**SALMA AKTER** Ph.D. MBA, MSc. FHEA (Associate Professor)

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| **Address:**  Flat B (10th Floor)  35/A, Aftabnagar, Jahurul Islam City.  Dhaka 1212. | **Contacts:**  Mobile: 01971764767  E-mail:drsalma@ewubd.edu |

**PERSONAL PROFILE**

An FHEA qualified, self-driven, ambitious academic with the ability to meet deadlines and perform accurate recording and analysis has enjoyed success at an educational institution in working life thus far, seeking her next teaching position. Prepared to work with university policies.

An inspiring and highly experienced business Associate professor on developing and supporting the students. A sincere and organised team member keenly contributed to the growth of her employer institution. A published Associate Professor whose interests include AI, F-commerce, Case studies, and Consumer Behaviour.

Enjoys and finds pleasure in transferring knowledge. Thrive and take pleasure in a challenging working environment and take pleasure in empower and enable students to become competent, successful, and confident individuals through the learning process.

**EDUCATION:**

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| **PhD** | **2013-2017** |
| **Cardiff Metropolitan University**  **School of Management** |
| ***Consumer Behaviour:*** The Role of Children in The Family Buying Process: A Comparative Analysis between The British Bangladeshi and Bangladeshi Families.  **Supervisors:** Dr. Victoria Waligo  Dr. Lawrence Akwetey |
| **MSc** | **2009-2010** |
| **University of Gloucestershire**  **School of Business** |
| ***International Business Management:*** The role of employee job satisfaction in the multicultural environment.  **Result:** Merit |
| **MBA** | **2004-2005** |
| **University of Dhaka** |
| ***Department:*** Marketing  **Result:** 3.95 / 4.00 (1st Position) |
| **BBA** | **1999-2003** |
| **University of Dhaka**  **Bachelor of Business Administration** |
| **Department:** Marketing  **Result:** 3.95 / 4.00 (2nd Position) |
| **HSC** | **1997-1998** |
| **Rajbari Govt. Adarsha Mohila College** |
| **Department:** Business  **Result:** First Division (9th Place in combined Merit List) |

* PTLLS Level 4 Certificate (UK) under High field Awarding Body for Compliance.
* Certificate on New Specification from Pearson (UK) for Business (2016)

**RESEARCH EXPERIENCE**

* **Attended research seminars and workshop in Research Methodology and design (PhD 2013-2016, UK)**
* **Attended training workshop in SPSS for Business Researcher**
* **Workshop on how to publish in ABS Journals (PhD Workshop)**
* **Worked with PhD supervisor in his project , my role was in respondent recruitment, data collection part and data input**
* **Received extensive training in the following areas;**
* Academic and research ethics,
* Questionnaire development
* Triangulation techniques
* Academic writing and critical analysis
* Research Philosophy and approach

