

# Curriculum Vitae

Md. Rafiqul Islam  
Lecturer  
Department of Tourism and Hospitality Management  
Faculty of Business Administration  
Islamic University, Kushtia, Bangladesh  
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## PERSONAL SUMMARY:

A committed teacher with 4 years of experience at leading academic institutions teaching students from marketing, tourism and mainstream of business orientations with a view to possessing excellent administrative, managerial, motivational, adaptable, communicative and research skills along with effective and constructive teaching methods that promote a outcome based teaching and learning environment. Currently I am looking for a suitable academic and research opportunity from the renowned universities all over the world to serve the nations, mankind and earth.

## AREAS OF INTEREST:

- Teaching
- Research
- Training
- Tourism marketing
- Destination Branding
- Rural Tourism(R&D)
- Eco-tourism
- Sustainable Tourism
- Tourism Promotion
- Tourism Planning and Policy

## PROFESSIONAL EXPERIENCES:

Name of the Institutions	Designation	Service Period	Service Duration
Islamic University, Bangladesh	Lecturer	24.03.2018 to till date	2 years 11 months
Bangladesh University of Business and Technology (BUBT)	Lecturer	06.10.2016 to 23.03.2018	1 year 5 months 17 days

## ADMINISTRATIVE EXPERIENCES:

Name of the Institution	Post Name	Time Period	Duration
Lalon Shah Hall, Islamic University, Kushtia, Bangladesh	House Tutor	05.03.2019 to till date	1 year 11 months

## PUBLICATIONS:

### Published Articles in Journals:

1. **Islam, M.R.** (2021). Community-Based Rural Tourism Development: A Conceptual Framework for Bangladesh. *Journal of Sales, Service and Marketing Research*, Vol.2 (1), pp.1-7.
2. **Islam, M.R.** (2020). Tourism Marketing Dimension on Bangladesh Perspective. *Asian Journal of Social Science and Management Technology*, Vol.2 (6), Pp.16-25.
3. Hassan, M.R., & **Islam, M.R.** (2018). Analyzing the Factor of Consumer Buying Behavior toward Smartphone: A Study on Bangladeshi Student. *The Jahangirnagar Journal of Business Studies*, Vol. 7(1), Pp.112-126.

### Submitted Articles for Publications in Different Journals:

1. **Islam, M.R.,** & Islam, M.S. (2018). A STUDY OF TOURISM DESTINATION COMPETITIVENESS: A CASE OF BANGLADESH. *Journal of the Faculty of Business Administration, Part-C*, Vol.13, No. (1&2), Islamic University, Kushtia, Bangladesh.
2. **Islam, M.R.** & Chowdhury, A. (2021). Developing an Integrated Marketing Communication Plan for Tourist Attractions in Bangladesh. *Journal of Integrated Marketing Communications and Digital marketing*.

### Working Articles: On Going

1. Facilitation as a Tool for Local Community Participation in Sustainable Rural Tourism Development: A Preliminary Case Study of Bangladesh.
2. The Impact of Tourism Marketing Mix Elements on Tourists' Satisfaction: A Case of Kuakata Beach, Bangladesh.
3. Assessing the role of Tourism Industry in Developing Rural Economy: A case of Bangladesh.

## EDUCATIONAL QUALIFICATIONS:

### Master of Business Administration (MBA)

Major in Marketing

Passing Year: 2013  
CGPA: 3.938 (A) in the scale of 4.00  
University of Rajshahi

**Bachelor of Business Administration (BBA)**

Major in Marketing  
Passing Year: 2012  
CGPA: 3.76 (A) in the scale of 4.00  
University of Rajshahi

**Higher Secondary School Certificate (HSC)**

Group: Business Studies  
Passing Year: 2008  
GPA: 5.00 (A+) in the scale of 5.00  
Shishukunja School and College  
Jessore Board.

**Secondary School Certificate (SSC)**

Group: Business Studies  
Passing Year: 2006  
GPA: 4.69 (A) in the scale of 5.00  
Bongram High School  
Jessore Board.

**SCHOLARSHIP AND AWARD:**

- Achieved Scholarship on the basis of Result in SSC examination- 2006 by Shishu kunja School and College.
- Achieved Scholarship on the basis of Outstanding Result in HSC examination- 2008 by Education Board Jessore.
- Achieved Rajshahi University Merit Scholarship in BBA from Marketing Department-(2009-2012) by University of Rajshahi.
- Achieved Rajshahi University Merit Scholarship in MBA from Marketing Department-(2013) by University of Rajshahi.

