

**CURRICULUM VITAE  
OF  
DR. MASUD MOHAMMAD PERVEZ**



**Assistant Professor (Marketing)**

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**Academic Profile**

**PhD (2024)**, Institute of Education and Research (IER), University of Rajshahi, Session 2017-2018.

**MBA (Master of Business Administration)** major in **Marketing** (1997-1998) held in 2001, University of Rajshahi, *Secured CGPA-3.52 (In 4 scale)*.

**BBS (Bachelor of Business Studies)** major in **Marketing** (1996) held in 1998, University of Rajshahi. *Secured First Class (First)*.

**HSC (Higher Secondary Certificate)** in **Commerce group** (1993) under Rajshahi Education Board, *Secured First Division and 6<sup>th</sup> place*.

**SSC (Secondary School Certificate)** in **Science group** (1991) under Rajshahi Education Board, *Secured First Division*.

**Professional Experience**

**Assistant Professor (Marketing)**

**From 11<sup>th</sup> June 2012 to date** in the Open School, Bangladesh Open University, Gazipur-1705, Bangladesh.

**Lecturer (Marketing)**

**From 23<sup>rd</sup> January 2006 to 10<sup>th</sup> June 2012** in the Open School, Bangladesh Open University, Gazipur-1705, Bangladesh.

## Publications

1. Pervez, M. M., & Hossain, M. Z. (2005). Wage Structure of RMG Industry in Bangladesh: A Case Study. *Journal of Open School*, 2(2), 117-124.
2. Alam, M. T., Pervez, M. M., & Hossain, M. Z. (2006). Comparison of Distribution and Marketing Promotion among Major Companies of Pharmaceuticals Industry of Bangladesh: A Case Study on BEXIMCO Pharmaceuticals Ltd. *Journal of Open School*, 3(1&2), 115-136.
3. Pervez, M. M., & Hossain, M. Z. (2011). Delivering Quality Service for Customer Satisfaction in Bangladesh: A Study on Robi Axiata Limited. *Journal of Open School*, 4(1&2), 115-136.
4. Pervez, M. M., & Rahman, M. M. (2013). Tri-partite Collaboration in Leveraging ODL Towards Open Schooling, Developments of JSC Program in Bangladesh: A Case Study on Bangladesh Open University. *Journal of History and Civilization*, 1, 203-212.
5. Pervez, M. M., Jafar, M. A., & Ali, M. J. (2016). The Study of Determinants on Stock Price in Dhaka Stock Exchange (DSE). *Journal of Open School*, 5(1), 77-88.
6. Hossain, M. A., Pervez, M. M., & Ali, M. J. (2016). Factors Affecting Deception of Advertising in Bangladesh: An Empirical Investigation. *Bangladesh Open University Journal*, III(1), 49-64.
7. Pervez, M. M. (2016). E-waste like Nonfunctional Cell Phone: A Hazardous Environment Pollution in Dhaka City. *Journal of History and Civilization*, III, 203-212.
8. Pervez, M. M. (2023). Tangibility and Assurance for Student Support Services in Open and Distance Learning: A Study on Learning Centers of Bangladesh Open University. *Journal of Engineering, Management and Humanities (IJEMH)*, 4(3), 220-225.

## List of BOU Academic Module Publications

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1. BBS 1501: Introduction to Business, for the learners of BBS program, Open School, Bangladesh Open University, Gazipur-1705.
2. BBS 1505: Principles of Marketing, for the learners of BBS program, Open School, Bangladesh Open University, Gazipur-1705.
3. HSC 1888: Utpadon Babosthapon O Biponon 1<sup>st</sup> Part, for the learners of HSC program, Open School, Bangladesh Open University, Gazipur-1705.

## Participation in Various Conference, Seminar and Workshop

Training Program on “**Instructional Design**” held from 7 to 11 May 2006 at Dhaka, Organized by Open School of Bangladesh Open University (BOU), Campaign for Popular Education (CAMPE) and The Commonwealth of Learning (COL), Canada.

Training Program on “**Capacity Building for ODL Materials**” which was held from 12 to 19 March, 2006 under the auspices of the Bangladesh Open University.

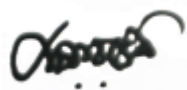
International Seminar on “**A Universal Paradigm of Socio-scientific Reasoning**” organized by Asian University of Bangladesh, Dhaka on 17-18 December, 2005.

“**Seminar on Brand Management**” organized by Asian University of Bangladesh, Dhaka Campus on Aug 20, 2005.

Seminar on “**Building Career in Marketing**”, organized by Department of Business Administration, Asian University of Bangladesh, Dhaka Campus on May 22, 2003.

## Personal Information

**Father's Name** : M. A. Razzaque  
**Mother's Name** : Begum Rokea Khatun  
**Date of Birth** : 26<sup>th</sup> January 1977  
**Place of Birth** : Rajshahi, Bangladesh  
**Permanent Address** : C/o. S. M. Zafree  
Village: Voakhali  
Post: Ratangonj  
P.S: Narail  
District: Narail  
Bangladesh.  
**Sex** : Male  
**Health** : Good  
**Weight & Height** : 60 Kgs.; 5`6``  
**Blood Group** : B+  
**Religion** : Islam  
**Nationality** : Bangladeshi (By birth)  
**Marital Status** : Married



Signature