

Dr. Shaikh Rafiqul Islam
Professor
Department of Marketing
Faculty of Business Studies
Jagannath University
E-mail: srislamuum@gmail.com
HP: +88 01819282260



EDUCATION

- Ph.D. (Marketing)** School of Business Management
(AACSB-Accredited Business School)
University Utara Malaysia
Malaysia (2019)
- MBA** Major in e-Business
Faculty of Business Administration
University of Southern Queensland
Australia (2005), **CGPA- 4.83**
- M.Com.** Major in Marketing
Department of Marketing
University of Dhaka (Exam of 1996 held in 1998)
First Class- 7th Position.
- B.Com (Hons.)** Major in Marketing
Department of Marketing
University of Dhaka (Exam of 1995 held in 1997)
First Class- 2nd Position.

EXPERIENCE

- (December 2018 to present) **Professor**
Department of Marketing
Jagannath University
- (Sept 2008 to Dec 2018) **Associate Professor**
Department of Marketing
Jagannath University

- (Sept.2006 to Sept. 2008) **Assistant Professor of Marketing.**
School of Business, Bangladesh Open University.
Teaching using distance mode. Presenting TV & Radio
Program. Developing Distance Mode course material.
Other managerial job to run the school.
- (Jan. 2003 to Sept. 2006) **Lecturer**
School of Business
Bangladesh Open University.
- (Sept.2001to Jan. 2003) **Lecturer**
Institute of Business Studies
Darul Ihsan University, Dhanmondi, Dhaka.
- (Apr.2000-Aug. 2001) **Lecturer**
School of Business Administration
Queens University, Banani, Dhaka.

OTHER JOB EXPERIENCE

- (April 2013 to April 2015) **Director**
MBA (Evening) Program
Department of Marketing
Jagannath University

VISITING FACULTY

Bangladesh University of Professionals, United International University, Ahsanullah University of Science and Technology, Daffodil International University, Southeast University, Stamford University Bangladesh, State University of Bangladesh.

AREA OF TEACHING

Principles of Marketing, Marketing Management, Consumer Behavior, Services Marketing, Brand Management, Integrated Marketing Communication, International Marketing, International Business, Management Information System (MIS), e-Commerce, e-Marketing, Principles of Management, Organizational Behavior at BBA & MBA Level.

PERSONAL DATA

- Date of Birth July 7, 1974.
- Nationality Bangladeshi (by birth)

PUBLICATIONS

1. Islam, S. R (2019). Influence of Price and Distributive Fairness on Micro Finance Customers' Relationship Commitment: PLS-SEM Analysis. *International Journal of Science and Management Studies* 2(5).
2. Hossain, M. J, & Islam, S. R (2019). Overview of Profile and Relationship Commitment among Customers of Bangladeshi Micro Finance Institutions (MFI). *Jagannath University Journal of Business Studies* 7(1&2).
3. Islam, S. R, & Ahmed, S (2019). Relationship between Fairness, Happiness and Relationship commitment: A Proposed Conceptual Framework. *Jagannath University Journal of Business Studies* 7(1&2).
4. Islam, S. R., & Perumal, S (2018). Fairness and Relationship Commitment link in Developing Economy Context: Critical Evaluation with PLS-SEM Analysis Technique. *Transylvanian Review* 26(27). (Scopus Indexed)
5. Ahmed, S, & Islam, S. R (2018). Influence of Human Resource Management Practices on Employee Engagement in Developing Economy. *Journal of Business Studies* 5(2).University of Jaffna, Sri Lanka.
6. Islam, S. R, Fouiji, M.H & Jewel, M.M.H (2018). An Overview of Profile & Level of Happiness among Customers of Bangladeshi Micro Finance Institutions (MFIs) *Jagannath University Journal of Business Studies* 7/8(1/2).
7. Islam, S. R, & Chowdhury, AHM. Y (2018). The Interaction effect of Relational Norms, Happiness and Relationship Commitment: A Conceptual Framework for Micro Finance Institutions of Bangladesh. *BUP Journal* 6(2).
8. Islam, S. R (2018). Customer Profile and Relational norms Orientation of Bangladeshi Micro Finance Institution's (MFI's): An Overview. *International Journal of Business and Management Invention* 7(9/2)
9. Islam, S. R., Perumal, S., & Hussin, Z. (2017). Relational norms, happiness and customer satisfaction in Micro Finance Institution's (MFI's): A Conceptual framework . *Journal of Advanced Research in Business and Management Studies*, 9(1).
10. Islam, S. R (2013).Country Branding: A Critical Review of Bangladesh's Brand Title 'Beautiful Bangladesh'. *Jagannath University Journal of Business Studies*,3(1).
11. Islam, S. R (2011).Strategic Human Resources Management- the Way to Win: An Empirical Investigation. *Jagannath University Journal of Business Studies* 1(1).

12. Islam, S. R (2006). Role of Information System – A case study on Pricewater house Cooper, accepted, *Journal of Business Studies. Bangladesh Open University*.
13. Islam, S. R (2005). Consumer Awareness about consumer Protection & Legislation Conflict. *Chittagong University Studies (Commerce) 14*.

PAPER UNDER REVIEW

14. Perumal, S., & Islam, S. R, (2019). The Influence of Relational Norms on Customer Relationship Commitment: The Mediating Role of Happiness.

BOOKS EDITED

1. Islam, S. R. **Management Information System** (Text Book), Eds., For the MBA students of Bangladesh Open University.
2. Islam, S. R **Consumer Behavior** (Study Guide), Eds, For the MBA students of Bangladesh Open University.

ELECTRONIC MEDIA

1. Islam, S. R. (2006) *Television program*, Title: Marketing Environment, Course title: Principles of Marketing.
2. Islam, S. R. (2007) *Television program*, Title: Market Segmentation, Course title: Principles of Marketing.

REFERENCES

1. Prof. Dr. Mijanur Rahman
Vice-Chancellor
Jagannath University
E-mail: mijanur@jnu.ac.bd
2. Prof. Dr. Md. Humayun Kabir Chowdhury
Chairman
Department of Marketing
Jagannath University
E-mail: mhkchowdhury@yahoo.com



SHAIKH RAFIQL ISLAM