

ADIBA ANIS



Assistant Professor (Marketing) (On Study Leave)

School of Business (SoB)
Bangladesh Open University (BOU), Gazipur-1705, Bangladesh
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Area of Specialization and Research Interest

Business Communication, Advertising, Integrated Marketing Communication, Supply Chain Marketing

Educational Qualification

- **PhD** (on-going), Advertising Strategies in Portrayal of Women: A Study on Contemporary Jewelry Industry in Bangladesh, Center for Higher Studies and Research (CHSR), Bangladesh University of Professionals (BUP), Mirpur Cantonment, Dhaka, under University Grants Commission PhD Fellowship Program (2019).
- **Understanding Open Educational Resources Using Technology-Enabled Learning Lounge** (Online Course), Commonwealth of Learning. Completion: January 21, 2016
- **OP5440 Certificate in Designing and Facilitating E-Learning (Level 5)**, Open Polytechnic New Zealand – kuratini tuwhera, Tenure: 2015-2016.
- **Master of Business Administration** (2008), Department of Marketing, Faculty of Business Studies, University of Dhaka.
- **Bachelor of Business Administration** (2007), Department of Marketing, Faculty of Business Studies, University of Dhaka.
- **Higher Secondary Certificate** (2003), Business Studies, Dhaka Board
- **Secondary School Certificate** (2001), Science, Dhaka Board

Professional Experience:

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| ➤ Assistant Professor (Marketing), School of Business, Bangladesh Open University, Gazipur 1705, Dhaka | 22nd May 2018 – Present |
| ▪ Lecturer (Marketing), School of Business, Bangladesh Open University, Gazipur 1705, Dhaka | <i>20th May 2013–21st May 2018</i> |
| ▪ Lecturer (Marketing), Faculty of Business and Economics, Daffodil International University, Bangladesh | <i>January 2011–19th May 2013</i> |
| ▪ Lecturer (Marketing), School of Business, Asian University of Bangladesh | <i>October 2010–January 2011</i> |
| ▪ Lecturer (Marketing), Department of Business Administration, Dhaka International University | <i>March 2010–October 2010</i> |
| ▪ Merchandiser , Tung Hai Group Ltd. Mirpur, Dhaka. Responsibilities: International Contacts, Compliances & Client Services | <i>January 2010–March 2010</i> |
| ▪ Intern , Corporate Human Resources, British American Tobacco, Bangladesh Company Ltd. (20/10/2008 – 20/01/2009) | <i>October 2008–January 2009</i> |
| ▪ Marketing Executive , Windmill Advertising Ltd., Responsibilities: Client Service, Comm.s, Marketing & Promotions | <i>2005 – 2007</i> |

Books Writing & Reviewing

- Compiler of Study Module on **MBA 3310 Marketing Management** for MBA Learners of the School of Business, Bangladesh Open University.
- Reviewer of Study Module on **MBA 4321 Consumer Behavior** for MBA Learners of the School of Business, Bangladesh Open University.
- Co-Author of HSC 1888 উৎপাদন ব্যবস্থাপনা ও বিপণন – প্রথম পত্র (উৎপাদন ব্যবস্থাপনা), HSC Program, Open School, Bangladesh Open University.
- Reviewer of এমবিএ ১২০৩ বিপণন ব্যবস্থাপনা, textbook of MBA program in Bangla, Open School, Bangladesh Open University.

