

CURRICULUM VITAE **AFJAL HOSSAIN, PhD**



Address

Professor
Department of Marketing
Patuakhali Science and Technology University
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Education and Training

- 2016-2020 : PhD in Agricultural Economics, Department of Food and Resource Economics, University of Copenhagen, Denmark.
- 2006-2007 : M.B.A in Marketing, Faculty of Business Studies, University of Dhaka obtaining CGPA 3.67 out of 4.0
- 2002-2006 : B.B.A in Marketing, Faculty of Business Studies, University of Dhaka obtaining CGPA 3.88 Out of 4.0
- 2000-2002 : H.S.C in Business Studies, Notre Dame College, Dhaka obtaining First* Division (811 marks)
- 1998-2000 : S.S.C in Business Studies, Konder Char Kalu Bepari High School, Shariatpur, Dhaka obtaining First* Division (759 marks)
- 2021 : Outcome Based Education (10-17 June 2021), Institutional Quality Assurance Cell (IQAC), Patuakhali Science and Technology University, Dumki, Patuakhali-8602.
- 2019 : The Art of Scientific Writing (21 March-10 May 2019), Faculty of Science, University of Copenhagen, Denmark.
- 2018 : Aquaculture Economics (23 August-12 December 2016), Faculty of Science, University of Copenhagen, Denmark.
- 2017 : Scientific Report Writing (7-11 August 2017), BANGFISH project, Bureau of Socioeconomic Research and Training (BSERT), Bangladesh Agricultural University, Bangladesh.
- 2017 : Applied Econometrics using R (06 September-10 November 2016), Faculty of Science, University of Copenhagen, Denmark.
- 2016 : Responsible Conduct of Research (4 October 2016), Faculty of Science, University of Copenhagen, Denmark.
- 2016 : Hedonic Price Analysis and the Residential Location Choice (7-9 September 2016), Kraks Fond-Institute for Urban Economic Research, Copenhagen, Denmark.
- 2016 : Applied Econometrics using STATA (20-30 March 2016), Work Package # 2, BANGFISH, Patuakhali Science and Technology University, Dumki, Patuakhali.
- 2012 : Curriculum Development and Evaluation (22-23 June 2012), Graduate Training Institute (GTI), Bangladesh Agricultural University, Mymensingh.

- 2012 : Teaching Methods and Learning Assessment (19-26 May 2012), Graduate Training Institute (GTI), Bangladesh Agricultural University, Mymensingh.
- 2010 : Administrative and Financial Management for PSTU Teachers (21-30 October 2010), Patuakhali Science and Technology University, Dumki, Patuakhali.
- 2010 : AMDIB Forum 2009 (21 January 2010), Association of Management Development Institutions of Bangladesh, IBA, University of Dhaka.
- 2008 : Computer Training, Department of Marketing, University of Dhaka, Dhaka.
- 2006 : Career Development (16-17 September 2006), Department of Marketing, University of Dhaka (DU), Dhaka.

Professional History

- 08/08/2021 onwards : Professor, Department of Marketing, Faculty of Business Administration, Patuakhali Science and Technology University
- 08/08/2017-07/08/2021 : Associate Professor, Department of Marketing, Faculty of Business Administration, Patuakhali Science and Technology University
- 08/08/2012-07/08/2017 : Assistant Professor, Department of Marketing, Faculty of Business Administration, Patuakhali Science and Technology University
- 08/08/2010-07/08/2012 : Lecturer, Department of Marketing, Faculty of Business Administration, Patuakhali Science and Technology University
- 17/05/2009-06/08/2010 : Lecturer, Department of Business Administration, Metropolitan University
- 15/11/2007-15/03/2008 : Intern, General Banking, Prime Bank Limited, Motijheel Branch, Dhaka

List of Publications

1. **Hossain, A.**, Badiuzzaman, Nielsen, M., & Roth, E. (2022). Consumer willingness to pay for quality attributes of pangasius (*pangasianodon hypophthalmus*) in Bangladesh: A hedonic price analysis. *Aquaculture*, 555, 738205.
2. **Hossain, A.** (2021). Quantity or quality of fish in a developing country: A hedonic analysis. *Journal of Applied Aquaculture*, 1-16.
3. **Hossain, A.**, & Badiuzzaman. (2021). Hedonic Prices for the Fruit Market in Bangladesh: Lessons from Guava and Hog Plum Purchase Decisions. *Journal of Retailing and Consumer Services*, 62(2021): 102636.
4. **Hossain, A.**, Hoq, M. S., & Mandal, A. K. (2021). Hedonic Price Analysis for Hog Plum Purchase Decision in Southern Part of Bangladesh. *Bangladesh Journal of Agricultural Research*, 46(1): 107-116.
5. **Hossain, A.**, Nielsen, M., Ankamah-Yeboah, I., Badiuzzaman, & Huda, F. A. (2021). Market Integration between Cultured and Captured Species in Developing Countries:

- Lessons from Inland Areas in Bangladesh. *Marine Resource Economics*, 36(2), 155-172.
6. **Hossain, A.**, Badiuzzaman, Nielsen, M., Hoque, S., & Roth, E. (2021). The Role of Private Companies in Improving Nutrition of Consumer Groups in a Developing Country: A Hedonic Analysis of Tilapia Attributes in Bangladesh. *Journal of Applied Aquaculture*, 1-27.
 7. **Hossain, A.** (2020). Importance of Service Quality for Banking Industry: A Lesson from Some Popular Banks in Bangladesh. *Journal of the Patuakhali Science and Technology University*, 10(1&2), 15-30.
 8. Sarder, M. M., **Hossain, A.**, & Tripura, K. (2020). Retail Strategies of Apple in a developing country: A Hedonic Price Analysis. *Journal of the Patukhali Science and Technology University*, 10(1&2), 127-142.
 9. **Hossain, A.**, Islam, I., & Uddin, M. H. (2020). Drivers for Online Buying Behaviour in Bangladesh. *Abhigyan*, 39(1), 22-31.
 10. **Hossain, A.**, & Debnath, S. (2020). Customer Assessment on Restaurant's Service Quality: A Modified SERVQUAL method on Bangladeshi Restaurants. *Journal of Business Studies, University of Dhaka*, XLI(1), 159-175.
 11. Badiuzzaman, Uddin, M. H., & **Hossain, A.** (2020). Impact of microfinance on poverty alleviation: a study in the southern part of Bangladesh. *Asian Business Review*, 10(2), 81-86.
 12. **Hossain, A.**, Rahman, M. T., & Hosen, M. Z. (2020). Service Quality Assessment on Telecommunication Industry: A Lesson from Bangladesh. *International Journal of Development Research*, 10(2), 33808-33813.
 13. Easmin, M. F., **Hossain, A.**, & Mandal, A. K. (2018). Determinant of Watching a Film: A Case Study on Dhallywood Film Industry, Bangladesh. *Asian Business Review*, 8(3), 131-137.
 14. Hoq, M. S., Mandal, A. K., & **Hossain, A.** (2017). Existing Value Chain Assessment of Dry Chilli Marketing in Selected Areas of Bangladesh. *Journal of the Patuakhali Science and Technology University*, 8(1), 71-78.
 15. **Hossain, A.**, & Badiuzzaman (2016). Communication Impact Measurement of Advertisement in Bangladesh: A Study on Department of Marketing, PSTU. *Journal of the Patuakhali Science and Technology University*, 7(1&2), 109-120.
 16. Badiuzzaman, Hossain, M. M., Sarkar, M. S. K., Mandal, A. K., & **Hossain, A.** (2015). Impacts of PSTU One Stop Service on the Farmer's Socio-economic Condition in Dumki Upazila under Patuakhali District. *Journal of the Patuakhali Science and Technology University*, 6(1), 1-11.

17. Islam, M. F., **Hossain, A.**, & Hasan, S. M. (2015). Relationship between Profitability and Corporate Social Responsibility Expenditure and its Outcomes: An Empirical Study on Dutch Bangla Bank Limited. *Journal of the Patuakhali Science and Technology University*, 6(1), 141-149.
18. **Hossain, A.**, Khan, J., & Miah, M. A. (2014). Distribution Process of Pesticides in Vegetable Production in the Southern Part of Bangladesh. *Asian Business Review*, 4(2), 20-24.
19. Kumar, D., **Hossain, A.**, & Gope, M. C. (2013). Role of Micro Credit Program in Empowering Rural Women in Bangladesh: A Study on Grameen Bank Bangladesh Limited. *Asian Business Review*, 3(4), 114-120.
20. **Hossain, A.**, & Badiuzzaman (2013). Customer Retention Strategies of Banks as Service Organizations in Bangladesh. *Journal of the Patuakhali Science and Technology University*, 4(1), 09-18.
21. Hossain, M. Z., **Hossain, A.**, Kumar, D., Hasan, S. M., & Islam, M. F. (2012). Financial Performance Analysis of NCBs in Bangladesh: A Case Study on Janata Bank Limited. *Bangladesh Research Publications Journal*, 7(4), 428-436.
22. **Hossain, A.**, & Jamil, M. A. A. (2012). Customers' Perceived Value Measurement for the Banking Operation of Bangladesh: A Study on Jamuna Bank Limited. *The Journal of Comilla University*, 1(1), 225-231.
23. Kumar, D., **Hossain, A.**, & Nabi, M. N. (2012). Human Resource Management Practices in Private Bank: A Case Study on Jamuna Bank Limited. *Bangladesh Journal of Progressive Science and Technology*, 10(1), 117-120.
24. Islam, I., & **Hossain, A.** (2012). Influences of Different Factors on Telecommunication Marketing in Bangladesh. *Journal of the Patuakhali Science and Technology University*, 3(1), 53-59.
25. Islam, I., **Hossain, A.**, & Nabi, M. N. (2011). Diagnosis of Major White Milk Brands' Health in Bangladesh. *Bangladesh Journal of Progressive Science and Technology*, 9(2), 185-188.
26. **Hossain, A.**, & Akter, M. (2011). The Success Factors behind Insurance Marketing in Bangladesh: A Case Study on Dhaka and Sylhet City. *Journal of the Faculty of Business Studies, Jahangirnagar University*, 1(1), 123-132.
27. **Hossain, A.**, Skekh, B., & Kumar, D. (2009). A Comparative Study on the Market Share of Telecommunication Industry in Bangladesh. *Journal of Faculty of Business Administration, Islamic University*, 8(2), 101-113.
28. **Hossain, A.**, Kumar, D., & Nasimuzzaman, M. M. (2008). Social Marketing Activities of NGOs in Bangladesh: A Comparative Study on Theoretical & Practical

