

## ABU NASER AHMED ISHTIAQUE

(April 30, 1973 Faridpur, Bangladesh)

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### Address: Work

Professor  
Department of Marketing  
Faculty of Business Studies  
University of Dhaka  
Dhaka-1000, Bangladesh  
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### Address: Home

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## Field of Interest

Marketing in general and Tourism and Hospitality in particular

- Research : **Marketing–**  
Services, Retailing, Electronic, and Consumer Behavior  
**Tourism–**  
Development and Marketing  
**Hospitality–**  
Management and Marketing
- Teaching : **Marketing–**  
Principles, Management, Strategic, Brand, Service, Electronic, Research, IMC, and Consumer Behavior  
**Tourism–**  
Fundamentals, Management, Eco/Sustainable, Destination, Travel Agencies, Tour Operations, and Event  
**Hospitality–**  
Fundamentals, Management, and Accommodations  
**Others–**  
Accounting, MIS, and E-Business
- Administration : **Universities–**  
Academic and Administrative Position in Public and Private Universities  
**Organizations–**  
Administrative Position in Financial Institutions, Business, Public, and Private Organizations  
**Research Institutions–**  
Management in Public and Private Institutions

## Experience

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### *Professional:*

- Duration : November 22, 2012—  
Position : **Professor**  
Department : Marketing  
Institution : University of Dhaka (DU), Bangladesh  
Responsibilities : Delivering class lectures in MBA & BBA program.  
2 Lectures per week  
Question Setting and Script Examining  
  
**Director:** MBA (Regular) Program, Department of Marketing, DU  
(17<sup>th</sup> Batch, MBA)  
**Editor:** DU Journal of Marketing, Department of Marketing, DU  
(Vol. 15, 16, and 17)  
**Member:** Examination Committee, Department of Marketing, DU  
Question Setting, Moderating, Printing and Tabulating  
  
**Member:** Academic Council, University of Dhaka, Bangladesh  
**Member:** Board of Advance Studies, University of Dhaka, Bangladesh  
**Member:** Bureau of Business Studies, FBS, University of Dhaka  
**Member:** Faculty Committee, Faculty of Business Studies, DU  
**Member:** C&D Committee, Department of Marketing, DU  
  
**Editor:** Marketing Carnival-2013, Department of Marketing, DU  
**Convener:** Cultural Committee, Department of Marketing, DU (Former)  
**Member:** Sports Committee, Department of Marketing, DU
- Duration : January 19, 2011 — November 21, 2012  
Position : **Associate Professor**  
Department : Marketing  
Institution : University of Dhaka, Bangladesh  
Responsibilities : Delivering class lectures in MBA & BBA program.  
4 Lectures per week (Two lectures per course)  
Question Setting and Script Examining  
**Editor:** Marketing Carnival-2012, Department of Marketing, DU  
**Convener:** Cultural Committee, Department of Marketing, DU  
**Member:** Strategic Alliance Committee, Department of Marketing, DU  
**Member:** Examination Committee, Department of Marketing, DU  
Question Setting, Moderating, Printing and Tabulating  
**Member:** MBA (Regular) Program, Department of Marketing, DU

- Duration : May 06, 2009 — January 18, 2011  
 Position : **Assistant Professor**  
 Department : Marketing  
 Institution : University of Dhaka, Bangladesh  
 Responsibilities : Delivering class lectures in MBA & BBA program.  
 8 Lectures per week (Two lectures per course)  
 Question Setting and Script Examining  
**Convener:** Cultural Committee, Department of Marketing, DU  
**Member:** Strategic Alliance Committee, Department of Marketing, DU  
**Member:** Examination Committee, Department of Marketing, DU  
 Question Setting, Moderating, Printing and Tabulating
  
