

## PERSONAL RESUME

**Dr. Anisur Rahman**  
**Professor & Former Chairperson**  
**Department of Marketing**  
**Faculty of Business Studies**  
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1.	Name	: <b>Dr. Anisur Rahman</b>
2.	Designation	: Professor (Selection Grade) Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh.
3.	Work Experiences	: More than 35 Years teaching and research experiences in the university of Dhaka.
4.	Father's Name	: Late: Basir Uddin Ahmed
5.	Permanent Address	: Village-Modati, Post- Modati, Thana- Kaligonj, District- Lalmonirhat, Bangladesh
6.	Present and Mailing Address	: Marketing Department, Faculty of Business Studies, University of Dhaka, Dhaka – 1000, Bangladesh. Phone : 01712127557, <b>Email: <a href="mailto:dranis@du.ac.bd">dranis@du.ac.bd</a></b> <b><a href="mailto:dranisdu@gmail.com">dranisdu@gmail.com</a></b>
7.	Date & Place of Birth	: 31st December 1962, District - Lalmonirhat
8.	Nationality, Height & Weight	: Bangladeshi, 5.5' & 136 lbs.
9.	Marital Status	: Married
10.	Religion	: Islam

## **Educational Background**

<b>Degree/Exam.</b>	<b>University/Board</b>	<b>Subject</b>	<b>Class/Division</b>	<b>Year</b>
Ph. D.	Jadavpur University, India	Economics	Awarded	1998
M. Com. (Marketing)	Dhaka University	Marketing	1st Class( 1st Position)	1985 (Exam held in 1987)
B. Com (Hons) Marketing	Dhaka University	Marketing	1st Class( 1st Position)	1984(Exam.held in 1986)
H.S.C	Rajshahi Board	Commerce	1st Division (8th stand)	1980
S.S.C	Rajshahi Board	Science	2nd Division	1978

## **Administrative Experience:**

<b>Designation</b>	<b>Place of Employment</b>	<b>Period</b>
Director	EMBA Program, Department of Marketing, Faculty of Business Studies, University of Dhaka	From 01.01.2022 to Present
Chairman	Department of Marketing, Faculty of Business Studies, University of Dhaka	From 01.01. 2016 to 31.12 2018
Assistant House Tutor and House Tutor	Zahurul Haq Hall, Dhaka University	From 01.09.1988 to 05.01.2001(Total 12 Years)

## **Working experience in Journal of the member or editor:**

- i) Member of the Editorial Board, Journal of Marketing, Faculty of Business Studies, Dhaka University, Dhaka. 2017
- ii) Member of the Editorial Board, Dhaka University Journal of Business Studies, Faculty of Business Studies, Dhaka University, Dhaka. 2020

## **International Publications and Experiences: International Research Conferences and Workshops and MOU signing:**

- 1) Participated and presented a paper in the international conference on “Role of ICT, Entrepreneurship and Youth for Socio-Economic Development in Growing Asia” organized by Faculty of Information Science and Electrical Engineering, Kyushu University, Fukuoka, Japan. Held from 26<sup>th</sup> to 29<sup>th</sup> September, 2015.

- 2) Participated in workshop and MOU signing program organized by Meiji University, Tokyo, Japan, From 2<sup>nd</sup> to 4<sup>th</sup> October, 2015.
- 3) Participated in the workshops, academic discussion and MOU signing programs with Sol Bridge International School of Business, Woosong University, South Korea. From 18<sup>th</sup> to 24<sup>th</sup> June 2016.
- 4) Participated and presented a paper in the international conference on “Empowering Future Leaders: Sustainable Business, Analytics, Risk and Leadership” organized by Monash University, Melbourne, Australia. From 6<sup>th</sup> to 8<sup>th</sup> September, 2016.
- 5) Participated in the workshops, academic discussion and MOU signing programs with RMIT University, Central Queensland University, Macquarie University and Western Sydney University, Sydney, Australia. From 9<sup>th</sup> to 13<sup>th</sup> September 2016.
- 6) Attended and presented a paper in a research conference on “Changing Landscape of Global Business” hosted by Quinnipiac University, Washington, USA and also attended in the MOU signing program, Round table discussion at Sacret Heart University and Illinois State University, USA. From 16<sup>th</sup> to 29<sup>th</sup> April, 2017.
- 7) Invited and attended as a delegate in the conference on “Corporate Governance” organised by MENASA, Dubai United Arab Emirates. From 29<sup>th</sup> June to 02 July, 2017.
- 8) Participated as a delegate from the Faculty of Business Studies, Dhaka University in the “Bangladesh-Saskatchewan Business and Leadership Development Program: International Summer Course and Symposium 2018” at the University of Saskatchewan, Canada, From August 5 to 17, 2018.

### **List of Research Works, Publications and Other Experiences**

#### **i) Ph. D. Research Dissertation**

***Production of Cultured Shrimp in Bangladesh: A Study of Economic and Environmental Effects.*** Department of Economics, Jadavpur University, India.1998.

