

MAHFUZUR RAHMAN

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[Website](#) [LinkedIn](#) [Google Scholar](#) [Research Gate](#) [Web of Science](#)

TEACHING EXPERIENCE

Comilla University (Cumilla, Bangladesh) December 2021 – Present

Assistant Professor, Department of Marketing

Comilla University, located in Bangladesh, is a public university known for its academic excellence and diverse programs.

Comilla University (Cumilla, Bangladesh) December 2019 – December 2021

Lecturer, Department of Marketing

BAIUST (Cumilla, Bangladesh) February 2018 – December 2019

Lecturer (Marketing), Department of Business Administration

Bangladesh Army International University of Science and Technology (BAIUST) is a prestigious educational institution established and managed by the Bangladesh Army.

Victoria University of Bangladesh (Dhaka, Bangladesh) September 2016 – February 2018

Victoria University of Bangladesh is a private university in Dhaka, Bangladesh, offering a range of undergraduate and postgraduate programs.

TEACHING COURSES

Undergraduate Level (BBA): Business Communication, Business Statistics, Principles of Marketing, Export-Import Management, Principles of Management, Business Environment, E-Commerce, Marketing Information System, Strategic Brand Management.

Graduate Level (MBA): Digital Marketing.

Professional MBA: Statistics for Business Decision, Global Marketing.

RESEARCH INTEREST

Consumer Online Behavior, Digital Marketing, Data-Driven Marketing, Brand Management

ACADEMIC CREDENTIALS

Comilla University (Cumilla, Bangladesh) December 2014 – May 2016

Department of Marketing

Master of Business Administration (MBA), **Major:** Marketing

CGPA: 3.81/4.00 (2nd Position), **Session:** 2013-2014

Comilla University (Cumilla, Bangladesh) March 2009 – September 2014

Department of Marketing

Bachelor of Business Administration (BBA), **Major:** Marketing

CGPA: 3.82/4.00 (1st Position), **Session:** 2009-2010

Comilla Victoria Government College (Cumilla, Bangladesh) September 2006 – September 2008

Higher Secondary Certificate (HSC), **Group:** Business Studies

GPA: 5.00/5.00 **Passing Year:** 2008 **Board:** Comilla

SHORT COURSES

Short Course on Introduction to Python for Business Research July 2024

Department of Business and Technology Management (BTM),

Islamic University of Technology (IUT) ([Link](#))

- **Key Topics Covered:**

- Introduction to Python programming
- Data structures and statistical analysis with Python
- Machine learning fundamentals and applications in business research
- Python for NLP (Sentiment Analysis) & Computer Vision
- Research design and project execution

- **Skills Acquired:** Python programming, data analysis, machine learning, data visualization, business research methodologies

Partial Least Squares -Structural Equation Modeling Using SmartPLS3.0 (online) 11 June – 2 July 2020

School of Hospitality, Tourism, and Events

Taylor's University, Malaysia ([Link](#))

Conducted by Prof. Dr. S. Mostafa Rasoolimanesh

- **Key Topics Covered:**

- Why do we prefer SEM as a second-generation analysis technique to the first-generation?
- Criteria to assess measurement model (outer model), Assessment of reflective, formative, and composite measurement models.
- Higher-order construct assessment, Assessment of mediator, Assessment of moderator.

Writing Impactful Research (WIR) (online)

22 April 2021 to 05 August 2021

Sabaragamuwa University of Sri Lanka ([Link](#))

In association with Emerald Publishing and Gulf Medical University

- **Key Topics Covered:**

- Research Publishing Strategies
- Innovative Research Approaches for High-Impact Journals
- Effective Literature Review Techniques
- Methodology Selection and Justification
- Philosophy and Ethics in Research