- Duration : November 22, 2007 — May 05, 2009  
 Position : **Assistant Professor**  
 Department : Tourism and Hospitality Management  
 Institution : University of Dhaka, Bangladesh  
 Responsibilities : Delivering class lectures in MBA & BBA program.  
 8 Lectures per week (Two lectures per course)  
 Question Setting and Script Examining  
**Director:** BBA Program, Department of Tourism and Hospitality Management, DU  
**Director:** Placement Office, Department of Tourism and Hospitality Management, DU  
**Member:** Examination Committee, Department of Marketing, DU  
 Question Setting, Moderating, Printing and Tabulating  
**Member:** MBA (Regular) Program, Department of Tourism and Hospitality Management, DU  
**Member:** MBA (Evening) Program, Department of Tourism and Hospitality Management, DU  
**Member:** Faculty of Business Studies, DU  
**Member:** Bureau of Business Studies, FBS, University of Dhaka
  
- Duration : November 02, 2004 — November 21, 2007  
 Position : **Assistant Professor**  
 Department : Marketing  
 Institution : University of Dhaka, Bangladesh  
 Responsibilities : Delivering class lectures in MBA & BBA program.  
 8 Lectures per week (Two lectures per course)  
 Question Setting and Script Examining  
**Director:** Placement Office, Department of Marketing, DU  
**Member:** Examination Committee, Department of Marketing, DU  
 Question Setting, Moderating, Printing and Tabulating

- Duration : March 02, 2002 — November 01, 2004  
 Position : **Lecturer**  
 Department : Marketing  
 Institution : University of Dhaka, Bangladesh  
 Responsibilities : Delivering class lectures in MBA & BBA program.  
 8 Lectures per week (Two lectures per course)  
 Question Setting and Script Examining  
**Member:** Examination Committee, Department of Marketing, DU  
 Question Setting, Moderating, Printing and Tabulating
  
- Duration : August 10, 2000 — March 2, 2002 (forenoon)  
 Position : **Assistant Professor**  
 Department : Marketing  
 Institution : University of Chittagong (CU), Bangladesh  
 Responsibilities : Delivering class lectures both in BBA and MBA Program  
 12 Lectures per week (Three lectures per course)  
 Question Setting and Script Examining  
**Member:** Examination Committee, Department of Marketing, CU  
 Coordinating Marketing Association of Chittagong University  
**Organizer:** Departmental extra curricula activities, Dept. of Marketing, CU  
**Financial Editor:** Journal of Marketing—  
 Journal of the Marketing Department, CU  
**Executive Editor:** Marketing Scenario—  
 Journal of the Marketing Association, CU  
**Member:** Examination Committee, Department of Marketing, CU  
 Question Setting, Moderating, Printing and Tabulating
  
- Duration : August 10, 1998 — August 09, 2000  
 Position : **Lecturer**  
 Department : Marketing  
 Institution : University of Chittagong, Bangladesh  
 Responsibilities : Delivering Class lectures both in BBA and MBA Program  
 15 Lectures per week (Three lectures per course)  
 Question Setting and Script Examining  
**Member:** Examination Committee, Department of Marketing, CU  
**Organizer:** Departmental extra curricula activities, Dept. of Marketing, CU
  
- Duration : Since 2003  
 Position : **Adjunct Faculty**  
 Department : Business Administration  
 Institution : Independent University of Bangladesh (from 2012–)  
 American International University-Bangladesh (from 2012–2019)

### **Academic:**

- PhD Students : Awarded (02) and Current (03)
- MPhil Students : Awarded (02) and Current (02)
- MS Thesis Students: Awarded 100+
- Thesis Examination: PhD 15 (International) 02 (National), MPhil 04 (National)

