S. M. Mujahidul Islam

Chairman, Faculty of Business Studies
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National University of Bangladesh
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EDUCATIONAL BACKGROUND

Ph. D Research Scholar, Department of Marketing, Faculty of Business Studies, National University of Bangladesh.
MBA, Department of Marketing, University of Dhaka, Bangladesh 1999
BBA, Department of Marketing, University of Dhaka, Bangladesh, 1998
HSC in Business Studies, Dhaka Board, 1994
SSC in Humanities, Dhaka Board, 1992;

RESEARCH INTEREST & PUBLICATIONS

A. Research Articles (Published in Academic Journal)

Associate Professor Level

1. Management Views on Dividend Policy-Survey Evidence from Firms Listed In DSE- IJFMR250661038 Volume 7, Issue 6, November-December 2025 https://doi.org/10.36948/ijfmr.2025.v07i06.62755
2. Customer Relationship Management Practices of Small and Medium Enterprises: A case study of Gazipur District. IJFMR250661038 Volume 7, Issue 6, November-December 2025, https://doi.org/10.36948/ijfmr.2025.v07i06.62754
3. **Opportunity to Create Financial Derivative Market in Bangladesh**-S. M. Mujahidul Islam, Fatema Akter- IJFMR250661038 Volume 7, Issue 6, November-December 2025 DOI https://doi.org/10.36948/ijfmr.2025.v07i06.61038
4. **Factors Affecting Consumers Brand Choice of Mineral Water in Gazipur City** - Mahojabin Islum, Sharmin Zaman, and S. M. Mujahidul Islam (Corresponding Author)- IJFMR250661035 Volume 7, Issue 6, November-December 2025 DOI https://doi.org/10.36948/ijfmr.2025.v07i06.61035
5. **Challenges of Rural Entrepreneurship in the Cumilla District of Bangladesh-** Md. Nahid Mia, S. M. Mujahidul Islam and Md. Sahidul Islam- OUSL Journal, 2025, Vol. 20, No. 1, (pp. 25-54)- DOI: https://doi.org/10.4038/ouslj.v20i1.7685
6. **Consumer Satisfaction Towards Fast Moving Consumer Goods (FMCG) with Special References to Gazipur City-**S. M. Mujahidul Islam, Ali Mohammad Kowser, Md Nazmul Hossain-IJFMR250446104 Volume 7, Issue 4, July-August 2025 DOI https://doi.org/10.36948/ijfmr.2025.v07i04.46104

Assistant Professor Level

7. **The Impact of Dividend per Share on Stock Price of Companies Listed on Dhaka Stock Exchange** - S.M. Mujahidul Islam, Md Jahangir Alam

Sheikh, Fatema Akter - IJFMR Volume 4, Issue 6, November-December 2022. DOI 10.36948/ijfmr.2022.v04i06.1126

8. **Determinants of Dividend Policy of Companies Listed in Dhaka Stock Exchange** - Md Jahangir Alam Sheikh, Fatema Akter, S.M. Mujahidul Islam - IJFMR Volume 4, Issue 6, November-December 2022. DOI 10.36948/ijfmr.2022.v04i06.1125
9. **Entrepreneurial Quality and Small Business Growth, Business Review**, ISSN: 1811-3788, Volume 10/Number-01 & 02/ January to December, 2015, Khulna University, Bangladesh
10. **Entrepreneurship Development in Bangladesh**, NU Journal of Humanities, Social Sciences & Business Studies, ISSN: 2410-1508 Vol. 1, No. 1, December 2014

Lecturer Level

11. **Child Labor and child education in Bangladesh: Issues, Consequences and Involvements**, Vol. 3 No. 2 (2010), International Business Research, ISSN 1913-9004, Canada
12. **Environmental Disclosure Practices of Bangladeshi Public Limited Company**, Pakistan Journal of Social Science, Vol. 03, Issue-09, Page-1095-1102, 2005.

