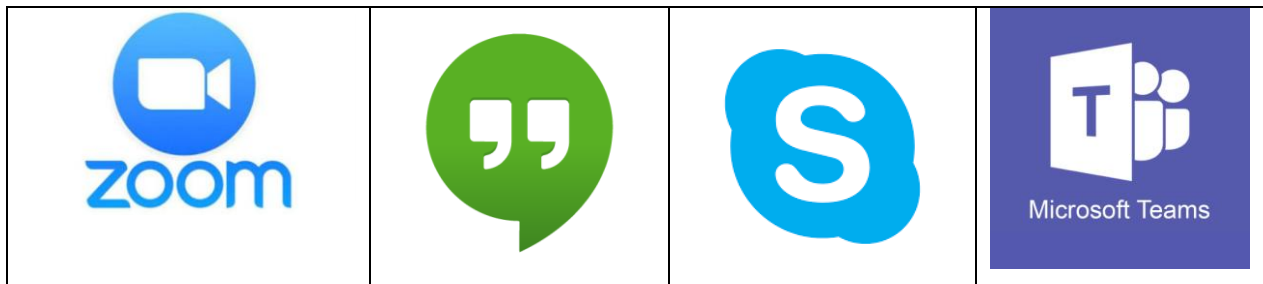


**DR. RAFIUDDIN AHMED**  
(an e-learning expert/promoter)



**Associate Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka. Dhaka-1000. Bangladesh. M: +8801760928099, E: [rafi.mkt@du.ac.bd](mailto:rafi.mkt@du.ac.bd)**

“Dr Rafiuddin Ahmed is fueled with gallons of spirit for social entrepreneurship, marketing, innovation, incubation and lean start up. He has ample motivation and passion to change the world with enormous social change making ideas.” —Dr. Gillian Sullivan Mort, Professor, La Trobe University, Melbourne, Australia.

**EDUCATION & RESULTS:**

**La Trobe University (LTU), Melbourne, Australia**

PhD (Doctor of Philosophy) 2014-2019

Dr. Rafiuddin Ahmed explored how young children in Australia can be developed as potential social business entrepreneurs through experiential learning. He found that if entrepreneurship education can be introduced early in primary schools, it enhances children's cognitive and non-cognitive skills and might motivate them to choose entrepreneurship as their future career.

*Funded by Endeavour Scholarship (Australian Government Scholarship)*

Doctoral thesis is nominated for **Nancy Millis award** (top 5% research in 2018 at LTU)

**University of Melbourne, Melbourne, Australia**

Master in International Business (Distinction with 76.25% i.e. H2A) 2008-2009

*Funded by Melbourne University Graduate Merit scholarship*

**University of Dhaka, Dhaka, Bangladesh**

MBA (Marketing) CGPA 3.92 (4 scale) 2001-2002

**University of Dhaka, Dhaka, Bangladesh**

BBA (Marketing) CGPA 3.91, (4 scale) 1998-2001

**WORK EXPERIENCE IN BANGLADESH: (ACADEMIC CAREER FOR THE LAST 14 YEARS)**

**UNIVERSITY OF DHAKA, BANGLADESH (2005 TO 2019)**

**Position:** *Associate Professor* of Marketing, University of Dhaka, Bangladesh.

**Time Period:** 29<sup>th</sup> October 2018 – till date

**Job Responsibility:**

- Preparing course syllabuses as per departmental guidelines and listing/updating reading materials and cases

- Preparing and delivering lectures, and conducting seminars for undergraduate and graduate students
- Preparing and marking essays, assignments, examinations and grade sheets
- Supervising the projects/ internship reports/ thesis of undergraduate, postgraduate, MPhil and PhD Students
- Conducting research in the field of marketing, entrepreneurship with the undergraduate and postgraduate students and Advising undergraduate and postgraduate students on academic and professional affairs
- Counselling students for academic as well as personal issues
- Attending meetings and seminars organized by the faculty and/or department
- Participating in academic planning
- Serving in various departmental committees and boards including sports committee and internship evaluation board.
- Serving on council, faculty and other committees and professorial boards
- Compiling bibliographies of specialized materials for reading assignments
- Actively acting in departmental academic excellence team and working as the 'corporate-academic' liaison member
- Working for bringing research fund from external authority

