

PROFESSOR DR. RAFI UDDIN AHMED

(A multipotentialite, industry trainer/researcher/consultant on Digital Transformation (DX), lean start-up/digital entrepreneurship & Pracademic since 2005)

(MBA, DU, MS MIB University of Melbourne, PhD La Trobe University, Melbourne, Australia)

Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, Dhaka-1000. Bangladesh.

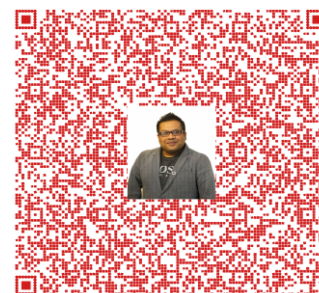
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E-learning, Digital Transformation, E-commerce strategist, edupreneur, pracademic, trainer/researcher.

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Founder of Innokids (www.innokids.org). (Innokids is my doctoral idea)

My research Profile: <https://shorturl.at/NZhe6>



Endorsement

“From Doctoral outcome, Dr. Rafi developed a kidspreneurial training platform. He delivers and trains kids with necessary skills i.e. LSTB (life, Soft, tech and Business skills to tweens and teens). I believe entrepreneurship should be taught early at schools to create future changemakers. I hope Innokids (www.innokids.org) will be a good start.

Imagine your kids are learning entrepreneurship in their early school days and becoming a job creator and trendsetters by the time they are young adults! Let them grow with the motto: we are not job seekers; we are job creators. – Nobel Laureate of Peace (2006) Professor Dr Muhammad Yunus.

“Dr Rafiuddin Ahmed is fueled with gallons of spirit for teaching tertiary students, professionals, consultancy, entrepreneurship, marketing, innovation, incubation and lean start up. He has ample motivation and passion to change the world with enormous social change-making ideas (www.innokids.org) is one of them). He is very well organized and has strong leadership skills”—Dr. Gillian Sullivan Mort, Professor, La Trobe University, Melbourne, Australia.

EDUCATION & RESULTS:

La Trobe University (LTU), Melbourne, Australia

PhD (Doctor of Philosophy)

2014-2019

Funded by Endeavour Scholarship (Australian Government Scholarship)

The doctoral thesis is nominated for **Nancy Millis award** (top 5% research in 2018 at LTU)

University of Melbourne, Melbourne, Australia

Master in International Business (Distinction with 76.25% i.e. H2A)

2008-2009

Funded by Melbourne University Graduate Merit Scholarship

University of Dhaka, Dhaka, Bangladesh

2001-2002

MBA (Marketing) CGPA 3.92 (4 scales) (Stood 1st in the class)

University of Dhaka, Dhaka, Bangladesh

1998-2001

BBA (Marketing) CGPA 3.91, (4 scales) (Stood 1st in the class)

Chandpur Puran Bazar College, Chandpur

1996-1997

HSC (Commerce), 1st Stand/Place (Combined merit) in Comilla Board (790 Marks)

Al Amin Academy, Chandpur

1996-1997

SSC (Humanities), 4th Stand/place (Combined Merit) in Comilla Board (848 marks)

ACADEMIC and ADMINISTRATIVE ROLE: (Australia, Bangladesh, Poland, Taiwan)

WORK EXPERIENCE IN BANGLADESH: (ACADEMIC CAREER FOR THE LAST 19 YEARS)

UNIVERSITY OF DHAKA, BANGLADESH (2005 TO TILL DATE)

1. **Position:** *Professor of Marketing*, University of Dhaka, Bangladesh.

Time Period: July 2023 to till date

Job Responsibility:

- Preparing course syllabuses as per departmental guidelines and listing/updating reading materials and cases
- Preparing and delivering lectures, and conducting seminars for undergraduate and graduate students
- Compiling bibliographies of specialized materials for reading assignments
- Actively acting in the departmental academic excellence team and working as the 'corporate-academic' liaison member
- Working to bring research funds from external authorities. Supervising PhD and M.Phil. Students.



