

DR. MD. IFTEKHARUL AMIN

Professor, IBA, University of Dhaka, Dhaka 1000
Mobile : **01780118800**, E-mail: miamin@iba-du.edu

OTHER RESPONSIBILITIES

- **Independent Director and Chairman, Board Audit Committee**, Bengal Commercial Bank Limited
- **Warden**, IBA Hostel
- **Coordinator**, Executive MBA Program, IBA
- **Coordinator & Trainer** in the Business Research Methods, Social Media Marketing and Integrated Marketing Communication training courses, Coordinator of the Marketing Module in the Advanced Certificate in Business Administration (ACBA) course, a joint program of IBA, DU and Association of Management Development Institutes in South Asia (AMDISA), and Advanced Certificate for Management Professionals (ACMP) courses under the Management Development Program (MDP), IBA
- **Moderator**, IBA Sports Club

WORK EXPERIENCE

- **Professor**, Institute of Business Administration, University of Dhaka. Working from July 26, 2023 to till date.
- **Associate Professor**, Institute of Business Administration, University of Dhaka. Working from May 29, 2019 to July 25, 2023.
- **Assistant Professor**, Institute of Business Administration, University of Dhaka. Worked from August 20, 2013 to May 28, 2019.
- **Lecturer**, Institute of Business Administration, University of Dhaka. Worked from February 01, 2010 to August 18, 2013.
- **Assistant Commissioner and Executive Magistrate**, Office of the Deputy Commissioner, Cumilla. Worked at different capacities from November 23, 2008 to January 31, 2010.
- **Lecturer**, Department of CSE, IBAIS University, Dhanmondi R/A, Dhaka from September 20, 2006 to November 16, 2008.

CONSULTANCY EXPERIENCE

- As a **National consultant** worked for reviewing national financial policies and M&E mechanism for suggesting better implementation of gender responsive policies supportive to women's economic empowerment for the Women's Empowerment for Inclusive Growth (WING) Project, **UNDP, Bangladesh** from August 2021 to January 2022.
- As a **Business Expert** worked on the "Kitchen Market Case Study" project at Dhaka metropolitan area for the **World Bank, Bangladesh** from June 2021 to April 2022.
- Working as a committee member for recruiting a number of different level banking professionals for the **Community Bank Bangladesh Limited** since 2019.
- As a **Coordinator and team member**, was involved in a number of recruitment test projects for different public and private sector organizations such as Anti-Corruption

Commission, NSI, Office of the CAG, CGDF, Ministry of Agriculture, Ministry of Youth and Sports, Ministry of Commerce, BIMAN, Chittagong Port Authority, DAE, BADC, Different Customs, Excise and VAT Commissionerate, etc.

- As a **Coordinator and team member** was involved in a number of recruitment test projects for different Public and Private Commercial Banks.
- As a **Business Consultant** worked for E-commerce Consumer Association of Bangladesh (eCAB).
- Worked as a member of the technical evaluation committee for developing a Centralized Database, Web Portal And Web TV for the '**Tottho Apa**' project of the **Jatiyo Mohila Sangstha**.
- Worked as a **Consultant** in formulating the **Cyber Security Strategic Guideline** under the Ministry of Information and Communication Technology.
- Worked as a member of the evaluation committee of **Benapole Land Port Automation Project** under the Ministry of Information and Communication Technology.
- Worked as a team member for preparing a strategic plan (2011-2013) for the **Bangladesh Police**.
- Worked as a **Team Leader** in a number of marketing and management consultancy projects for different private sector organizations such as **Real Estate and Housing Association of Bangladesh (REHAB)**, **Sena Kallan Sanghtha (SKS)**, **Unique Group**, etc.
- **Researcher**, "*The Campus Hero Café: Engaging Young Men and Boys in the Promotion of Sexual and Reproductive Health and Rights and the Prevention of Violence against Women and Girls in Bangladesh*". March 1, 2016 – September 1, 2019. Funded by the NWO-WOTRO, Dutch Ministry of Foreign Affairs and ShareNet International.
- **Researcher**, "*Prio Baba Campaign: Identifying Effective Strategies to Involve Fathers in Care Giving and Promoting Women's Rights at the Household and Community*". June 2015-June 2017. Funded by OBS Optimus Foundation, Swiss Bank Foundation.
- **Researcher**, "Understanding Construction of Masculinities at Institution and Extreme Poor Households in Rural Bangladesh" under FSUP-H Project of **CARE, Bangladesh**.
- As a **Consultant** conducted a research titled "Action Research using Community Dialogue facilitation Tool on Violence Against Women, Gender Equality and Women Empowerment" financed by **Department of Women Affairs and United Nations Population Fund (UNFPA)**.
- As a **Consultant** conducted a research titled "Assessing Violence Against Women (VAW) Victims Health Care Need Assessment and Engendering HIS Data Sources" financed by the **Ministry of Health and Family Welfare and World Health Organization (WHO)**.

