



Curriculum Vitae of  
**MD. ASHRAF HARUN**

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Mirpur-11.5, Dhaka-1216. Mobile : +8801817102428  
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**OBJECTIVE(S):**

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- To employ my skills in improving student success by positive instruction methods.
- To leverage excellent organizational skills and proficiency in imparting information to achieve successful classroom management and academic accomplishments.

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**WORK EXPERIENCE(S):**

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- Organization: **University of Dhaka (DU)**  
**Assistant Professor**, Department of Marketing,  
August 24, 2016 – **Present**  
Lecturer, Department of Marketing,  
June 23, 2014 – August 23, 2016  
Assistant House Tutor (Haji Muhammad Mohsin Hall)
- Organization: East West University (EWU)  
Lecturer, Department of Business Administration,  
January 07, 2013 – June 22, 2014
- Organization: Bangladesh University of Business & Technology (BUBT)  
Lecturer, Department of Marketing,  
**February 03, 2011 - January 06, 2013**

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**ACADEMIC QUALIFICATION(S):**

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- **Master of Science (MSc), 2016**  
International Marketing Management  
Funding: **Commonwealth Scholarship Commission, UK-2016**  
Result: **Distinction (75%** in scale of 20-90),  
Leeds University Business School, University of Leeds, **UK.**
- **Master of Business Administration (MBA), 2009 (Held: 2010)**  
Major in Marketing  
CGPA-**3.96 points** (Out of 4.00-point scale)  
Position: **1<sup>ST</sup>**  
Faculty of Business Studies, University of Dhaka.
- **Bachelor of Business Administration (BBA), 2008 (Held: 2009)**  
Major in Marketing  
CGPA-**3.97 points** (Out of 4.00-point scale)  
Position: **1<sup>ST</sup>**  
Faculty of Business Studies, University of Dhaka.
- **Higher Secondary Certificate Examination (HSC), 2004**  
Dhaka Commerce College, Dhaka Education Board.
- **Secondary School Certificate Examination (SSC), 2002**  
Monipur High School, Dhaka Education Board.

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**PERSONAL DETAILS:**

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**Name** : Md. Ashraf Harun  
**Father's Name** : Md. Hanif  
**Mother's Name** : Mrs.Nazma Akhter  
**Permanent Address** : Vill. + P.O: South Charipur, Thana: Feni, District: **Feni**, Bangladesh  
**Religion** : Islam  
**Nationality** : Bangladeshi  
**Date of Birth** : 28<sup>th</sup> November, 1987  
**Marital Status** : Married  
**Blood Group** : B positive  
**Voter ID Card** : 19872694813899759  
**TIN** : 11593563050

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**TRAINING(S):**

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- Four months Training on “*Econometrics*” organized by **Department of Marketing, University of Dhaka in 2015.**
  - Two-day Workshop on “*Teaching & Learning Techniques*” organized by **Faculty of Social Science, University of Dhaka in 2014.**
  - Two-day Workshop on “*Structured Equation Model (SEM)*” organized by **Faculty of Business Studies, University of Dhaka in 2014.**
  - Attended the Session by: **Prof. Philip Kotler** on “*Inspiring the Future minds*” in 2011.
  - Daylong “*Supply Chain Management Program*” conducted by **Prothom-Alo Jobs.com in 2009.**
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**THESIS/INTERNSHIP EXPERIENCE(S):**

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- **MSc Program Thesis Title:** “The Antecedents of Effective Service Recovery of Bangladeshi Banks that leads to Customer Satisfaction and Loyalty.”
  - **MBA Program Report Title:** “Strawberry a Money Spinner in the Economy of Bangladesh”
  - **BBA Program Report Title:** “The Client Hunting Strategy of Bitopi Advertising Ltd.”
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**ACHIEVEMENT(S):**

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- “**The Professor Jim Lynch/Chartered Institute of Marketing Prize**” for being the best student on MSc International Marketing Management at University of Leeds, UK.
- Winner of the “**Company Marketing Project 2017 (Consultancy): Packaging Solution for Greencore’s Cooking Sauces** who are second leading cooking sauces producer and provider (Tesco, Sainsbury, Aldi, Morrison) in the world.”
- I have **stood first** in both BBA and MBA.
- “**Prime Minister Gold Medal - 2010**” (Nominated).
- “**University Grant Commission (UGC) Merit Scholarship**” for being the faculty first.
- “**Commonwealth Scholarship UK -2016**” at University of Leeds, UK.
- I have awarded **Dean Merit list** 6 times and **Dean Honours list** 2 times.
- Talent-pool scholarship holder in Secondary School Certificate Examination (SSC).

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**LANGUAGE(S):**

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- Good command in reading and writing both Bengali and English.

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**COMPUTER SKILL(S):**

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- Operation System: Windows 98/2000/2010.
- Ms-Word, Ms-PowerPoint, Ms-Excel.
- Has a fair skill over SPSS.

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**HOBBIES AND INTEREST(S):**

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- Playing Cricket.
- Reading novels, different types of books, daily newspapers.
- Listening to music & Gossiping with friends.