**PARTICIPATION IN TRAINING AND WORKSHOP PROGRAMS:**

- Webinar on “**Effective Teaching Strategies for University Teachers**”. Organized by IQAC, Islamic University, Kushtia, Bangladesh, it was held on 12 August, 2020 and Dr. Jyoti Atwal, an associate Professor, JNU, India was the resource person.
- Workshop on “**Research Methodology and Conducting e-Research**”. Arranged by IQAC, Islamic University, Kushtia, Bangladesh, it was held on 31 July, 2019 and Professor Dr. Farid Uddin Ahamed, University of Chittagong, Bangladesh was the resource person
- Workshop on “**Bloom’s Taxonomy of Learning Objectives in Higher Education**”. Arranged by IQAC, Islamic University, Kushtia, Bangladesh, it was held on 17 February, 2019 and Professor Sanjoy K. Adhikary was the resource person.

- Workshop on **“Teaching Strategies for Tertiary Level Education”**. Arranged by IQAC, Islamic University, Kushtia, Bangladesh, it was held on 27 March, 2018 and Dr Bina Biswas, Professor, Jawaharlal Nehru Technological University, India was the resource person.
- International Conference on **“Business and Sustainable Development (ICBSD)”**. Organized by Rajshahi University, Bangladesh. It was held on 08-09 March, 2018.
- Workshop on **“Role of English in University Level Business education of Bangladesh”**. Organized by Self-Assessment Committee, Department of Business Administration, Bangladesh University of Business and Technology, it was held on 30 November, 2017 and Prof. Dr. Syed Manzoorul Islam, University of Dhaka was the resource person.
- Training on **“Developing and Learning in Higher Education”**. Organized by Bangladesh University of Business and Technology, it was held on 26-27 August, 2017 and Prof. Nazmul Haq was the resource person.
- Workshop on **“Quality Assurance in Tertiary Level Business education and Team Building for Self-Assessment”**. Organized by Self-Assessment Committee, Department of Business Administration, Bangladesh University of Business and Technology, it was held on 19 August, 2017 and Prof. Dr. M. Muhibur Rahman, former member of UGC was the resource person.

#### **TEACHING ARENAS:**

Fundamentals of Tourism and Hospitality Management, Principles of Marketing, Service Marketing, Tourism Culture, Heritage and Society, Urban and Rural Tourism, Consumer Behavior, Marketing Management, Business Environment, First Aid, Safety and Security, Fundamentals of Accounting, Business communication etc.

#### **PERSONAL PROFILE:**

Father's Name	: Late. Md. Helal Uddin
Mother's Name	: Selina Khatun
Nationality	: Bangladeshi
National ID	: 370 083 5329
Date of Birth	: 20 December, 1990.
Gender	: Male
Marital Status	: Married
Religion	: Islam
Blood Group	: O (+)
Height	: 5.6"
Present Address	: Department of Tourism and Hospitality Management. Islamic University, Kushtia, Bangladesh.
Permanent Address	: Vill: Sharutiya. Post:Katlagary. Thana: Shailkupa Zilla: Jhenaidah

### **HOBBIES:**

- Loves to visit interesting places and tourism destinations.
- Playing cricket and football, reading novels, thriller stories and science fictions.
- Making travels and tour plan.

### **KEY SKILLS AND QUALITIES:**

- **Language Proficiency:** Good Mandate over Bangla and English in reading, writing, listening and speaking.
- **Computer Literacy:** MS Word, MS Excel, Power point, Internet Browsing. SPSS, Windows Xp etc.
- **Communication Skill:** Excellent interpersonal communication skill.
- **Management Skill:** Effective and Efficient management capabilities and insights.
- **Leadership Skill:** Having a good leadership power to face the challenges.
- **Organizational Skill:** Strong organizational capabilities that help to make a plan and achieve the goals.
- **Personal Traits:** Self-motivated, hard working, effective planning and execution skill having a great honesty, ability and enthusiasm to adapt in a new environment.

### **EXTRA CURRICULUM ACTIVITIES:**

- Member of voluntary blood donor organization (SWAJON).
- Advisor of Social Welfare organization (Universal Amity).
- Advisor of voluntary social services rendering organization (Bunon)

### **REFERENCES:**

#### **Dr. M. Shah Nowaz Ali**

Professor  
Department of Management Studies  
University of Rajshahi  
and Former Member  
University Grant Commission of  
Bangladesh.  
Fax: 88-0721-750064  
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#### **Dr. Md. Shah Azam**

Professor  
Department of Marketing  
University of Rajshahi  
Email: [mdshah.azam@yahoo.com.au](mailto:mdshah.azam@yahoo.com.au)  
Cell: +8801712563613

**DECLARATION:**

I strictly declare that, the above mentioned information is correct. If enrolled, I shall conform to the constitution, norms, conditions, rules and regulations of the institutions.

**SIGNATURE WITH DATE:**

**(Md. Rafiqul Islam)**