

Curriculum Vitae

Dr. A.K. Shamsuddoha
Professor and Ex-Director
Institute of Business Administration (IBA)
University of Rajshahi, Rajshahi

Present Address :
157/1, Ramchandrapur, Post- Ghoramara
PS- Boalia, Dist.- Rajshahi.

Permanent Address :
Father : Md. Abdus Satter
Village- Baliaghatta, Post- Basudebpur
PS- Godagari, Dist.- Rajshahi

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A. Education:

Name of the Examination	University/Board	Year	Result
Ph.D. (International Marketing)	Queensland University of Technology (QUT), Brisbane, Australia	2006	Awarded
M. Com. (By Research, In Business)	La Trobe University, Melbourne, Australia	2002	Awarded
M. Com. (Marketing)	University of Rajshahi	1987	First Class First
B. Com. (Honors) Marketing	University of Rajshahi	1985	First Class First
H.S.C	Rajshahi Education Board	1980	First Division
S.S.C	Rajshahi Education Board	1977	First Division

B. Full-time Employments:

Professor:

1. Institute of Business Administration (IBA), University of Rajshahi from 2016 to date.
2. Bangladesh University of Business and Technology (BUBT), Dhaka from 2012 to 2016 (On lien)
3. Department of Marketing, University of Rajshahi from 2007 to 2012.

Associate Professor:

Department of Marketing, University of Rajshahi from 2001 to 2007.

Assistant Professor:

Department of Marketing, University of Rajshahi from 1991 to 2001.

Lecturer:

Department of Marketing, University of Rajshahi from 1988 to 1991.

C. Part-time Employments:

Adjunct Faculty at North South University (NSU), Dhaka, East West University, Dhaka, BRAC University, Dhaka, Independent University of Bangladesh (IUB), Dhaka and Bangladesh University of Professional (BUP), Dhaka

D. Interested Research Field:

International Marketing, Export Promotion Assistance, Internationalization Process for Small and Medium Sized Firms, Entrepreneurship Development and Foreign Direct Investment.

E. Administrative Experiences:

1. Worked as Director, Institute of Business Administration (IBA), University of Rajshahi, from 11 October 2018 to 10 October 2021.
2. Worked as Dean, Faculty of Business, Bangladesh University of Business & Technology (BUBT), Dhaka, Bangladesh from 2 June 2012 to 1 June 2016.
3. Worked as Chairman (Head) of the Department of Marketing, Rajshahi University, Bangladesh from 18 December 2007 to 17 December 2010.
4. Worked as a House Tutor (Administrator) in a residential hall (Madar Bux Hall) of students at University of Rajshahi, Bangladesh from 1989 to 1992.
5. Worked as Chairman of the Planning Committee, Department of Marketing, University of Rajshahi from 2007 to 2010.
6. Worked as Chairman of the Planning Committee, Institute of Business Administration, University of Rajshahi from 2018 to 2021.
7. Worked as Chairman of the Budget Committee, Institute Business Administration, University of Rajshahi from 2018 to 2021.
8. Worked as a member of the Tender Committee, University of Rajshahi from 2019 to 2021.
9. Working as a member of the Academic Council, University of Rajshahi, from 2007 to date.

F. Book Chapter Published:

Ali, M Y and Shamsuddoha, A.K (2014), “Impact of Export Promotion Programs on SME Export Performance: Empirical Evidence from an Emerging Nation” Edited by Craig C. Julian, *Research Handbook on Export Marketing*, Edward Elgar Publishing Ltd, Cheltenham, U.K. and Northampton, MA, USA, pp.12- 44.

G. International Journal Articles:

1. **Shamsuddoha, A.K.** Ali, M.Y. and Nelson, O.N. (2009), “Conceptualization of Direct and Indirect Impact of Export Promotion Programs on Export Performance of SMEs and Entrepreneurial Ventures”, *International Journal of Entrepreneurship*, Vol. 13, Special Issue, pp. 87-106.

