

Curriculum Vitae



Professor Dr. S

of Dr. Serajul Hoque

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Former Associate Professor
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Last updated: June , 2014

EDUCATION

University Studies
in Germany

Faculty of Social Sciences and Economics
University of Osnabrueck
Ph. D. in Marketing 2003
Result: Cum laude

German Language Course

Goethe Institute, Bremen
Federal Republic of Germany
Result: Very Good

University Studies

University of Dhaka
Master of Commerce (M. Com) Marketing
Result: First Class First in Order of Merit
(Equivalent to Letter Grade "A" of CG PA
4 Point Scale) 1989

University Studies

University of Dhaka
Bachelor of Commerce (B. Com) Honours
in Marketing
Result: First Class First in Order of Merit
(Equivalent to Letter Grade "A" of CG PA
4 Point Scale) 1988

College

Government College of Commerce,
Chittagong, Bangladesh
Higher Secondary Certificate (HSC)
Result: First Division 1982

School

Eidgah Model High School, Cox's Bazar
Secondary School Certificate (SSC)
Result: Second Division 1980

ACADEMIC EXPERIENCE

June 2008 till date

Professor
Department of Marketing
Faculty of Business Studies,
University of Dhaka

Aug. 2006 to June 2008

Associate Professor of Marketing
Department of Marketing and Management
College of Business Administration
Prince Sultan University, Riyadh, KSA

Aug 2005 to Aug 2006	Professor Department of Marketing University of Dhaka
Jan. 2004 to Aug. 2006	Associate Professor of Marketing Department of Marketing University of Dhaka
Nov. 2000 to May. 2001	Associate Professor of Marketing Department of Marketing University of Dhaka
Dec. 1994 to Nov. 2000	Assistant Professor of Marketing Department of Marketing University of Dhaka
Jul. 1990 to Dec. 1994	Lecturer of Marketing Department of Marketing University of Dhaka

INDUSTRY EXPERIENCE (FULL -TIME)

Nov. 1989 to Jul. 1990	Senior Officer Investment Corporation of Bangladesh (ICB) Dhaka-1000, Bangladesh (Only Government owned Investment Bank in Bangladesh)
May 1989 to Jul. 1989	Research Coordinator Alpha Tobacco Manufacturing Co. Ltd, Dhaka-1000
Jul. 1999 to Dec. 1999	Consultancy Work (Part-time) British Bangladesh Oxygen Co. Ltd, Dhaka

ADJUNCT APPOINTMENTS

Jan. 2005 to Aug. 2006 Aug 2008 to date	Part- time Faculty in Marketing School of Business in MBA Program Independent University, Bangladesh (IUB) Dhaka
Sept. 2012 to date	Part- time Faculty in Marketing School of Business in MBA/EMBA Program East West University, Dhaka