

Curriculum Vitae

Dr. Sharmin Afrin

Chairman & Associate Professor
Department of Agribusiness and Marketing
Faculty of Agribusiness Management
Sher-e-Bangla Agricultural University
[SAU] (<http://www.sau.edu.bd>)
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Career objectives

Approaches for attainment outstanding competence in research knowledge, skills and endeavor will facilitate me towards positive contribution to the organization while improving myself in terms of knowledge and experience.

Professional Experiences

Associate Professor (April, 2021)

Department of Agribusiness & Marketing
Sher-e-Bangla Agricultural University
Dhaka- 1207

Assistant Professor (April, 2014 – April, 2021)

Department of Agribusiness & Marketing
Sher-e-Bangla Agricultural University
Dhaka- 1207

Lecturer (April, 2012 – April, 2014)

Department of Agribusiness & Marketing
Sher-e-Bangla Agricultural University
Dhaka- 1207

Teaching Experiences (Undergraduate level BBA)

❖ **Marketing Research** Department of Agribusiness and Marketing Sher-e-bangla Agricultural University(SAU)

- ❖ **Principles of Marketing** [Department of Agribusiness and Marketing, Sher-e-Bangla Agricultural University(SAU)]
- ❖ **Business Marketing** [Department of Agribusiness and Marketing, SAU]
- ❖ **Consumer Behavior** [Department of Agribusiness and Marketing, (SAU)]
- ❖ **International Marketing** [Department of Agribusiness and Marketing, (SAU)]
- ❖ **E-Commerce** [Department of Agribusiness and Marketing, (SAU)]
- ❖ **Brand Management** [Department of Agribusiness and Marketing, SAU]
- ❖ **International Business**
- ❖ **Small and Medium Business Enterprise**
- ❖ **E-Commerce**
- ❖ **Supply Chain Management**

Teaching Experiences (Postgraduate level MBA)

- ❖ *Advanced Consumer Behavior* [Department of Agribusiness and Marketing]
- ❖ **Advance Marketing Research** [Department of Agribusiness and Marketing, SAU]
- ❖ **Global Marketing** [Department of Agribusiness and Marketing, SAU]
- ❖ **Service Marketing** [Department of Agribusiness and Marketing, SAU]
- ❖ **Advanced marketing Management** [Department of Agribusiness and Marketing, SAU]
- ❖ **Strategic Marketing** [Department of Agribusiness and Marketing, SAU]
- ❖ **Strategic Brand Management** [Department of Agribusiness and Marketing, SAU]
- ❖ **Management** [Department of Agribusiness and Marketing, SAU]

Academic Background

- **Ph.D. in Branding**
Department of Tourism and Hospitality Management
University of Dhaka
Year of Obtain Degree 2021
- **MBA in Marketing**
Department of Marketing
Rajshahi University
Year of Passing -2010
CGPA : **3.75 on a 4-point scale.**
- **BBA in Marketing**
Department of Marketing
Rajshahi University
Year of Passing -2008
CGPA : **3.58 on a 4-point scale.**
- **HSC (Science Group)**
Rajshahi Board
Dinajpur Govt. College, Dinajpur

Year of passing-2004

GPA: **4.80 on a 5-point scale.**

- **SSC** (Science Group)

Rajshahi Board

Dinajpur Govt. Girls' High School

Year of passing- 2002

GPA: **4.50 on a 5-point scale.**

Research Interest

- Digital marketing
- Consumer Perception
- Value chain development of Agricultural Products
- Post harvest losses of Agricultural Products
- Agricultural marketing system and structure
- Sustainable development
- Resource economics
- Developmental economics
- E-Commerce
- International Business
- Global Business

List of Research Publications & Scientific Report: Total -13

1.F.Hoque, **S.Afrin**, A.Akter, M.Khatun, T.H.Beg, T.Afrin, K.Yeezer". Measuring Technical efficiency of the cauliflower in Bangladesh: A case study on Dhaka District". Journal of Applied Horticulture, Vol-23(1), Issue: January 2021, pp-54-58, ISSN:0972-1045, DOI:10.37855.

2. M.Rahman, S.Sah, **S.Afrin**, S.Anny, T.Afrin, I. Haq,"; An Effective Way to Attract Customers". Creative Marketing And Innovative Branding The Economics And Finance Letters. Vol-7, No-2, pp-308-319, ISSN(P) 2312-6310, Issue: November, 2020.

3. M.Khatun, N.M. Rahmatullah, **S. Afrin** ,F.Haque, T. Afrin,F.Zohura," Analysis of Consumer Perceptions on Food Purchasing During Covid -19 Pandemic in Bangladesh." International Journal of Agricultural Economics. Vol-5, Issue:November-4,2020,pp-244-250,ISSN:2575-3851(Print)ISSN:2575-3843(Online).

4. S.Anny, **S.Afrin**, A.Akter,"Interference of Middlemen on Vegetable Price:With Reference to Brinjal Marketing Channel in Bangladesh". Vol-2,Issue-10 October 2016,Pp:1043-1055, ISSN(e):2395-7220.

5.**S.Afrin**, "RDRS Bangladesh Seasonal Loan Impact on Rice Production: A Study in Rangpur District". International Journal of Business and Economics Research, vol.5, No.3.2016, pp-38-45, Issue-May4, 2016, ISSN:2328-7543(Print); ISSN:2328-756X(Online).