**Position: Assistant Professor** of Marketing, University of Dhaka, Bangladesh.

**Time Period:** 3<sup>rd</sup> February 2010 – 28<sup>th</sup> October 2018.

**Job Responsibility:**

- Supervising the projects/ internship reports/ thesis of undergraduate, postgraduate
- Attending and organizing seminars on contemporary issues
- Advising undergraduate and postgraduate students on academic and professional affairs
- Counselling students for academic as well as personal issues
- Attending meetings and seminars organized by the faculty and/or department
- Participating in academic planning
- Serving in various departmental committees and boards including sports committee, industry alliance committee and internship evaluation board.
- Stimulating and guiding class discussions
- Actively acting in departmental academic excellence team
- Working as the 'corporate-academic' liaison member
- Working for bringing research fund from external authority




**Position: Lecturer** of Marketing, Dept. of Marketing, University of Dhaka.

**Time Period:** 18<sup>th</sup> December 2005 to 2<sup>nd</sup> February 2010

**Job responsibility:**

- Preparing and delivering lectures, and conducting seminars for undergraduate and graduate students
- Preparing and marking essays, assignments, examinations and grade sheets
- Supervising the projects/ internship reports/ thesis of undergraduate, postgraduate
- Advising undergraduate and postgraduate students on academic and professional affairs
- Counselling students for academic as well as personal issues

## WORK EXPERIENCE IN AUSTRALIA: (2009-2019)

No	Name of the institution	Role and service period	
1	Northern Melbourne Institute of TAFE (NMIT) which is currently named as Melbourne Polytechnic, Preston campus, Melbourne	Lecturer and course developer of Business from February 10 <sup>th</sup> , 2009 to 24 <sup>th</sup> June, 2009.	
2	La Trobe University, Bundoora, Melbourne main campus	Sessional lecturer in Entrepreneurship, innovation and Marketing department from March 2014 to March 2019	
3	Kaplan Business School, Melbourne campus	Lecturer in Business School for UG and MBA from February 2018-December 2018.	

### COURSE TAUGHT SO FAR:

#### **1. Marketing and Entrepreneurship areas:**

Entrepreneurship and Innovation, Dynamic Strategy and Disruptive Innovation, Small Business Management, Marketing Strategy, Principles of Marketing, Marketing Management, Social Marketing, E Commerce, Advertising, IMC, Consumer Behavior, Strategic Brand Management, Services Marketing, E-Marketing, Strategic Marketing, International Marketing.

#### **2. International Business and Management Stream:**

International Business, Management, Globalization, Managing the Multinational, Certificate Three in Business (NMIT, Australia), Managing International, Cross Cultural Management.

#### **3. Current Interest (Entrepreneurship and Innovation stream)**

Entrepreneurship, Social Entrepreneurship, Lean Start up, Sustainability, Innovation, Emotional and Artificial Intelligence. Social Intelligence.

### **ACADEMIC AWARD/ ACCOLADES**

- “Endeavour Postgraduate scholarship-2014” provided by Australian Government for pursuing PhD in La Trobe University.
- “Graduate Merit Scholarship” provided by Graduate School of Management, University of Melbourne, Melbourne, Australia in 2008.
- Education Board scholarship/certificate from the then Prime Minister for extraordinary Secondary (SSC) and Higher secondary (HSC) results in 1995 and 1997.
- Deans Merit award (CGPA 3.85 above) in BBA and MBA from Faculty of Business studies, University of Dhaka, Bangladesh in 2003 and 2005.

