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## Dr. Seyama Sultana

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### Associate Professor, School of Business & Economics (SoBE)

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### Education

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**Ph.D.** Business Administration (Marketing) International Islamic University Malaysia (2016) Merit Scholarship Holder  
**Master in Business Administration (MBA)** Faculty of Business Studies (Marketing) University of Dhaka (2008) **Bachelor of Business Administration (BBA)** Faculty of Business Studies (Marketing) University of Dhaka (2007)

### Job Experience

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**Institute:** United International University (UIU) **Designation:** Associate Professor (School of Business & Economics) **Job Duration:** From 1st April, 2017 **Institute:** University of Asia Pacific (UAP) **Designation:** Assistant Professor (Business Administration) **Job Duration:** 4th October, 2015 to 30th March, 2017 **Institute:** Northern University Bangladesh (NUB) **Designation:** Lecturer (Business Administration) **Job Duration:** 14th January, 2010 to 31st December, 2011 **Institute:** University of Development Alternative (UODA) **Designation:** Lecturer (Business Administration) **Job Duration:** 1st July, 2009 to 11th January, 2010 **Organization:** Smart Technologies BD Ltd. **Designation:** International Marketing Executive **Job Duration:** 15th November, 2008 to 31st May, 2009

### Research Interest

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F- Commerce, Digital Marketing, Online Marketing, Consumer Satisfaction, Branding, Tourism, International Marketing

### Scholarship, Award & Fellowship

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#### Special Achievement

International Islamic University Malaysia (IIUM) Post Graduate Scholarship

#### Academic Award & Fellowship

**Best Paper Award:** Third Asia Pacific Business Research Conference, 25-26 February 2013, Hotel Istana, Kuala Lumpur, Malaysia **International Conference Session Chair:** 14th Asian Business Research Conference, 30 December, 2016, BIAM Foundation, Dhaka, Bangladesh **Reviewer of Research Papers (Marketing):** 1st Inter- University Undergraduate Research Symposium (URS) 2017, Organized by United International University (UIU), Dhaka, Bangladesh **CSR Poster**

## Courses

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Principles of Marketing, Marketing Management, Global Marketing, Service Marketing, Strategic Marketing, Brand Management, Consumer Behavior, Business Communication, Introduction to Business

## Training & Workshop

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**Teaching for Active Learning:** 18th May, 2017 to 20th May, 2017, Organized by Foundation of Learning, Teaching and Research (fLTR) **Bloom’s Taxonomy:** March, 2016, Department of Business Administration, University of Asia Pacific (UAP) **Literature Review Writing:** April, 2013, SLEU, International Islamic University Malaysia (IIUM) **Structural Equation Modeling:** January, 2013, SLEU, International Islamic University Malaysia (IIUM) **Writing Thesis:** July, 2012, Department of Business Administration, International Islamic University Malaysia (IIUM) **Effective Teaching Method in Business Education :** July, 2011, Department of Business Administration, Northern University Bangladesh (NUB) **Primary Program of Skills Development:** 2002, Department of Marketing, Faculty of Business Studies, University of Dhaka

## Book Publication

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**Introduction to Marketing** with Special reference to Bangladesh **Authors:** Mohammed A Razzaque Md. Abdul Momen Seyama Sultana **Publisher:** Adarsha 1st Edition, 10 January 2023

## Publication

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**Journal Article** | Title | Journal and Issue | Index/Country

