

Curriculum Vita of JAYANTA FAKIR

Basic Information:



Name: Jayanta Fakir

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Designation: Assistant Professor & Co-Ordinator,
MBA/EMBA/MBM Program

Department: Department of Business Administration, University of South Asia

Mailing Address: Islamnagar Bazar Road, Jahangirnagar University, Savar, Dhaka-1342.

Linked in: <https://www.linkedin.com/in/jayantafakir/>

Google scholar: <https://scholar.google.com/citations?user=MZc-EVwAAAAJ&hl=en>

Research gate: <https://www.researchgate.net/profile/Jayanta-Fakir>

ORCID iD : 0000-0002-9377-9513

Academic Qualifications

Highest Qualification:

- **Doctor of Philosophy (Ph.D.) in Marketing & Human Resource Management** (ongoing) at MSU, Gujarat, India (expected completion year: TBA)

Previous Qualifications:

- **Master of Business Administration (MBA) in Marketing** (2018) from Jahangirnagar University, Dhaka, Bangladesh (CGPA: 3.72 out of 4, Ranked 3rd)
- **Bachelor of Business Administration (BBA) in Marketing** (2016) from Jahangirnagar University, Dhaka, Bangladesh (CGPA: 3.7 out of 4, Government Scholarship & Ranked 3rd)
- **Higher Secondary Certificate (HSC) in Business Studies** (2011) from Shahpur Madhugram College, Khulna, Bangladesh (CGPA: 5 out of 5)
- **Secondary School Certificate (SSC)** (2009) from Shahpur High School, Khulna, Bangladesh (CGPA: 5 out of 5)

Employment History

University of South Asia

- **Assistant Professor** (February 1, 2024 – Present), Dhaka, Bangladesh
 - Department: Business Administration
 - Responsibilities:
 - ✓ Teach and mentor students in various business disciplines, including Marketing, Branding, Business related Courses, and Research Methodology.
 - ✓ Develop course materials, assessments, and lead classroom discussions to enhance students' academic and professional skills.
 - ✓ Engage in academic research and publish papers in renowned journals.
 - Additional Responsibilities
 - ✓ **Co-Ordinator**, MBA/EMBA/MBM Program, South Asia School of Business
 - ✓ **Assistant Editor**, University of South Asia Journal (USAJ)
 - ✓ **Member**, Examination Controlling Committee 2024
 - ✓ **Member**, Academic Council 2024, University of South Asia
 - ✓ **Member**, Public Relations and Communications Committee 2024, University of South Asia
 - ✓ **Convener**, South Asia Business Case Competition 2024
 - ✓ **Convener**, South Asia Business Quiz Competition 2024
 - ✓ **Convener**, South Asia Business Admission Committee, 2024

Presidency University Bangladesh

- **Lecturer** (September 1, 2019 – January 31, 2024), Gulshan, Bangladesh
 - Department: Business Administration
 - Responsibilities: Teaching Marketing, Business Communication, and related courses

Brac University

- **Research Assistant** (January 10, 2019 – July 31, 2019), Dhaka, Bangladesh
 - Department: School of JPJ Public Health
 - Responsibilities: Quantitative Data Collection, Research Assistance

City University

- **Adjunct Faculty** (September 1, 2018 – December 31, 2018), Dhaka, Bangladesh
 - Department: Business Administration
 - Responsibilities: Part-time Teaching

Njoy Tours and Logistic

- **Managing Director** (January 1, 2018 – December 31, 2018), Savar, Bangladesh
 - Department: Administration

Youth Organizations Group

- **Marketing Manager** (July 1, 2017 – June 31, 2018), Savar, Bangladesh
 - Department: Admin & Marketing

South Asian Youth Research Initiative for Development - SAYRID

- **Junior Research Fellow** (September 9, 2016 – December 31, 2017), Dhaka, Bangladesh
 - Department: Ant Group

Research and Publications

Published in Double Blind Peer Reviewed Journal:

