

Dr. Farzana Nahid

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Education

Ph.D., Business History, University of Malaya, Kuala Lumpur, Malaysia, 2017

MBA (2007) & BBA (2004), Finance & Marketing, North South University, Dhaka, Bangladesh

Work Experience	Nature of Job	Organization
01 January, 2018 - Present	Assistant Professor Department of Marketing & International Business	North South University Office: NAC 734(1), Ext. 1751
January 2019 - Present	Project Coordinator, Module Designer & Trainer	City ALO Women Entrepreneurs' Certification Program, Dhaka, Bangladesh
April 2021-Present	Module Designer & Trainer	WE Connect Program by The World Bank Ltd.
April 2021 – Present	Module Designer & Trainer	Citybank Rural Program Dhaka, Bangladesh
January 2020 – October 2022	Director, North South University Startups Next (NSUSN)	North South University Office: NAC 969, Ext. 6710
April 2021 – Present	Module Designer & Trainer	ITEEE Program, North South University, Dhaka, Bangladesh
January 2004 - Present	Senior News Presenter	NTV, Int. Television Channel Ltd. 7 th Floor, BSEC Bhaban. Karwan Bazar, Dhaka, 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.

Administrative Responsibilities

Coordinator for Social Engagement for APT, NSU	February 2023-present
Chair of Outreach Committee, Department of Marketing, NSU	January 2018 - present
Member of International Quality Assurance Cell, NSU	September 2018- September 2019
Career and Personal Development Counseling	January 1 st , 2018- Present
Education and Training Secretary & Lifetime Member	June 2021- Present
International Media Secretary News Broadcasters' Association Dhaka, Bangladesh	January 2020- June 2021
Cultural Secretary Udayan Alumni Association	2004 – Present
Member of Women Entrepreneurs Association (WEA)	March 2022- present
Member of American Marketing Association (AMA)	February 2019- present
Volunteer Assistant at Faith Bangladesh	March 2022 - present

Research & Publications

Published

Nahid, F. (June, 2022). Exploring the level of acceptance of e-newspapers over print newspapers, NSBR, Vol-12, No-2.

Nahid, F. (2023). The Refusal Behavioral Dynamics of Women Entrepreneurs Towards Bank Loans: Effects of Undervalued Marketing Practices. Journal of Knowledge Globalization, Vol 14(1), pp-87-103. <http://journal.kglobal.org/index.php/jkg/article/view/284>

Khalil, Z.T. & **Nahid, F.** (2022). ‘Family Businesses and their Transition to Industry 4.0: Human Resource Perspectives from Bangladesh’. International Journal of Technology and Human Interaction: Special Issue Submission: The Transition from Industry 3.0 to Industry 4.0: Strategic Human Resource Management in the era of Digitalization. Vol. 18, Issue 7, Article 5, Publisher: IGI Global, USA. DOI: 10.4018/IJTHI.306229 <https://www.igi-global.com/article/family-businesses-and-their-transition-to-industry-40/306229>

Nahid, F., Chowdhury, A.H. (2022). A Glorious Entrepreneurial Journey of Bangladesh in “50 Years of Bangladesh: A tale of a Miracle. Prothoma Prokashon.

Nahid, F., Zaman, M.H. (2020). ‘Adaptability with resource constraints and globalization: Family business groups of Bangladesh’ in the book ‘Handbook of Asian Family Business- Governance, Succession & Challenges in the age of Digital Disruption’ (**Routledge**)

<https://www.taylorfrancis.com/chapters/edit/10.4324/9780429342813-30/adaptability-resource-constraints-globalization-farzana-nahid-mahmud-habib-zaman>

Nahid, F. (2020). ‘Dynamics of Paternalistic Mentoring: An insight into family firms in Bangladesh’ In the book ‘Mentorship-Driven Talent Management: The Asian Experience’. **Emerald Group Publishing**. (Editors: P Kumar, P Budhwar). ISBN:9781789736922

<https://www.emerald.com/insight/content/doi/10.1108/978-1-78973-691-520201010/full/html>

Nahid, F., Gomez, E.T., Yacob, S. (2019). ‘Entrepreneurship, state-business ties and business groups in Bangladesh’, Journal of South Asian Development, 14(3) 367–390, 2019. **Sage Publication**. DOI: 10.1177/0973174119895181 <https://journals.sagepub.com/doi/abs/10.1177/0973174119895181?journalCode=sada>