2. **Shamsuddoha, A.K.** Ali, M.Y (2009), “Export Assistance in the Garment Industry: An Examination of Awareness, Use and Perceived Benefit”, *J. Global Business Advancement*, Vol. 2, No. 4, pp. 381-389.
3. **Shamsuddoha, A.K.** Ali, M.Y. and Nelson, O. N. (2009), “Impact of Government Export Assistance on Internationalization of SMEs from Developing Nations”, *Journal of Enterprise Information Management*, Vol. 22, No. 4, pp. 408-422. [**Highly Commended Paper at the Emerald Literati Network Awards for Excellence 2010**]
4. Ali, M.Y. and **Shamsuddoha, A.K.** (2007), “Export Promotion Programs as Antecedents of Internationalization of Developing Country Firms: A Theoretical Model and Empirical Assessment “, *J. Global Business Advancement*, Vol. 1, No. 1, pp. 20-36.
5. **Shamsuddoha, A.K.** and Ali, M.Y. (2006), “Mediated Effects of Export Promotion Programs on Firm Export Performance”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 18, No. 2, pp. 93-110.

H. National Journal Articles:

1. **Shamsuddoha, A.K.** (2000), “Marketing Practices of Small-Scale Industries in Bangladesh: A Case Study of Rajshahi Industrial Estate”, *Rajshahi University Studies*, Vol. 8 Part C, pp. 83-93.
2. Rahman, S.M., and **Shamsuddoha, A.K.** (1999), “Entrepreneurship Development in India and Bangladesh: A Comparative Study”, *Rajshahi University Studies*, Vol. 7 Part C, pp. 91-102.

I. International Journal Articles in Progress:

1. **Shamsuddoha, A.K.** and Ali, M.Y., “Export Promotion Programs and Export Performance”, *International Marketing Review* (submitted).
2. **Shamsuddoha, A.K.** and Ali, M. Y., "Export Performance: Do the Usage of Export Promotion Programs Make a Difference? *International Business Review* (About to submit).

J. Published Peer-reviewed International Conference Papers:

1. Azam, M. S. and **Shamsuddoha, A.K.** (2008), “How Organizational Characteristics Explain the Adoption of e-Commerce by the SMEs in Bangladesh?” Paper published in **The Proceedings of the Academy for Global Business Advancement, 5th World Congress**, 16-18 November, 2008, Bahrain.
2. **Shamsuddoha, A.K.** (2008) “Export Promotion Programs: Examination of Awareness, Use and Perceived Benefit”, Paper published in **Globalization & Change: Issues, Concerns & Impact** (The Proceedings of 1st South Asian International Conference for Global Business Advancement) 12-14 November 2008, Murree, Pakistan.
3. **Shamsuddoha, A.K.** and Ali, M.Y. (2006), “How Export Promotion Programs Influence Firm Export Performance”, in Welsh, D.H.B. et al. (Eds), *Advances in Global Business Research*, Vol. 3, No. 1 (The Proceedings of the Academy for Global Business Advancement, 3rd World Congress, 4-6 January, 2006), Kuala Lumpur, Malaysia. [**Received the Best Paper Award**].

4. Ali, M.Y. and **Shamsuddoha, A.K.** (2005), “Impact of Government Export Assistance on Internationalization of Developing Country Firms: An Empirical Assessment”, Paper published in the *Australia New Zealand International Business Academy (ANZIBA) Conference Proceedings*, 10-11 November 2005, Monash University, Melbourne, Australia.
5. **Shamsuddoha, A.K.** and Ali, M.Y. (2005), “Causal Effects of Export Promotion Programs on Internal Determinants of Firm Export Performance: Empirical Evidence from a Developing Country”, Paper published in the *European Marketing Academy Conference (EMAC) Proceedings*, 24-26 May 2005, Bocconi University in Milan, Italy.
6. **Shamsuddoha, A.K.** and Ali, M.Y. (2004), “Direct and Indirect Impact of Export Promotion Programs on Export Performance”, in Wiley, J. (Ed.), *Marketing Accountabilities and Responsibilities*, (The Proceedings of the Australia New Zealand Marketing Academy Conference (ANZMAC), 29 November- 1 December 2004), Victoria University of Wellington, New Zealand.
7. **Shamsuddoha, A.K.** and Ali, M.Y. (2002), “The Role of Export Promotion Programs in Economic Development of Bangladesh”, Paper published in *Bangladesh in the New Millennium: Unveiling Development Challenges and Visions*, 30-31 January 2002, School of Economics at the University of Queensland, Australia.
8. **Shamsuddoha, A.K.** and Edwards, G. (2002), “The Social Cost of Protecting the Bangladesh Dairy Industry”, Paper published in *Bangladesh in the New Millennium: Unveiling Development Challenges and Visions*, 30-31 January 2002, School of Economics at the University of Queensland, Australia.
9. **Shamsuddoha, A.K.** and Edwards, G. (2000), “Dairy Industry in Bangladesh: Problems and Prospects”, Paper published in *The 44th Annual Conference Proceedings, Australian Agricultural and Resource Economics Society*, 23-25 January 2000, University of Sydney, Australia.