1. Fakir, J., & Ahmed, R. (2017). The opportunities of career development in tourism industry in Bangladesh. *Journal of Business Studies Quarterly*, 8(4), 30-47.
2. Fakir, J. (2019). The perception toward local product comparing with foreign product. *Science Park Journals-Scientific Research and Impact*, 5(January), 1–33. <https://doi.org/10.14412/SRI2019.33>
3. Akhter, A., & Fakir, J. (2019). To explore the problems and prospects of implementing museum marketing in Bangladesh: An empirical study on National Museum of Bangladesh. *IOSR Journal of Business and Management (IOSR-JBM)*, 21(3), 12-23. <https://doi.org/10.9790/487X-2103021223>
4. Akhter, A., & Fakir, J. (2019). Consumer buying perception of foodservices in university campus: a study on Jahangirnagar University. *International Journal of Business and Management Invention (IJBMI)*, 8(04), 29–41.
5. Uddin, M. J., Akhter, A., Fakir, J., & Rahman, M. M. (2019). The implication of integrating human resource management, internal communications, and marketing concepts into the new internal marketing philosophy: an exploratory study of HUMAN RESOURCE MARKETING. *Journal of Business and Technical Progress*, 7(2), 26-41. ISSN: 2224-1884.
6. Akhter, A., Uddin, M. J., Fakir, J., & Kamrunnahar (2020). A research on the assessment of guerrilla marketing practices as a modern marketing strategy for FMCG products in Dhaka City. *Journal of Business and Technical Progress*, 9(1), 15-29. ISSN: 2224-1884.
7. Chakraborty, K. B., & Fakir, J. (2021). The code of good conduct (Sadacara) of life in the Mahabharata. *International Journal of Creative Research Thoughts (IJCRT)*, 9(5), 881–888. <http://doi.org/10.1729/Journal.27040>
8. Akhter, A., Fakir, J., Mamun, A. Al, & Molla, M. R. (2021). Analyzing the uses of shock advertisement strategy on consumer products: A study on Dhaka city. *IOSR Journal of Business and Management (IOSR-JBM)*, 23(6), 38–52. <https://doi.org/10.9790/487X-2306093852>
9. Akhter, A., Jannat, S., Fakir, J., & Das, P. (2021). Analyzing the applications of social media marketing on banking sector: A research on Barishal City. *International Journal of Business and*

Management Invention (IJBMI), Volume 10 Issue 8 Ser. I, PP 01-09. <https://doi.org/10.35629/8028-1008010109>

10. Tareq, S. H., Jannat, S., Fakir, J., & Islam, T. (2022). WOM Marketing: Using positive word of mouth in the banking sector in Khulna city as a marketing technique. *International Journal of Business and Management Invention (IJBMI)*, 11(1), 51–58. <https://doi.org/10.35629/8028-1101015158>
11. Fakir, J., & Anik, R. (2022). Customer buying behavior for organic food products: A mixed-methods study. *University of South Asia Journal*, 8 & 9(1), 53-66.
12. Rashid Salim, M. M., & Fakir, J. (2023). Impact of remittances on household expenditure and savings: A case study of Pabna district, Bangladesh. *University of South Asia Journal*, 8 & 9(1), 81-94.
13. Fakir, J., & Joarder, M. E. H. (2024). PLS and CBSEM for analyzing big data in business. *International Journal of Business and Management Invention (IJBMI)*, 13(8), 6-11. [DOI: 10.35629/8028-13080611]

Submitted to Double Blind Peer Reviewed Journal:

1. Factors affecting students' satisfaction with food services of Bistro: an empirical study on Jahangirnagar University.
2. An Exploratory Study of the Inflection of Human Resource Marketing.
3. A Grounded Theory Approach to Human Resource Marketing: Developing a New Theoretical Framework Based on Empirical Data
4. Marketing Blended Learning Programs: A Global Qualitative Analysis of Positioning, Pricing, and Communication Strategies
5. Impact of Social Media Influencer Marketing on Brand Awareness among Young Adults in Bangladesh
6. The Role of Accounting Data in Modern Marketing Decision-Making
7. Unpacking Students' Socio-Cognitive Dynamics in Online Learning: A Qualitative Study on Business Schools of Private Universities in Bangladesh.

