

Curriculum Vita of Abdul Mumit

I. Name: Abdul Mumit

Rank: Senior Lecturer

Status: Full-time

Department: Economics

Teaching experience: BUS 172, BUS 173, ECO 104, ECO 134, ECO 244.

II. Education Background:

MPhil in Economics Research

Faculty of Economics, University of Cambridge

Bachelor of Business Administration

Institute of Business Administration, University of Dhaka, Bangladesh

Major: Marketing and Brand Management; Minor: Business Economics

A-Levels: Pure Mathematics, Physics, Economics

O-Levels: Mathematics Syllabus A, Pure Mathematics, English, Physics, Economics, Accounting, Chemistry, Bengali Language.

III. Prior experience not in education

Research Assistant, (June 2009-September 2009): Worked with Dr. Sriya Iyer and Dr. Chander Velu as a research assistant on the "Indian Madrasah Reform Project".

Knowledge Management Associate, IFC-SEDF (February 2007-June 2007): Solely responsible for operating and developing a Knowledge Management Centre that cater to the information needs of the local Small and Medium Enterprises (SMEs) and service providers for business resources, training and support.

Brand Management Officer, Grameenphone Ltd. (February 2006- January 2007): As a part of the brand team of the largest telecom operator, managed organizational brand equity through planning and implementation of branding campaigns.

Survey Analyst, Grameenphone, (March - May 2005): Conducted market research under Sales & Marketing Division, as a part of a research team that captured data on target market demographics, competitor initiatives, and industry trends. Analyzed economic and consumer trends and conducted competitor analysis resulting in entry strategy recommendation. Was instrumental behind questionnaire feedback, survey conductance & data coding & analysis.

Research Assistant, E-Gen Consultants (May - July 2005): Designed and conducted an extensive survey on behalf of SEDF (SouthAsia Enterprise Development Facility) to evaluate the effectiveness of SEDF intervention in the IT sector of Bangladesh. Performed market & finance research surveys amongst client

base, service providers and government agencies to seek feedback on sales techniques, follow-up methods and quality of after sales service. Responsibilities included questionnaire design, model development, data gathering & coding, analysis & formulation of recommendations. Client used recommendations to review intervention strategy in Bangladesh.

IV. Professional Memberships

IBA Alumni Association

University of Cambridge Alumni Association

V. Professional Meetings attended

Marshall lecture series, University of Cambridge, 2009-2010

VI. Papers presented:

(2011) "The Evolution of Cooperation through Communication: A Natural Experiment" (with Sriya Iyer and Chander Velu), presented at Cambridge Economics Working Group.

VII. Publications

INTERNATIONAL:

(2014) "Fundamental Roots of Economic Growth: A Meta-Analytical Framework" (with S. Huq), *Journal of Economics and Sustainable Development*, Vol. 5, No. 23, pp. 220-226.

(2012) "The Communication and Marketing of Services by Religious Organisations in India" (with Sriya Iyer and Chander Velu), *Journal of Business Research*, Vol. 67, Issue 2, February 2014, pp. 59-67.

(2011) "An Empirical Test of the Heckscher-Ohlin Theorem in OECD Countries: A Data Envelopment Analysis Approach" (with Goswami, Gour Gobinda), *The Empirical Economics Letters*, Vol. 10, No. 4, April 2011.

LOCAL:

(2007) "Constructing and validating measures of brand equity: Conceptual framework and empirical evidence" (with Khasru, Syed Munir ; Jalil, Md. Muaz), *Journal of Business Administration*, Vol. 33, No. 3 & 4, July & October 2007, pp. 71-90.

VIII. Other research activity

(2015) "The Evolution of Cooperation through Communication: A Natural Experiment" (with Sriya Iyer and Chander Velu), *Under review: Science*.

(2015) "Does Grading Matter for Teaching Evaluation Score? An Empirical Examination of the Determinants of Teaching Quality" (with Goswami, Gour Gobinda), *Under review: Journal of Education for Business*.

XI. Professional Growth Activities

Received training on business management.

X. Seminars attended

2014: Linking Research to Policy: Issues in Economic Growth and Development in Bangladesh, organized by the IGC.

XI. Professional presentations

2014, Keynote Presentation on the FIBC Industry in Bangladesh

XII. Institutional services performed

Member of the NSU Undergraduate Admission Test team, 2013-2014

Faculty Advisor, Young Economists' Forum, 2014 - present

XIII. Recognition and Honors

Full Blue, Fitzwilliam College, University of Cambridge

Recipient of Cambridge Commonwealth Scholarship, 2010-2010

XIV. Community activities

Director, Dutch-Bangla Chamber of Commerce and Industry

Updated on February 11, 2016
