

Dr. Md. Kashedul Wahab Tuhin
Associate Professor
Department of Marketing
Jahangirnagar University
Savar, Dhaka-1342, Bangladesh.



Cell No. **+88-01785828900**
E-mail: kashedul@gmail.com

I started my career in IDLC Finance Limited, the leading non-bank financial institution of the country, as an Executive Officer (Marketing and Sales) in Personal Finance Division on October 1, 2007. I worked there eighteen months and then joined in Comilla University in the Department of Marketing as a Lecturer on March 23, 2009. Now, I have been working in Jahangirnagar University, among the top four universities of the country, in the Department of Marketing as an Associate Professor since December 23, 2014 though I joined there as a Lecturer on March 13, 2012. I have completed PhD in consumer brand relationship from University Utara Malaysia, meanwhile, I was awarded the degree MBA and BBA both major in Marketing from the University of Dhaka in 2005 (held in 2007) and 2004 (held in 2005) respectively. I have published few articles and completed one research project finance by Jahangirnagar University. During my professional life, I have been teaching many courses both in MBA and BBA level in my Department and other institutions.

PROFESSIONAL EXPERIENCE

Working Experience:

Employer: Jahangirnagar University, Bangladesh

Position: Associate Professor, Department of Marketing

Duration: Since 23rd December, 2019 to till now

Employer: Jahangirnagar University, Bangladesh

Position: Assistant Professor, Department of Marketing

Duration: Since 30th April, 2014 to 22nd December, 2018

Employer: Jahangirnagar University, Bangladesh

Position: Lecturer, Department of Marketing

Duration: Since 13th March, 2012 to 29th April, 2014

Employer: Comilla University, Bangladesh

Position: Lecturer, Department of Marketing

Duration: Science 23th March, 2009 to 12th March, 2012

Employer: IDLC Finance Limited

Position: Executive (Sales & Marketing)

Duration: Science 1st October, 1007 to March 22, 2009

Adjunct Faculty:

Employer: Bangladesh University of Professionals

Position: Associate Professor, Department of Business Administration in Marketing

Duration: Science January 2019 to now

Employer: ASA University of Bangladesh

Position: Assistant Professor, Faculty of Business Administration

Duration: Science September 2012 to October 2015

Employer: State University of Bangladesh

Position: Assistant Professor, Faculty of Business Administration

Duration: Science February 2015 to October 2015

Editor: Jahangirnagar University Journal of Marketing

Department of Marketing

Jahangirnagar University

Internship:

1) Employer: Singer Bangladesh Limited

Area of Responsibility: Service Delivery of Singer Service Center

Duration: 1st August 2007 to 30th October, 2007

Residential Teacher (House Tutor):

1) Shaheed Dherendranath Datta Hall, Comilla University

Duration: Decebmer, 2009 to March 2012.

LANGUAGE PROFICIENCY

IELTS: Overall Brand Score 6.5 (*Listening 6.0, Reading 6.0, Writing 6.5, Speaking 7.0*)

TRAINING

1. Applied Research Methodology

- **Institution:** Bureau of Business Research, Faculty of Business Studies, The University of Dhaka.
- **Duration:** 2 months (January 28 to 28th March, 2010)

2. Diploma In IT

- **Institution:** IT Bangla Dhaka
- **Duration:** 1 Year.