06. A.Z.A. Mukul,M.Hasan, **S.Afrin**," Consumers Perceptions on Organic Food and their Prevalance in Bangladesh" LAMBERT Academic Publishing,2015, Germany.

07. M.Hasan, A.Rahman, **S.Afrin**, G.Rabbany,”Factors Influencing the Adoption of Mobile Banking Services in Bangladesh: An Empirical Analysis” International Research Journal of Marketing, Vol.2(1), pp.9-20, IRJM 2014, 2(1).DOI:10.12966/irjm02.02.2014.
08. A.Z.A Mukul, **S.Afrin**. M. Hasan,” Factors Affecting Consumer’ Perceptions about Organic Food and Their Prevalance in Bangladeshi Organic Preference”, Journal of Business and Management Science.,vol.1, No.5, Issue:10 Novwmbner, 2013, pp:112-118, DOI:10.1269/jbms-1-5-5
09. G.Rabbany, **S. Afrin**, A. Rahman, F. Islam, F. Haque, “Environmental effects of tourism” ,American Journal of Environment, Energy and Power Research, Vol. 1,Issue: No. 7, September 2013, pp: 117-130, ISSN: 2329-860X (Online)
10. G. Rabbany, A. Rahman, **S. Afrin**, F. Haque, F. Islam, “An Analysis of Cost of Production of Watermelon and Profitability at Gopalganj District in Bangladesh” European Journal of Banking and Finance, Vol. 10, ISSN (paper) 2668-3156 ISSN (online), 2013, Bell press publisher, UK, pp.102-112.
11. G. Rabbany, **S. Afrin**, A. Rahman, F. Salam, “Economic Modeling of the cost of Inputs for Rice Production: A Case Study on Bangladesh.”, International Journal of Research in Commerce, Economics & Management, Vol.3, Issue.05, May 2013, Haryana, India, pp.111-114.
12. G. Rabbany, A. Mukul, **S. Afrin**, A. Rahman, “Level of Workers` Job Satisfaction at Jute Mills: A Case Study on Narsingdi District.”, International Journal of Research in Commerce & Management, Vol. 4, Issue.05, May 2013, Haryana, India, pp.112-115.

Training Program

- a) A training program on ‘Analysis of productivity and efficiency’ at Sher-e-Bangla Agricultural University, held on 6th April, organized by Dean, Faculty of Agribusiness & management.
- b) A training program on effective use of TEEAL at Sher-e-Bangla Agricultural University, held on 4th August, 2015
- c) Training on SPSS and STATTA

Contribution in Institutions: Expert member and Moderator of Public Service Commission, Expert member of Haji Danesh Science and Technology University, Expert member of Atis Dipankar Science and Technology University, Expert member of Bangladesh Technical Board(course curriculum) Consultant of Bangladesh Milk Vita Corporation, Involved with FAO [Project], Presenter, Special Gust of Live Programmer in Bangladesh Beter.

Involvement in Universities: Hazi Danesh Science science and Technology University, State University of Bangladesh, Sonargaon University, Atis Dipankar Science and Technology University, National University of Bangladesh, Open University of Bangladesh, Gono Vishwavidyalaya

Personal Profile

Name : **Dr. Sharmin Afrin**
Father's name : Md. Aftab Uddin Chowdhury
Mother's name : Mrs. Marufa Chowdhury
Date of birth : 27 December, 1987
Place of birth : Dinajpur, Bangladesh.
Nationality : Bangladeshi by birth.
Permanent home address : Village: Khetripara Post Office:Dinajpur ; Post code:
5200; District: Dinajpur, Bangladesh.
Present address : Department of Agribusiness and Marketing
Sher-e-Bangla Agricultural University
Sher-e-Bangla Nagar, Dhaka-1207.
Phone: +88029134059
Marital Status : married
Religion : Islam
Community : Muslim

Thesis and Project Work

Supervisor: Guide 22 Masters and MBA students.

- ❖ Project involvement: FAO project, UGC project. NST Special Research grant ,Involved in R & D Project under National Science and Technology Ministry.
- ❖ SAURES PROJECT under Sher-e Bangla Agricultural University, Dhaka. UGC project
- ❖ MBA Thesis: "General Banking and Loan Disbursement Policy of the Sonali Bank Ltd. Kajla Branch, Rajshahi."

Scholarships

Obtain UGC Scholarship for Ph.D. Program

Language Proficiency

- Fluent in reading, speaking, listening and writing in both English and Bangla (Local vernacular).
- In addition, our medium of instruction both at undergraduate and post graduate level were English. (**Reference: Official Transcript**).

Computer Skills

- Proficient with Windows based environment.
- Proficient with Microsoft Office Applications (Word, Excel, Power point, Access).
- Basic concepts of information technology.
- Internet browsing.

References

Professor Dr. Md. Sazzad hossain
Member, University Grant Commission
UGC Bhavan, Agargaon
Dhaka-1207
Mobile: 01948777999

Professor Dr. Biswajit Chanda
Member, University Grant Commission
UGC Bhavan, Agargaon
Dhaka-1207
Mobile: 01748947779

Declaration

I, the undersigned, certify to the best of my knowledge and belief that, this CV correctly describes me, my qualifications and my experience.

I understand that any willful misstatement described herein may lead to my disqualification or dismissal, even after engagement.

(Dr. Sharmin Afrin)