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RESEARCH INTEREST

Women entrepreneurship, Digital entrepreneurship, Digital consumer behavior, Digital marketing environment, Open and distance learning (ODL), Mobile learning.

EDUCATION

Master of International Business (MIB)	2012-2013
Sydney Business School, University of Wollongong, Australia. Credit (65% to 75%)	
Master of Business Administration (MBA)	2007-2008
Department of Marketing, University of Dhaka, Bangladesh. CGPA – 3.77 out of 4.00	
Bachelor of Business Administration (BBA)	2002-2007
Department of Marketing, University of Dhaka, Bangladesh. CGPA – 3.89 out of 4.00	

ACADEMIC EXPERIENCES

Assistant Professor (Marketing) **May 2018-present**

Open School (OS), Bangladesh Open University (BOU), Bangladesh

- Teaching method: Face-to-face, Online (Google Classroom/Zoom), Blended mode.
- Responsibilities: Tutoring; Assisting in course coordination; Scripting test questions; Organizing tests; Criteria based marking for assessments; Developing the self-learning materials for learners (e.g., books, audio, and video lectures); Facilitating and mentoring learners; Creating and updating Open Educational Resources (OER) at E-Learning platforms (e.g., Google classrooms, Moodle).

Lecturer (Marketing) **Jul 2014-May 2018**

Open School (OS), Bangladesh Open University (BOU), Bangladesh

- Teaching method: Face-to-face, Online (Google Classroom/Zoom), Blended mode.
- Responsibilities: Tutoring; Constructing and writing the self-learning materials- books, audio, and video programs; Supervising and mentoring students; Composing questions and organizing exams; Grading assignments and exam papers; Preparing the final results.

RESEARCH EXPERIENCES

Research Assistant **2021-present**

Independent University, Bangladesh (IUB) funded research project: ‘Women Entrepreneurship Development and Social Capital in Bangladesh.’ Principle investigator- Dr. A.N.M. Shibly Noman Khan.

Constructed binary logistic regression models using *R software* to identify the significant factors in developing women’s entrepreneurship. [C4 & J6] (Five articles on pipeline).

Independent Researcher

- **Bangladesh Open University (BOU) funded research project: ‘Exploring Learners’ Behavioral Intention toward Mobile Learning: A case of HSC Programme of Bangladesh Open University (BOU).’** **2018-2020**
Supervised a team, investigated twelve regional centers of BOU to outline demographic information of learners, and used *SmartPLS* to examine the viability of the TAM model and extend it within the context of behavioral intention to use mobile learning. [BC5, C2]

- **Learners' Expectation and Perception on Video Lectures (VLs): A Case of BBS Program of Bangladesh Open University.** **2016-2017**
Managed a team and used an established framework to identify and understand the attributes of the learners' desired expectations and their perceived experience toward VLs. [J4]
- **Contemporary Challenges of Security Software in Bangladesh.** **2015**
Conducted secondary research to find the recent condition and demand of the security software industry in Bangladesh based on Kaspersky Lab. [J2]
- **Reducing Conflicts Among Employee Groups through Effective Communication in Multinational Companies.** **2014**
Conducted a qualitative data-based comparative study to identify the challenges and adopt the solution to reduce conflicts. [C1]

Research Assistant

Oct 2009–Oct 2011

Business Development Department, M. M. Ispahani Limited, Bangladesh, conducted research projects (e.g., TV Advertisement Evaluation of M. M. Ispahani Limited; Effectiveness of Seasonal Promotional program; Assessing Customer Acceptance of New Logo). Designed research context in a team, developed questionnaires, analyzed data, and prepared technical reports.

Sector Research Analyst

Apr 2009-Sep 2009

FBCCI funded study on 'Plastic and Rubber Sector in Bangladesh and Katalyst Sectoral Survey in Bangladesh,' and ADB assisted study on 'Small and Medium Enterprise Sector Development Program (SMESDP).'
Developed questionnaire, collected data from firms in different locations in Bangladesh, prepared, checked, and analyzed data using SPSS and Excel software; assisted in preparing final report.

