



MD IMRUL JOBAID

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Academic Experience

Associate Professor, Department of Marketing, University of Dhaka from September 30, 2026 to Present

Assistant Professor, Department of Marketing, University of Dhaka from July 29, 2018 to September 29, 2026

Lecturer, Department of Marketing, University of Dhaka from March 12, 2015 to July 28, 2018

Lecturer, Department of Marketing, Jagannath University from October 20, 2013 to March 11, 2015

Lecturer, Ahsanullah University of Science and Technology from April 22, 2013 to October 10, 2013

Academic Achievements

MSc: Marketing, **Distinction**, Lincoln International Business School, University of Lincoln, United Kingdom in 2020

MBA: Major in Marketing, University of Dhaka, CGPA 3.96 (out of 4), **1st Position** in Session 2010-11 (held in 2012)

BBA: Major in Marketing, University of Dhaka, CGPA 3.88 (out of 4), **1st Position** in session 2006-2010 (held in 2011)

HSC: Business Studies, Dhaka City College, GPA 5 (Out of 5) in 2006

SSC: Business Studies, Comilla Zilla School, GPA 5 (Out of 5) in 2004

Researches

MSc Dissertation, 'E-commerce Policy and International Business: Impact on I-business Platforms' Success in the UK in the Wake of Huawei Ban'.

Abstract

This study aims at analyzing how the information of the US ban of Huawei Technologies and the ensuing trade war between the US and China have had an impact on e-commerce and international business in the UK. The global digital economy is interdependent, and e-commerce related policy has a significant role to shape this influence and direction globally. Telecommunication with smartphones and other technologies are driving this change with an impact on international business, specifically the i-business platforms in the UK market. A mixed method consisting of both quantitative and qualitative approaches is employed in the study. Impact is measured by the response of customers of various e-commerce engagements in the UK. Interviews with industry experts from the US, China and the UK will add value to gain a deeper level of understanding and insights into the subject matter and its associated policy implications. Aspects of e-commerce, trade flows, global value chain, and international business in general are critically evaluated in the review based on what the empirical findings indicate as areas of multi-level impact – both in the short and the long run. E-commerce related policy analysis is undertaken in this process in an effort to make recommendations for the UK market specifically, with implications for international business in the global marketplace.

Articles and Conference Papers

Talukder, A., and Jobaid, M. I., 2025. E-Commerce Policy Impacts on I-Business Platforms' Success: A Study Based on Empirical Evidence. *Bangladesh Journal of MIS*, 11(02), pp. 149-171

Nitu, N. R. S., Matin, D. A. N., Jobaid, M.I., Arif, I., Uddin, I. S., Biswas, M. N. H., 2025. Dark Tourism: Where Tragedy Meets Humanity; Unpacking the Drivers of Behavioral Model of Revisit Intention. *Journal of Applied Bioanalysis*, 11(S8), pp. 106-116

Jobaid, M.I., and Harun, M.A., 2025. E-commerce Policy Impact on the UK I-business in the Wake of Huawei Ban by US. *Jahangirnagar University Journal of Business Research*, 25 (1), pp. 113-130

Zia, N., and Jobaid, M.I., 2025. Impact of Marketing Appeals on Behavioral Intentions to Financial Services: A Study on University Students. *Journal of Banking & Financial Services*, 17(1), pp. 43-57

Alam, M.I., Jobaid, M.I. and Miah, M.N., 2023. The Dynamics among Customer Satisfaction, Customer Loyalty, And Corporate Image: A Study on The Banking Sector of Bangladesh. *Journal of Business Administration*, 44 (1), pp. 127-149

Jobaid, M.I., Dhir, M.G.M., Uddin M.E., Afroze, S., and Ferdous M.S., 2022. Analysis of Symmetric Impact of Exchange Rate on Far East-3 Gross Domestic Product : An Application of Co-Integration Time Series Analysis. *Indian Management Studies Journal* 26 (1 & 2), pp. 1-36

Jobaid, M.I., and Jabin, R., 2020. The Emerging Role of Big Data for the Marketers: A Study on Top Five Companies in Bangladesh. *The Jahangirnagar Journal of Business Studies*, 9 (1), pp. 169-181

Jobaid, M. I. and Alam, M. S., 2013. A Note on the Causal Link among Economic Growth, Energy Consumption and CO2 Emission in China. *Jagannath University Journal of Business Studies*, 3, (1 & 2), pp. 183-191

Jobaid, M. I. and Jabin, R., 2018. The Emerging Role of Big Data for the Marketers of Bangladesh, 3rd International conference on Business and Economics, Faculty of Business Studies, University of Dhaka, Bangladesh.

BBA Thesis report on 'Environmental Degradation from Shrimp Industry'

MBA Thesis report on 'Effectiveness of Green Marketing as a Strategic Opportunity Gaining Competitive Advantage: A Study on Ruposhi Bangla Hotel'

Awards and Involvements

House Tutor at Shahid Sergeant Zahurul Huq Hall from June 19, 2022 to present

Assistant House Tutor at Shahid Sergeant Zahurul Huq Hall from April 11, 2022 to June 18, 2022

Achieved **Dean's Honour and Dean's Merit Award** for outstanding academic result in from University of Dhaka for BBA in 2012 and MBA in 2016

School Ambassador at the Lincoln International Business School, University of Lincoln UK in 2019-2020.

College Counsellor at the Dhaka City College Dhaka, Bangladesh in 2004-2005; Working as an advisor of different clubs and groups of University of Dhaka coordinating various programs and events

Organizing member of Group for the People, a voluntary group for donation and serving the society started in 2009

Interest in various games like Lawn Tennis, Table Tennis (Member of DUTTA- Dhaka University Table Tennis Association), Cricket, Football, swimming and participated in inter department and university competition

Special Qualifications

Language skill (English and Bengali), Computer Literacy (MS word, MS excel, MS power point, Google Suits, HTML Dreamweaver, SPSS- AMOS, LISREL, Power BI, Locker Studio, Tableau, Prezi etc.)