REFEREED JOURNAL ARTICLES

- **Rahman, M., & Tanni, A.N.** (2024). Measuring the Impact of Service Quality in Bangladesh's Healthcare Industry Using the SERVQUAL Model. *Comilla University Journal of Business Studies*, Vol. 9 No. 1 pp. 21-58
- **Rahman, M., Zahin, M., & Akter, S.** (2023). Consumers' Restaurant Selection through Social Media Review. *The Comilla University Journal of Business Studies*, Vol. 8 No. 1 pp. 57-80
- Faruk, M., **Rahman, M., & Hasan, S.** (2021). How digital marketing evolved over time: A bibliometric analysis on Scopus database. *Heliyon*, Vol. 7, No.12, <https://doi.org/10.1016/j.heliyon.2021.e08603>
- **Rahman, M., Islam, M. S., & Ali, M.** (2020). Exploring the Role of Union Digital Center in Managing Information Services in Rural Development of Bangladesh. *Bangladesh Journal of Public Administration*, Vol. 28, No. 2. <https://doi.org/10.36609/bjpa.v28i2.107>
- Islam, M. S., **Rahman, M., & Siddiqui, K.** (2018). Leadership Styles Navigate Employee Job Performance. *The Comilla University Journal of Business Studies*, Vol. 5, No. 1, pp. 87-109.
- **Rahman, M., Islam, M. S., Al Amin, M., Sultana, R., & Talukder, M. I.** (2019). Effective factors of service marketing mix on tourist satisfaction: A case study. *Asian Social Science*, Vol. 15, No. 7. DOI: [10.5539/ass.v15n7p1](https://doi.org/10.5539/ass.v15n7p1)
- Sarker, M. A. H., & **Rahman, M.** (2017). Consumers' Purchasing Decision Toward Fast Moving Consumer Goods (FMCGs): An Empirical Study. *The Comilla University Journal of Business Studies*, Vol. 4, No. 1, pp. 23-3.

CONFERENCE PAPER

- **Rahman, M., Naznin, S.** (2022). Predictors of Mobile Health Adoption in Bangladesh's Healthcare Sector. *International Conference on Business Management and Social Sciences (ICBMSS-2022)*, Northern University Bangladesh, in Association with Global Business and Management Forum (GBMF), USA.
- **Rahman, M.** (2022). Consumer's Purchase Intention towards Cause Related Marketing: A Study on Bangladesh Perspective. *2nd International Conference on Business and Economic Challenges (ICBEC)*, Faculty of Business Studies Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur-5200, Bangladesh.
- **Rahman, M., Sultana, H.** (2021). Predicting the Determinants of the Shift to Influence Social Media-based Entrepreneurship for Women. National conference on *The Fourth Industrial Revolution (4IR): Reshaping Business for Sustainable Development in Bangladesh*, Bureau of Business Research, Faculty of Business Administration (FBA), University of Chittagong, Chattogram-4331, Bangladesh.

- **Rahman, M.** (2019). Engaging Females in Hotel and Tourism Industry in Bangladesh: Scope and Feasibility Analysis. *1st International Conference on Social Sciences & Law*, Faculty of Social Sciences & Law, University of Barishal, Bangladesh.

RESEARCH PROJECT

Research Project	Funding Organization Name	Time
Impact of Social Commerce Constructs on Young Consumers' Restaurant Visit Intention: A Dual Stage Analytical Approach (A dual-stage SEM-ANN analysis)	University Grants Commission, Bangladesh	2023-Present
Exploring the Impact of Consumer Webrooming Behavior on Purchase Intention: An Emerging Country Perspective.	Comilla University & University Grants Commission, Bangladesh	Ongoing
Unveiling the Impact of Digital Content Marketing on Brand Trust: A Study on Online Customer Engagement and Brand Image.	Comilla University & University Grants Commission, Bangladesh	2023-2024
Social Commerce on Mobile Platform: Understanding consumers' interactive mobile social commerce usage intentions	Comilla University & University Grants Commission, Bangladesh	2022-2023
Exploring the Role of Social Media as a Learning Platform Among University Students.	Comilla University & University Grants Commission, Bangladesh	2021-2022
Consumers' Acceptance of Food Delivery Apps in Bangladesh: Applying the UTAUT Model.	Comilla University & University Grants Commission, Bangladesh	2020-2021

PROJECT PAPER SUPERVISION

- Availability of Social Media Influence on Consumer Online Impulse Buying Behavior.
- Consumer Perception of Privacy and Security Risk for Online Shopping.
- Restaurant Selection through Social Media Review.
- The Effects of the Store Environment, Availability of Money, Availability of Time, and Hedonic Consumption Tendency on Impulse Buying Behavior: Study on Retail Store Customers in Bangladesh.
- E-Loyalty: The Role of Service Quality, Website Design and Trust.
- Realising Mobile Payment Apps: Modelling Consumers' Intention to Use Mobile Payment Apps.
- Investigating the Determinates of the Tendency to Influence Women Entrepreneurship based on social media.