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1. | Determinants of online merchants’s satisfaction on third party logistics in a developing nation: a partial least square (PLS) approach | Cogent Business & Management VOL. 11, NO. 1, 2382338, July, 2024 | Scopus (Taylor & Francis)
2. | Determinants of students’s satisfaction with digital classroom services: moderating effect of students’s level of study | Asian Association of Open Universities Journal, 2023 | Scopus (Emerald Publishing Limited)
3. | Web Based Marketing Communication to Develop Brand Image and Brand Equity of higher Educational Institutions | Journal of Global Knowledge, Memory and Communication, 2019 | Scopus, Web of Science, ADBC (Emerald)
4. | International Student Satisfaction: A Comparative Study of Malaysian and Australian Higher Learning Institutions | Journal of Intercultural Management, 9(1). 2017 | Clark University, Poland
5. | Web Based Entrepreneurship via Social Networking Sites: Bangladesh Perspective | Middle-East Journal of Business, 2017 | Australia
6. | Determinants of the Use of Social Networking Sites: Example of a South Asian State | Middle East Journal of Business, 12(1).2017. | Australia
7. | Factors Affecting the Attractiveness of Medical Tourism Destination: An Empirical Study on India. | Iranian Journal of Public Health, 43(7), 867-876. 2014 | Scopus, Web of Science
8. | Export Performance of Malaysian Furniture Industry: Rethinking Competitiveness. | Middle East Journal of Business, 9(1). 2014 | Ebsco Host, Australia
9. | Gaining of Competitive Advantage of Malaysian Telecommunication Products: Measure of Competitiveness. | International Review of Business Research Papers, 10(2). 2013 | Australia
10. | Effectiveness of facebook towards online brand awareness: a study on Malaysian facebook users’s perspective. | Australian Journal of Basic and Applied Sciences, 7(2), 197-203. 2014 | Australia(Research Gate Data)
11. | Online Brand Awareness: Determining the Relative Importance of Facebook and Other Strategies among the Malaysian Consumers. | *Information Management & Business Review*, 5(4). 2014 | Malaysia
12. | Antecedents of Attitude towards Online Advertisement: Evidence from Malaysia. | Journal of Academic research on management accounting and finance, 1(1), 21-31. 2013 | Malaysia
13. | Online Marketing in Bangladesh: A Descriptive Study in the Context of Some Selected Click and Mortar Businesses. | *Journal of Business and Technology (Dhaka)* , 5(2), 150-1652010 | Bangladesh
14. | Exploring the Brand Image of an Islamic Higher Educational Institution: A Qualitative Approach. | *Middle East Journal of Business* , 9(2).2014. | Australia

**Conference Paper** 1. Negative Impact of Social Media on Family Bonding: Lesson from Bangladesh, **4 th International GCSTMR Congress 20- 22 January, 2019 Dhaka, Bangladesh \*\* 2. Exploring International Students’s Satisfaction: A Qualitative Research on International Islamic University Malaysia (IIUM)**, 15 th Asian Business Research Conference, 22-23 December, 2017, BIAM Foundation, Dhaka, Bangladesh **3. Rethinking Higher Education Branding: Determining the Role of Online Marketing Communication in Brand Image and Brand Equity Development**, 2 nd International Conference on Business Research, 26-27 May, 2016, Department of Business Administration, East West University, Dhaka Bangladesh. **4. Determinants of Customer Satisfaction in Telecom Industry: Lesson from**

**Grameenphone**, International Conference on Business and Economics, 25-26 October, 2016, University of Dhaka, Bangladesh  
**5. Web Based Entrepreneurship via Social Networking Sites: Bangladesh Perspective**, 14 th Asian Business Research Conference, 30-31 December, 2016, BIAM Foundation, Dhaka, Bangladesh  
**6. Export Performance of Malaysian Telecommunication Products: Market Prospects and challenges** Third Asia Pacific Business Research Conference, February 25-26, 2013 Hotel Istana, Kuala Lumpur, Malaysia  
**7. Export Performance of Malaysian Furniture Industry: Rethinking Competitiveness** Third International Conference on Global Business Environment (ICGBE- 2013) Role of Education and Technology, Lankawi, Malaysia, June 15-16, 2013 International Foundation for Research and Development  
**8. Online Brand Awareness: Determining the Relative Importance of Facebook and Other Strategies among the Malaysian Consumers** Second International Conference on Global Business Environment (ICGBE- 2013) Role of Education and Technology, Bangkok, Thailand, February 9-10, 2013\*\*

**International Foundation for Research and Development** 1. Antecedents of Attitude towards Online Advertisement: Evidence from Malaysia Third International Conference on Global Business Environment (ICGBE- 2013) Role of Education and Technology, Lankawi, Malaysia, June 15-16, 2013 International Foundation for Research and Development  
2. Dimensions of Ideal Leadership: Prophet Muhammad (P) as the Greatest Leader 2 nd International Conference on Management from an Islamic Perspective (ICMIP-2- 2014)  
3. Factors Influencing the Online Book Purchase Behaviour: A Conceptual Map on

Malaysian Muslim Students 2 nd International Conference on Management from an Islamic Perspective (ICMIP-2- 2014)

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