2. **Position:** *Professor and Advisor. School of Business and Entrepreneurship at Independent University*

Time period: February 2024 to till date

Job responsibilities and duties:

- Preparing course syllabuses as per departmental guidelines and listing/updating reading materials and cases
- Preparing and delivering lectures, and conducting seminars for undergraduate and graduate students
- Conducting industry tour, delivering skills to the UG students



3. **Position:** *Associate Professor and Student Advisor* of Marketing, University of Dhaka, Bangladesh.

Time Period: 29th October 2018 – to 2024

Job Responsibility:

- Preparing course syllabuses as per departmental guidelines and listing/updating reading materials and cases
- Preparing and delivering lectures, and conducting seminars for undergraduate and graduate students
- Compiling bibliographies of specialized materials for reading assignments
- Actively acting in the departmental academic excellence team and working as the 'corporate-academic' liaison member
- Working to bring research funds from external authority

4. **Position:** *Assistant Professor* of Marketing, University of Dhaka, Bangladesh.

Time Period: 3rd February 2010 – 28th October 2018.

Job Responsibility:

- Supervising the projects/ internship reports/ thesis of undergraduate, postgraduate
- Attending and organizing seminars on contemporary issues
- Advising undergraduate and postgraduate students on academic and professional affairs

5. **Position:** *Lecturer* of Marketing, University of Dhaka.

Time Period: 18th December 2005 to 2nd February 2010

Job responsibility:

- Preparing and delivering lectures, and conducting seminars for undergraduate and graduate students
- Preparing and marking essays, assignments, examinations, and grade sheets
- Supervising the projects/ internship reports/ thesis of undergraduate, postgraduate

Extra Responsibility/Volunteering (Paid and Pro Bono) at DU

1. **Position: Director** (Dhaka University and Brac Bank Entrepreneurship development program) i.e. DBEDP From 2021 to 2022. (<https://www.facebook.com/groups/1345658069143523>)

Job responsibility:

- a) Entrepreneurship accelerator program for early-stage entrepreneurs
 - b) Provide real hands-on training to those who don't find growth in their business
2. **Position: Director** (FBS.Digital) From 2023 to till date)
 - a) Rebranding Faculty of Business Studies to enhance Times Higher education and QS ranking
 - b) **Design a promotional strategy for FBS, DU to attract more students to the Executive MBA, Master of Professional Marketing (MPM) program. My digital marketing strategy has turned into a successful case and our admission seeker number has doubled.**
 - c) Reach to the wider community and promote academic programs/ faculty and the department
 3. **Position: Chief Patron Moderator** at Dhaka University Entrepreneurship Development Club (DUEDC). (<https://www.facebook.com/duedc.du/>)

N: B: This club has 29,000 members at DU from where we try to create more job creators and create an impact. We became the best club at any university in Bangladesh. We are connected globally.

 - a. We arranged many events from DUEDC. Our flagship events are Start-up analysis, Start-up up competition nationally (Creaventure and Powerpreneur).
 - b. We help other universities to start their own Entrepreneurship clubs
 - c. We organize different entrepreneurial skill-based training for university students.
 - d. We help students from bootstrapping to pre-seed investment and connect them to angel investors, stakeholders and different sharks in home and abroad.
 4. **Position: Chief Advisor** at Dhaka University IT Society (DUITS), <https://www.facebook.com/Dhaka.University.IT.Society.DUITS/>
 5. **Position: Chief Patron:** Master of Professional Marketing Club at DU. <https://www.facebook.com/mpm.du.>
 6. **Position: Chief Advisor** at Executive MBA club at Faculty of Business Studies, Dhaka University, <https://www.facebook.com/groups/590244664794335>



Bangladesh Govt Appointment:

1. Position: **Independent Director** at **Hakkani Pulp and Paper Mills, Chittagong** from 2022 to date. Appointing authority (**Bangladesh Securities and Exchange Commission, BSEC**)

Key activities:

- a) Guiding company growth, working as a watchdog, maintaining shareholders value, minimizing company business risks,
 - b) Enhancing their sales and redesigning business strategy to coup more sales
 - c) Help the company with digital transformation and stay with the state-of-the-art technology in production
2. Position: **Member at IDEA** (Innovation, design and Entrepreneurship Academy), ICT Division, Bangladesh from 2024 April to date
 - a) Helping and mentoring IDEA to train young entrepreneurs
 - b) Judging the BIG (Bangabandhu Innovation Grant) and startups to get funds
 - c) Evaluating the impacts of the startups in Bangladesh
 3. Position: **Mentor and Juror** at Bangladesh Blockchain Olympiad (2021-2022) <https://bcolbd.org/>
 - a) Acting as the member in jury board and participating in the pitching competition

- 4) Position: **Chairman (Governing Body)** assigned by National University of Bangladesh at Uttara Town College from September 2014 to till date)

WORK EXPERIENCE IN AUSTRALIA:

1. Position: **Chief Operating Officer (COO)** at **Yunus Social Business Center at La Trobe University** from 2014 to 2019. <https://www.facebook.com/YSBC.LTU>




Key roles:


- A) Promoting Yunus Social business ideas among students/stakeholders/start-ups in Australia and New Zealand (Oceania)
- B) Arranging workshops/seminars and symposiums in Australia. From YSBC, I organized 1st Intl Social Business Symposium where 96 people attended from 4 countries in 2016.
- C) We arranged the 59th Honorary doctorate from Professor Yunus from La Trobe University where he was the Honorary Professor from 2014 to 2019.
- D. Conducting my Doctoral thesis on Social Business and I developed Innokids that is endorsed by Professor Yunus. (www.innokids.org)
- E. From YSBC we attended many social entrepreneurship training, symposiums across Australia. We also made a documentary on “Grameen Shokti Yoghurt” funded by La Trobe Business School, Melbourne, Australia. Please visit: <https://www.youtube.com/watch?v=gzQEfobS57k>
- F. Worked as the **Sessional Lecturer** from 2014 to 2019 at La Trobe Business School.



YSBC

La Trobe University

ACADEMIC WORK EXPERIENCE IN AUSTRALIA AND OVERSEAS: (2009-2022)			
No	Name of the institution	Role and service period	
1	Northern Melbourne Institute of TAFE (NMIT) which is currently named as Melbourne Polytechnic, Preston campus, Melbourne	Lecturer and course developer of Business from February 10 th , 2009 to 24 th June, 2009.	
2	La Trobe University , Bundoora, Melbourne, Victoria, Australia main campus	<ul style="list-style-type: none"> Lecturer and course leader in Entrepreneurship, innovation and Marketing department from March 2014 to March 2019. Worked as a core team member for MOODLE (eLMS) development Worked as the COO of Yunus Social Business Center at LBS, La Trobe University Worked as the liaison officer for the South Asian student engagement team to recruit students 	
3	Kaplan Business School, Melbourne campus	Lecturer in Business School for UG and MBA from February 2018-December 2018.	

4	Working as an Adjunct Professor at the University of Social Science, Warsaw, POLAND	Teaching Startup and entrepreneurship to UG students	 SPOŁECZNA AKADEMIA NAUK UNIVERSITY OF SOCIAL SCIENCES
5	Working as an Adjunct Professor Chang Jung Christian University, Tainan, TAIWAN	Teaching Globalization and Humanity to UG students	

Adjunct Professorship in Bangladesh (2005-Till date)

North South University	Independent University (Professor and Advisor at the School of Business and Entrepreneurship)	Brac University	American International University of Bangladesh
Ahsanullah University of Science and Technology	East West University	Bangladesh University of Professionals	Daffodil International University

COURSE TAUGHT SO FAR:

1. Marketing and Entrepreneurship areas:

Digital Marketing, Entrepreneurship and Innovation, Dynamic Strategy and Disruptive Innovation, Data analytics, Digital Transformation of business entity, Small business Management, Marketing Strategy, Principles of Marketing, Marketing Management, Social Marketing, Commerce, Advertising, IMC, Consumer Behavior, Strategic Brand Management, Services Marketing, E-Marketing, Lean start up, Design thinking etc.

2. International Business and Management Stream:

International Business, Management, Globalization, Managing the Multinational, Certificate Three in Business (NMIT, Australia), Managing International, Cross-Cultural Management.