### List of publications, conference attended (2007-till date)

Author(s)	Year	Title of article/publication	Journal/volume/proceedings	Type	Peer-refereed/ reviewed	Research classification (research/ scholarship )	Broad Field of Education
Ahmed, T., D'Souza, C., Ahmed, R., Nanere, M., & Khashru, A.	2020	Unpacking microlevel social- purpose organisation in a less affluent economy: The cases of type 2 social business	Journal of Business Research. <a href="https://doi.org/10.1016/j.jbusres.2020.02.001">https://doi.org/10.1016/j.jbusres. 2020.02.001</a>	Publication	Peer reviewed	Descriptive	Entrepreneurship /Social Business Entrepreneurship/soci al marketing
Ahmed, R., Alam, I., Gani, O., Ahmed, S.	2019	Determinants of M_Payment Adoption Behaviour in Bangladesh"	Int. J. of Business Information Systems	Accepted for publication	Peer Reviewed	Descriptive	Digital Marketing/ Digital Economy
Ahmed, T., D'Souza, C., Ahmed, R., Nanere, M., & Khashru, A.	2020	Type 2 Social Business within the Grameen Bank Ecosystem: Motivations, Challenges and Business Models Emerald Publication	<b>Book Chapter:</b> Entrepreneurial Ecosystems: Planning and Governance	On going			Entrepreneurship /Social Business Entrepreneurship/soci al marketing
Sullivan Mort, G., Ahmed, T., Ahmed, R. and D'Souza, C.	2019	Innovating for the Less Affluent Consumer in Emerging Markets: Consumption Meaning using the Subaltern Consumer Lens	Academy of Marketing Science- World Marketing Congress (WMC), Edinburgh, July 2019	Conference	Peer Refereed	Descriptive	Entrepreneurship /Social Business Entrepreneurship/soci al marketing
Sullivan Mort, G., Ahmed, T., Ahmed, R. and D'Souza, C.	2018	Serving the Less Affluent Consumer	International Social Innovation Research Conference, Heidelberg, Germany, September 2018.	Conference	Peer Refereed	Descriptive	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R.	2018	Be Your Own Boss at Early Age- Australian Perspective	The 2nd International Conference on Healthcare, SDGs and Social Business, April, 2018	Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship

Ahmed, R. & Sullivan Mort, G.	2017	Need for Designing a Social Business Entrepreneurship Training Module at Primary School for Young Children: A Literature Review.	Social Business Academia Conference, November 2017, City University Paris, France.	Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R., Sullivan Mort, G. & Nanere, M.	2016	Case Study: An Approach to Developing Social Business Awareness and Intentions in Undergraduate Students in an Advanced Economy Context	Social Business Academia Conference, November 2017. HEC Paris, France.	Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R.	2016	Kidpreneurship: It is Never too Early to Start a Business: A Case Study on Bundoora Primary School	The 1 <sup>st</sup> International Social Business Symposium, La Trobe University, Bundoora, Melbourne, August 2016	Case Study and paper presentation in a Refereed Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R. & Sullivan Mort, G.	2015	Measuring Opinion Toward Social Business which Alleviates Social Problems in a Developing Country	The Social Business Academia Conference, Berlin, Germany, November, 2015.	Conference	Peer Refereed	Descriptive	Entrepreneurship & Social Business Entrepreneurship

### Published Journals

Ali, M., Ahmed, R. & Rahman, A.	2014	Present Scenarios, Opportunities and Obstacles of E Business in Bangladesh. PP-55-76.	D.U. Journal of Marketing, University of Dhaka. Issue-Vol. No. 17, June 2014 (Published in June 2016). ISSN-1996-3319.	Journal	Reviewed	Descriptive	E-Business and E-Marketing
Ahmed, R., Tania, I.J. & Huq, M.N.	Accepted in December, 2013	The Magnificence of Corporate Brand Personality Traits for the Success of Business: A Study on Square Pharmaceuticals Limited.	Accepted in Bangladesh Journal of MIS, University of Dhaka in December 2013. ISSN-2073-9737	Journal	Reviewed	Descriptive	Marketing

