

ZARJINA TARANA KHALIL
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CURRENT POSITION

Chairman In Charge

October 2015 Till Date

Department of Marketing & International Business

School of Business & Economics

North South University, Dhaka

Job Responsibilities: Serving as Department Chair and formulating strategic plans for the department. Planning for course offering, recruitment of qualified faculty members based on department need, oversee the activities of the various departmental committees, conduct meetings with course coordinators and faculty members regarding various changes related to assessment and curriculum planning. Additionally work with other departments for capacity enhancement and enhancing outreach. Mentoring new faculty members, help in advising and readvising of students and broadly coordinating all activities to uphold the status of the department and the School of Business and Economics.

Senior Lecturer

April 2013-Till Date

Department of Marketing & International Business

School of Business & Economics

North South University, Dhaka

Job Responsibilities: Serving as instructor for business courses to freshman and junior students. I teach Principles of Marketing, Services Marketing & Brand Management. Additionally, Chair of the Research Committee and Member of the Assessment and Curriculum Planning Committee, Recruitment & Promotions Committee for the Department and Member of the Faculty Affairs Committee, SBE

Lecturer, School of Business

May 2008-April 2013

Department of Marketing & International Business

School of Business & Economics

North South University, Dhaka

North South University, Dhaka

Job Responsibilities: Served as instructor for business courses to freshman and junior students. Taught Introduction to Business, Business Communication, Principles of Marketing, Services Marketing, Brand Management and Consumer Behaviour.

EDUCATION

Master of Marketing
Griffith University, Brisbane, Australia

December 2007

CGPA 6.665 on a Scale of 7

Recipient of the Griffith University Award for Academic Excellence

Bachelor of Business Administration
North South University, Dhaka, Bangladesh
Major in Marketing and Information Systems
CGPA 3.66 on a scale of 4
Graduated as Magna Cum Laude (With High Praise)

August 2002

CERTIFICATES

Social Business: Poverty and Enterprises, HEC Paris
The Challenges of Global Poverty, EdX with MIT (Online Course)
SPSS and Applied Statistics, ISRT, University of Dhaka

June 2010

May 2013

June 2014

PREVIOUS POSITIONS

Senior English Teacher
Sir John Wilson School, Dhaka

January 2004-January 2007

Job Responsibilities: Served as instructor for English Language and Literature from 5th grade to 9th grade students, following the GCE curriculum under the University of London. In addition to that, I was also responsible for introducing the English Literature Curriculum for GCE Ordinary Levels to interested students. Additionally I was also the Newsletter Editor and the Examination Coordinator for the school.

Manager-Student Services
Murphy McCann Consulting, Dhaka

January 2003-December 2003

Job Responsibilities: As part of the UK based consulting group, I was the student manager for Dhaka office. Provided student consultations to clients interested for pursuing higher studies in the UK. Maintained student files and liaised with UK universities. I successfully coordinated and organized events and educational fairs for the students and also travelled to many universities in the UK for enhancing relationships and prospecting new clients.

ACADEMIC RESEARCH

PUBLISHED

Bashir, MMA, **Khalil, Z.T.**, Haider, ASM, Chowdhury, A.H. and Mustafa, M.S., (2010) "Social Business: Scopes and Challenges", *Proceedings of the International Conference of Knowledge Globalization*, 178-180, May 2010, Dhaka ISBN 978-984-33-1631-2

Hussain, M., Hussain, B. Rahman, S. and **Khalil, Z.T.**, (2012) 'Perception of Students towards the Study of Social Business', *Journal of Business and Economics*, March 2012, pp. 212-221 ISSN 2155-7950

Khalil, Z.T., Kabir, S. and Patwary, N.M. (2012) 'Acceptance and Effectiveness of E-Learning in a Developing Economy: Perspectives from Bangladesh', *Proceedings of the Fifth International Conference of Education, Research and Innovation*, November 2012, Madrid, Spain pp. 6312-6320

ISBN 978-84-616-0763-1

Khalil, Z.T. and Kabir, S. (2014) 'Shifts in the Consumption Pattern and Materialism of the Rural Poor' Vol 3, Issue 1, pp. 50-70 of *The South Asianist, Journal of South Asian Studies, University of Edinburgh* ISSN 2050-487X

Khalil, Z.T. and Kabir, S. (2015), "Awareness of Water Wastage and Attitude towards Water Conservation in a domestic setting in Dhaka, Bangladesh" *International Journal of Conceptions on Management and Social Sciences Vol.3, Issue. 1, March' 2015*; ISSN: 2357 - 2787

Book Chapter

Khalil, Z.T. and Hussain M. Edited chapter titled 'Social Business Marketing Mix' for the Book *Social Business: Theory, Practice and Critical Perspectives* in collaboration with the California Institute of Social Business, California State University, Channel Islands Published February 2014

CONFERENCES & SEMINARS

Attended: First India Responsibility Forum held in Mumbai India, March 22-23, 2010, with Professor Yunus as Keynote Speaker and corporations discussing about Corporate Responsibility towards the society and sustainability

Presented Paper: 'Shifts in Consumption Pattern and Materialism of the Rural Poor' at the 12th *Biennial Conference of the European Association of Social Anthropologists (EASA)*, in the panel 'Materiality and Poverty' held in Nanterre University, Paris, July 10-13th 2012

GRANTS AND AWARDS

- 25% Scholarship at North South University during BBA based on Merit
- Magna Cum Laude in BBA Degree
- Teaching Assistantship for School of Business
- Griffith University Award for Academic Excellence 2007
- Fellowship as a Visiting Scholar for Social Business Certificate at HEC Paris 2010
- SBE Outstanding Teaching Award, June 2015

UNIVERSITY SERVICE

- Executive Committee Member for Annual National Career Fair at NSU
- Executive Committee Member for the International Conference on Statistical Sciences, 2008
- Organizing Committee Member for the Social Business Forum 2012
- Mentor and Judge for Inter-University Competitions like Brandwitz and Ad-Maker
- Member Faculty Affairs Committee, SBE

- **Member, Assessment and Curriculum Planning Committee**
- **Chair, Research Committee**
- **Interim Chair, Department of Marketing & International Business, 23rd -28th August 2014**

INTERNATIONAL EXPOSURE & LANGUAGE SKILLS

Countries Visited: Australia, USA, UK, France, Italy, Belgium, Turkey, India, Nepal, Bhutan, Thailand, UAE and Singapore

Fluent in English and Bengali, Hindi (Spoken) and Basic French

REFERENCES

Available Upon Request