B. Research Articles (Published in Business Magazine)

1. Insurance Porikroma, Published by Share Bazar, Year 05, No. 03-04, May 16-31, 1999, Capital Roots Ltd, Bangladesh.
2. Mutual Fund, Published by Share Bazar, Year 05, No. 05, June 1-15, 1999, Capital Roots Ltd, Bangladesh.
3. Lease Financing, Published by Share Bazar, Year 05, No. 07, July 1-15, 1999, Capital Roots Ltd, Bangladesh.
4. Banking Porikroma, Published by Share Bazar, Year 05, No. 10-11, November 1-15, 1999, Capital Roots Ltd, Bangladesh.

BOOK CHAPTER

1. Entrepreneurial Marketing: Sustainable Technique for SME Development, Creative Entrepreneurship: A Sustainable Approach for Economic Growth, Published by New Academic Publisher, New Delhi (2017), ISBN: 9788186772911

PUBLISHED BOOKS

1. Agricultural Marketing, Published by CBO Publications, 2024
2. Marketing Promotion, Published By CBO Publications, 2024
3. Micro Economics, Published by CBO Publications, 2010
4. Bangladesh Economy Published By Venus Prakashan, 2010, 2011
5. Export-Import Management, Published By CBO Publications 2024
6. Listed Company Profile, Published by CBO Publications, 2003, 2007, 2011

INTERNATIONAL CONFERENCE PAPER

1. Entrepreneurship Development, Nepal, 2024
2. International Conference on Certification and Capacity Building on Security Market, NISM, Patalganga, Mumbai, India, January 25, 2017
3. International Conference on "Creative Entrepreneurship: A sustainable Approach for Economic Growth" held on 12-14 February, 2016 at Vivekananda Education Society Institute of Management Studies & Research, Mumbai, India.
4. Entrepreneurial Quality and Small Business Growth, International Conference on Emerging Trends in Business and Economy: Mapping the way Ahead, Organized by Poornima University, Jaipur, Rajasthan, India on February, 14-5, 2014,
5. Entrepreneurship Development through Education and Training-Bangladesh Experience, International Conference on Business Innovation, Entrepreneurship and Engineering 2013, Organized by University Malaysia Perlis, Held on 6-8, December, 2013 at Bay view Beach Resort, Penang, Malaysia.

DOCTORAL CONFERENCE PAPER

1. Entrepreneurial Marketing: Sustainable techniques for SME Development, 5th AIM-AMA Sheth Foundation Doctoral Consortium, January 6-8, 2017, Mumbai, India.
2. Entrepreneurial Marketing: The Art of Sustainable Venture Creation, Management Doctoral Colloquium and VGSOM Research Scholars' Day on February, 10-11, 2016, Organized by Indian Institute of Technology (IIT), Kharagpur, India

TRAINING AND WORKSHOP

1. Training on Equity Derivatives, Conducted by National Institute of Securities Market (NISM), 25-26 April, 2015, Bangalore, India
2. Data Analysis With R, Organized by Indian Institute of Technology, Kharaghpur, India, 2015
3. Participant on Entrepreneurship Development Workshop, Conducted by Prof. Dr. Md. Rowshon Kamal on 20th March 2002, Organized by Department of Marketing, University of Dhaka, Bangladesh

PROFESSIONAL EXPERIENCE

A. Area of Interest

1. Digital Marketing, Skill Based Freelancing Training, Marketing & Business Automation, eCRM,, Marketing Information Systems.
2. Entrepreneurial Marketing, Technopreneurship, Consumer Behavior, Neuromarketing, Marketing Research.
3. Export-Import Management, International Business,
4. Money & Capital Market, Bangladesh Economy