Graduate and Undergraduate Research

- Telecommunication sector in Bangladesh- Corporate Business Segment, Supervised by Dr. Md. Zakir Hossain Bhuiyan. **2008**
- Promoting the Traditional Bangladeshi Art: Jamdani Supervised by Dr. Md. Anwarul Islam. [J1] **2007**

HONOURS/ AWARDS/ DISTINCTIONS

Sydney Business School Coursework Scholarship, University of Wollongong. **2012**
Dean's list and Dean's Merit Award, Faculty of Business Studies, University of Dhaka. **2009**
Achieved distinction marks in research reports. **2007, 2008**
Merit listed and achieved a scholarship from Education Board of Bangladesh. **2001**

RESEARCH GRANTS

Bangladesh Open University funded research Project- USD \$2900 **2018**

PUBLICATIONS

Peer-reviewed Journal Articles

- J7 Pamela, K.S. & Shams, S. (2024).** Did COVID-19 transform consumers' orthodox behavior?: A Systematic Literature Review. *Journal of Asian Business Strategy*, Vol 14, Issue 1, pp 21–38, <https://doi.org/10.55493/5006.v14i1.4973>.
- J6 Khan, A.N.M.S.N. Mansur, M., Pamela, K.S., Promy, N.K. (2024).** Women Business Moving Beyond Development Enigma, *Journal of Global Entrepreneurship Research*, Vol.14, Issue 5, <https://doi.org/10.1007/s40497-023-00374-0>.
- J5 Pamela, K.S. (2022).** The Transition from Face-to-Face (f2f) to Remote Proctoring Examination: Evidence from Bangladesh Open University (BOU), *International Journal of Open Schooling (IJOS)*, National Institute of Open Schooling, Vol. 1, Issue 2, pp 91-108.

- J4 Pamela, K.S.,** Tasmin, R., & Rahman, M.M. (2017). Learners' Expectation and Perception on Video Lectures: A Case of BBS Program of Bangladesh Open University. *Journal of Open School. Bangladesh Open University*. Vol.6 No.1. pp 87-96, ISSN-1812-7525.
- J3 Kaium, M, A. & Pamela, K.S.** (2017). The Impacts of Urban Flooding on Street Vendors' Business in Dhaka City, *Barisal University Journal*, Part III, Vol 4, pp 127- 141, ISSN 2411 247X.
- J2 Pamela, K.S. & Nuery, N.** (2016). Demand of Security Software in Bangladesh: A Case Study of Kaspersky Lab. *Dhaka University Journal of Business Studies*, Volume XXXVIII, No. 2, ISSN 1682 2498.
- J1 Pamela, K. S.** (2011). The Market Scenario of Jamdani – A Traditional Craft of Bangladesh, *D.U. Journal of Marketing, Department of Marketing, University of Dhaka*, Vol. No. 14, June 2011, pp 225-243.

Chapters in Book

[*self-learning materials in Bengali]

- BC5 Pamela, K.S., & Rahman, M.M.** (2021). Exploring Learners' Behavioural Intention towards Mobile Learning: A Case of Certificate Program of Bangladesh Open University. In P. Das & R. Bordoloi (Eds.), *Open Higher Education in the 21st Century*, Nova Science Publishers Inc., pp 221-254, ISBN: 978-1-53619-612-2. Url: <https://novapublishers.com/shop/open-higher-education-in-the-21st-century/>
- BC4 Pamela, K.S. & Akter, F.** (2021). Unit 01-06. In M.A. Mahfuz (Eds), *Principles of Marketing*, Bangladesh Open University, Gazipur. ISBN: 978-984-34-3198-1. Url: https://www.ebookbou.edu.bd/wp/OS/osbba2_1.php#osbba1205 *
- BC3 Pamela, K. S. & Mahfuz, M.A.** (2019). Unit 01-05. In A. Anis (Eds), *Marketing Management*, Bangladesh Open University, Gazipur. ISBN: 978-984-34-2039-8. Url: https://www.ebookbou.edu.bd/wp/OS/osmba1_2.php#osmba1202 *
- BC2 Pamela, K. S.** (2019). Unit 01-10, In S. Ahmed (Eds.), *Business Communication*. Bangladesh Open University, Gazipur. ISBN: 978-984-34-2030-5. Url: https://www.ebookbou.edu.bd/wp/OS/osmba1_1.php#osmba113 *
- BC1 Parvez, M., Pamela, K. S., Mynuddin, M., Islam, M.T., & Anis, A.** (2017). Unit 06-07. In F. Chowdhury (Eds.), *Production Management and Marketing-1st part*, Bangladesh Open University, Gazipur. pp 125-170, ISBN 978-984-34-3185-1. Url: https://www.ebookbou.edu.bd/Books/Text/OS/HSC/hsc_1888_2022.pdf *