**TEACHING EXPERIENCE**

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| **East West University**  **Associate Professor**  **(Business Administration Department)**  **July 2024- Till date** |  |
| **North South University, Bangladesh**  **Assistant Professor (Part-time)**  **(Department of Marketing & International Business)**  **2018- 2019** | Modules: Buyer Behaviour (MBA), Strategic Marketing. |
| **East West University, Bangladesh**  **Assistant Professor (Full-time)**  **(Business Administration Department)**  **September 2018- June 2024** | * Delivering lectures * Actively participating different departmental academic activities. * Member of Research & Extension Committee. * Supervising graduate students in the completion of their thesis and work placement.   Modules: Service Marketing, Strategic Marketing, Consumer Behaviour, Marketing Management. |
| **London Churchill College**  **(Partner institute of University of Bedfordshire)**  ***Senior Lecturer (HND)***  June 2014 to May 2018 | * Delivering lectures in Marketing Planning, Principles of Marketing and Sales Planning and Operations, Sales Management, Research Methods (HND level 4 & 5). * Preparation of course related materials, Scheme of Work and unit handbooks as an active member of the academic committee. * Chairing various academic meetings including IV and Standardisation * An active member of student admission committee. * Provide training to students regarding academic report writing. * Working in a fully multicultural academic environment. * Assessor and IV role. * Carrying out Teachers’ Observations and preparing a report * Managing and overseeing Peer Reviews and preparing a report |
| **London Nelson College**  **Senior Lecturer (HND)**  June 2013 to November 2013 | • EdExcel HND Level 5 Business courses |
| **Brit College London**  **Senior Lecturer (HND)**  May 2013 to November 2013 | • EdExcel HND Level 5 Business courses |
| **London College of Business Management and Computing Studies**  **Business Lecturer**  September 2012 to May 2013 | • ICM and ATHE Level 6 |
| **East West University, Bangladesh**  ***Senior Lecturer (Business Administration)***  September 2011 to September 2012 | * Delivered lectures in International Business, Marketing Management courses. * Designed course materials and delivered lectures to students * Was an active member of student recruitment board * Was working as an internal assessor * Supervised graduate students in the completion of their thesis and work placement. |
| **London St. Andrews College**  **Lecturer**  February 2009 to May 2011 | * OTHM Tourism & Edexcel HND Business Courses |
| **London Trinity College**  **Lecturer**  June 2010 to June 2011 | * Edexcel Level 7 business courses |
| **London East Bank College**  **Lecturer**  April 2009 to June 2011 | * CTH Level 7 Courses (Under University of Sunderland), OTHM and LCM |
| **Dhaka University**  ***Lecturer***  **(Department of Tourism and Hospitality Management)**  November 2009 to May 2010 | * Delivered lectures in Economics for Tourism, Marketing in Travel & Tourism. * Designed course materials and delivered lectures to students |
| **Stamford University Bangladesh**  ***Lecturer (Business Administration)***  November 2006 to November  2009 | **School of Business**  •**Modules:** Marketing, Strategic Marketing, Research Methods, International Business, Consumer Behaviour, Service Marketing. |
| **United International University**  ***Lecturer***  2006 -2007 | **School of Business**  •**Modules:** Strategic Marketing, Research Methods, International Business. |

7 years of Teaching and Assessment Experience in the UK Higher Education Sector in a completely Multi-Cultural Environment.

**PROFESSIONAL MEMBERSHIPS**

* Fellowship of Higher Education Academy UK (FHEA)
* DFE (Department of Education) Registered Member UK
* Member of Dhaka University Marketing Society
* Reviewer of **Asia Pacific Journal of Marketing and Logistics,** Emerald Group Publishing.
* Reviewer of Asia-Pacific Journal of Management Research and Innovation (SAGE)
* Reviewer of International Journal of Consumer Studies (SCOPUS).
* Editorial Panel Member: Journal of Contemporary Development and Management Studies (UK).

**SCHOLARY CONTRIBUTIONS**

* Editorial Panel member of The Journal of Contemporary Development and Management Studies
* During my PhD period, I gained university level teaching experience through conducting tutorial sessions (2015-2016)
* Supervised Graduate level University students Thesis (Each semester 6 students) as part of job responsibility (2007-till date)
* Chairing meeting to form and organise students’ Debating Club at University level
* Arranged training session on assessment standardization for assessors.

**PUBLICATIONS**

17) Rahaman, A., Akter. S., and Ashrafi, T. (2024) THE HIDDEN KEYS TO CUSTOMER SATISFACTION IN THE BOOMING CLOUD KITCHEN INDUSTRY OF BANGLADESH. *Journal of Quantitative Methods for Economics and Business Administration.*SCOPUS Indexed (Accepted)

16) Akter, S., Arko, N. M. K., and Ashrafi, T. (2024) Hooked by Curiosity: The Zeigarnik Effect Amplifying Customer Loyalty and Brand Advocacy through Thumb Stopper Advertisements. *Turkish Journal of Marketing*. Volume 9, Issue 3, pp66-82.DOI: <https://doi.org/10.30685/tujom.v9i3.196>

 15) Akter, S., Shetu, J. F., and Mahbub, F. B., (2024) Impact of Ukraine-Russia War on Online Business in Bangladesh: A Case Study on Book-O-Pedia. *Kardan Journal of Economics and Management Sciences (KJEMS)*, Volume 7, Issue 1. pp 25-41.  DOI: [10.31841/KJEMS.2024.156](http://dx.doi.org/10.31841/KJEMS.2024.156) Publisher; Kardan University.

