



## CURRICULUM VITAE

of

### Professor Dr. Ataur Rahman

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#### Educational Qualification

- # Ph.D. in Marketing, Dhaka University, 2009
- # M.Phil. in Marketing, Dhaka University, 2001
- # M.Com. in Marketing, Dhaka University, 1997
- # B.Com (hons.) in Marketing, Dhaka University, 1996

**Academic Position:** Professor, Department of Marketing, Dhaka University.

#### Publications

1. Rahman, Ataur (2018), “*An Empirical Study of the Relationship between Mobile Phone Use and People’s Lifestyle in Dhaka City*” Research Monograph, BBR Research Grant, Bureau of Business Research, Faculty of Business Studies, University of Dhaka, Dhaka-1000, Bangladesh.
2. Rahman, Ataur and Hassan, M. Amin M .(2017), “*Mobile Banking Service Quality and Customer Satisfaction in Bangladesh: An Analysis*”, *The Cost and Management*, Volume-XLV, No.02, March–April, The Institute of Cost & Mgt. Accountants of Bangladesh, Dhaka, Bangladesh.
3. Rahman, Ataur (2015), “*A Study of the Relationships between Mobile Phone Use and Peoples’ Lifestyle Interests in Bangladesh*”, *Jahangirnagar Journal of Business Studies*, vol.4, No. ( June), Faculty of Business studies Jahangirnagar University. ISBN No.2227-3484.
4. Rahman, Ataur (April 2015),” *The Impact of Mobile Phone Use on Peoples’ Lifestyle Opinions. Dhaka University Journal of Business Studies*, Volume-XXXVI, No.1 , Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
5. Jabber M.A. and Rahman, Ataur (2014), “ *The Tendency of HR System of Private and Public Organization, Journal of Marketing*, Department of Marketing, Dhaka University, Dhaka-1000, Bangladesh.
6. Rahman, Ataur and Jabber M.A. (2015), “*Impact of Computer Loan on Lifestyle Activities of Consumers in Bangladesh*” *Social Science Review*, Volume32.No.2(December), Faculty Of Social Science, University of Dhaka.
7. Rahman, Ataur. and Jabber M.A. (2014), “*The Impact of Electronic Goods, Electrical Goods and Vehicles on Lifestyle Activities*” *Dhaka University Journal of Management Studies*, Volume-6, No.1, January-June , Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
8. Rahman, Ataur and Hassan, M. (2015), “*Impact of Cause Related Marketing on Brand Loyalty: An Empirical Study on Telecom Industry of Bangladesh.*” *The Cost and Management*, Volume-XLIII, No.1, January–February, The Institute of Cost & Mgt. Accountants of Bangladesh, Dhaka, Bangladesh.

9. Rahman, Aatur (December 2014), "Mobile Phone Uses and People's Lifestyle Activities: An Empirical Analysis," *Bangladesh Journal of MIS, Volume 7, No.1*, Dhaka University, Dhaka-1000, Bangladesh
10. Rahman, Aatur (December,2014), "The Awareness and Usage of Mobile Phone among Students of Dhaka University in Bangladesh" *Journal of Business Studies*, Volume-35, No.3, Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
11. Rahman, Aatur (June 2014), "The Impact of Furniture on Lifestyle Interest of People" *Bangladesh Journal of MIS*, volume 6, no2, Dhaka University, Dhaka-1000, Bangladesh
12. Rahman, Aatur (2014), "Consumer Credit Services in Bangladesh: Trends, Problems, and Prospects" *Journal of Business Studies*, Volume-35, No.2, August, Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
13. Rahman, Aatur (2013), "Consumer Credit Services and Value Creation by the Lifestyle Activities of Bangladeshi Consumers" *Journal of Business Studies*, Volume-33, No.1, June, Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
14. Rahman, Aatur (2013), "Marketing of Consumer Credit Services in Bangladesh-An Analysis" *Journal of Business Studies*, Volume-33, No.1, June , Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
15. Rahman, Aatur (2012), "The Impact of Consumer Credit on Lifestyle Opinions of Consumers in Bangladesh" *Journal of Business Studies*, Volume-33, No.1, June , Faculty of Business Studies, Dhaka University, Dhaka-1000, Bangladesh.
16. Biswash, S; Rahman, Aatur. and Sinwary(2012), " A Study on Trend of the Income Inequality: Evidence from Bangladesh" *Indian Journal of Finance*, Volume-6, Issue-3, March, Y-21. Haus khas, New Delhi-11016, India.
17. Rahman, Aatur (2011), " An Empirical Study of the Relationship between Car Loan and Lifestyle of People of Bangladesh" *Interdisciplinary Journal of Contemporary Research in Business*, Vol. 3, No 2, June, Institute of Interdisciplinary Business Research, International Research Center, United Kingdom.
18. Rahman, Aatur et.al.(2011), "Measuring Service Quality using SERVQUAL Model: A Study on PCBs (Private Commercial Banks) in Bangladesh" *Journal of Business Management Dynamics*, Vol.1, No.1, July, Society for Business and Management Dynamics, New Zealand.
19. Rahman, Aatur (2010), "A Study of the Relationship between Consumer Credit and Lifestyle Demographics of Consumers of Bangladesh," *Indian Journal of Marketing*, Volume-40, No.7, July, Associate Management Consultant Private Ltd., New Delhi, India.
20. Rahman, Aatur and Habib (2010), "Customers' Opinion toward the Services of Cell Phone: A Case Study" *Journal of Business*, Volume 3, Bangladesh University of Business and Technology, Dhaka.

