

Skip to content * DSpace * Library * Faculty Members * Degree Verification * Important Contact * Apply Online

- Profile Login

Search for: * Home * About * Admission * Programs Research * BBA * BBA in AIS * Economics * MBA * EMBA * MIHRM * MSc in Economics Home * Research Research * Journal Paper * Conference Paper * Faculty Members Research * Business Administration * Department of Economics * Students Research * UCAM * eLMS * Notice * Events * News * Notices * Contact

Dr. Md. Shariful Alam

Professor, School of Business & Economics (SoBE) & Director, IQAC

ROOM: PABX: 2001 Email: shariful@bus.uiu.ac.bd director@iqac.uiu.ac.bd * Home * Faculty Profiles

- EDUCATIONAL QUALIFICATIONS
- Research Interest
- Experience
- Publication

EDUCATIONAL QUALIFICATIONS

Doctor of Philosophy(PhD) Year of passing: 2013 Result: **Marks obtained 91.80%** Faculty: Management School Institution: Wuhan University of Technology Wuhan, P.R.China **Masters of Business Administration (MBA)** Duration : 03 Years Year of passing : 2008 Result :**Marks obtained 88.10%** Faculty : Management School Institution : Wuhan University of Technology Wuhan, P.R.China **Bachelor of Business Administration (BBA)** Year of passing : 2004 Result: **CGPA-3.78 (out of 4.00)**, Department: Marketing, Faculty of Business Studies Institution: University of Dhaka **Diploma in Chinese Language** Year of passing : 2010 Result : **Marks obtained 89%** Faculty : Center of Teaching Chinese Institution : Wuhan University of Technology Wuhan, P.R.China **Higher Secondary Certificate (HSC)** Group : Commerce Result : 1st division, **2nd position in combined merit list(Marks obtained: 80.60%)** Institution : Govt. M.M. City College, Khulna **Secondary School Certificate (SSC)** Group : Social Science Result : 1st division, **8 th position in combined merit list (Marks obtained: 84.20%)** Institution : St. Joseph’s High School, Khulna

Research Interest

Service Quality, Brand Management, Consumer Behavior, Human Resource Development.

Experience

Director -IQAC, United International University since July 10, 2024 **Deputy Director** – BBA Program, School of Business& Economics, United International University from October 02, 2021 to July 09, 2024 **Professor** , School of Business& Economics, United International University since December 18, 2022 **Associate Professor** , School of Business& Economics, United International University from January 01, 2018 to December 17, 2022 **Asst. Professor**, School of Business and Economics, United International University from 2013 to December 31, 2017. **Lecturer** in School of Business, Presidency University from 2008 to 2012 **Deputy Director** – BBA Program, School of Business& Economics, United International University from October 02, 2021 to July 09, 2024

Publication

Journal Papers

2024## How do perceived and environmental values influence tourist satisfaction, loyalty, and environmental awareness? Brand MarketingConsumer Behavior Publication: Environment Development and Sustainability Author List: Md. Sahabuddin, Md. Shariful Alam, Md. Nekmahmud

Effect of board and ownership attributes on corporate performance in

transition economy

Publication: Cogent Business & Management Author List: Mofijul Hoq Masum, Md. Shariful Alam, Mohammad Faridul Alam 2023## Green finance continuance behavior: the role of satisfaction, social supports, environmental consciousness, green bank marketing initiatives and psychological reactance Publication: Management of Environmental Quality: An International Journal Author List: Md. Al Amin, Md. Shariful Alam, Tapas Bala, Md. Abdul Ahad Mia, Mohammed Masum Iqbal

Circular value creation: business models and supply chain strategies

Publication: Environmental science and pollution research international Author List: Md Sahabuddin, Mohammad Faridul Alam, Wahiduzzaman Khan, Mohammad Amzad Hossain, Maryam Khokhar, Md. Shariful Alam 2022## Understanding the predictors of rural customersâ€™ continuance intention toward mobile banking services applications during the covid-19 pandemic Publication: Journal of Global Marketing Author List: Md. Al Amin, Md. Shariful Alam, Md. Shamsul Arefin, Tareq Faizur Rasul

Employer safety obligations, safety climate, and safety behaviors in the ready-made garment context in Bangladesh

Publication: Journal of Safety Research Author List: Md. Shariful Alam 2021## Tourist Environmentally Responsible Behavior and Satisfaction; Study on the Worldâ€™s Longest Natural Sea Beach, Coxâ€™s Bazar, Bangladesh Publication: Sustainability Author List: Md. Nekmahmud, Imran Hossain, Md. Shariful Alam, Qingmei Tan, Md Sahabuddin 2020## organizational politics and work-family conflict: the hospitality industry in bangladesh Publication: South Asian Journal of Business Studies Author List: Md. Shamsul Arefin, M. Molasy, Nazrul Islam, Md. Shariful Alam

Follow Us

* * * * *

About UIU

- Why UIU
- Vision Mission Goals
- General Information
- UIU Campus
- Guiding Principles
- Ranking & Accreditation
- Convocation
- Gallery
- Media
- Career
- Contact

Departments

- Dept. of CSE
- B.Sc in Data Science
- Dept. of EEE
- Dept. of Civil Engineering
- Dept. of Pharmacy
- Dept. of English
- Dept. of EDS
- Dept. of MSJ
- SoBE (BBA, AIS, MBA, EMBA)
- Dept. of Economics
- Dept. of BGE

Admission

- [Admission](#)
- [Tuition Fees & Waiver](#)
- [Admission Requirements](#)
- [Admission Test Result](#)
- [Admission Procedure](#)
- [Admission Notice](#)
- [International Studentsâ€™ Admission](#)
- [Global Opportunities](#)
- [International Collaboration](#)
- [FAQ](#)

Important Links

- [IBER](#)
- [Time Schedule of Shuttle Services](#)
- [Student Transportation Service](#)
- [Payment Procedure](#)
- [Student e-Resources](#)
- [Important Contact](#)

Quick Links

- [UCAM](#)
- [eLMS](#)
- [Parent Portal](#)
- [Online Classroom Booking](#)
- [Degree Verification](#)
- [Necessary Forms](#)
- [Notice](#)
- [News](#)
- [Event](#)
- [SoBE Old WebSite](#)

United City, Madani Ave, Dhaka 1212 * [Privacy Policy](#) * [Accessibility Assistance](#) * [Copyright](#) * [Site Information](#)