14) Akter, S., Ashrafi, T., and Mim, T. A., (2024) The Relationship Between Geopolitical Tensions and Global Trade: An Analysis of the Effect of Russia-Ukraine Conflict on the Bangladeshi Brand Casio Metal. *Malaysian Journal of Business and Economics (MJBE).*11(1) <https://doi.org/10.51200/mjbe.v11i1.4928> Publisher; University Malaysia Sabah.

13) Akter, S. Chowdhury, Z. H. and Ashrafi, T. (2024) Factors Influencing Users’ to Adapt Shariah Mobile Financial Services in an Emerging Economy: A Case Study on Bangladesh. *Int. J. of Islamic Marketing and Branding, Volume 6, Issue 2,* Inderscience Publishing UK. DOI: 10.1504/IJIMB.2024.10064946

12) Akter, S. Talukder, M. A. F., and Ashrafi, T. (2024) Investigating the Key Drivers of Bangladeshi Individuals Pursuing Medical Care Abroad. *Journal of Business & Economics (BJBE).* Volume 5, Issue 1, pp. 1-18. <https://doi.org/10.58481/BJBE/2418>

11) Niloy, A. C., Akter, S., Sultana N., Sultana, J., and Rahman I. U., (2023) Is Chatgpt a menace for creative writing ability? An experiment. *Journal of Computer Assisted Learning* (Q1). SCOPUS Indexed. Wiley UK. <https://doi.org/10.1111/jcal.12929>

10) Akter, S., Khatoon, A. and Esha, B. H. (2024) Impact of Social Media Viral Marketing on Consumer Purchase Behaviour: A Case Study on Facebook in an Emerging Economy. *Bangladesh Journal of MIS* *(BJMIS).* Dhaka University. (Accepted)

9) Niloy, A. C. Bari, M. A. Sultana, J. Chowdhury, R.  Raisa, F. M. Islam, A. Mahmud, S. Jahan, I. Sarkar, M. Akter, S. Nishat, N. Afroz, M. Sen, A. Islam,T.  Tareq, M. H. and Hossen, M. A. (2024) Why do students use ChatGPT? Answering through a triangulation approach. *Computers and Education: Artificial Intelligence*. Volume 6, 100208, ELSEVIER.  SCOPUS (Q1) <https://doi.org/10.1016/j.caeai.2024.100208>

8) Akter, S., Kabir, M. T., and Popy, N. N. (2023) Adaptation of Telemedicine during the COVID-19: Evaluating Perceived Quality and Acceptance. *Journal of Business & Economics (BJBE).* Volume 4, pp 187-208 DOI: <https://doi.org/10.58481/BJBE2312>

7) Hossain, N.  Kabir, I., and Akter, S. (2023) Rivalry between traditional market and social commerce market and brief study of consumer tendency: An empirical evidence.  *Romanian Journal of Economics*. 56 (1), pp. 63-86. ISSN-L 1220-5567. <https://revecon.ro/content/volume-56-2023>

6) Akter, S., Ashrafi, T., and Waligo, V. (2021), Changes in Consumer Purchasing Behavior Due to COVID- 19 Pandemic. *Journal of Marketing and Consumer Research*. ISSN 2422-8451. Vol. 77, pp. 34-46. DOI: 10.7176/JMCR/77-04

