



# MOHAMMAD ABDUL MAJID

ADJUNCT FACULTY, BRAC UNIVERSITY

## WORK HISTORY

### Adjunct Faculty

BRAC UNIVERSITY September 2019 – July 2020

- Actively engage students through frequent interaction that motivates them to succeed in market research
- Guide students in active collaboration and application of their learning using real life problems
- Set questions for class tests, midterms and final examinations
- Grade assignments/exam scripts and provide quality feedback
- Set a weekly consultation hour for students

## CONTACT DETAILS



+88 017 77 89 98 62



mmmajid2010@gmail.com



3/1 Khaje Dewan 1st Lane,  
Lalbag, Dhaka-1211



[www.linkedin.com/in/mmmajid2010/](http://www.linkedin.com/in/mmmajid2010/)

## REFERENCES

### Dr. Fazlul Haque Shah Supernumerary

Department of Marketing  
Faculty of Business Studies (FBS)  
University of Dhaka  
+88 017 31 54 55 81  
[akfhshah@gmail.com](mailto:akfhshah@gmail.com)

### Dr. Jashim Uddin Ahmed Acting Dean

School of Business and  
Economics  
North South University  
+88 018 19 69 51 22  
[jashim.ahmed@northsouth.edu](mailto:jashim.ahmed@northsouth.edu)

### Mr. Saif Hossain Director

Brac Business School  
+88 017 12 72 64 88  
[saifhossain@bracu.ac.bd](mailto:saifhossain@bracu.ac.bd)

### Market Research and New Product Development Executive

ENERGY PAC September 2018 - July 2019

- Analyze competitive market strategies through analysis of related product, market or share trends
- Synthesize current business intelligence or trend data to support recommendations for actions

## ACADEMIC BACKGROUND

### University of Dhaka

Masters of Business Administration in Marketing, 2018  
CGPA: 3.59/4

### North South University

Bachelors of Business Administration in Marketing, 2015  
CGPA: 3.11/4

## PUBLICATIONS

### Women Entrepreneurs and their Fast Food Business: A Case Study on Challenging Social Prejudice through Entrepreneurship

<https://www.tandfonline.com/doi/abs/10.1080/13215906.2019.1671216>

### Royal FloraHolland: Strategic Supply Chain of Cut Flowers Business

<http://sk.sagepub.com/cases/royal-floraholland-Strategic-supply-chain-of-cut-flowers-business?fromsearch=true>

### Nokia 3310: Welcome Back !

<http://sk.sagepub.com/cases/nokia-3310-welcome-back?fromsearch=true&fbclid=IwAR1FXC2tMNWJnzjSPIduRNqd5La5UcEdCMLKUvdpmVRK217wJDHm5tfV28>

### Bangladesh's Dynamic Toilet Soap Market: The Case of Keya

[https://www.researchgate.net/publication/326468905\\_Bangladesh's\\_Dynamic\\_Toilet\\_Soap\\_Market\\_The\\_Case\\_of\\_Keya](https://www.researchgate.net/publication/326468905_Bangladesh's_Dynamic_Toilet_Soap_Market_The_Case_of_Keya)