21. Rahman, Aatur (2009), "Consumer Credit as Lifestyle Activities Facilitators for Consumers of Bangladesh," *International Journal of Marketing Studies*, Volume-1, No.2, November, Canadian Center of Science and Education, Canada.
22. Rahman, Aatur (2009), "Consumer Credit as Lifestyle Interests Facilitators for Consumers of Bangladesh." *International Business Research*, Volume-2, No-4, October, 2009, Canadian Center of Science and Education, Canada.
23. Rahman, Aatur; Habib, A. and Hassan, R.(2008), "Pickle Marketing in Bangladesh: A Case Study " *ASA University Review*, Volume-2, No-1, January-June, Center for Socio –Economic Research, ASA University, Dhaka, Bangladesh.
24. Biswas, S; Rahman, Aatur and Shinwary S.S. (2007), "Media Habit with Special Focus on Furniture Industry: A Case Study of Navana Furniture" *Southeast University Journal of Business Studies*, Volume-III, No-2, July-December, Center for Business Research, Southeast University, Dhaka, Bangladesh.
25. Biswas, S., Rahman, Aatur and Rahman J.(2006), "Export Promotion of Horticultural Products-A Case Study of Bangladesh" *Southeast University Journal of Business Studies*, Volume-1, No-2, January, Center for Business Research, Southeast University, Dhaka, Bangladesh.
26. Rahman, Aatur.(2005), " Marketing System of Handloom Fabrics: A Case Study" *Southeast University Journal of Business Studies*, Volume-1, No.2, July, Center for Business Research, Southeast University, Dhaka, Bangladesh.
27. Rahman, Aatur (2002), "Manpower Export from Bangladesh: Trends, Problems & Prospects" *The Cost and Management*, Volume-XXX, No.1, January–February, The Institute of Cost & Mgt. Accountants of Bangladesh, Dhaka, Bangladesh.

### **Book**

Rahman, A.(2001), "*General Knowledge*" Leads Publications, November, Dhaka-1215, Bangladesh.

### **Administrative Experience**

# House Tutor, Bangabandhu Sheikh Mujibur Rahman Hall, Dhaka University 8<sup>th</sup> January, 2011 to till date.

# Having responsibility to deal with the student of Bangabandhu Sheikh Mujibur Rahman

Hall, for promoting their extra curriculum activities from January 2011 to till date.

### **Special Areas**

\*Services marketing

\*Assumed responsibilities of teaching courses like Principles of Marketing, Marketing Management, Service Marketing, Marketing Promotion, Consumer Behavior, Product and Brand Management, Marketing Research, International Marketing, International Business, Global Marketing, Supply Chain Management, Principles of Accounting, Agricultural Marketing, Retail Management, Organizational Behavior, Organizational structure and Design, Business Environment, Business Communication, Introduction to Business, Principles of Management, Principles of Accounting, Business Law, Business Statistics, Product Design, Strategic Management, Human Resource Management, Sales management, Organization Theory, Total Quality Management, E-commerce, Environmental Management, Micro economics, Macro economics, Principles of Banking, Global Business Management, Management Science, Business Finance for MBA & BBA Classes.

### **Language Skill**

# Excellent reading, writing and speaking skill in Bengali.

# Excellent reading, writing and speaking skill in English.

# Good reading skill in Arabic.

### **Extra Curriculum**

# To deal with heterogeneous students for subject related activities and Promoting their skill and ideas.

# Member, Dhaka University Debating Society from 1994-1997.

# Interested to Traveling, Making Public Relation, Reading Books.

# Capability to keep currents news, economic, investment and business trends.

# Having good skill to create subject oriented activities, research activities, organize cultural activities.

### **Personal Information**

Name : Dr. Ataur Rahman  
Father's Name : Late Mohammad Soban Molla  
Mother's Name : Late Mrs. Shahr Banu  
Date of Birth : 10<sup>th</sup> February, 1974  
Age :  
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### **Declaration**

I confirm that the information incorporated in my C.V. is complete, true and up-to-date.

Date:  
Dhaka –1000.

Signature