5) Akter, S. (Winter 2017) Review of Influential Factors Driving Organic Food Consumption. *Journal of Contemporary Development and Management Studies*.  Vol. 5, Issue 2, pp 145-154. UK. <https://lcc.ac.uk/journal-newsletter/>

4) Akter, S. (2017) The Role of Children in The Family Buying Process: A Comparative Analysis between The British Bangladeshi and Bangladeshi Families. School of Management, Cardiff Metropolitan University. *Published Ph.D. Thesis*. (Total Page No. 584)<https://doi.org/10.25401/cardiffmet.20267958.v1>

3) Azad, M. and Akter, S. (2009) Spiritual Tourism Development in Bangladesh: An Overview. *Journal of Business Studies*. Faculty of Business Studies. Dhaka University. Vol. 30, No. 1.

2) Hossain, M. and Akter, S. (2007) Tourism Industry in Bangladesh: The present scenario and prospects. *Asian Studies*. Department of Government and Politics, Jahangirnagar University. Savar, Dhaka.

1) Akter, S. (2007) E-Commerce in Bangladesh Preparation and Prospect. *IBS Journal*. Rajshahi University. ISSN 1561-798X.

**INTERNATIONAL CONFERENCE PRESENTATIONS**

8) Rahaman, A. and Akter. S. (2024) A Study of the Effects of Artificial Intelligence on Employment Trends in South Asia: A Case Analysis. Paper presented at *2ND* RESILNAT-3C conference, Romanian Institute of National Economy, Romania, 13-14 June.

7) Akter, S. Sizan, T. R. and Ashrafi, T. (June 2024) Exploring the Potential of Wind Power for a Sustainable Future in Bangladesh: A Journey towards Green Energy.? The International Conference of Romanian Academy, Institute of National Economy. The International Conference "Resilience and Competitiveness of the National Economies - Under the Sign of Creativity, Crisis and Conflicts" RESILNAT-3C. Bucharest, ROMANIA.

6) Akter, S. and Rahaman, A. (2023) Mastering Cloud Kitchen Dynamics: Pizza.us Basabo's Path to Prominence.  3rd Pritam Singh Memorial (PRISM) Conference on Reimagining the Future of Business. BIMTECH. DOI: 10.17492/jpi.bimtech.231102. Noida, India.

5) Shetu, J. F. Akter, S. and Mahbub, F. B. (November 2023) Staying Afloat in F-commerce Platform in an Emerging Economy: A Case Study on Fashion Tunnel. 3rd Pritam Singh Memorial (PRISM) Conference on Reimagining the Future of Business. The Challenges of Leadership, Digitalization, and Sustainability. E-ISBN: 978-81-935730-8-2. BIMTECH DOI: 10.17492/jpi.bimtech.231102. Noida, India.

4) Alam, S. and Akter, S. (2022) (2023) Family business and longevity: Does Singara house survive its long sixty years journey through family succession? International Conference of Marketing on Consumer Experience in Digital Era – 2023. Indian Institute of Management Bodh Gaya, Amritsar. India.

3) Alam, S. and Akter, S. (2022) “Planning for Future Expansion or Maintaining the status quo: the 22-year Odyssey of Spondon diagnostic”, 3rd International Conference on “(ICRIEMSD-2022) India The Role of Innovation, Entrepreneurship, and Management for Sustainable Development School of Management, OP Jindal University, Raigarh, Chhattisgarh, India

2) Akter, S. and Alam, S. (2022) “United IT Solutions ltd.: How to revive business in the new business challenges?”, 2nd PRITAM SINGH MEMORIAL (PRISM) Conference Indian Institute of Management, Nagpur, India (IIMN) (2022).

1) Akter, S. M., Haque, and Akwetey, L. (2016), Factors Affecting the Critical Understanding of the Strategies which Children Use to Motivate their Parents in the Family Buying Process: Case of British Bangladeshi Children in the UK. World Academy of Science & Technology (WASET) International Conference (UK).