K. International Travel Experience (Professional and Personal)

Australia, Malaysia, Pakistan, Thailand, Saudi Arabia, Singapore, Finland, Austria, Italy, New Zealand, Germany, Czech Republic, Slovakia, Slovenia, and Hungary.

L. Research Grants:

1. 1995-1996, Chief Investigator, “Performance Evaluation of Industrial Estates in Rajshahi Division”, under **Annual Development Program, University of Rajshahi**, Bangladesh.
2. 1993-1994, Chief Investigator, “Marketing of Small Industries Products in the Northern Districts in Bangladesh with Special Reference to the Role of Bangladesh Small and Cottage Industries Corporation”, under **Annual Development Program, University of Rajshahi**, Bangladesh.

M. Guest Lecture Presented:

1. 7 May 2025, **Key note Speaker** on “Workshop on Research Proposal” organized by Research Club, Gopalganj University of Science and Technology, Gopalganj.
2. 10 December 2023, **Guest Lecture** on “How to Prepare Research Proposal” for the MPhil and PhD students of the Institute of Bangladesh Studies (IBS), organized by IBS, University of Rajshahi.
3. 7 March 2014, **Key note Speaker** on “Workshop on Curricula Development” organized by the Faculty of Business Studies, Begum Rokeya University, Rangpur, under Higher Education Quality Enhancement Project (HEQEP) of the University Grants Commission of Bangladesh.
4. 5 August 2013, **Resource Person** on “How to Supervise the Internship Research Students” for the Business Faculty Members, seminar organized by Bangladesh University of Business and Technology (BUBT), Dhaka.
5. 2 July 2013, **Key note Speaker**, on “Research Methodology”, Seminar organized by Bangladesh University of Business and Technology (BUBT), Dhaka Bangladesh.
6. 16 March 2013, **Resource Person** on “Excellence in Teaching” for the Faculty Members, seminar organized by Bangladesh University of Business and Technology (BUBT), Dhaka.
7. 22 December 2010, **Key note Speaker** on “Developing SMEs in Rajshahi Division: Problems and Prospects with Reference to Bangladesh National Industrial Policy 2010”, Seminar organized by Small and Cottage Industries Corporation (BSCIC), Regional Office, Rajshahi, Bangladesh.
8. 14 October 2010 (41 World Standardization Day), **Special Guest**, A seminar on “Standards make the World accessible for all” organized by Bangladesh Standard Testing Institute (BSTI), Regional Office, Rajshahi, Bangladesh.
9. 18 March 2009, **Key note Speaker** on “Role of BSCIC in Industrialization”, organized by Small and Cottage Industries Corporation (BSCIC), Regional Office, Rajshahi, Bangladesh.
10. 1 June 2008, **Key note Speaker**, A seminar on “Export Market for Light Engineering Products”, organized by Export Promotion Bureau, Regional Office, Rajshahi, Bangladesh.

N. Training Program Conducted:

As a chairman conducted “Intensive Training Program on Applied Research Methodology (ITPARM-1,2 &3)”, organized by Bangladesh University of Business and Technology (BUBT), Dhaka.

O. International Collaboration Activities:

1. Facilitated an MoU between Bangladesh University of Business and Technology (BUBT), Dhaka, and K B University of Thailand for student exchange agreement.
2. Facilitated an MoU between Bangladesh University of Business and Technology (BUBT), Dhaka, and Herzing University, Wisconsin, U.S.A for credit transfer agreement.

P. Academic Honors: Fellowships/Scholarships/Awards:

Name of honors	Years	Organizations
Highly Commended Paper 2010 (Emerald Literati Network Awards for Excellence 2010)	2010	Emerald Group Publishing Limited. Bingley, BD161WA, UK
AGBA 3 rd World Congress Best Paper Award	2006 (4-6 January)	Academy for Global Business Advancement, 3 rd World Congress held at Kuala Lumpur, Malaysia
International Postgraduate Research Scholarship (IPRS)	2001 – 2004	Queensland University of Technology, Australia (For PhD)
Top Up Faculty Scholarship	2001 – 2004	Queensland University of Technology, Australia (For PhD)
Joint Japan/World Bank Graduate Scholarship Program (JJ/WGSP)	1998 – 2000	World Bank, Washington, U.S.A. (For M. Com by Research at La Trobe University, Australia)
Chancellor Award (For outstanding performance in the B. Com (Honors) examination)	1987	Chancellor of the Universities of Bangladesh
University Merit Scholarship	1980 – 1984	University of Rajshahi, Bangladesh
Education Board Merit Scholarship	1978 – 1980	Rajshahi Education Board, Bangladesh