Publications

- **Anis, A. (2020).** *Destination Marketing Strategy for Sompura Mahavihara*, Journal of Business Studies, Bangladesh Open University, Vol. 6, Issue 1, January – June 2020. ISSN 1811-1556.
- **Anis, A. (2017).** *Walking Toward the Future of E-Learning in Bangladesh: BOU Perspective*, Journal of Business Studies, Bangladesh Open University, Vol. 4, Issue 1, January – June 2016.
- **Khondkar, Dr. Mubina and Anis, A. (2016),** *Bangladesh as an Ecotourism Destination*, University of Dhaka, Journal of Marketing, Vol. 17, June 2014 (Published in June 2016).
- **Khondkar, Dr. Mubina, Pathak, K.P. and Anis, A. (2014),** *Success Factors of Place Marketing: A Study on Vinnya Jagat*, Dhaka University Journal of Business Studies, Vol. 33, Issue 2, December 2012 (Published in 2014)
- **Anis, A. Pathak, K.P. and Quddus, T. (2012),** *Prospects and Problems of Global Marketing of Bangladeshi Shrimp*, BANGLAVISION JOURNAL, Banglavisision Foundation, Vol. 09, Issue 1, August 2012, ISSN: 2079-567X.
- **Pathak, K.P. and Anis, A. (2011).** *National Competitive Advantage of the Readymade Garment (RMG) Sector of Bangladesh: Porter’s Diamond Model Perspective*, Journal of Business, Faculty of Business Administration, Jagannath University, Vol. 1, Issue 1, June 2011.
- **Anis, A. (2011).** *Turning on a Career in Marketing. Turning Point – Your Pathway to Career Success*, a publication of **Doers Foundation**.

Workshops & Trainings

2018	▪ Workshop on “E-Learning – Use of Moodle: Level 1”, jointly organized by International University of Business Agriculture and Technology, and Bangladesh, Knowledge Globalization Institute, Boston USA, (25 th February)
2018	▪ Workshop on “Achieving Excellence in Academic Research”, jointly organized by International University of Business Agriculture and Technology, Bangladesh, Knowledge Globalization Institute, USA, and Suffolk University, USA, (24 th February)
2017	▪ Training on “Research Methodology”, organized by East West University Center for Research and Training (EWUCRT) in association with Bangladesh Open University (BOU), (21 st November to 3 rd December)
2017	▪ OER Capacity Enhancement Programme for BOU Academics organized by Bangladesh Open University, and Commonwealth Educational Media Center for Asia, (3 – 5, April)
2016	▪ Training Program on “Research Methodology” Organized by the Center for Advanced Research in Humanities, University of Dhaka, (21 – 30, November).
2016	▪ Capacity Building Workshop on “Development of eContent to Deliver Digitally”, organized by: Bangladesh Open University & Commonwealth Educational Media Center for Asia, India (19-23 January)
2014	▪ Workshop on “Academic and Research Writing for Journals and Conferences”, jointly organized by Center for Development Through Open Learning, Publishing and Communication, Dhaka and Bangladesh Open University, Gazipur, (April 28-29)
2009	▪ Workshop on Integrated Marketing Communications, organized by Department of marketing, University of Dhaka

2008, 2007 & 2006	▪ Workshops on: Career Development, organized by Department of marketing, University of Dhaka
2008	▪ Workshop on: Branding & Brand Development (<i>in association with Brand Forum Bangladesh & Department of Marketing, University of Dhaka</i>)
2007	▪ Training on: Understanding the Trends and Operations of the Stock Market
2004	▪ Workshop on: Recitation and Presentation by Dhaka Swarokolpon
2002	▪ Workshop on: Debate, BANMUN Festival, UNESCO

Awards& Certificates

▪ Commonwealth Scholarship: Certificate in Designing and Facilitating E-Learning	2015-2016
▪ Scholarship on the result of BBA, University of Dhaka	2009
▪ 1 st Class on Recitation & Presentation, Dhaka Swarokolpon	2004
▪ Model UN-BANMUN Debate Festival	2002
▪ Science Fair, Best Class Performance & Best Speaker in Parliamentary Debates Maple Leaf Int. School	1992-1997

Memberships

Jatrik (A Social Welfare Students' Group of the Faculty of Business Studies, under registered the Vice-Chancellor of the University of Dhaka)

Voice of Business (Former-Head of Public Relations)

Dhaka Swarokolpon

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