Book (edited)

[*self-learning materials in Bengali]

- B2 Pamela, K. S., Eds.** (2020). *International Business*. Bangladesh Open University, Gazipur. ISBN 978-984-34-2045-9. Url: https://www.ebookbou.edu.bd/wp/OS/osmba2_1.php#osmba2103 *
- B1 Pamela, K. S., Eds.** (2018). *Production Management and Marketing 2nd part*, Bangladesh Open University, Gazipur. ISBN 978-984-34-3186-8. Url: https://www.ebookbou.edu.bd/Books/Text/OS/HSC/hsc_2888_2022.pdf *

Conference Proceeding

[*Presenter]

- C4 Khan, A.N.M.S.N. Pamela, K.S., Mansur, M., Promy, N.K.** (2023 June). *Impact of Technology and Social Capital on Women Entrepreneurship Development in Bangladesh*. 2nd International Conference on Technology, Business, Justice towards Smart Bangladesh, Dhaka Bangladesh.*
- C3 Pamela, K. S. & Rahman, M.M.** (2022). *Reflections on Lessons Learnt from Online Proctoring for Non-resident Bangladeshi Students of Bangladesh Open University*. International Conference on Dimensions of ODL system in Current Global Scenario of Higher Education, Madhya Pradesh Bhoj (Open) University, Bhopal.*
- C2 Pamela, K. S.** (2019). *Learners' Behavioral Intention toward M-Learning*. 4th International GCSTMR Congress, Dhaka, Bangladesh.*
- C1 Pamela, K. S.** (2017). *Reducing Conflicts Among Employee Groups through Effective Communication in Multinational Companies*. 1st International Conference on Management Research and Practice, Global Circle for Scientific, Technological, and Management Research (GCSTMR), Dhaka, Bangladesh.

TEACHING

Graduate level:

- Marketing Management, E-Marketing, Marketing Promotion, International Business, Principles of Marketing.

AUDIO-VIDEO LECTURES (RECORDED)

- **Content creating, script writing, and presenting twelve Audio lectures & twelve Video lectures** on the course *Principles of Marketing* (in Bengali language) broadcasted on scheduled time through www.boutube.edu.bd & www.bdopentv.com. Available on Url: <https://www.youtube.com/watch?v=qyz7o8HSPiw&list=PLBbbx0ETn72YfUBaOVymwBq5t8uFiu-se&index=3>

STUDENT SUPERVISION

- Analyzing Customers' Satisfaction toward Online Food Delivery Service: A Study on Food Panda. Nasrin Akhter. Master paper. Completed (2023).
- The Impact of Digital Advertisement on Young Consumers' Buying Behavior: A Study on Fast Food Purchase in Dhaka City. Shahana Jannat. Master paper. Completed (2021).
- The Effect of Customers' Satisfaction and Loyalty in Return of Ordered Goods of Popular Pharmaceuticals Ltd. Md. Sultanuzzaman. Master paper. Completed (2017).