Processing for Double Blind Peer Reviewed Journal:

1. A Social Marketing Model Generation on Dark Tourism as a Tool of Promoting the Dark History of Bangladesh.
2. Prioritizing Flexibility: How COVID-19 Reshaped Student Preferences for Online Learning Options in Bangladeshi Private Universities' Business Schools
3. To explore the impact of Artificial Intelligence (AI) on employee roles, Data-driven decision-making and ethical considerations within organizations.
4. Leadership Development Programs for Students in Bangladeshi Universities: A Needs Assessment
5. Enhancing Global Market Presence and Sustainability: A Study on LANTABUR
6. Evaluating the Effectiveness of Social Media Marketing on Brand Awareness and Purchase Intent for Consumer Electronics Brands in Bangladesh

Processing for Book Publication:

1. Unmasking Gen Z: Insights from Bangladesh 2.0
2. Kautilya's Arthashastra vs. Modern Business: A Comparative Analysis

Research Interest

- **Marketing:**
 - Marketing Principles And Practices
 - Consumer Behavior And Decision-Making
 - Branding and Brand Management
- **Sustainable Development for Business:**
 - Sustainability in Business and Marketing
 - Sustainability and Innovation

- **Emerging Trends & Technologies:**
 - Blue Tourism And Responsible Marine Tourism Practices
 - Rural Marketing And Development
 - Neuromarketing And Consumer Neuroscience
 - Social Marketing Model Generation on Dark Tourism
 - Human Resource Marketing And Talent Management
 - Artificial Intelligence (AI), Blockchain, the Internet of Things (IoT), FinTech, and Big Data
- **Education:**
 - Education Marketing

Teaching Area

- **Marketing:**
 - Principles of Marketing
 - Marketing Management
 - Consumer Behavior
 - Branding
 - Advertising and Sales Management
 - Service Marketing
- **Business Communication and Research:**
 - Business Communication
 - Research Methodology
 - Marketing Research
- **International Marketing:**
 - International Marketing
 - Global Marketing

Conferences

- **2022:** International Conference of Academic Institutions, Vibrant Gujarat Education Summit-2022 (Ministry of Education, Government of India, January 05-06)
- **2020:** International Leadership Conference: "Opportunity and Hope at a Time of Global Crisis: Interdependence, Mutual Prosperity and Universal Values" (Universal Peace Federation Asia Pacific, September 11-13)
- **2016:** South Asian Youth Leadership Conference: "Raising Transformative Youth Leaders to Secure Our Future" (Universal Peace Federation, Kathmandu, Nepal, September 12-16)

Trainings & Workshops for Professional Development

- **2021:** SEO & Digital Marketing (3 months), Dreamland IT, Panthapath, Dhaka, Bangladesh
- **2018:** Data Analysis – SPSS (3 months), IIT, Jahangirnagar University, Jahangirnagar University, Bangladesh
- **2015:** The Art and Practice of Leadership Workshop (Bangladesh Youth Leadership Center-BYLC, Dhaka, Bangladesh, December 26-28)
- **2013:** Workshop on Reciting and Presenting (6 months), Academy For Recitation, DU, TSC, Dhaka University, Bangladesh
- **2011:** Computer In Office Application (6 months), Computer Seba, Khulna, Bangladesh
- **2010:** The 1607th Ujjibok Training (The Hunger Project, Bangladesh, Khulna, Bangladesh, February 16-19)
- **2009:** 3-day Workshop on Disaster Management (The Salvation Army)

Online Courses and Certifications

- **June 2021:** Diploma in Human Resources (HR), Alison, Galway, Ireland
- **June 2021:** Sustainable Business – Marketing Strategy for Sustainable Products and Services, Alison, Galway, Ireland
- **June 2021:** Introduction to Marketing Management, Alison, Galway, Ireland

- **June 2021:** Introduction to the Learning Process for Teachers and Trainers, Alison, Galway, Ireland
- **April 2021:** Class Management Strategy (April 11, 2021 - May 24, 2021), Muktapath (Online), JAAGO Foundation, Bangladesh
- **April 2020:** Ultimate Guide for the Next Generation of Affiliates, Udemy (Online), San Francisco, CA, USA

