

# Resume



## Dr. Farzana Nahid

### Career Summary

A focused and ambitious individual with a passion for research and self growth. Possessing competent problem-solving skills and analytic ability through academic achievements, research track record (including books, journal and conference proceedings), teaching pedagogy, and corporate experience in the field of Marketing and Management.

Experienced in designing and executing research projects, either independently and with-in a multi-disciplinary team with adherence to both ethical and legal guidelines in areas dedicated to Entrepreneurship and Business Management; with a specific focus on Family business history and state nexus. Besides, I am a trainer of women entrepreneurs. Moreover, I am serving as a freelance news presenter in Ntv.

### Personal information

Corresponding Address	House no: 10 (Apt no: D8) Road No: 4, Dhanmondi, Dhaka- 1205, Bangladesh
Telephone(s)	Mob +8801770408855
E-mail(s)	<a href="mailto:farzana.nahid@northsouth.edu">farzana.nahid@northsouth.edu</a> <a href="mailto:nahidntv@yahoo.com">nahidntv@yahoo.com</a>
Nationality	Bangladeshi
Date of birth	28th February, 1983
Gender	Female

### Research Interest

- Entrepreneurship
- Corporate Governance system in South Asia and its effects on business Development
- Business History of South Asian countries
- Political Economy of South Asia
- Comparison of Family Firms' Development between East Asia and South Asia

<b>Education</b>		
Title of qualification awarded	<b>Ph.D</b>	
Field of Studies	Business History	
Institution & Address	University of Malaya, Kuala Lumpur, Malaysia	
Year	2017	
Title of qualification awarded	<b>MBA</b>	
Field of Studies	Finance & Marketing	
CGPA (Percentage)	3.79 (94.75%)	
Institution & Address	North South University, Dhaka, Bangladesh	
Year	2007	
Title of qualification awarded	<b>BBA</b>	
Field of Studies	Finance & Marketing	
CGPA (Percentage)	3.3 (82.5%)	
Institution & Address	North South University, Dhaka, Bangladesh	
<b>Work Experience</b>	Nature of Job	Organization
21st January 2020-present	Director, North South University Center for Innovation (NSUCI)	North South University Plot, 15, Block B Kuril- NSU Rd, Dhaka 1229, Bangladesh
01 January,2018-Present	Assistant Professor (Full Time) Department of Marketing & International Business	North South University Plot, 15, Block B Kuril- NSU Rd, Dhaka 1229, Bangladesh
01 April-2009 to 01 June, 2012	Marketing Manager	Sparkle International – 39/4, Kalabagan, Dhaka-1207, Bangladesh
1 April-2007 to 03 March 2009	Corporate Sales Executive	Robi Axiata Ltd – Gulshan 1, Dhaka, Bangladesh.
January-2004 till present	Senior News Presenter	NTV, Int. Television Channel Ltd. 7 <sup>th</sup> Floor, BSEC Bhaban. Karwan Bazar, Dhaka, Bangladesh

<b>Modules Taught</b>	<table border="0"> <tr> <td>Principles to Marketing</td> <td>UG</td> <td>Spring 2018-2019</td> </tr> <tr> <td>Entrepreneurship</td> <td>UG</td> <td>Spring 2018-2019</td> </tr> <tr> <td>Integrated Marketing Communications</td> <td>UG</td> <td>Spring 2018</td> </tr> <tr> <td>Promotional Management</td> <td>PG</td> <td>Spring 2018-2019</td> </tr> <tr> <td>Marketing Management</td> <td>PG</td> <td>Spring 2018-2019</td> </tr> </table>	Principles to Marketing	UG	Spring 2018-2019	Entrepreneurship	UG	Spring 2018-2019	Integrated Marketing Communications	UG	Spring 2018	Promotional Management	PG	Spring 2018-2019	Marketing Management	PG	Spring 2018-2019
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<b>Miscellaneous Administrative Responsibilities</b>	<table border="0"> <tr> <td>Chair of Outreach Committee:</td> <td>Seminars &amp; sessions by successful alumni, Bridging between academicians and industrialists (January 1st 2018- till now)</td> </tr> <tr> <td>Career and personal counseling</td> <td>Student Counselling of UG &amp; PG students (January 1st 2018- till now)</td> </tr> <tr> <td>Member of International Quality Assurance Cell</td> <td>(September 2018- till present)</td> </tr> <tr> <td>Trainer, City ALO Women entrepreneurs' Certification Program</td> <td>(January 2019 - Present)</td> </tr> </table>	Chair of Outreach Committee:	Seminars & sessions by successful alumni, Bridging between academicians and industrialists (January 1st 2018- till now)	Career and personal counseling	Student Counselling of UG & PG students (January 1st 2018- till now)	Member of International Quality Assurance Cell	(September 2018- till present)	Trainer, City ALO Women entrepreneurs' Certification Program	(January 2019 - Present)							
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<b>Research &amp; Publications</b>	<p><b>Articles, Book Chapters, Book review</b></p> <p><b>Published and Accepted:</b></p> <ul style="list-style-type: none"> <li>Published book review on October 2012 in Business History (ISI Q2 Journal) on "Understanding Family Businesses: Undiscovered approaches, unique perspectives and neglected topics".</li> </ul>															