5. Academic & Administrative Experience

1. Chairman, Faculty of Business Studies, National University Bangladesh.
2. College Inspection: Feasibility study on College & Subject affiliation, Different types of Investigation under National University affiliated colleges.
3. Chairman Exam Committee (On Campus BBA, MBA, Advanced MBA, M. Phil & Ph. D Program at National University Bangladesh
4. Chairman/Member Exam Committee (BBA, MBA, Professional BBA & MBA Program under National University affiliated colleges. Bangladesh
5. Chairman/ Member / Coordinator: BBA & MBA, Professional BBA & MBA, M. Phil & Ph. D Syllabus & Regulation Committee for On Campus and affiliated colleges.
6. Member & Coordinator: Business Management Program Syllabus & Regulation Committee, BTEB
7. Chairman/Member: Advanced MBA, M. Phil & Ph. D Seminar & Defense Committee
8. Supervisor & Co-supervisor: Advanced MBA and M. Phil Program.
9. National University Nominated Member: Teacher & Principal Recruitment Board
10. Resource Person: Affiliated college Teacher Training Program under CEDP
11. Resources Person: Digital Marketing, Freelancing & ICT related Issues organized by CEDP, a2i, Ministry of ICT, Unicef and others developing organizations.
12. Adjunct Faculty: Stamford University of Bangladesh, Southeast University, Uttara University, Daffodil International University, Eastern University etc.
13. International Talk: J D Birolla Institute, Kolkata, India, Indian Institute of Technology (IIT), Kharagpur, India, National Institute of Securities Market (NISM), Patalgangha, Mumbai, India

14. Coordinator, National University Teachers Training Program, Financed by Umbrella Project, Peoples Republic of Bangladesh. 2005 to 2006.
15. Executive Editor, The Monthly Share Bazar, Published by Capital Roots Ltd. From 1999-2001)

6. Organizing Experience

1. Chief Coordinator, Silver Jubilee of Independence of Bangladesh, Organized by Department of Marketing, University of Dhaka, 1996
2. Chief Coordinator, Silver Jubilee of Marketing Department, Organized by Department of Marketing, University of Dhaka, 1998
3. Chief Coordinator, Entrepreneurship Development Workshop, Organized by Department of Marketing, University of Dhaka, 1998
4. Coordinator & Member Secretary: Inter-College Cultural Competition-2007, 2009, Organized by National University of Bangladesh

7. Entrepreneurial Experience

1. Founder, S. M. Mujahidul Islam Foundation,2017
2. Founder CBO Cooperative & CBO Group of Companies
3. Founder & Founder President: Marketing Family, Sir A. F. Rahman Hall, University of Dhaka. 1998

ASSOCIATION MEMBERSHIP & POSION

1. Publications Secretary, Dhaka University Marketing Alumni Association (2024-27)
2. Executive Member, Dhaka University Marketing Alumni Association (2021-23)
3. Donner Member, New Model Degree College (15th Governing Body)
4. Life Member, Dhaka University Alumni Association
5. Life Member, Dhaka University Registered Graduate.
6. Life Member, Marketing Alumni Association, University of Dhaka
7. Life Member, Sir A. F. Rahman Hall Alumni Association, University of Dhaka
8. Advisor, Marketing Family, Sir A. F. Rahman Hall, University of Dhaka
9. Donner Member, New Model Degree College, Dhanmondi, Dhaka-1205
10. Former Member, 10th Governing Body, New Model Degree College, Dhaka
11. Vice Chairman, Governing Body, KMB Institute, Noakhali, Bangladesh

COUNTRY VISIT

1. Nepal (ABC, EBC, Kathmandu, Pokhara etc.)
2. India (Calcutta, Mumbai, Chennai, Bangalore, Delhi, Pune, Goa, Rajasthan etc.)
3. Malaysia (Kualalmpur, Penang, Lakkawi, Perlis, Gentling Island etc.

PERSONAL INFORMATION

1. Father: Shak Muhammad Mokhlesur Rahman
2. Mother: Zahanara Begum

3. Nationality: Bangladeshi
4. Marital Status: Married
5. Spouse: Fatema Akter, Assistant Professor & Ph. D Researcher
6. Child-1: Sheikh Farjana Binte Mujahid
7. Child-2: Sheikh Ariyan Bin Mujahid

(S. M. Mujahidul Islam)
December, 2025