3. Current Interest (Entrepreneurship and digital Innovation stream)

Brand Management, Marketing, IMC, Digital Marketing and digital entrepreneurship, Lean Start up, Sustainability, Innovation, Emotional and Artificial Intelligence for business graduates, Social Intelligence, block chain for business, Data analytics.

ACADEMIC AWARD/ ACCOLADES

- Australia Alumni Grant for my Doctoral outcome i.e. Innokids (www.innokids.org)
- “Endeavour Postgraduate scholarship-2014” provided by the Australian Government for pursuing PhD in La Trobe University.
- “Graduate Merit Scholarship” provided by Graduate School of Management, University of Melbourne, Melbourne, Australia in 2008.
- Education Board scholarship/certificate from the then Prime Minister for extraordinary Secondary (SSC) and Higher secondary (HSC) results in 1995 and 1997.
- Deans Merit award (CGPA 3.85 above) in BBA and MBA from the Faculty of Business studies, University of Dhaka, Bangladesh in 2003 and 2005.



ROLE AS A TRAINER (Industry)



Career as a Trainer/researcher (home and abroad) Training areas and Institutions: (2015-till date)

- Healthcare and Pharmaceuticals Marketing, growth hacks, and use of Frontier Technology in Business (Data Analytics, Marketing Intelligence, Business analytics, digital transformation and decision making).
- Soft skills for graduates, C-Suite employees and budding entrepreneurs
- Digital marketing, and literacy skills to turn graduates, and employees into e-skilled
- Lean start-up and business accelerator mentor
- Harnessing emotional Intelligence, Corporate Bridge for employees/graduates and networking
- E-Commerce/E-learning strategy and research
- Digital Transformation (DX)
- Digital entrepreneurship (DE)
- Blockchain for business and supply chain (BB)
- Branding yourself digitally (BD)
- Rebranding of any organization digitally, virtually with the help of social media and help them identify digital strategy.

Clients where I conducted paid and pro bono training/seminar/workshop from 2015 to till date:



List of publications, Submissions and conference attended (2007-till date)

Author(s)	Year	Title of article/publication	Journal/volume/proceedings/Books/Cases	Type	Peer-refereed/ reviewed	Research genre	Broad Field of Education
Ahmed, S.; Chowdhury, U. ; Ashrafi, D. ; Choudhury, M.; Ahmed, R ; Ahmed, R.	2024	Speak, Search, and Stay: Determining Customers' Intentions to Use Voice-Controlled Artificial Intelligence (AI) for Finding Suitable Hotels and Resorts	Journal of Hospitality and Tourism Insights, Aug 2024. DOI (10.1108/JHTI-04-2024-0316). ISSN: 2514-9792, eISSN: 2514-9792	(Impact Factor 4.8)	Peer reviewed	Descriptive	Artificial Intelligence
Khashru, A., Cheah, J.S.S and Ahmed, R.	2024	Practices of Entrepreneurial Orientation Among Students in Universities: The Role of New Entrepreneurs Program	Albukhary Social Business Journal, Vol: 5, Issue 1, 2024. E-ISSN: 2735-2358	Accepted	Peer reviewed	Descriptive	Entrepreneurship
Ahmed, R. and Gopal, A.B.	2024	Consumer Perception of Conversational Commerce from the Perspective of Bangladesh	Dhaka University Journal of Business Studies, Issue-Vol-43, No.3, December 2022	Published	Peer Reviewed	Descriptive	C-Commerce
Ahmed, R., Alam, I., R, Mahafizur and Sultana, M.	2024	Investigating the Factors that Drive the Success of Halal Cloud Kitchen in Bangladesh	Journal of Islamic Economic Laws, Department of Islamic Economic laws, Universitas Muhammadiyah Surakarta, Indonesia. E-ISSN: 26559617	Accepted	Peer Reviewed	Descriptive	E and F Commerce
Ahmed, R. and Hossain, T.	2023	Investigating the Role of Entrepreneurial Skills on Generation Alpha To Make Smart Bangladesh: A study on Innokids	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 22, June 2019. ISSN-1996-3319.	Published	Peer Reviewed	Descriptive	Essential skills/Soft skills and smart Education
Ahmed, R. and Gopal, A.B.	2023	Exploring the Significance of Social Media Reels and Short Videos to Promote Business Online	Dhaka University Journal of Management, ISSN: 2221-2523	Published	Peer Reviewed	Descriptive	Social Media Marketing
Ahmed, R. and Hossain, T.	2023	The Significance of Early Entrepreneurship Education in Bangladesh: An Investigation on Innokids as a Case Study	Daffodil International University Journal of Business & Entrepreneurship (DUIJBE), Vol. 16, No. 1. 2023	Published	Peer Reviewed	Descriptive	Kidspreneurship
Ahmed, R. Mort, Sullivan Mort, G.	2023	Start-Up Analysis	Book Cengage Publication, Australia (Proposed)	On going			Social Business Entrepreneurship/s ocial marketing