PROFESSIONAL COURSES

- Data Science & Machine Learning with Python for Beginners (Ongoing)
Details: <https://ostad.app/course/data-science-with-python>
- Professional Digital Marketing course certified by Creative IT Institute.
Details: https://certificate.citsmp.com/?certificate_id=EDM-23030730
- Power BI for Professionals certified by OSTAD.
Details: <https://ostad.app/share/certificate/c6138-mahfuzur-rahman>
- Professional Outsourcing Training (Digital Marketing) for 50 days, organized by ICT Division, The People's Republic of Bangladesh.
Details: <https://ledp.ictd.gov.bd/certificate/?regid=277478>
- Digital Advertising Certified by HubSpot
Details: <https://app.hubspot.com/academy/achievements/lp46kbbp/en/1/mahfuzur-rahman/digital-advertising>
- Social Media Marketing Certified by HubSpot
Details: <https://app.hubspot.com/academy/achievements/shk8g8dd/en/1/mahfuzur-rahman/social-media-marketing>
- Email Marketing Certified by HubSpot

Details: <https://app.hubspot.com/academy/achievements/rrgxv8z8/en/1/mahfuzur-rahman/email-marketing>

LEADERSHIP

Comilla University Teachers' Association

January 2024 – Present

Publicity and Publication Secretary

- Develop and maintain positive relationships with media representatives, stakeholders, and the public.
- Write, edit, and approve content for various communication channels, including the association's website, social media platforms, and printed materials.
- Facilitate effective communication among association members, ensuring timely dissemination of important information.

Volunteer for Bangladesh- Cumilla District (Cumilla, Bangladesh)

January 2015 – August 2017

Founder President

Volunteer for Bangladesh is a nationwide association of Volunteer Action Groups that work for the betterment of their communities and the nation.

- Drafted and Managed district committee board team; Approved budget and new projects for the district; Fundraising and advocacy; Served as the spokesperson of VBD Cumilla district to media and stakeholders
- Designed different campaigns and awareness programs and engaged more than 800 volunteers in Cumilla.
- The formulated project named Universal Children's Day-2016 in Cumilla raised funds of BDT 82,000.

Bangladesh Youth Leadership Center (Dhaka, Bangladesh)

October 2013

Delegate, Youth Leadership Bootcamp (YLB)

YLB is a four-day intensive training program on leadership and career grooming in Chittagong.

- one of 100 participants selected through a competitive nationwide process with an acceptance rate of 9%
- The program focused on developing essential aspects of leadership, such as innovative thinking, leadership capabilities, professional development, and communication skills

COMMUNITY ENGAGEMENT

- Advisor, Prothom-Alo Bondhushova (Youth wing of the most popular daily newspaper Prothom-alo, Comilla University Unit.
- Lifetime Member, Bangladesh Eye Donation Society.
- Advisor, Entrepreneurship and Leadership Development Club, Comilla University.
- Alumni, Volunteer for Bangladesh.
- Former Yes Member, Transparency International Bangladesh.
- Alumni, Bangladesh Youth Leadership Center.
- Former Member, Dhaka University Model United Nations.
- Former Standing Committee Member, DAC Project, Save the Children

TECHNICAL SKILL

MS Word, MS PowerPoint, MS Excel, Power BI, SPSS, Smart PLS, AMOS

HONOR AND AWARDS

- Secured 1st position in the batch at the undergraduate level (BBA) and 2nd position in the graduate level (MBA).
- Merit scholarship based on higher secondary school certificate exam result, Ministry of Education.
- Runner Up, Branding Competition 'I love Brand' organized by Independent TV.
- 2nd Runner Up, Business Case competition by University Liberal Arts of Bangladesh.

Reference:

Professor Mohammad Amzad Hossain Sarker, PhD
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Faculty of Business Studies
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