**SUBMITTED PAPERS:**

1) Akter, S., Talukder, M. A. F., Ashrafi, T., and Ahmed, F. (2024) The Effects of Artificial Intelligence and Machine Learning in Consumer Behavior, Demand Prediction and Chatbots in the realm of Digital Marketing. *Int. J. of Business Forecasting and Marketing Intelligence.* Inderscience Publisher.

2) Akter, S. Shetu, J. F., Mahbub, F. B. and Nuha, N. (2023) Ethical Considerations in AI-Powered Content Writing: A Case Study in a Developing Country. *Sri Lanka Journal of Marketing.*

3) Akter, S., Rahaman, A. and Ashrafi, T. (2024) From Trendsetters to Tastemakers: How Influencer Marketing Influences Consumer Dietary Choices. Contemporary Management Research. SCOPUS indexed.

Hoque, A., Akter, S., Hafiz, R., and Hoque, I., (2023) Food Marketing through Social Media Influencers: The Impact on Millennials Cohort Consumers’ Purchasing Intention (SJME-12-2023-0359). *Spanish Journal of Marketing – ESIC*. Emerald, Scopus Indexed (Under 2nd revision stage).

4) Rahaman, A. and Akter. S. (2024) The Transformative Role of AI in Reshaping Employment Trends Across South Asia. *Romanian Journal of Economics.* Under revision

5) Akter, S., Sen, A., and Toushin, S. S., (2024) Green Governance: A Route to Enduring Development in a Developing Nation. A Case Study on Bangladesh. *Int. J. of Environmental Policy and Decision Making.* Inderscience Publisher.

6) Rahaman, A. and Akter. S., (2024) FROM TRENDSETTERS TO TASTEMAKERS: HOW INFLUENCER MARKETING INFLUENCES CONSUMER DIETARY CHOICES. *Int. J. of Business Innovation and Research.* Inderscience Publisher.

7) Akter, S., Khan, S. Y., Ashrafi, T., and Ahmed, F. (2024) The Significance and Ramifications of Neuromarketing Strategies: An Investigation of Consumer Behaviour Analysis, Prediction and Purchase Intent Assessment. *Contemporary Management Research*. SCOPUS indexed.

8) Akter, S., Ashrafi, T., Hoque, A., Chaity, T. A., and Chowdhury, Z. H. (2024) The Influence of Consumer Boycotts on USA/ISRAELI Brands amidst the Israel-Palestine Conflict: A Comparative Study of Global and Local Companies' Reaction Strategies. *Journal of Islamic Marketing.* SCOPUS indexed.

9) Akter, S., Lisa, S. N., Rahman, A. and Ashrafi, T., (2024) Ethical Perceptions of Educators regarding the Usage of ChatGPT by Students in the Higher Learning Sphere. *Quantitative Methods for Economics and Business Administration for evaluation.* SCOPUS indexed.

**WORKING PAPERS:**

1) Role of Digital Marketing in Acquiring Donors for Non-Profit Organizations in a Developing Nation: A Case Study.

2) Consumer Adaptation and Behavior of Carrying Digital Currency over Paper Money.

3) Resilience Through Rumors: Sultan’s Dine Journey towards Managing Viral Marketing Crisis. A Case Study.

4) The Green Revolution: Unveiling Consumer Attitudes toward Sustainable Products. A study of sustainable products

**REREFERENCES:**

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| **Dr. Victoria Waligo**  Programme Leader  Department of Marketing Branding & Tourism.  School of Business  University of Middlesex London. UK  Phone: +44 (0)20 8411 4426  Email: [V.Waligo@mdx.ac.uk](mailto:V.Waligo@mdx.ac.uk)  Director of Studies,  PhD Programme (2013-2017). | **Dr. Farhana Ferdousi**  (Professor)  Chairperson  Department of Business Administration  East West University  Dhaka, Bangladesh  Phone: 008817339554754  Email: [farhana@ewubd.edu](mailto:farhana@ewubd.edu) |