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Dr. Khandoker Mahmudur Rahman

Professor, School of Business & Economics (SoBE)

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Education

PhD in Consumer & Market Analysis, *Universiti Utara Malaysia* (AACSB accredited) **Master of Science in Economics**, *Texas A & M University*, College Station, Texas, USA **Master of Business Administration in Marketing**, *Institute of Business Administration, University of Dhaka* **Bachelor of Commerce**, Under University of Dhaka

Awards and Honors

International Best of Regions Award, ACBSP Conference, 2020, Chicago, USA. **Post-Graduate Research Fellowship**, PhD program, *Universiti Utara Malaysia* **Best Paper Award**, 7th Global Business Research Conference, 2017, Dhaka, Bangladesh, organized by Global Research Institute for Business Academics, Australia. **Best Paper Award**, 14th Asian Business Research Conference, 2016, Dhaka, Bangladesh, organized by World Business Institute, Australia. **Best Paper Award**, 4th Asian Business Research Conference, 2010, Dhaka, Bangladesh, organized by World Business Institute, Australia. **Best Paper Award**, Asian Network for Quality (ANQ) Congress, 2010, Delhi, India. **Erasmus Mundus Program**, Université Lumière Lyon 2, 2010, France.

Major Courses

Brand Management, Consumer Behavior

Research & Publications

Journal Articles/Book chapters: * Mashrur, F. R., Rahman, Khandoker. M., Miya, M. T. I., Vaidyanathan, R., Anwar, S. F., Sarker, F., & Mamun, K. A. (2024). Intelligent neuromarketing framework for consumers' preference prediction from electroencephalography signals and eye tracking. *Journal of Consumer Behaviour*, 23(3), 1146-1157. * Mashrur, F. R., Rahman, Khandoker. M., Miya, M. T. I., Vaidyanathan, R., Anwar, S. F., Sarker, F., & Mamun, K. A. (2022). An intelligent neuromarketing system for predicting consumers' future choice from electroencephalography signals. *Physiology & Behavior*, 253, 113847. * Mashrur, F. R., Rahman, Khandoker. M., Miya, M. T. I., Vaidyanathan, R., Anwar, S. F., Sarker, F., & Mamun, K. A. (2022). BCI-based consumers' choice prediction from EEG signals: An intelligent neuromarketing framework. *Frontiers in human neuroscience*, 16, 861270. * Rawnaque, F. S., Rahman, Khandoker. M., Anwar, S. F., Vaidyanathan, R., Chau, T., Sarker, F., & Mamun, K. A. A. (2020). Technological advancements and opportunities in Neuromarketing: a systematic review. *Brain Informatics*, 7, 1-19. * Ahmmmed, K., Islam, S., Noor, N. A. M., Rahman, Khandoker. M., & Ahmed, F. (2019). Toward a theoretical framework of relationship marketing in the business context. *Trziste= Market*, 31(2), 209-226. * Rahman, Khandoker. M. (2016). Packaging. In *Strategic Marketing Management in Asia* (pp. 261-293). Emerald Group Publishing Limited. * Rahman, K. M. (2016). Strategic Planning and Marketing Models. In *Strategic Marketing Management in Asia* (pp. 59-110). Emerald Group Publishing Limited. * Rahman, K. M., & Noor, N. A. M. (2016). In

search of a model explaining organic food purchase behavior: The overlooked story of Montano and Kasprzyk’s integrated behavior model. *British Food Journal* , 118(12), 2911-2930. * Mohd Noor, N. A., & Mahmudur Rahman, K. (2016). Exploring the impact of use and non-use value on behavioral intention to purchase organic foods: evidence from a developing country’s context. *Sains Humanika* , 8(4-2), 61-65. * Rahman, K. M., & Mohd Noor, N. A. (2016). Evaluating gaps in consumer behavior research on organic foods: a critical literature review under Bangladesh context. *Journal of Marketing and Consumer Behaviour in Emerging Markets* , (1 (3)), 42-50. * Rahman, K. M., & Haque, M. (2011). Exploring price sensitivity of a green brand: a consumers’ perspective. *World Review of Business Research* , 1(2), 84-97. * Rahman, K. M. Application of Kansei Engineering in Internal Branding. * Dholakia, R. R., & Anwar, S. F. (Eds.). (2009). *Marketing practices in developing economy: cases from South Asia*. Prentice Hall, India.

Conference Papers: * Mashrur, F. R., Rahman, Khandoker M., Miya, M. T. I., Vaidyanathan, R., Anwar, S. F., Sarker, F., & Mamun, K. A. (2023). An EEG-based Intelligent Neuromarketing System for Predicting Consumers’ Choice. In *The Fourth Industrial Revolution and Beyond: Select Proceedings of IC4IR+* (pp. 31-43). Singapore: Springer Nature Singapore. * F. Ishtiaque *et al.*, ‘AI-based Consumers’ Preference Prediction Using a Research-grade BCI and a Commercial-grade BCI for Neuromarketing: A Systematic Comparison,’ *2023 International Conference on Electrical, Computer and Communication Engineering (ECCE)* , Chittagong, Bangladesh, 2023, pp. 1-6, doi: 10.1109/ECCE57851.2023.10101563. * F. Ishtiaque *et al.*, ‘BCI-based Consumers’ Preference Prediction using Single Channel Commercial EEG Device,’ *2022 25th International Conference on Computer and Information Technology (ICCIT)* , Cox’s Bazar, Bangladesh, 2022, pp. 43-48, doi: 10.1109/ICCIT57492.2022.10054806. * Biswas, A., Mashrur, F. R., Rahman, K. M., Miya, M. T. I., Sarker, F., & Mamun, K. A. (2022, March). An overview of neuromarketing research in developing countries: Prospects and challenges. In *Proceedings of the 2nd International Conference on Computing Advancements* (pp. 149-155). * Mashrur, F. R., Miya, M. T. I., Rawnaque, F. S., Rahman, K. M., Vaidyanathan, R., Anwar, S. F., & Mamun, K. A. (2021, November). MarketBrain: An EEG based intelligent consumer preference prediction system. In *2021 43rd Annual International Conference of the IEEE Engineering in Medicine & Biology Society (EMBC)* (pp. 808-811). IEEE. * Rummana, R., Rahman, K. M., Aziz, S., & Nishat, B. (2008, October). Urban pollution in Dhaka city: A tri-partite qualitative model for alleviation and prevention. In *Proceedings: International Conference on Sustainable Urban Environmental Practices* (p. 297).

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