Award and Scholarship

Academic Honors

- **ICCR Scholarship for Ph.D.** (2021, 2022) - Awarded by the Indian Council for Cultural Relations
- **Google Scholar Citations:** 13 citations, h-index 2
- **ResearchGate Citations:** 13 citations, score 31.7, h-index 2
- **First-Class Position in Class** (Year of achievement not provided)
- **BBA Scholarship** (Government of Bangladesh, 2016)
- **Education Scholarship** (Exim Bank, Bangladesh, 2012-2015)
- **Education Scholarship** (Grameen Bank, Bangladesh, 2007-2009)
- **Junior Scholarship** (Government of Bangladesh, 2006)

Prizes and Awards

- **Asian Excellence Achievers Award-2024**, finally nominated by Nepal-Bangladesh Friendship Society at Asian Business Partnership Summit (2024)
- **Champion, Badminton Tournament, University of South Asia** (2024)
- **Bronze Medal, Duke of Edinburgh Award** (2014) - Recognizing academic and leadership excellence
- **Champion, Inter-College Quiz Competition** (2010, 2011)
- **Champion, English Debating Competition** (English Debating Club of Sonamukh, Khulna, 2011)

Membership History

Professional Affiliations:

- 2024 - Present: **Reviewer, International Journal of Management, Accounting and Economics**
- 2024 - Present: **Reviewer, International Journal of Research and Scientific Innovation (IJRSI)**
- 2024 - Present: **Reviewer, International Journal of Research and Innovation in Social Science (IJRISS)**
- 2024 - Present: **Reviewer, JETIR - Journal of Emerging Technologies and Innovative Research**
- **2018 - Present:** Director, Communication and Outreach, Conscious Consumer Society, Bangladesh
- **2018 - Present:** Youth Ambassador, International Youth Society, Khulna Zone (Bangladesh)
- **2016 - Present:** Vice President, Consumer Youth Bangladesh

Volunteer Work:

- **2022-Present:** Secretary, Information and Communication Technology (ICT) Department, Bangladesh Hindu Buddhist Christian Unity Council, Khulna District (Bangladesh)
- **2023-Present:** Adviser, Bangladesh Puja Udzapon Parishad, Khulna District (Bangladesh)
- **2016-Present:** Member, Peace Federation Asia Pacific
- **2016-Present:** Adviser, Badhan, MoulanaBhasani Hall Unit, Jahangirnagar University (Bangladesh)
- **2015 - Present:** Adviser, SanatanVidyartySamsad, Jahangirnagar University (Bangladesh)

Alumni Associations:

- **Jahangirnagar University Career Club**, Jahangirnagar University, Savar, Dhaka (Bangladesh)
- **Department of Marketing Alumni Associations**, Jahangirnagar University, Savar, Dhaka (Bangladesh)

Language Proficiency

- **English:** High (Reading, Writing, Speaking) – Completed advance spoken course of S@fur's.
- **Bangla:** High (Reading, Writing, Speaking) – Completed advance spoken course of Abritti Academy, TSC, DU.

Personal Details

- **Father's Name:** Harichand Fakir
- **Mother's Name:** Santi Fakir
- **Spouse Name:** Chandonal Mondal
- **Date of Birth:** December 10, 1994
- **Gender:** Male
- **Marital Status:** Married
- **Nationality:** Bangladeshi
- **National ID No.:** 9105186127
- **Passport ID No.:** A01786126
- **Religion:** Sanatan (Hinduism)
- **Current Location:** Dhaka

References

- **Reference 01:**
 - Name: **Saju Saha**
 - Organization: Jahangirnagar University
 - Designation: Associate Professor, Department of Marketing
 - Address: Department of Marketing, Jahangirnagar University, Savar, Dhaka-1342
 - Mobile: +8801731960904
 - Email: shimonsaha42@gmail.com
 - Relation: Academic (Thesis Supervisor)
- **Reference 02:**
 - Name: **Md Emarul Haq Joarder**
 - Organization: Bangladesh University of Business & Technology (BUBT)
 - Designation: Joint Controller of Examinations
 - Address: Rupnagar, Mirpur-2, Dhaka-1216, Bangladesh
 - Mobile: +880 1712-154182
 - Email: mohammad.joarder@gmail.com
 - Relation: Academic (Ex-colleague)

Signature:



(Jayanta Fakir)