### **Administrative:**

- Duration : October 05, 2004— October 19, 2013  
Position : House Tutor  
Special Assignment: Audit, Sports  
Institution : Hazi Mohammad Muhsin Hall, University of Dhaka, Bangladesh  
Responsibilities : Student dealings regarding their and safety security.
- Duration : October 20, 2003 – October 04, 2004  
Position : Assistant House Tutor  
Institution : Hazi Mohammad Muhsin Hall, University of Dhaka, Bangladesh  
Responsibilities : Student dealings regarding their and safety security.
- Duration : May 07, 2001 – November 27, 2001  
Position : Assistant Proctor  
Special Assignment: Commerce Faculty  
Institution : University of Chittagong, Bangladesh  
Responsibilities : Student dealings regarding their and safety security, Ensuring safety and security of university's law & order and assets.
- Duration : June 01, 2008 – June 30, 2014 and July 01, 2014–  
Position : General Secretary and Executive Committee Member  
Organization : Fuller Road Welfare Society, Fuller Road Residential Area, DU  
Institution : University of Dhaka, Bangladesh  
Responsibilities : Resident dealings regarding their and safety security, Ensuring safety and security of residential area's law & order and assets.

### **Others:**

- Duration : January 22, 1996 – August 09, 1998  
Position : Articled Student  
Department : Audit & Accounts  
Organization : Aziz Halim Anwar & Co., Chartered Accountants, Dhaka, Bangladesh  
Responsibilities : Company Accounts & Audit Reporting (Private, Public & NGOs)  
Office Management Supervising & Computer Department Controlling  
Public Relations

## Education

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- Degree : **Doctor of Philosophy**  
Discipline : Marketing  
Institution : University of Dhaka, Bangladesh  
Period : 2010  
Thesis : A Study on Development of Tourism in Selected Muslim Countries: Lessons for Bangladesh  
Achievement : **Awarded**
- Degree Awarded : **Master of Commerce (Major in Marketing) 1995**  
Institution : University of Dhaka, Bangladesh  
Period : 1994-1995  
Achievement : **First Class**
- Degree Awarded : **Bachelor of Commerce (Major in Marketing) 1994**  
Institution : University of Dhaka, Bangladesh  
Period : 1991-1994  
Achievement : **First Class**
- Degree Awarded : **HSC: Higher Secondary Certificate (Major in Commerce) 1991**  
Institution : Dhaka College, Bangladesh  
(Institution under the Board of Intermediate and Secondary Education, Dhaka, Bangladesh)  
Period : 1989-1991  
Achievement : **First Division**
- Degree Awarded : **SSC: Secondary School Certificate 1989**  
Institution : Government Laboratory High School, Dhaka, Bangladesh  
(Institution under the Board of Intermediate and Secondary Education, Dhaka, Bangladesh)  
Period : 1979-1989  
Achievement : **First Division**
- Degree Awarded : **Refreshers' Course Certificate (Sustainable Tourism Development)**  
Institution : Wageningen University, Netherlands  
(In Association with WICE and Ha Noi University, Viet Nam)  
Period : March 2009  
Achievement : **Awarded (Completion Certificate)**

## Seminar, Training, and Workshop

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- Workshop : Marketing Management of Light Engineering Products in Local and International Markets  
Sponsored by : Ministry of Commerce, GOB  
Organized by : Institute of Appropriate Technology, Bangladesh University of Engineering and Technology (BUET)  
Place : Dhaka, Bangladesh (April 23, 2007)  
Duration : 3 Hours  
Status : **Speaker** (Lecture on Product Distribution)
  
- Seminar : International Seminar on “Development of e-Tourism Technologies in Islamic Countries”  
Organized by : Islamic University of Technologies, Bangladesh (A Subsidiary Organ of the OIC)  
: Islamic Development Bank  
Place : Bangladesh  
Duration : April 22, 2008 – April 24, 2008  
Status : **Participant**
  
- Training : Refreshers’ Course on “Sustainable Tourism Development under the Influence of Globalization: Stimulating Community Development and Small Scale Entrepreneurship”  
Organized by : World Leisure International Centre of Excellence (WICE)  
: Wageningen University, Netherlands  
: Ha Noi University, Viet Nam  
Place : Sa Pa and Ha Noi, Viet Nam  
Duration : March 13, 2009 – March 26, 2009  
Status : **Applicant**
  