Ahmed, R.	2023	Jibon o Jibika (Living and Livelihood)	Book Anonyo Prokash, Bangaldesh	On Going			Soft skills and Employability
Ahmed, R., Alam R and Hossain, N	2022	Shamoli Paribahan	Case Study, Bangladesh MBA Association in association with IBA	Published	Peer Reviewed	Analytical	People Mover
Ahmed, T., D'Souza, C., Ahmed, R., & Khashru, A.	2022	The complexity of stakeholder pressures and their influence on social and environmental responsibilities	<i>Journal of Cleaner Production</i> , 132038. https://doi.org/10.1016/j.jclepro.2022.132038	Published A*(Impact: 11.07)	Peer reviewed	Descriptive	Small social Business
Ahmed, R. and Hossain, T.	2021	Innokids: A Model of Kidspreneurship	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 18, June 2019 (published in July 2021). ISSN-1996-3319.	Publication	Peer reviewed	Descriptive	Kidspreneurship
Ahmed, R., Alam, I., & Chowdhury, Z.	2020	Effect of Online Shopping on the Work-Life Balance of the White Collar Females	Journal of Business Administration, Vol. 41, No. 2, December, 2020, ISSN : 1680-9823 (Print), 2708-4779 (Online)	Publication	Peer reviewed	Descriptive	E-Commerce and Consumer E-behavior
Ahmed,R., Sultana, M.	2020	Investigating online real estate business and it's opportunities in Bangladesh	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 15, June 2018 (published in September 2020). ISSN-1996-3319.	Publication	Peer Reviewed	Descriptive	E-commerce
Ahmed, T., D'Souza, C., Ahmed, R., Nanere, M., & Khashru, A.	2020	Unpacking micro level social-purpose organisation in a less affluent economy: The cases of type 2 social business	Journal of Business Research https://doi.org/10.1016/j.jbusres.2020.02.001	Publication A* (Impact 11.2)	Peer reviewed	Descriptive	Entrepreneurship /Social Business Entrepreneurship/s ocial marketing
Ahmed, R., Alam, I., Gani, O., Ahmed, S., Alam, Z.	2019	Determinants of M_Payment Adoption Behaviour in Bangladesh	International Journal of Business Information Systems 1(1): 1 DOI: 10.1504/IJBIS.2020.10029186	Publication	Peer Reviewed	Descriptive	Digital Marketing/ Digital Economy
Sullivan Mort, G., Ahmed, T., Ahmed, R. and D'Souza, C.	2019	Innovating for the Less Affluent Consumer in Emerging Markets: Consumption Meaning using the Subaltern Consumer Lens	Academy of Marketing Science-World Marketing Congress (WMC), Edinburgh, July 2019	Conference	Peer Refereed	Descriptive	Entrepreneurship /Social Business Entrepreneurship/s ocial marketing