Ahmed, R., Mamun, H.A. & Tania, I.J.	2013	Exploring the Underlying Dimensions of Service Quality- An Empirical Study on Beauty Salons. PP-155-174	Bangladesh Journal of MIS, University of Dhaka. Issue-Volume- 5, No-2, June 2013. ISSN-2073-9737	Journal	Reviewed	Descriptive	Services Marketing
Ahmed, R., Ali, M. & Tania, I.J.	2012	Social Media Marketing-A Powerful Tool to Grab Customer Attention. PP-63-86.	D.U. Journal of Marketing, University of Dhaka. Issue-Vol. No. 15, June 2012 (published in November 2014). ISSN-1996-3319.	Journal	Reviewed	Basic	Social Media Marketing
Ali, M., Ahmed, R. & Ishtiaque, A. N.	2011	The Role of Microfinance in Alleviating Poverty: A Perception Analysis of the microfinance borrowers in a village of Bangladesh. PP-117-136	Dhaka University Journal of Business Studies. Issue-Volume-XXXII, No.1. June 2011. ISSN-1682-2498	Journal	Reviewed	Descriptive	Finance and Marketing
Ahmed, R., Ali. M. & Tania, I.J.	2009	The Impact of Social Network Sites (SNSs) To Create Brand Equity—A Study on Facebook. PP-187-202.	D.U. Journal of Marketing, University of Dhaka. Issue-Vol.No-12, June 2009. ISSN- 1996-3319	Journal	Reviewed	Descriptive	Brand Marketing
Ahmed, R., Tania, I.J. & Ali. M.	2009	The Relationship of Integrating Corporate Branding with Different sociological paradigms. PP-131-151	Dhaka University Journal of Business Studies. Volume-XXX No.2, December 2009, ISSN-1682-2498.	Journal	Reviewed	Descriptive	Brand Marketing
Ali, M., Ahmed, R., Rahman, A. & Azam, M.	2007	Electronic Banking in Bangladesh: Potential & constraints. PP-1-16	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 10, June 2007. ISSN- 1996-3319	Journal	Reviewed	Descriptive	Marketing
Ali, M., Islam, R & Ahmed, R.	2007	Information Super highway and Its Prospects in Bangladesh. PP-119-137	Dhaka University Journal of Business Studies. Issue-Volume-XXVIII No.1 June 2007, ISSN-1682-2498.	Journal	Reviewed	Descriptive	MIS

## **TRAINING: (Conducted and Participated in Bangladesh, Australia, France & Japan)**

1. Attended and presented a talk on Kidspreneurship (Doctoral Outcome) in 9<sup>th</sup> Social Business Summit held in Bangkok, Thailand from June 28-29 in **2019**.
2. Attended in The 2nd International Conference on Healthcare, SDGs and Social Business, April 2018. Kyushu University, Ito campus, Fukuoka, Japan in April 27-30<sup>th</sup>, **2018**.
3. Attended in “La Trobe Accelerator Program” with Innokids<sup>TM</sup> organized by La Trobe University, August to 5<sup>th</sup> December **2018**.
4. Organized 1<sup>st</sup> International Social Business Symposium at La Trobe Business School, La Trobe University, Melbourne, Australia held in August 19-20, **2017**.
5. Attended in the Social Business Academia Conference, City University Paris, France in **2017**.
6. Attended in the Social Business Academia Conference, HEC Paris, France in **2016**.
7. Organized a seminar and workshop on-“Road safety and Awareness” in the Department of Business Administration, Faculty of Business studies, East West University. It was held in October 3-4, **2013**.
8. Conducted a seminar on-“Enactment of Geographic Indication (GI) law and its business opportunity in Bangladesh” in the Department of Marketing, Faculty of Business studies, University of Dhaka which was held in September 15, **2012**.
9. Training conducted for Business graduates/ Professionals on-“Communication in Business”- Organized by my organization Brandz Hub, February 17-20, **2012**.
10. Research and Training conducted for Business graduates/professionals on- “Brand Myth and its power”- Organized by my organization Brandz Hub, February 22-25, **2012**
11. Research and Training conducted for Business students/professionals on- “Be Brand, Go Brand”- Organized by my organization Brandz Hub, August 10-13, **2012**

## **INDUSTRY ENGAGEMENT & PROFESSIONAL ACHIEVEMENT:**

- Edupreneur, CEO and Founder of Innokids<sup>TM</sup>, A Social Entrepreneurship Training Services for Young Kids (Tweens). ([www.innokids.org](http://www.innokids.org)).
- Chief Advisor, Extra Mile Age Care (An elderly care giver social enterprise) based in Dhaka, Bangladesh. ([www.extramileagecare.com](http://www.extramileagecare.com))
- La Trobe University Accelerator Primer graduate 2018.
- Commonwealth Bank Australia and La Trobe University funded Innovation challenge participant in 2019.

## **Social Media presence:**



<https://www.linkedin.com/in/rafiuddinahmed/>



## **REFERENCES:**

Reference letters from academic staff are available upon request.

### **1. Dr Gillian Sullivan Mort**

Professor of Entrepreneurship, Innovation and Marketing, La Trobe Business School  
Editor-in-Chief Journal of Nonprofit and Public Sector Marketing  
Foundation Head of Department,  
Department of Marketing and Tourism and Hospitality  
&  
Director at Yunus Social Business Centre at La Trobe Business School  
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