AREA OF EXPERTISE

- Marketing Research
- E-Commerce
- Consumer Behavior Study
- Integrated Marketing Communication
- Women Empowerment and SME

ACADEMIC PROFILE

- **PhD**, Institute of Information Technology (IIT), University of Dhaka.
Research Title: An Integrated Study on the Aspects Embracing e-Commerce Platforms in Bangladesh.
- **MBA** (CGPA: **3.68**), IBA, University of Dhaka.
- **B.Sc.** (Hons.) in Computer Science & Engineering, (merit position: **5th**, **75.0%** marks) University of Dhaka.
- **HSC** (merit position: **6th**, Rajshahi Board, marks: **917**), Cant. Public School and College, Rangpur.
- **SSC** (marks: **904**), Rangpur Zilla School, Rangpur

TRAININGS

- Completed a 3-day workshop on Structural Equation Modelling (SEM) organized by Faculty of Business Studies (FBS), University of Dhaka on January 8-10, 2020.
- ICSB Global Certificate modules on Creativity and Innovation organized by International Council for Small Business (ICSB), GWU School of Business, Washington DC, USA, 2-4 October, 2019.
- Completed a five day Technical Training on Select Analytical Tools, organized by IFC-Bangladesh Investment Climate Fund with support of UKAID from 28 July 2019 to 01 August 2019, at Dhaka, Bangladesh.

PUBLICATIONS

- **“An Analysis of the Impacts of Economic Empowerment on the Personal and Professional Lives of Women Entrepreneurs in Ecommerce Sectors of Bangladesh”**- the Bangladesh Journal of MIS, Volume-10, No. 01, pages 91-102, December 2024, Dhaka, Bangladesh.
DOI: <https://doi.org/10.61606/BJMIS.V10N1.A5>
- **“E-Commerce Landscape in Bangladesh: A Cross-Country Analysis”**- the Journal of Business Administration, ISSN: 1680-9823, Volume-45, No. 01, pages 01-22, June 2024, Dhaka, Bangladesh.
DOI: <https://doi.org/10.58964/JBA45N101>
- **“Factors Influencing the Usage of Edtech Platforms in Bangladesh”** - the European Journal of Business and Management (EJBM) (iiste.org), Volume 15, No. 18, pages 1-13, 30 November 2023
DOI: 10.7176/EJBM/15-18-01. Accessible through:

<https://www.iiste.org/Journals/index.php/EJBM/article/view/61751/63742>

- **“Women's Financial Inclusion In Bangladesh: Evaluating The Gender Response of Financial Policies And Interventions In The Post-COVID Era”** – the Journal of Business Administration, Volume-44, No. 1, pages 35-51, Published Online: 30 June, 2023 || Published in Print: 20 July, 2023, Dhaka, Bangladesh.
- **"Social Media Marketing and Consumer Buying Behavior: A Literature Review"** - the European Journal of Business and Management (EJBM) (iiste.org), Volume 15, No. 8, pages 10-20, 30 April 2023
DOI: 10.7176/EJBM/14-22-02. Accessible through:
<https://www.iiste.org/Journals/index.php/EJBM/article/view/60705/62672>
- **“Impact of Work from Home on Employee Performance in Context of Bangladesh”** – the European Journal of Business and Management (EJBM) (iiste.org), Volume 14, No. 22, pages 13-24, 30 November 2022
DOI: 10.7176/EJBM/14-22-02. Accessible through:
<https://www.iiste.org/Journals/index.php/EJBM/article/view/59890>
- **“An Application of TAM and TRI on the Factors Affecting Internet Banking Adoption in Bangladesh”** – the Journal of Asian Finance, Economics and Business (JAFEB), Volume 9, Issue 9, pages 75-91, October 2022, Seoul, South Korea. Accessible through:
<https://doi.org/10.13106/jafeb.2022.vol9.no9.0075>
- **“Macroeconomic and Firm-specific Factors Influencing Non-Performing Loans in Bangladesh: A Panel Data Regression Approach”** – the Journal of Asian Finance, Economics and Business (JAFEB), Volume 8, Issue 12, pages 95-105, December 30, 2021, Seoul, South Korea. Accessible through:
<https://doi.org/10.13106/jafeb.2021.vol8.no12.0095>
- **“Analyzing Factors Affecting Adoption of Online Banking Among the Consumers of Dhaka City Using Technology Acceptance Model (TAM)”** – the Journal of Business Administration, Volume-41, No. 1, pages 119-136, June 2020 (published in August 2020), Dhaka, Bangladesh.
- **“A New Approach to Scrutiny of TLS Implementation”** – the Bangladesh Journal of Scientific Research, 31-33(1), pages 42-48, June 2020, Dhaka, Bangladesh.
- **“Assessment of Factors Contributing to Adoption of Mobile Financial Services: A Perspective of Bangladesh”** – the Journal of Business Administration, ISSN: 1680-9823, Volume-40, No. 2, pages 01-26, December 2019 (published in February 2020), Dhaka, Bangladesh.
- **“Men as Partners of Positive Change: Masculinities and Women’s Access to Business Opportunities in Bangladesh”** – the Journal of Business Administration, ISSN: 1680-9823, Volume-40, No. 1, pages 37-58, June 2019 (published in October 2019), Dhaka, Bangladesh.
- **“Analyzing the Loyalty Programs of the Telco Industry of Bangladesh”** – the Journal of Business Administration, ISSN: 1680-9823, Volume-39, No. 2, pages 119-140, December 2018, Dhaka, Bangladesh.