Q. Professional Honors:

1. Worked as a **Chancellor nominee** in the higher Teacher's Selection Board of Shahjalal University of Science & Technology (SUST), Begum Rokeya University, Rangpur and University of Rajshahi.
2. Worked as a Member of Teacher's Selection Board of Sher-E-Bangla Agricultural University, Dhaka, Jahangir Nagor University, Dhaka and Hazi Danesh University of Science and Technology, Dinajpur.
3. Worked as External Peer Reviewer (EPR) of Institute of Business Administration, Jahangir Nagor University, Dhaka, Begum Rokeya University, Rangpur, and City

University, Dhaka, under the UGC of Bangladesh funded by World Bank.

4. Worked as a member of the “Area Review Panel, Higher Education Quality Enhancement Project (HEQEP)” under the University Grants Commission of Bangladesh funded by World Bank.
5. Worked as a member of the “Commonwealth Scholarship Selection Board for PhD program”, organized by the University Grants Commission of Bangladesh.
6. Working as a member of PhD defense committee of Jahangir Nagor University, Dhaka and Jagannath University, Dhaka.
7. Working as a subject expert in various exam committees for several Universities in Bangladesh.
8. Working as a reviewer of the articles in the *Journal for International Business and Entrepreneurship Development*, published by Inder science Enterprises Ltd, UK.
9. Working as a reviewer of the article for the *Australia New Zealand International Business Academy Conference (ANZIBA) Proceedings*.
10. Examining several MPhil and PhD dissertations from different universities in Bangladesh and abroad
11. Worked as a Principal Investigator in two research projects under the Annual Development Program of the University of Rajshahi.
12. Providing valuable expert advice and consulting services to interested industries and small businesses.

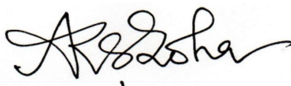
R. Membership in Professional Bodies:

1. Academy for Global Business Advancement (AGBA), U.S.A.
2. Queensland University of Technology Alumni, Australia.
3. Asiatic Society of Bangladesh (ASB).
4. Association of Management Development Institutions of Bangladesh (AMDIB)
5. Bangladesh Marketing Association (BMA).
6. Editorial Advisory Board, *Journal for International Business and Entrepreneurship Development*, published by Inder science Enterprises Ltd, UK.
7. Chief Editor, Editorial Board, *Journal of Institute of Business Administration*, Institute of Business Administration, University of Rajshahi, Bangladesh.
8. Editorial Board, *Journal of Business Studies*, published by the Faculty of Business Studies, University of Rajshahi.
9. Editorial Board, *Journal of Marketing*, published by the Department of Marketing, University of Rajshahi, Bangladesh.
10. Editorial Board, *BUBT Journal*, published by Bangladesh University of Business and Technology (BUBT), Dhaka, Bangladesh.

11. Board of Governors, Institute of Business Administration, University of Rajshahi, Bangladesh.
12. Board of Governors, Institute of English and Other Languages, University of Rajshahi, Bangladesh.
13. Board of Higher Studies, Institute of Environmental Science, University of Rajshahi, Bangladesh
14. Committee of Courses (Syllabus Committee) at the Institute of Business Administration, University of Rajshahi.

S. Computer Literacy/Technical Skills:

1. Completed the *Endnote@ Reference Software* training program at Queensland University of Technology (QUT), Australia, (Completed on 08/08/2001).
2. Completed the *Microsoft PowerPoint* training program at QUT (Completed on 10/09/01)
3. Completed the *SPSS Computer Software* training program for empirical research in business during semester 2, 2001 at QUT.
4. Completed a week program at the Australian Consortium for Social and Political Research Incorporated (ACSPRI) Winter Program held at the University of Queensland, Australia: *Quantitative Research Techniques* (1- 5 July 2002).
5. Completed the *Online Learning and Teaching* training program at QUT (Completed on 20/03/04).
6. *Structural Equation Modeling Techniques (AMOS 5)* were used to test the validity of the overall model and the relationships between variables hypothesized in the conceptual model of my PhD research.



Prof. Dr. A.K. Shamsuddoha