Aspects of NGOs in Bangladesh. *Journal of Faculty of Business Administration, Islamic University*, 8(1), 143-155.

Seminar/ Workshop/ Conference Proceedings

1. Hossain, A. (2020). Determinants of Healthcare Services in a Developing Country: A Case on Bangladeshi Hospitals. International Conference on Management of Innovation and Sustainability: Vision 2041, Institute of Business Administration, University of Dhaka, 20 December 2020.
2. Hossain *et al.* (2020). “Tilapia product differentiation for various consumers groups”. Final Stakeholders Conference on Upgrading Pangas and Tilapia Value Chains in Bangladesh (BangFish), Bangladesh Agricultural University, 19 January 2020.
3. Hossain *et al.* (2018). “Competition between Inland Fisheries and Aquaculture: A Developing World Perspective from Bangladesh”. Mid-term Stakeholders Conference on Upgrading Pangas and Tilapia Value Chains in Bangladesh (BangFish), Bangladesh Agricultural University, 12 November 2018.
4. Hossain, A. (2017). “Status Seminar on Valuing Quality and Exploring Export Potentials of Pangas and Tilapia in Bangladesh”. Patuakhali Science and Technology University, 23 July 2017.
5. Hossain, A. (2017). “Start-up Seminar on Valuing Quality and Exploring Export Potentials of Pangas and Tilapia in Bangladesh”. Patuakhali Science and Technology University, 8 March 2017.
6. Hossain, A. (2016). “Analyzing the Different Global Quality Markets using the Gravity Model: The Case of Pangasius Export of Vietnam”. DAFINET Workshop on Pangas and Tilapia Production: Upgrading Fish Health and Value Chains, University of Copenhagen, Denmark, 8 November 2016.

Research Projects

- Principal Investigator, Determinants of consumer preference for sustainable farmed fish in Bangladesh: A latent class analysis. UGC Project through Patuakhali Science and Technology University, 2022-2023 (*Ongoing*).
- Principal Investigator, Consumer preferences of local over imported fruits of Bangladesh. UGC Project through Patuakhali Science and Technology University, 2021-2022.
- Principal Investigator, Mass production or quality of fish in a developing country: a hedonic price analysis on farmed and wild fish in Bangladesh. UGC Project through Patuakhali Science and Technology University, 2020-2021.
- Principal Investigator, Improvement of Advertisement Skills of the Students of Department of Marketing of PSTU. UGC Project through Patuakhali Science and Technology University, 2015-2016.

- Associate Member, Self-Assessment Exercise of Business Administration and Management Faculty for Quality Education and Professional Development, World Bank.
- Principal Investigator, Impact of Pesticides to the Vegetables Production in Patuakhali District-The Drawbacks of Marketing Process. UGC Project through Patuakhali Science and Technology University, 2011-2012.