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**AREAS OF INTEREST(S):**

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- Introduction to Business, Business Communication, Business Environment
- Principles of Marketing, Marketing Management
- Brand and Product Management
- Integrated Marketing Communication (IMC), Marketing Communication
- Advertising and Promotional Management
- Marketing Research, Advanced Marketing Research
- Services Marketing
- Strategic Marketing
- Sustainability and Corporate Social Responsibility.
- Consumer Behaviour
- International Marketing, Global Marketing, International Business
- Business Logistics, Global Distribution and Supply Chain Management
- E-commerce, E-marketing, Management Information System (MIS)

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**PUBLICATION(S):**

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- **Conference Paper:** Harun, M. A., and Maniruzzaman, “Customer Attitudes towards Online Banking: A Case Study on Bangladesh Perspective” in *Metropolitan University Spring Research Conference - 2012 (March 31), Metropolitan University, Sylhet, Bangladesh.*
- **International Journal:** Harun, M.A., Ahmed, F., and Maniruzzaman. 2013. Customer Hospitality: The Case of Fast Food Industry in Bangladesh. *World Journal of Social Sciences.* 3(6), pp.88-104. Available from: [http://www.wjsspapers.com/previous\\_issue/November/2013](http://www.wjsspapers.com/previous_issue/November/2013)

- **International Journal:** Harun, M. A., Kamal, M. A., and Mustafi, M., A., A. 2013. Analyzing the Marketing Strategy of Soft Drinks in Bangladesh: A Study on RC (Partex Beverage). *European Journal of Business & Management*. **5**(30), pp.24-37. Available from: <http://www.iiste.org/Journals/index.php/EJBM/issue/view/936>
- **International Journal:** Maniruzzaman, Harun, M. A., and Islam, R. 2011. Constraints and Prospects for Women Entrepreneurship: A Case Study on Bangladesh Perspective. 2011. *International Congress of Social Philosophy (ICSP)*. **1**(1), pp.397-410.
- Deb, S, K., Harun, M. A., and Bhuiyan, M. R. U. 2011. The Dimensions Affecting the Adoption of Mobile Banking in Bangladesh. *Journal of Banking and Financial Services*. **5**(1), pp. 97-110. Available from: [https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=The+Dimensions+Affecting+the+Adoption+of+Mobile+Banking+in+Bangladesh&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=The+Dimensions+Affecting+the+Adoption+of+Mobile+Banking+in+Bangladesh&btnG=)
- Deb, S, K., Barua, S., and Harun, M. A. Impact of IMC Tools on Consumer Preference: A Case of Bangladesh Cement Industry. *Dhaka University Journal of Business Studies*. **32**(1), pp. 213-238.
- Deb, S, K., Siddika, H. and Harun, M. A. 2012. Women Entrepreneurs in the Economic Development of Bangladesh: Factors behind the Success and Barriers to Success. *Dhaka University Journal of Business Studies*. **33**(2), pp.167-202.
- Ahmad, F., Zayed, N. M. and Harun, M. A. 2013. Factors behind the Adoption of Green Banking by Bangladeshi Commercial Banks. *ASA University Review*. **7**(2), pp.242-255. Available from: <http://www.asaub.edu.bd/asaubreview/v7n2.php>
- Harun, M. A. 2015. Facebook as a Medium of Brand Communication in Bangladesh. *Business Review, Uttara University Bangladesh*. **4**(2), pp.95-121. Available from: [https://www.uttarauniversity.edu.bd/index.php?option=com\\_content&view=article&id=486&Itemid=352](https://www.uttarauniversity.edu.bd/index.php?option=com_content&view=article&id=486&Itemid=352)
- Harun, M. A. and Hassan, M. R. 2017. Evolving to a New Dominant Logic in Building Brand Equity: A Case on Social Media Networks in Bangladesh. *Jabangirnagar University Journal of Marketing*. **5**(June), pp.57-75.
- Harun, M. A. and Himel, M. T. A. 2016. Tourism Destination Branding and 7Ps: A Case on Bangladesh. *The Jabangirnagar Journal of Business Studies*. **6**(1), pp.143-165.
- Harun, M. A. 2017. Students' Coffee Shop Choice Behaviour: A Comparative Study on Starbucks Coffee. 2017. *Dhaka University Journal of Business Studies*. **38**(2), pp.19-41.
- Harun, M. A. 2017. Greencore Packaging Innovation: Effective Communication, Point of Difference Creation and Driving Trial. *Dhaka University Journal of Business Studies*. **38**(3), pp.25-50.
- Harun, M. A. and Hasan, M. 2018. Impact of Advertisement Expenditure on Profitability: Evidence from Banking Industry of Bangladesh. *Journal of Banking and Financial Services*. **10**(1), pp.91-103.

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**SELF-APPRAISAL(S):**

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The followings are true for me –

- I am pious and assiduous. By the grace of Allah, the Almighty, I can be able to adapt anything very quickly.
- I like and enjoy challenges.
- I am punctual and truthful.

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**REFERENCE(S):**

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• **Dr. Zakir Hossain Bhuiyan**  
Professor and Former Chairperson  
Department of Marketing  
Faculty of Business Studies  
**University of Dhaka, Bangladesh**  
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• **Dr. Dayananda Palihawadana**  
Professor and Chair in Marketing Education  
Leeds University Business School  
**University of Leeds, UK**  
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Mobile: + 44(0) 113 34 34804

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**CERTIFICATION**

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I do here by certify that all the information provided above is true in best of my knowledge and sense and well supported by legal documents.

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**Md. Ashraf Harun**