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Mr. Mohammad Tohidul Islam Miya

Assistant Professor, School of Business & Economics (SoBE)

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EDUCATIONAL BACKGROUND

BI Norwegian Business School , Oslo, Norway

MSc in Strategic Marketing Management **MSc Thesis:** Consumer Perceived Value in the context of â€˜Freemiumâ€™ Business Model. August 2009-Dec. 2011

University of Dhaka, Dhaka, Bangladesh

Master of Business Administration, Major in Marketing Year: 2004 **University of Dhaka, Dhaka, Bangladesh**

Bachelor of Business Administration, Major in Marketing Year: 2002

PROFESSIONAL EXPERIENCES

United International University (UIU), Dhaka, Bangladesh : July, 2016 â€“ Now.

Assistant Professor. Institutional Quality Assurance Cell (IQAC), UIU : June, 2015 â€“ September, 2018 **Additional Director**

United International University (UIU), Dhaka, Bangladesh : January 2015- June 2016.

Senior Lecturer. Blended Learning Project at SAIFF, Oslo, Norway : January 2013- Nov. 2014

Coordinator & Freelance Data Analysts BI Norwegian Business School, Oslo, Norway : May 2012-Dec. 2012

Research Assistant in the PhD Program United International University, Dhaka, Bangladesh : Sept-2006- August 2010

Senior Lecturer United International University, Dhaka , Bangladesh : June-2005 â€“ Sept.-2006

Lecturer Stamford University, Bangladesh Dhaka , Bangladesh : March 2005 â€“ June-2005

Lecturer

PROFESSIONAL TRAINING

Duration Details 2 semesters Three Weeks Workshop on Research Methods by **Dr Syed Saad Andaleeb** , Professor and Chair of Marketing, Penn Stat Erie, USA. Three days Export-Import Management in Bangladesh by Dhaka Chamber of Commerce and Industries (DCCI) Three days Diploma on Advanced Microsoft Excel-2007, 2010. Five days Total Quality Management (TQM) by University of Asia Pacific (UAP), Bangladesh. Forty-Five days Quality Teaching and Professionalism by Stamford University, Bangladesh.

MANAGERIAL AND LEADERSHIP EXPERIENCES

- Moderator and Program Coordinator of 2 nd UIU Debate championship. (A national competition which was rated as the 3rd most successful Debate event in Bangladesh by Asian Debate Council)

- Moderator of UIU Debating Club from July, 2006- August 2007.
- Advisor of UIU Debating Club from June 2005- now.
- Program Coordinator of 3rd UIU-Aktel Debate Championship.
- Member of the Mathematics and Statistics Curriculum Committee of School of Business of UIU
- Member of the Proctorial Committee, Teaching Assistant recruitment committee and Student Affairs committee of UIU.
- Team Leader of Debate Team in Intra- University Debate Championship of Dhaka University.
- Member of the Judge Panel of different national debate competitions.
- Member of the University Entrance Examination committee of UIU.
- Member of the Working committee of Ten (10) days long conference and workshop “Entrepreneurship in Bangladesh”™ organized by marketing department of Dhaka University during the BBA program.
- Attended and represented the department of marketing in different seminars and conferences organized by Dhaka Chamber of Commerce Industries (DCCI), Federation of Bangladesh Chamber of Commerce and Industries (FBCCI), Bangladesh Garments Manufacturers and Exporters Association (BGMEA) etc.
- Member of Notre Dame College Business Club, Recitation Club, Sports Club.
- Member of the School Sports team and Boy Scouting.

INTERESTS

Exploring Technologies, Geo-politics & economics, International Relations, History of Civilizations, MegaTrends, Literature (Story Telling), and Education & Health (Their Technology, Economics, and Politics).

Teaching Area

- Computer Applications and AI
- E-commerce and Digital Marketing
- Digital Marketing and Analytics
- Marketing Analytics and Data Science
- For course websites: <https://sites.google.com/bus.uiu.ac.bd/tim/teaching/course-websites>

Research & Publications

- ORCID: <https://orcid.org/0000-0001-6808-8350>
- Google Scholar: <https://scholar.google.com/citations?user=kJOLCpMAAAAJ&hl=en>

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