PUBLISHED ARTICLE

- Miraz, M. H., Hye, A. M., Wahab, M. K., Alkurtehe, K. A. M., Majumder, M. I., Habib, M. M., ... & Alam, M. M. (2020). Electronics Product Promotion and SCM, Contemporary Research on Bangladesh. *International Supply Chain Technology Journal*, 6(01).
- Miraz, M. H., Hye, A. M., Alkurtehe, M. K. A. M., Alsabahi, M. A., Alam, M. M., Wahab, M. K., & Habib, M. (2020). Blockchain Securities to Construct Inclusive, Digital Economy Globally, *International Supply Chain Technology Journal* 6(1).
- Tuhin, M. K. W. (2019) Consumer Brand Hate and Anti-Brand Actions, *Jahangirnagar Journal of Marketing*, 7(1), 15-26.
- Tuhin, M. K. W. (2019) Dark Side of Consumer Behavior: Brand Hate and Anti-Brand Actions, *Jahangirnagar Journal of Business Studies*, 8(1), 43-54.
- Tuhin, M. K. W. (2018) Strengthening Brand Loyalty: The Role of Brand Personality and Consumer Involvement, *Jahangirnagar Journal of Business Studies*, 7(1), 34-48.
- Ghani, N.H.A. & Tuhin, M.K.W. (2018), Consumer Brand Relationships: Overcoming its Conceptual Challenges and Development of Propositions. *International Journal of Supply Chain Management*, 7(3) 79-86.
- Ghani, N. H. A., & Tuhin, K. W. (2018). Evolution of Consumer Brand Relationship Research. *Academy of Strategic Management Journal*, 17(1), 1-9.
- Ghani, N.H.A. & Tuhin, M.K.W. (2016), Consumer Brand Relationships, *International Review of Management and Marketing*, 6(4), 950-957.

- Nath, S. D., Acharjee, M. K., Tuhin, M. K. W., & Forhad, M. N. (2016). Promotional Activities for Vaccine's Market Development in Bangladesh: Advances So Far and Prospects Ahead. *International Journal of Business and Management*, 11(3), 223-234.
- Tuhin, M. K. W., Zulkernine, S.M., Hasan, M., and Masud, M.A.U. (2014). Tourists' Attitude towards Archaeological Tourism Sites of Bangladesh: A Study on Mainamati Boudhavihar Comilla. *Jahangirnagar Journal of Business Studies*, 4(1), 29-46.
- Amin, M.B., Tuhin, M. K. W., and Dey, S.K. (2015). Measure of Service Quality and Customer Satisfaction in the Supermarkets in Bangladesh: A Case Study of Dhaka City. *Jahangirnagar Journal of Marketing*. 3 (June), 25-34.
- Tuhin, M. K. W., and Nath, S.D. (2014) "Nation Branding: Scope and Challenge for Branding Bangladesh", *Jahangirnagar Journal of Marketing*,2 (June), 47-58.

RESEARCH PROJECT

- Tuhin, M.K.W. (2013) "Problems of Archaeological Tourism in Bangladesh: A Case Study on Mainamati Boudhavihar" the paper is presented in Faculty of Business Studies, Jahangirnagar University.

EDUCATION

Passing year	Degree	Institution	Major	Grades/ Division
2018	PhD	University Utara Malaysia	Marketing	Approved on 10th October 2018
2007	MBA	University of Dhaka, Faculty of Business Studies.	Marketing	CGPA: 3.88 on a scale of 4
2005	BBA	University of Dhaka, Faculty of Business Studies.	Marketing	CGPA: 3.66 on a scale of 4
1999	HSC	Comilla victoria Govt. college, Comilla	Commerce	1st Division
1997	SSC	Rotary School Khulna	Science	1st Division

PROFESSIONAL AFFILIATION AND MEMBERSHIP

- Member, Jahangirnagar University Teachers Association; Committed to work for the well being of the teacher community of the university.

- Member of Advisory Board, Business Faculty Debating Forum (BFDF), Jahangirnagar University, Bangladesh; Organizing and participating in debates and career planning seminar in home and abroad.
- Member of Advisory Board, Badhan; Voluntary organization committed to donate fresh bloods whoever needs in the emergency.
- Departmental Representative, Sports Department, Jahangirnagar University, Bangladesh; Organizing various sport tournaments in inter-department, inter-college and inter-university levels.

PERSONAL DETAILS

Date of Birth : July 05, 1981

Nationality : Bangladeshi

Passport Number: BF0576060

REFERENCE

- Professor Dr. Mijanur Rahman, Vice-Chancellor, Jagannath University, Dhaka, Bangladesh. Tel: +88 02 7119731, Cell: +88 01552-483086. Email: mijanur@jnu.ac.bd
- Md. Borak Ali, Professor of Marketing, University of Rajshahi, Rajshahi, Bangladesh, Tel: +88 01914 254160 (Cell), Fax: 88 0721 750064 (Office), Email: borakali@yahoo.com.

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Dr. Md. Kashedul Wahab Tuhin