Applied Marketing in Bangladesh (Some Case Studies)</i> , edited by Professor Syed Abul Kalam Azad, Department of Marketing University of Dhaka, December, pp. 151-157.	1998	Dhaka, Bangladesh
■ Research on, “Consumer Attitude Towards Local and Foreign Products – A Study of Cosmetic Goods,” <i>Marketing Observation</i> , Department of Marketing, University of Dhaka	1988	Dhaka, Bangladesh
■ Research on, “Marketing of Homeopathic Medicine in Dhaka City -- Problems and Prospects,” <i>Marketing: Problems and Prospects - 1985</i> , Department of Marketing, University of Dhaka	1985	Dhaka, Bangladesh

**Communication Address:**

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