Sullivan Mort, G., Ahmed, T., Ahmed, R. and D'Souza, C.	2018	Serving the Less Affluent Consumer	International Social Innovation Research Conference, Heidelberg, Germany, September 2018.	Conference	Peer Refereed	Descriptive	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R.	2018	Be Your Own Boss at Early Age- Australian Perspective	The 2nd International Conference on Healthcare, SDGs and Social Business, April, 2018	Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R. & Sullivan Mort, G.	2017	Need for Designing a Social Business Entrepreneurship Training Module at Primary School for Young Children: A Literature Review.	Social Business Academia Conference, November 2017, City University Paris, France.	Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R., Sullivan Mort, G. & Nanere, M.	2016	Case Study: An Approach to Developing Social Business Awareness and Intentions in Undergraduate Students in an Advanced Economy Context	Social Business Academia Conference, November 2017. HEC Paris, France.	Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R.	2016	Kidpreneurship: It is Never too Early to Start a Business: A Case Study on Bundoora Primary School	The 1 st International Social Business Symposium, La Trobe University, Bundoora, Melbourne, August 2016	Case Study presentation in a Refereed Conference	Peer Refereed	Action	Entrepreneurship & Social Business Entrepreneurship
Ahmed, R. & Sullivan Mort, G.	2015	Measuring Opinion Toward Social Business which Alleviates Social Problems in a Developing Country	The Social Business Academia Conference, Berlin, Germany, November, 2015.	Conference	Peer Refereed	Descriptive	Entrepreneurship & Social Business Entrepreneurship
Ali, M., Ahmed, R. & Rahman, A.	2014	Present Scenarios, Opportunities and Obstacles of E Business in Bangladesh. PP-55-76.	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 17, June 2014 (Published in June 2016). ISSN- 1996-3319.	Publication	Reviewed	Descriptive	E-Business and E-Marketing
Ahmed, R., Mamun, H.A. & Tania, I.J.	2013	Exploring the Underlying Dimensions of Service Quality- An Empirical Study on Beauty Salons. PP-155-174	Bangladesh Journal of MIS, University of Dhaka. Issue- Volume- 5, No-2, June 2013. ISSN-2073-9737	Publication	Reviewed	Descriptive	Services Marketing
Ahmed, R., Ali, M. & Tania, I.J.	2012	Social Media Marketing-A Powerful Tool to Grab Customer Attention. PP-63-86.	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 15, June 2012 (published in November 2014). ISSN-1996-3319.	Publication	Reviewed	Basic	Social Media Marketing
Ali, M., Ahmed, R. & Ishtiaque, A. N.	2011	The Role of Microfinance in Alleviating Poverty: A Perception Analysis of the microfinance borrowers in a village of Bangladesh. PP-117-136	Dhaka University Journal of Business Studies. Issue-Volume-XXXII, No.1. June 2011. ISSN-1682-2498	Publication	Reviewed	Descriptive	Finance and Marketing

Ahmed, R., Ali. M. & Tania, I.J.	2009	The Impact of Social Network Sites (SNSs) To Create Brand Equity—A Study on Facebook. PP-187-202.	D.U. Journal of Marketing, University of Dhaka. Issue-Vol.No-12, June 2009. ISSN- 1996-3319	Publication	Reviewed	Descriptive	Brand Marketing
Ahmed, R., Tania, I.J. & Ali. M.	2009	The Relationship of Integrating Corporate Branding with Different sociological paradigms. PP-131-151	Dhaka University Journal of Business Studies. Volume-XXX No.2, December 2009, ISSN-1682-2498.	Publication	Reviewed	Descriptive	Brand Marketing
Ali, M., Ahmed, R., Rahman, A. & Azam, M.	2007	Electronic Banking in Bangladesh: Potential & constraints. PP-1-16	D.U. Journal of Marketing, University of Dhaka. Issue- Vol. No. 10, June 2007. ISSN- 1996-3319	Publication	Reviewed	Descriptive	Marketing
Ali, M., Islam, R & Ahmed, R.	2007	Information Super highway and Its Prospects in Bangladesh. PP-119-137	Dhaka University Journal of Business Studies. Issue-Volume-XXVIII No.1 June 2007, ISSN-1682-2498.	Publication	Reviewed	Descriptive	MIS

Ed Tech Start up initiated by me:

- **Name of the startup: Innokids.**

Its my edupreneurial engagement where I work as the CEO and Founder of Innokids.

