Curriculum Vitae

Of

MD. KHAIRUL ALAM RASEL
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"Deliver high quality edification to engender skilled & learned people to lead the society for mankind & economic development"

MAILING ADDRESS:

Assistant Professor
Department of Marketing
Room no: 1121 (10th floor), Academic Building
National University, Gazipur-1207.

PROFESSIONAL PROFILE

- Accomplished career demonstrating consistence success as an Educator at the higher education level with excellent teaching and coordination skills at both postgraduate and undergraduate levels in the areas of Marketing and Management as well as Micro and Macro Economics. Excellent track record in assuring student success.
- Proven competencies in the course curriculum development and management for undergraduate (4 Years Honors') and postgraduate programs, and in supporting colleagues in their research and teaching efforts.
- Excellent skills in cross-disciplinary research and proven ability to publish in academic peer reviewed journals both in local and international.
- Effective communication skills with excellent planning and organizational strengths as well as the ability to lead, reach consensus, establish goals, and attain results.

EDUCATIONAL BACKDROP

Degree	Subject/Group	Passing year	GPA/CGPA	Position	Institution/Board
Master of Business Administration (**MBA**)	Marketing	2012	3.92 (Out of 4.00)	4th Place (Out of 165)	University of Dhaka
Bachelor of Business Administration (**BBA**)	Marketing	2011	3.82 (Out of 4.00)	10th Place (Out of 165)	University of Dhaka
Higher Secondary Certificate (**HSC**)	Business Studies	2006	5.00 (Out of 5.00)	-	BCIC College

Secondary School Certificate (**SSC**)	Science	2004	4.00 (Out of 5.00)	-	National Bangla High School

WORKING EXPERIENCE

01 Have been serving as Assistant Professor, Department of Marketing, National University, Gazipur since May 24, 2017 to present.
01 Have been served as a Lecturer, Department of Marketing, National University, Gazipur from July, 2017 to May 23, 2022.
02 Worked at National Bank limited as Executive Officer from 23 July 2021 to 16 July 2021.

AWARDS AND ACHIEVEMENT

- "Dean's Honor Award 2012" for outstanding achievement in MBA examination

COURES TAUGHT AT BBA (HONOURS) AND MBA PROGRAM

- Marketing Management
- Strategic Marketing
- Services Marketing
- Business Marketing
- Advances Marketing Research
- Customer Relationship Management
- Integrated Marketing Communications
- Marketing for non profit Organizations
- Microeconomics
- Principles of Management
- Financial Accounting
- Global Marketing
- Elementary Psychology
- Macroeconomics
- Human Resource Management
- Financial Management
- Insurance and Risk Management
- Organizational Behavior
- Principles of Marketing -I
- Sales & Retail Management
- Marketing Research
- Business and Society
- Quantitative Business Analysis
- Bangladesh Economics
- International Economics
- Principles of Marketing - II
- Export Import Management
- Marketing Information System
- Entrepreneurship Development
- Consumer Behaviour
- Product & Brand Management
- Pricing Theory and Practice
- Business Logistics
- Advertising and Public Relations
- Selling and Sales Promotion
- Agricultural Marketing
- International Marketing
- E – Commerce

RESEARCH INTEREST

- Consumer Behavior
- Brand Management
- Services Marketing
- Non Profit Marketing

RESEARCH PUBLICATION

Research Articles (Published in Academic Journal):

1. **"Determinants of Brand Loyalty of Millennial or Generation Y"** -BARISHAL UNIVERSITY JOURNAL (PART-3), Volume – 5, Issue – 1, June 2018.

2. **"Customers' Attitude toward Buffet Restaurant: A Study Conducted on Selected Buffet Restaurants in Dhaka City."-** NU Journal of Humanities, Social Sciences & Business Studies, No – 2 & 1, Volume – 5 & 6, July 2019 June 2020.
3. **"Impact of Relationship Marketing in Creating Customer Loyalty: A Study on Selected Super Shops in Bangladesh"-** UITS Journal of Business Studies, Vol. 6, No. 1, December, 2019.
4. **"Factors Influencing People's Attitude in Making Donation to Non-Profit Organization (NPO)."-** BARISHAL UNIVERSITY JOURNAL (PART-3), Volume – 6, Issue – 2, December 2019.
5. **"Customers' Attitude toward SMS Advertising: A Strategic Analysis on Mobile Phone Operators in Bangladesh"-** Academy of Strategic Management Journal (Scopus Indexed), Issue – 2 Volume – 19, 2020.

PROFESSIONAL TRAINING

Sl No.	Title	Organized by
01.	SPSS for professionals	Dhaka University
02.	Understanding research methods for Social Science	Dhaka University
03.	The science of writing research paper and thesis	Daffodil International University
04.	Teaching the impact of vaccine roll out for Business & International Relations – Asia Pacific	Emerald Team
05.	Financial Management of Bank	Bangladesh Institute of Bank Management
06.	Asset Liability Management	Bangladesh Institute of Bank Management
07.	Foreign Exchange Literacy	National Bank Training Institute
08.	Foundation Training for Probationary Officers	National Bank Training Institute

SOCIAL ENGAGEMENT

- President of Dhaka University (DU) Students welfare Organization of Mymensingh Districts in Bangladesh (20011-2012)
- Leadership role in community Safety during COVID-19 in Mirpur, Bangladesh

REFEREES

(References are available upon request)

Name and Position	Contact Details
Professor Mijanur Rahman, PhD Professor	Department of Marketing University of Dhaka Mobile: +8801552483086
Md. Ashraful Islam Durjoy Manager	Marketing and Business Development Manager South Asia Market at Tetra Pak Mobile: +8801313034716



(Md. Khairul Alam Rasel)