- **“Digital Marketing Landscape of Bangladesh”** – the Journal of Business Administration, ISSN: 1680-9823, Volume-38, No. 1 & 2, pages 57-73, March & June 2017 (published in April 2018), Dhaka, Bangladesh.
- **“Gender Gap in F-Commerce Entrepreneurship in Bangladesh”** – the Journal of Business Administration, ISSN: 1680-9823, Volume-37, No. 3 & 4, pages 57-74, Sept. & Dec. 2016 (published in March 2018) Dhaka, Bangladesh.
- **“Analysing the Role of E-marketing in the Consumer Decision Making Stages of Personal Electronic Products based on Dhaka City Consumers”** – The AIUB Journal of Business and Economics (AJBE), ISSN: 1683-8742, Volume.14, No. 1, pages 113-128, November 2017, Dhaka, Bangladesh.
- **“Analyzing the Online Marketplaces of Bangladesh”** – The AIUB Journal of Business and Economics (AJBE), ISSN: 1683-8742, Volume 13, No. 1, pages 163-178, November 2016, Dhaka, Bangladesh.
- **“Price Hike Trends in the Real Estate Sector of Dhaka City: An Analysis”** – Journal of Business Administration, ISSN: 1680-9823, Volume-37, No. 1 & 2, pages 47-61, April & July 2016, Dhaka, Bangladesh.
- **“Determinants of Profitability in the Pharmaceutical Industry of Bangladesh”** – Journal of State University of Bangladesh (SUB), ISSN: 1998-3778, Volume-5, Issue-1, pages 56-76, January 2014, Dhaka, Bangladesh.
- **“Understanding Construction of Masculinities at Institution and Extreme Poor Households in Rural Bangladesh”** – Published by Engaging Men Initiative (EMI) under FSUP-H Project of CARE, Bangladesh, December 2013, Dhaka, Bangladesh.
- **“Software industry: Growth, Potential and Constraint in the context of Bangladesh”** – Journal of State University of Bangladesh (SUB), Volume-3, Issue-2, pages 125-142, July 2012, Dhaka, Bangladesh.
- **“Analysis of Critical Success Factors of Enterprise Resource Planning Implementation in Bangladesh”** – Journal of Business Administration, Volume-36, Issue- 1 & 2, pages 25-42, January & April 2010 (published in November 2011), Dhaka, Bangladesh.
- **“Relevance of Non Major Computer Courses at University of Dhaka”** – Public Journal of Computer Science, Volume-11, Issue-1, July 2011, <http://sites.google.com/site/openjournals/journal-of-computer-science>.
- **“Branding Bangladesh with Jute: The Golden Fiber of Bengal”** – Bangladesh Textile Today, Volume-1, Issue-4 , pages 48-56, October 2008, Dhaka, Bangladesh.
- **“An Architecture of Active Learning SVMs with Relevance Feedback for Classifying e-mail”** – Journal of Computer Science, IBAIS University, Volume-1, Number-1, pages 15-18, June 2007, Dhaka, Bangladesh.
- **“Cache Coherency: The Supreme Influencing Sphere for Maintaining Memory Consistency in Shared Memory Multiprocessors”** – International Conference on Computer & Information Technology (ICIT)-2004. December 26-28,2004, Dhaka, Bangladesh.

