

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. Kawsar Ahmmed

Professor, SoBE & Director - MBA, EMBA and MIHRM Programs

ROOM: 433 D PABX: 5111 Email: kawsar@bus.uiu.ac.bd * Home * Faculty Profiles

- EDUCATION
- PROFESSIONAL HISTORY
- TRAINING
- RESEARCH PROJECT
- INTEREST

EDUCATION

Post Doc

Project: Erasmus Mundus Fusion Project financed by European Union **Institution:** Corvinus University of Budapest, Hungary **Year:** 2016 **Title:** Inter-Organizational Determinants of Performance in Key Account Management of Supplier-Retail Superstore Relationship in Bangladesh

PhD in Marketing

Institution: University Utara Malaysia, Malaysia **Year:** 2013 **Title:** Key Account Management Performance in Business-to-Business Relationship of Garments Industry in Bangladesh.

MBA in Marketing (2005)

Institution: University of Dhaka **CGPA:** 3.70 (on 4.00 point scale)

BBA Hons. in Marketing (2003)

Institution: University of Dhaka **CGPA:** 3.54 (on 4.00 point scale)

PROFESSIONAL HISTORY

United International University, Bangladesh, Associate Professor (2nd October 2016 to till date) **United International University**, Bangladesh, Assistant Professor (25th September 2013 to 1 October 2016) **Leading University**, Bangladesh, Assistant Professor (24th May 2010 to 4th September 2013) **Leading University**, Bangladesh, Senior Lecturer (24th May 2008 to 23rd May 2010) **Leading University**, Bangladesh, Lecturer (24th May 2006 to 23rd May 2008)

TRAINING

TRAINING GIVEN

Certificate Training Program on Research Methodology with SPSS- an Ice Breaking Initiative for PhD Study, organized by Institute of Business and Economic Research (IBER), United International University, Bangladesh from October 15, 2014 to November 20, 2014.

Modules taken are-

Introduction to Research; Carrying out a Literature Review; Research Methodology; Factor Analysis. **Writing PhD Research Proposal** , organized by **International Student Society (ISS)** at the **University Utara Malaysia** , August, 2013.

TRAINING ATTENDED

Evaluatorsâ€™ Training on Quality Assurance in Higher Education , held in Dhaka from November 5-19, 2014. The training Program was jointly conducted by **Senior Expert Services (SES), Germany** and **Educational Quality Assurance Foundation** , Bangladesh. Research Idea Presentation in **The 6 th Symposium on Business Postgraduate Research** held from February 27 to February 28, 2011 in the University Utara Malaysia. 3 months **Certificate Course on Computer Applications** , held from December 2005 to February 2006. Attended **SPSS Workshop** on November 9, 2010 arranged by Resident Representative Committee, May Bank Student Residential Hall, University Utara Malaysia.

OTHER SERVICES

Membership in the Leading University, Sylhet, Bangladesh Curriculum Development Committee (Department of Business Administration) Proctorial Committee Duration: from 2008 to 30th April, 2010.

RESEARCH PROJECT

Completed Research Project

Feasibility study for initiating Chartered Institute of Logistics & Transport (CILT) program in Bangladesh, **for and funded by The Chartered Institute of Logistics & Transport, UK**, Bangladesh Council. **Amount of fund: BDT 1, 93,000.00**

INTEREST

RESEARCH INTEREST

Key Account management Relationship Marketing Knowledge Management Higher Education Development

TEACHING EXPERIENCE AND INTEREST

MBA Level Relationship Marketing Integrated Marketing Communication Services Marketing Principles of Marketing Business Marketing Sales Management **BBA Level Marketing Courses:** Introduction to Marketing Marketing Management Strategic Marketing Services Marketing Business Marketing Sales Management Advertising and Promotion Consumer Behavior **Other Courses** Entrepreneurship Development Microeconomics Introduction to Business Business Communication

Supervisory EXPERIENCE (BBA and MBA level)

Antecedents of Customer Satisfaction with the Call Center Service of Genex Infosys Limited. Effectiveness of Integrated Marketing Communication (IMC) Program in Creating Brand Awareness in the Context of ACI Foods Limited. Marketing Strategies and Role of Salesperson -A Study on Ratna Plastic Industry. Examination of Customer Perception of Bank Services: A Study on Jamuna Bank Limited Moulovi Bazar Branch. Practices of Relationship Marketing in Bank Services. Customer Response towards Mudaraba Term Deposit Receipt (MTDR) -A Study on EXIM Bank Ltd. Business Marketing Channels: Partnerships for Customer Service. Internal Marketing for Better Service -A Study on Southeast Bank Limited. Evaluation of the Strategy and Style of Delivering Customer Services by Bank. Marketing Strategy for Liability Operation at Non-Bank Financial Institutions (NBFIs) â€” A study on IDLC Finance Ltd. International Roaming Services at the Telecommunication Company -A Study on Teletalk Bangladesh Limited. Technology and Service Modernization in the Banking Industry: A Study on State Bank of India, Sylhet Branch. Excelling the Investorsâ€™ Knowledge for Effective Investment: A Study for Stock Market. Performance Evaluation of Bank Services on the Basis Of Bangladesh Bank (Central Bank of Bangladesh) Guidelines. Coaching Center: An Excellent Institutional Education Service Provider to Make the Students Compatible for Competition.

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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 Students's 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](#)