Managerial Skills

- Chairman, Department of Marketing, Faculty of Business Administration, Patuakhali Science and Technology University since April 24, 2022.
- Section Editor, Journal of the Patuakhali Science and Technology University from 29 September 2021.
- Chairman, Department of Marketing, Faculty of Business Administration, Patuakhali Science and Technology University from 24 July 2014 to 23 May 2016.
- Assistant Proctor, Patuakhali Science and Technology University from 05 June 2013 to 27 May 2016.
- Assistant Hall Provost, M. Keramat Ali Hall, Patukhali Science and Technology University from 01 May 2011 to 04 June 2013.
- **Supervisor:**

University	Program		Total
	Undergraduate	Graduate	
Patuakhali Science and Technology University	46	41	87
Metropolitan University, Sylhet	2	2	4
Total	48	43	91

Thesis Paper and Report Writing Skills

- A Thesis Paper entitled “*Demand Forecast for Expertise in Various Functional Areas in Management of Call centers, ISPs, Software firms and Private Universities*” in the course of “*Advanced Marketing Research*” by **Prof. Dr. A.K. Fazlul H. Shah**.
- An MBA Thesis paper entitled “*Mobile Phone Companies Operation & Consumer Perception in Bangladesh*” supervised and appreciated by **Assistant Prof. Imrana Yasmin**.
- An internship report for BBA program entitled “*General Bank Service - An Experience on Prime Bank Limited*” supervised and appreciated by **Prof. Dr. Razia Begum**.
- A Marketing Plan is prepared in the course of Principles of Marketing on “*Al-Amin Group of Industries*” instructed by **Late Prof. Dr. Moinuddin Kamal**.
- A Marketing Plan is also covered on “*Tibet Beauty Care Soap*” in the Course of Marketing Management by **Prof. Dr. Mijanur Rahman**.

- A Business Plan is prepared in the course of Entrepreneurship Development on the topic entitled “*Home Medical Service*” appreciated by **Assistant Prof. Imrana Yasmin**.
- A report on the topic “*Competitive Position Analysis of Mobile Phone Companies in Bangladesh*” in the course of Sales & Retail Management instructed by **Lecturer Rafiuddin Ahmed**.
- A report is prepared on “*The Scenario of Telecommunication in Bangladesh*” in the course of “Pricing Theory and Practice” instructed by **Lecturer Nasreen Sultana**.

Language Proficiency

Good command in English and Bengali.

Computer Literacy and Data Analysis Skills

- MS Office 2000, 2003, 2007 & 2010 (MS Word, MS Excel, MS PowerPoint, MS Access), DOS, Basic concept of Web Design and Visual Basic Studio 6.0
- SPSS (Frequencies, Cross tabs, ANOVA, ANCOVA; Factor Analysis & Regression Analysis & Cluster Analysis)
- STATA (Descriptive Statistics, Regression Analysis both on Cross-sectional and Time-series Data-OLS, Fixed, Random Effect & Robust)
- R (Descriptive Statistics, Regression Analysis both on Cross-sectional and Time-series Data-OLS, Fixed, Random Effect & Robust)

Major Courses Studied

Marketing Management, Principles of Marketing, Marketing Research, Strategic Marketing, Global Marketing, International Marketing, Service Marketing, Business Marketing, Agricultural Marketing, Integrated Marketing Communications, Marketing for Nonprofit Organizations, E-Marketing, E-Commerce, Marketing Information System, Consumer Behavior, Customer Relationship Management, Export Import Management, Product & Brand Management, Pricing theory & Practice, Business Logistics, Advertising & Public Relations, Selling & Sales Promotion, Sales & Retail Management, Computer Programming for Business, Business Communication and Business Law.

Courses Taken in Graduate and Post-Graduate Program

Post-graduate: Advanced Marketing Research, Service Marketing, Integrated Marketing Communications and Marketing for Nonprofit Organizations; **Graduate:** International Marketing, Advertising and Public Relation, Consumer Behavior, Principles of Marketing, Basic Business Statistics and Basic Business Mathematics.

Visited Countries: Denmark, Sweden, Italy, Germany and Switzerland

Personal Information

Father's Name : Ali Ahammed Bepari
Mother's Name : Rokeya Begum
Permanent Address : Vill-Bashakerchar, P.O-Charatra, Upazilla-Naria
District-Shariatpur
Date of Birth : 06 July 1985
Marital Status : Married
Spouse Name : Mst. Farjana Easmin
Height : 5' 6" (167 cm)
Weight : 68 kg
Blood Group : O⁺ (Ve)
Nationality : Bangladeshi by Birth

References

(1) Dr. Mijanur Rahman Professor, Department of Marketing University of Dhaka, and Former Vice-Chancellor, Jagannath University Mobile: 8801552483086 Email: mijanur_jl@yahoo.com	(2) Dr. Samir Kumar Sheel Professor Department of Marketing University of Dhaka Mobile: 8801717184071 Email: samir.mkt.du@gmail.com
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I do hereby declare myself that the above statements are correct and complete to the best of my knowledge.


(AFJAL HOSSAIN)