Bangladesh has gradually emerged as an important producer of cultured shrimp in the world. As an important agricultural sub-sector shrimp culture has now earned a special significance in the economy of Bangladesh particularly, in the rural coastal economy. In addition to its beneficial effects on employment and income, shrimp sector contributes significantly to country’s economic growth process by enhancing the flow of foreign exchange. Behind the splendored performance of shrimp sector, there is a threat to coastal rural environment. Indiscriminate and unplanned expansion of shrimp culture has already started affecting other agricultural activities particularly, paddy and vegetation which in turn would lead to a ‘ecological disaster’ of the coastal region. The above study has made an attempt to investigate the economic and environmental effects of shrimp production in Bangladesh in broad strokes.

## **ii) Published Articles:**

1. ***Credit Card Business in Bangladesh: Present and Future Prospects.*** Published in the Journal of Business Studies, Dhaka University, Part – C, Vol. 2 No. 2, December, 2005.
2. ***Problem and Prospect of E Banking in Bangladesh.*** Published in the Dhaka University Journal of Marketing, Vol. No. 7, December 2003.
3. ***Eco-Friendly Shrimp Culture in Bangladesh: Prospects and Possibilities.*** Published in the Dhaka University Journal of Marketing, Vol. No. 6, June 2003.
4. ***Consumer Awareness About Their Rights: A study on Dhaka City.*** Published in the Journal of Applied Marketing in Bangladesh, Department of Marketing, Dhaka, 1999.
5. ***Fishery Resources in Bangladesh the Journal of Applied Marketing in Bangladesh: Aquaculture is a promising and important sub-sector.*** Published in the Dhaka University Journal of Marketing, Vol. No. 7, December 1999.
6. ***Marketing of Dairy Food Products: A case study of Bangladesh Milk Producer's Cooperative Union Limited.*** Published in the Journal of Applied Marketing in Bangladesh, Department of Marketing, Dhaka, 1998.
7. ***Cultured Shrimp Production in Bangladesh: Trend and Movement of Production Component.*** Published in the Journal of Social Science Review, Dhaka University, Part – D, Vol. XV, No. 1, January- June 1998.
8. ***Land Use in Coastal Bangladesh: Special Reference to Shrimp Culture.*** Published in the Journal of Business Studies, Dhaka University, Part – C, Vol. XXXIII, No. 2, December, 1997.
9. ***Paddy Cultivation and Shrimp Culture in Bangladesh: Conflict in Co-operation.*** Conference paper presented and published (in conference proceedings) in Economic Section of the XXIst Indian Social Science Congress, held in Thanjavur, Tamil Nadu, India, during December 1-December 6, 1997.
10. ***Factors Influencing Consumer Decision Making Process Towards Biscuits – A Behavioural Analysis.*** Published in the Journal of Business Studies, Dhaka University, Part – C, Vol. XIV, No. 2, December, 1993.
11. ***Employee Motivation --- Application of Maslow's Need Hierarchy Model in the Organisational Context of Bangladesh.*** Published in the Journal of Business Studies, Dhaka University, Part – C, Vol. XII, No. 1, June, 1991.

## **iii) Published Research Books:**

1. ***Pattern and Strategies in Service Marketing.*** Published by Bureau of Business Research (BBR), Faculty of Business Studies, Dhaka University, December, 1994.

2. ***Problems and Prospects of Large – Scale Retailing in Bangladesh.*** Sponsored by Bureau of Business Research (BBR), Faculty of Business Studies, Dhaka University, October, 1992.

3. ***A Comparative Study Between Male and Female Customers Buying Behaviour in Retail Shops.*** Sponsored by Bureau of Business Research (BBR), Faculty of Business Studies, Dhaka University, June, 1991.

**iv) Other Research Experiences:**

1. Conducted two Research Cases on (i) ***The Problem of Managing Private Insurance Business in Bangladesh*** and (ii) ***Promotional Mix Decision --- The Case of Philips Bangladesh Ltd.*** , Sponsored by University Grants Commission (UGC) under BMET Project of World Bank, 1990.

2. Worked as Research Co-ordinator on ***A Survey on Retail Marketing in Dhaka City.*** Conducted by A. Farouk, Professor of Marketing, Dhaka University, Sponsored by Bureau of Business Research (BBR), Faculty of Business Studies, Dhaka University, 1989.

3. Worked as Research Assistant on ***Export Processing Zone in South East Asia --- A Comparative Study.*** Conducted by Professor M. A. Quddus, Department of Marketing, Sponsored by University Grants Commission (UGC), Bangladesh, 1990.

**Consultancy Works:**

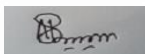
i) Vice Chairman, Hitoishi Bangladesh (NGO), 26 Naya Polton, Dhaka.

ii) Executive Director and Economic Consultant, Centre for Development and Policy Research (CDPR), 61/1 Dhanmondi R/A, Road No. 7A, Dhaka, Since 1998.

iii) Marketing Consultant, Alisco Biscuit Company Ltd, 1/1 Shekh shaheb Bazar Road, Azimpur, Dhaka, From 1992 to 1994.

iv) Co-ordinator (Training), Supervisory Skill Development Programme for SQUARE Pharmaceuticals Bangladesh Ltd. Conducted by Management Cosultancy Programme, Institute of Business Administration (IBA), Dhaka University, 1993.

Signature:



(Dr. Anisur Rahman)