CONFERENCES ATTENDED

- Presented research paper at the International Conference on Social Media and Cloud Computing (ICSMCC-23), organized by International Institute for Technology Education and Research (IITER), Dubai, UAE, 26 April 2023.
- Attended the 10th GW October Conference and ICSB Global Certificate modules on creativity and innovation organized by International Council for Small Business (ICSB), GWU School of Business, Washington DC, USA, 2-4 October, 2019.
- Presented research paper at the 8th Asian Management Research & Case Conference (AMRC) 2019 organized by the College of Business and Economics, United Arab Emirates University, UAE, 24-26 March 2019.
- Attended the 1st Joint Cooperation Conference Al Ain University of Science and Technology-University of Dhaka, Al Ain Campus, UAE, 23 March 2019.
- Presented research paper at the Global Conference on Business and Economics Research 2017 (GCBER 2017), organized by the Faculty of Economics and Management, University Putra Malaysia (UPM), Malaysia, 14-15 August 2017.
- Presented research paper at the Bangkok Annual Business and Research Conference 2016, organized by Australian Academy of Business Leadership (AABL), Australia, 3-4 December 2016.
- Attended the Bali and Bandung International Business and Social Entrepreneurship Science Research Conference 2016, organized by Australian Academy of Business Leadership (AABL), Australia, 20-22 April 2016.

MEMBERSHIP

- Associate Member, Australian Academy of Business Leadership (**AABL**), Australia since 20 April 2016.
- Member, Executive Committee and former General Secretary, Center for Men and Masculinity Studies (**CMMS**). a research based NGO registered under the Ministry of Social Welfare and NGO Bureau, Government of Bangladesh.
- Founder and Co-chairperson, Protissruti Residential School & College, Rangpur and Ananda Niketan Primary School, Rangpur.
- Member, Trustee Board, United Nations Youth and Students Association of Bangladesh (**UNYSAB**).

AWARDS AND CO-CURRICULAR INVOLVEMENTS

- 'Director General Award' for securing first position in the 68th Law and Administration Training Course from April to August 2009 at the BCS Administration Academy, Shahbag, Dhaka
- 'Sumitomo Scholarship' awarded by Sumitomo Corporation, Japan for outstanding result in HSC and DU admission test from 2001 to 2005
- Faculty Scholarship (Talent pool) for outstanding result in B.Sc (Hons.) 2005
- Rajshahi Board Scholarship (Talent pool) for H.S.C result from 1999 to 2003

- Rajshahi Board Scholarship for S.S.C result from 1997 to 1998
- Junior Scholarship from 1994 to 1995
- Primary Scholarship (Talent pool) from 1991 to 1993
- Silver Medal, Quiz competition. Shishu Moushumi Protijogita (Bangladesh Shishu Academy) 1995
- Bronze Medal, Quiz competition. Shishu Moushumi Protijogita (Bangladesh Shishu Academy) 1994
- Former General Secretary of social welfare organization Agami and worked on poverty elimination and women's education at Rangpur.
- Former member of the Athletics team, University of Dhaka & Shahidullah Hall.
- Former member of the Football & Cricket team of Dept. of CSE and IBA, DU.
- Former member of Rangpur Bitorko Porishad, Rangpur.
- Former member of Rangpur Zilla School Boy Scout unit (Service Scout rank).

BIOGRAPHY

Father's Name:	Late Dr. Nurul Amin
Mother's Name:	Mrs. Shamse Ara Begum
Spouse's Name:	Dr. Fahmida Akhtar Maruf
Permanent Address:	House # 213, Road # 05, East Ganeshpur, Rangpur
Present Address:	Flat # 1/C, IBA Teachers' Quarter, 140, Green Road, Dhaka 1215
Nationality: Bangladeshi	Religion: Islam
Marital Status: Married	Gender : Male
Blood Group: A ⁺	Date of Birth: January 01,1981

REFERENCES

Dr. A. K. M. Saiful Majid Former Professor and Director IBA, University of Dhaka Email :smajid@iba-du.edu Mobile : +8801755000055	Dr. Md. Mohiuddin Professor IBA, University of Dhaka Email : mohiuddin.iba@gmail.com Mobile : +8801711196408
---	--

CERTIFICATION

I announce that the information I have supplied on this curriculum vitae are complete and correct.



Dr. Md. Iftekharul Amin