- Published article on 22<sup>nd</sup> December, 2019 in South Asian Development (ISI Q4 Journal) on “Entrepreneurship, state-business ties and survival of firms: business groups in Bangladesh”. ( Co Author : Professor Terence Gomez, Professor Shakila Yacob)
- Accepted Book chapter in February 2019 titled “Entrepreneurship, market orientation and state-nexuses: family firms in Bangladesh” in the book ‘Handbook of Asian Family Business- Governance, Succession & Challenges in the age of Digital Disruption’ (Rootledge) (Co Author: Mahmud Habib Zaman)
- Accepted book chapter in August 2018, titled “Leadership & mentoring in family business: Case Studies from Bangladesh” in the book “Mentorship-Driven Talent Management: The Asian Experience” by Emerald Publishing. (Editors: Dr Payal Kumar, Professor and HR (Chair), BMU Munjal University, India & Dr Pawan Budhwar, Professor of International HRM, Aston Business School, UK)
- Accepted book chapter in 4<sup>th</sup> December, 2019 titled “Promoting bank loans to urban based women entrepreneurs of Bangladesh” in “Cases on Global Marketing of Financial Products and Services”. (Editors: Ms. Shilpa Narang and Dr. Sarmistha Sarma). (Co-authors: Mahmud Habib Zaman & Mohammed Abdul Mumin Evan).

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#### **Under Peer Review for Publication**

- Submitted article in Modern Asian Studies (ISI Q4 Journal) on “State capture as a consequence of state-business nexuses: case studies from Bangladesh”.
- Submitted article titled “State Capture as a consequence of state business nexus: case studies from Bangladesh” in ISI Journal of South Asian Development. Co-authors (Professor Dr. Edmund Terence Gomez and Dr. Shakila Binte Yacob)

#### **Publication in Pipeline**

- Book on “Stories of Women Entrepreneurs of Bangladesh”
- Book on “250 profiles of SME entrepreneurs of Bangladesh”.
- Family Business in Bangladesh: Preventing family feuds through family unity and successor development.
- Cognitive Adaptability and uncertainty: A case study in Bangladesh.

<b>Papers Presented at International / National Conferences / Abstracts</b>	<p>“Market Orientation &amp; State-Business Nexus: Family Firms’ Development in Bangladesh” in American Marketing Association (AMA) summer conference in Chicago, USA on 9<sup>th</sup> August, 2019.</p> <p>“Entrepreneurship, State Business Ties and Business Groups in Bangladesh” in the British Academy of Management (BAM) conference at UWE, Bristol, UK on 6<sup>th</sup> Sept 2018</p> <p><b>Best paper awarded</b> for “Family Firms in Bangladesh: Entrepreneurship and State Intervention” in an International Conference of Business, Economics, Energy and Environmental Science at KL Malaysia on 19<sup>th</sup> September, 2014. I received best paper award there.</p> <p>“Family Firms in Bangladesh” in University of Malaya Researchers Conference (UMRC) at KL, Malaysia on 19<sup>th</sup> November, 2013.</p>										
<b>Seminar Presentation</b>	<p>"State Capture as a consequence of State-Business Nexuses: Family Businesses in Bangladesh" at The York University, UK on 11<sup>th</sup> February, 2019 where an exclusive session was arranged just for my paper.</p> <p>"Corporate Governance and its effects on Family Firms' in Bangladesh" in a session created by British Academy of Management SIG and ACCA on Corporate Governance on 15<sup>th</sup> February, 2019 in London, UK.</p>										
<b>Academic Session</b>	<p>Teaching exchange program at BML, MUNJAL UNIVERSITY. (Haryana, Delhi); from 18 August-21 August, 2018</p> <table border="1" data-bbox="475 1193 1481 1478"> <thead> <tr> <th data-bbox="507 1193 579 1227"><b>Topic</b></th> <th data-bbox="1281 1193 1409 1227"><b>Audience</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="483 1256 627 1290">IMC Tools</td> <td data-bbox="1321 1256 1369 1290">UG</td> </tr> <tr> <td data-bbox="483 1319 834 1352">Insight on entrepreneurship</td> <td data-bbox="1321 1319 1369 1352">PG</td> </tr> <tr> <td data-bbox="483 1382 1074 1415">Case study on entrepreneurship in Bangladesh</td> <td data-bbox="1321 1382 1369 1415">PG</td> </tr> <tr> <td data-bbox="483 1444 1201 1478">Increasing student learning and engagement at UG level</td> <td data-bbox="1249 1444 1473 1478">Faculty members</td> </tr> </tbody> </table> <p>Certificate Program on Marketing of Goals, Initiatives and Causes (MAGIC) from 7<sup>th</sup> to 9<sup>th</sup> December, 2019 in Indian Institute of Technology Delhi (IIT Delhi), India</p>	<b>Topic</b>	<b>Audience</b>	IMC Tools	UG	Insight on entrepreneurship	PG	Case study on entrepreneurship in Bangladesh	PG	Increasing student learning and engagement at UG level	Faculty members
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<b>Languages</b>											
Mother tongue(s)	Bangla										
Other language(s)	English Malay Hindi										

<p><b>Other Skills</b></p> <p>Computer Skills</p> <p>Social skills and competences</p> <p>Organizational skills and competences</p> <p>Other interests</p>	<p>Proficient in MS Office</p> <p>Excellent communication skills and developing links</p> <p>Very active in management practices</p> <p>Reading, Travelling, Sports (chess, badminton, swimming), Event Management activities.</p>
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***REFERENCES:***

- **Professor Dr. Jashim Uddin Ahmed**  
 Dean (IC), School of Business & Economics  
 Chair, Department of Management  
 North South University  
 Dhaka, Bangladesh.  
 Phone: +880-2-55668200 Ext: 1705  
 Email: jashim.ahmed@northsouth.edu, jashimahmed@hotmail.com
- **Professor Dr. Edmund Terence Gomez**  
 Professor of Political Economy Faculty of Economics & Administration  
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 Kuala Lumpur 50603, Malaysia.  
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- **Professor Dr. Shakila Yacob** Associate Professor, Business History Department of History  
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