- Seminar : International Seminar on “Development of Tourism in the Muslim World”  
Organized by : Turkish Republic of Northern Cyprus  
: Organization of the Islamic Conference (OIC)  
Place : Cyprus  
Duration : April 15, 2009 – April 17, 2009  
Status : **Contributor**

- Dialogue : “Opportunities of Tourism in Bangladesh”
  - Organized by : Tour Operators of Bangladesh (TOAB)
  - Place : International Tourism Fair, Bangladesh
  - Duration : 2010
  - Status : **Special Guest**
  
- Seminar : International Seminar on “Development of Tourism in Bangladesh ”
  - Organized by : Tour Operators of Bangladesh (TOAB)
  - Place : Bangladesh
  - Duration : 2011
  - Status : **Keynotes Speaker** (Development of Tourism in Bangladesh)
  
- Workshop : 87<sup>th</sup> Teacher’s Training Program
  - Sponsored by : Ministry of Education, GOB
  - Organized by : National University, Bangladesh
  - Place : Gazipur, Bangladesh (17 January 2015)
  - Duration : 6 Hours
  - Status : **Speaker** (Lecture on Innovation and Product Development)
  
- Seminar : New Product Development
  - Organized by : Barishal University, Bangladesh
  - Place : Barishal, May 2015
  - Duration : 3 Hours
  - Status : **Speaker**
  
- Guest Lectures : Product and Brand Management
  - Organized by : Faculty of Business Administration  
Department of Marketing  
American International University of Bangladesh
  - Place : Auditorium, Campus 1, AIUB. July 2015
  - Duration : 3 Hours
  - Status : **Speaker** (Lecture on Brand Management)
  
- Guest Lectures : Communicative English and Developing Effective Communication Skills
  - Organized by : Quality Management System  
Bangladesh Power Development Board
  - Place : Office of the Director, Engineering Academy BPDB, Kaptai-4532  
October 2021
  - Duration : 3 Hours
  - Status : **Speaker** (Developing communicative competence in English)



- Conference : 10<sup>th</sup> Asian Management Research and Case Conference (AMRC)  
 Organized by : United Arab Emirates University ((UAEU)  
 Place : United Arab Emirates  
 Duration : October 04, 2022 – October 06, 2022  
 Status : **Participant**
  
- Seminar : ANQ Congress 2022  
 Organized by : Asian Network for Quality  
 Place : Beijing, China  
 Duration : October 26, 2022 – October 27, 2022  
 Status : **Contributor** (Trending Copy Culture of Human Nature: Brand Product Perspective)
  
- Workshop : CEDP-34 Teacher’s Training Program  
 Sponsored by : Ministry of Education, GOB  
 Organized by : National University, Bangladesh  
 Place : Gazipur, Bangladesh (23 February 2023)  
 Duration : 6 Hours  
 Status : **Speaker** (Lecture on Legal Environment of Business)

## Publication

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### Tourism and Hospitality:

1. Does Affective and Cognitive Destination Image Influence Destination Loyalty? Empirical Evidence from a Developing Country, *Asian Journal of Social Science Research (AJSSR)*, UNITAR International University, Malaysia, Vol. 6, Issue 1, 2024. (e-ISSN: 2600-9706)  
DOI: <https://doi.org/10.5281/zenodo.12703265>
2. Impact of the Cognitive Image on Destination Loyalty: A Parallel Mediation Technique, *International Tourism and Hospitality Journal (ITHJ)*, Research Publishing Academy (RPA), UK, Vol. 5, No. 2, 2022. (ISSN: 2616-4701)  
DOI: <https://doi.org/10.37227/ITHJ-2022-01-718>
3. Tourism Vision 2020: A Case of Bangladesh Tourism with Special Emphasis on International Tourist Arrivals and Tourism Receipts, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXXIV No. 3, August 2013. (ISSN: 1682-2498)
4. Tourism Practices in South-East Asian Muslim Countries: Lessons for Bangladesh to Develop Tourism Industry, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXXIII No. 2, December 2012. (ISSN: 1682-2498)
5. A Scheme of Tourism Development Model: The Case of Bangladesh, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. 15, 2012 (Published in December 2014). (ISSN: 1996-3319)
6. Country Branding: A Critical Review of Bangladesh's Brand Title 'Beautiful Bangladesh', *Jagannath University Journal of Business Studies*, Jagannath University, Vol.2, No. 1&2, December 2012. (Published in July 2015). (ISSN: 2957-8248)
7. Recent Initiatives of OIC on Tourism: Lessons for Bangladesh, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. 14, December 2011. (ISSN: 1996-3319)
8. Potenga Seashore, a rising horizon for Tourism- Problems and Prospects, *The Chittagong University Journal of Commerce*, University of Chittagong, Vol. XVI, 2001 (Published in August 2005). (ISSN: 2228-4843)
9. Transport Service- A Comparative Marketing Analysis between Dhaka-Chittagong Roadway and Railway (Written in Bengali), *Bangladesh Studies*, Journal of the Institute of Bangladesh Studies, University of Rajshahi, Vol. 1406:7 (Published in April 2000).

### **Consumer Behavior:**

10. An Evaluation of the Influence of Psychological Factors in Online Shopping: The Case of UK Consumers, *Journal of Banking and Financial Services*, Department of Banking and Insurance, University of Dhaka, Vol. 7, No. 1&2, December, 2013. (ISSN: 1990-5157)
11. Consumer Awareness about Consumer Protection and Legislation, *The Chittagong University Journal of Commerce*, University of Chittagong, Vol. XVII, 2002 (Published in February 2008). (ISSN: 2228-4843)
12. Customer Loyalty: A Study of Mobile Telecommunication Service Providers in Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXVIII No. 1, June 2007. (ISSN: 1682-2498)
13. Customers' Expectations and Perceptions towards Health Services through SERVQUAL Model– An Evaluation of Medical Diagnosis Services in Bangladesh, *Prestige Journal of Management and Research*, India, Volume 10 (Nos. 1 & 2), 2006. . (ISSN: 0974-6080)
14. An Insight into the Purchase Decision Process and Behavioral Pattern of Consumers in Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXIV No. 1, June 2003. (ISSN: 1682-2498)

### **Distribution:**

15. Factors Considered in Business Buying Across Different Levels of Distribution Channels: A Study on Cement Industry of Bangladesh, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. 16, 2013 (Published in 2015). (ISSN: 1996-3319)
16. Ceramic Industry in Bangladesh: Wholesaling and Retailing Practices, *The Chittagong University Journal of Commerce*, University of Chittagong, Vol. XVII, 2002 (Published in February 2008). (ISSN: 2228-4843)
17. Cigarette Hawkers in Dhaka City- A General Business Characteristics, *Chittagong University Studies (Commerce)*, University of Chittagong, Vol. XIV, 1998 (Published in August 2002). (ISSN: 2228-4843)

### **e-Business:**

18. Facebook Marketing: Creating Opportunities for Women Entrepreneurs in Bangladesh, IUBAT Review, A Multidisciplinary Academic Journal of International University of Business Agriculture and Technology, Vol. 1, No.1, 2016. (ISSN: 1029-6778)

19. Prospects of E-Commerce in Pharmaceutical Industry: A Case Study on Drugstore.com, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXIX, No. 3, December 2013. (ISSN: 1682-2498)
20. A Proposed Information Systems Strategies for Academic Institutions, *Journal of Banking and Financial Services*, Department of Banking and Insurance, University of Dhaka, Vol. 6, No. 1, July 2012. (ISSN: 1990-5157)
21. Perspective of E-commerce Industries in Bangladesh and Some Recommendations, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXV No. 2, December 2004. (ISSN: 1682-2498)
22. Electronic Commerce in the Epoch of Information Technology: Its Opportunities and Challenges in the Business Landscape of Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXIII No. 2, December 2002. (ISSN: 1682-2498)
23. E-Commerce- An Emerging Issue in Modern Marketing, *The Bangladesh Accountant* (Journal of the Institute of Chartered Accountants of Bangladesh), Vol. 28, No. 4 (October-December), 2000.