Nahid, F. (2015). ‘Understanding Family Businesses: Undiscovered approaches, unique perspectives and neglected topics’. Business History. ISSN: 0007-6791 (Print) 1743-7938 (Online)

<https://link.springer.com/book/10.1007/978-1-4614-0911-3>

A call for DigitAll to bolster Women’s Economic Empowerment. By Dr. Farzana Nahid. Daily Observer: 4th March 2023. <https://epaper.observerbd.com/2023/03/04/15.jpg>

Analytics for digitization: What is still keeping us behind? By. Dr. Farzana Nahid. The Financial Express: November 23, 2022. <https://today.thefinancialexpress.com.bd/29th-anniversary-issue-2/analytics-for-digitalisation-what-is-still-keeping-us-behind-1669101575>

Including grass-roots women into formal economy. By Dr. Farzana Nahid. New Age: April 09, 2022. <https://www.newagebd.net/article/167603/including-grass-roots-women-into-formal-economy>

Rethinking Marketing Communication in Digital Era. By Dr. Farzana Nahid. The New Nation: 13 March 2022. <https://thedailynewnation.com/news/317616/Rethinking-marketing-communication-in-digital-era>

Local Investors not yet convinced. By Dr. Farzana Nahid. The Financial Express: May 26 2022. <https://thefinancialexpress.com.bd/education/local-investors-not-yet-convinced-1653503238>

Dr. Farzana Nahid: Notun Projonmer Alor Pothojatri. A feature article on Dr. Farzana Nahid. Manab Jamin: 27th December 2021. <https://mzamin.com/article.php?mzamin=308678&cat=38>

Narir Proti Drishtibhongi Hok Itibachok. A feature interview on Dr. Farzana Nahid. Roksi Magazine: March 3, 2022. <https://www.rodoshee.com/%e0%a6%a8%e0%a6%be%e0%a6%b0%e0%a7%80%e0%a6%b0-%e0%a6%aa%e0%a7%8d%e0%a6%b0%e0%a6%a4%e0%a6%bf-%e0%a6%a6%e0%a7%83%e0%a6%b7%e0%a7%8d%e0%a6%9f%e0%a6%bf%e0%a6%ad%e0%a6%99%e0%a7%8d%e0%a6%97%e0%a6%bf/>

Farzana Nahid: A beacon for new generation. A feature article on Dr. Farzana Nahid. Daily Observer: May 28 2022. <https://epaper.observerbd.com/2022/05/28/15.jpg>

Dr. Farzana Nahid and her tale of action as a leader. A feature Article on Dr. Farzana Nahid. Mirror Magazine: vol.21, issue 10, 2022.

Accepted

Nahid, F. (2023). Understanding the level of digitization in emerging economies: implications for sustainable development goals. For the book titled “Fostering sustainable businesses in emerging economies: The impact of technology”. Emerald Publishers UK.

Forthcoming Publication

- **Nahid, F, Mursalin, S.** Book on “Startups and Bangladesh: Tales and takeaways”
- **Nahid, F., Hossain, A., Mursalin, S.** Book on “Social Business Case book: Bangladesh”
- Book on “Stories of Women Entrepreneurs of Bangladesh: WE Group”

Papers Presented at International / National Conferences /Abstracts

- “Market Orientation & State-Business Nexus: Family Firms’ Development in Bangladesh” in American Marketing Association (AMA) summer conference in Chicago, USA on 9th August, 2019.
- “Entrepreneurship, State Business Ties and Business Groups in Bangladesh” in the British Academy of Management (BAM) conference at UWE, Bristol, UK on 6th Sept 2018.
- **Best paper awarded** for “Family Firms in Bangladesh: Entrepreneurship and State Intervention” in an International Conference of Business, Economics, Energy and Environmental Science at KL Malaysia on 19th September, 2014.
- “Family Firms in Bangladesh” in University of Malaya Researchers Conference (UMRC) at KL, Malaysia on 19th November, 2013.
- **Seminar Presentation:** “State Capture as a consequence of State-Business Nexuses: Family Businesses in Bangladesh” at The York University, UK on 11th February, 2019

- “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 15th February, 2019 in London, UK.
- **Academic Session:** Teaching exchange program at BML Munjal University (BMU). (Haryana, Delhi); from 18 August-21 August, 2018.
- Certificate Program on Marketing of Goals, Initiatives and Causes (MAGIC) from 7th to 9th December, 2019; hosted by IIT Delhi, India.