Innokids is a Kidspreneurship Training Services for Young Kids (Tweens). (www.innokids.org).

From Innokids I developed LSTB (Life, Soft, tech and Business skills training to kids who are in their tweens and teens (10 to 7 years of age).

The purpose is to help them to find early employment, be their own boss and create jobs for others. **Social media:**

<https://www.facebook.com/innokids>



TRAINING: (Conducted and Participated in Bangladesh, Australia, France & Japan)

1. Organized a daylong seminar on Artificial Intelligence in different sectors for budding 4th Industrial revolution enthusiasts and researchers in collaboration with **Kyushu University, Japan in 2024**.
2. Organized 8 days long entrepreneurial training for budding entrepreneurship from 17th-24th December, **2020** virtually with 8 country renowned trainers where there were 180+ registered participants by **DUEDC (Dhaka University Entrepreneurship Development Club)**.
3. Organized an International Summit on Youth Entrepreneurship from 24-25 July, **2020** virtually with 50 Speakers/10 country where there were 500+ registered participants by **DUEDC**.
4. Attended and presented a talk on Kidspreneurship (Doctoral Outcome) in 9th Social Business Summit held in Bangkok, Thailand from June 28-29 in **2019**.
5. Attended in The 2nd International Conference on Healthcare, SDGs and Social Business, April 2018. Kyushu University, Ito campus, Fukuoka, Japan in April 27-30th, **2018**.
6. Attended in "La Trobe Accelerator Program" with Innokids™ organized by La Trobe University, August to 5th December **2018**.
7. Organized 1st International Social Business Symposium at La Trobe Business School, La Trobe University, Melbourne, Australia held in August 19-20, **2017**.
8. Attended in the Social Business Academia Conference, City University Paris, France in **2017**.
9. Attended in the Social Business Academia Conference, HEC Paris, France in **2016**.

Online Training completed in Linked in learning:

I already bagged 48 certificates on Digital Transformation, Digital Marketing, Digital Literacy, E-learning, Big data, Digital Entrepreneurship, Digital body language, Blockchain for business.



INDUSTRY ENGAGEMENT & PROFESSIONAL ACHIEVEMENT:

- **Co-founder of Marketing Watch Bangladesh (MWB)**. (A DU based research organization from where we work for both industry and academia). Our area of work is research on e-commerce, consumer electronics and white goods, and real estate.
- **Founder of Brandz Hub** (A brand based research consultancy and mentoring).
- Project Member in Business transformation committee of **Bangladesh Securities and Exchange commission (BSEC)** to enhance Fintech/financial technology and its branding across the globe in association with **Bloomberg**.
- **Lead trainer in Thriving skills on digital marketing, digital entrepreneurship and Block chain for business**. <https://thrivingskill.com/>
- Chief Advisor, Extra Mile Age Care (An elderly care giver social enterprise) based in Dhaka, Bangladesh. (www.extramileagecare.com)
- La Trobe University Accelerator Primer graduate 2018. <https://www.latrobe.edu.au/industry-and-community/industry-partner-of-choice/accelerator/our-start-ups>
- Commonwealth Bank Australia and La Trobe University funded Innovation challenge participant in 2019.
- Soft skills and emotional intelligence trainer.
- Alumnus and active member of Australia Award scholarship.
- Alumnus and active member of University of Melbourne Graduate
- Alumnus and active member of La Trobe University, Melbourne, Australia.
- Founding Chief Operating officer (COO) of Yunus Social Business Center of La Trobe University. (Serving time 2014 to 2019)
- Founding Hult Prize campus Director at La Trobe University, Melbourne, Australia.

- Researcher at E-Commerce association of Bangladesh.

Social Media presence:



<https://www.linkedin.com/in/rafiuddinahmed/>



<https://www.facebook.com/multipotentialite.01>

REFERENCES:

Reference letters from academic staff are available upon request.

1. Dr Gillian Sullivan Mort

Ex-Professor of Entrepreneurship, Innovation and Marketing, La Trobe Business School
Editor-in-Chief Journal of Nonprofit and Public Sector Marketing
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