TECHNICAL SKILLS

- MS Office: Word, Excel, Access, Outlook, PowerPoint
- Data Analysis: SPSS, R studio, PLS
- GIS Software: ArcView 3.2, ArcGIS 9.3.1
- Graphical Package: Adobe Illustrator, Photoshop
- Presentation tools: Canva, Prezi
- e-learning Platforms: Moodle, Schoology, Google Classroom, Canvas.

PROFESSIONAL PERFORMANCE

- **Developing Standard Operating Procedures (SOP) for Remote proctored examination and conducting exams**, 250 learners from South Korea, Qatar, Saudia Arabia, and Kuwait successfully appeared in the final exam and attained results in time. **(Awarded for Best Contributor)** (2021-2023).
- **Developing Outcome-based curriculum**, BBA program, OS, BOU-*Under review* (2022- present).
- **Developing a manual** for accommodating children with disabilities in the Open Schooling system (2021- present).
- **Editing and updating Student Guide**, BBA and BBS program, OS-BOU (2015- present).
- **Developed VET Course framework and outlined process; the Commonwealth of Learning (COL) funded project of 'Vocational Education and Training (VET) through Open Schooling in Bangladesh'** (2018-2020).
- **Developed and Administered Peer-to-Peer (p2p) Quality Review Framework**, COL-funded project of 'National Institute of Open Schooling (NIOS) and BOU-OS partnership for implementing Institutional p2p Review' (2017-2019).

ACADEMIC COMMITTEES

- Joint coordinator, BBA program, OS, BOU. **2021-present**
- Chairman, MBA examination committee, OS, BOU **2020-present**
- Member, Business curriculum committee, OS, BOU **2015-present**
- Member, MBA admission committee, OS, BOU **2020-present**

TRAINING AND WORKSHOP

Facilitator

- **Conducting three training sessions on how to use Google Classroom for OS-BOU faculties & learners**; 35 faculties & 150 learners participated (2020, 2021, 2022).
- **Organizing tutor training for MBA program**, OS-BOU, 150 participants (2020).
- **Facilitating session** 'Open Educational Resources (OER) Capacity Enhanced Programme for BOU Academics.' 25 faculties participated (2016).

Participant

- Practical Application of Artificial Intelligence, Military Institute of Science and Technology (MIST), CACR (30-31 Dec 2022).
- Teaching learning process and assessment for quality education, organized by Institutional quality assurance cell (IQAC), BOU (31 may-1 Jun 2022).
- Online workshop on Self-Learning Material Development, organized by Commonwealth Education Media Centre for Asia (CEMCA), India, and BOU (12-15 Oct 2020).
- Online training program on Video Content Development, organized by CEMCA, India, and BOU (26-27 Aug 2020).
- Workshop on Competency-based Curriculum Development, organized by e-Learning Centre, BOU (27-28 Jan 2020).
- Lead Tutor Training on Vocational Education and Training (VET) organized by CEMCA, INDIA, and BOU (21-22 Jan 2020).
- International Workshop on Blended-Learning Courseware for Asian Region, organized by BOU (22-25 Jan 2018).
- Training on Research Methodology, organized by East West University Center for Research and Training (21 Nov-3 Dec 2017).
- Teaching for Active Learning, organized by Foundation for Learning Teaching and Research (18-20 May 2017).
- Capacity Building Workshop on Development of eContent to deliver digitally, organized by CEMCA, India, and BOU (19 to 23 Jan 2016).

COMMUNITY INVOLVEMENT

- Forming and maintaining student groups using social media to respond to learner queries and mentoring learners located in diverse areas (2014- till date).
- Voluntary service (preparing food for street people) at a non-profit organization (2021- till date).
- Participated as a panel member of the discussion, Women e-Commerce Entrepreneurship Summit (2022).
- Facilitating Workshop on 'Leadership for Girls for Change' (L4G4C), supported by COL (2014).

PROFESSIONAL MEMBERSHIP

- Marketing Alumni Association (MAA), Department of Marketing, University of Dhaka. **(2014– Present)**
- Bangladesh Open University Teachers' Association (BOUTA), Bangladesh Open University. **(2014– Present)**