#### **Marketing (Telecommunication):**

24. Impact of Relationship Marketing on the Business Growth of Mobile Telecom Industry: An Empirical Study from Bangladesh Perspectives, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. 17, June 2014 (Published in June 2016). (ISSN: 1996-3319)
25. Job Satisfaction in the Mobile Telecom Industry of Bangladesh: An Internal Marketing Approach, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXXIV No. 1, April 2013. (ISSN: 1682-2498)
26. Competitive Advantage through Relationship Marketing: A Study from the Perspectives of Mobile Telecommunication Industry of Bangladesh, *Journal of Banking and Financial Services*, Department of Banking and Insurance, University of Dhaka, Vol. 6, No. 2, December 2012. (ISSN: 1990-5157)
27. Brand Analysis of Mobile Phone Service Market in Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXXIII No. 2, December 2011. (ISSN: 1682-2498)
28. Competitors Analysis of Mobile Phone Service Market in Bangladesh, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. 11, June 2008. (ISSN: 1996-3319)
29. The Potentiality of Mobile Marketing in the Promotion Mix: A Study over Bangladesh, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. 8, June 2005. (ISSN: 1996-3319)

### Finance:

30. The Role of Micro Finance in Alleviating Poverty: A Perception Analysis in a Village of Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXXII No. 1, June 2011. (ISSN: 1682-2498)
31. Lease Finance in Bangladesh- A Marketing Overview, *The Bangladesh Accountant* (Journal of the Institute of Chartered Accountants of Bangladesh), Vol. 28, No. 1 (January-March), 2000.

### Others:

32. Perception Analysis of Balanced Scorecard- An Application over a Multinational Corporation of Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXVIII No. 2, December 2007. (ISSN: 1682-2498)
33. Corporate Identity Modeling Through a Local Corporation in Bangladesh, *Dhaka University Journal of Business Studies*, University of Dhaka, Vol. XXVII No. 1, June 2006. (ISSN: 1682-2498)
34. Analysis of Institutional Market of Ceramic Industry in Bangladesh, *Chittagong University Studies (Commerce)*, University of Chittagong, Vol.-XIII, 1997 (Published in 2000). (ISSN: 2228-4843)

### Skill

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- Hardware : IBM PC XT & AT, APPLE MAC
- System : WINDOWS
- Language : GWbasic & Qbasic
- Software : MS Office, SPSS and others
- Internet : Mozilla Firefox, Internet Explorer and others
- Remarks : Web Page Development

### Language

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- Read, write, and speak English and Bengali

### Interest

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- Computers, Music, Organizing, Games, Gardening, Carpentry.

## Affiliation

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- Life Member  
Netherlands Alumni Associations (NAAs), Dhaka University Alumni Association (DUAA), Marketing Alumni Association (MAA DU), Old Laboratorians Associations (OLSA), Registered Graduate-University of Dhaka, Dhaka University Teachers Club, Faridpur Diabetic Association (FDA), Doctor Zahid Memorial Child Hospital, Faridpur
- Associate Fellow  
The Institute of Hospitality Management Ireland

## Personal Detail

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Belief in Islam; Bangladeshi citizen; Married

- Country Visited: UK, Japan, Turkey, Northern Cyprus, Saudi Arabia, UAE, Qatar, Egypt, Mauritius, Singapore, Malaysia, Thailand, Indonesia, Vietnam, India, Sri Lanka, Maldives, Nepal, and Bhutan.



### **Professor Abu Naser Ahmed Ishtiaque**

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## References

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Former Treasurer

University of Dhaka and National University, Bangladesh

Former Dean

Faculty of Business Studies

University of Dhaka

- **Professor Dr. Shahidul Islam**

Chairman, Department of Marketing

University of Dhaka

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