

Pursuing PhD Careers Seminar



A seminar entitled, "Pursuing PhD Careers: Opportunities at Top-Ranking American Business Schools" was held at Audi 801 , 8th floor of SAC on January 05, 2016 by Career & Placement Center (CPC) and School of Business and Economics (SBE), NSU. The keynote speaker of the seminar was Dr. Mohammad Saifur Rahman, Associate Professor at Purdue University Krannert School of Management. Many faculty members of different departments of NSU attended the program.

Mohammad Rahman is an expert of Internet commerce, technology usage, retail and web analytics, consumer behavior, and decision making. His work combines large amount of data from different sources (e.g., server logs, transactions, U.S. census) to generate insights on how technology drives consumer behavior, and how online and conventional markets are using new channels to compete and target consumers.