

Hafiza Sultana

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Looking for an entry-level research and teaching position. Skilled at designing quantitative and qualitative research, collecting data, and analysis and interpretation of data. Experienced in lecturing and tutoring, module designing, and student assessment at graduate and undergraduate levels. Possessing excellent verbal and written communication skills, along with outstanding organizational and interpersonal competencies.

Skills

- International Marketing
- Marketing Management
- International Entrepreneurship
- Sustainability
- Customer Relationship Management
- Virtual Learning Environment, e.g., Moodle
- Office applications, e.g., spreadsheets, word processing, email, etc.
- Statistical software, e.g., SPSS, Minitab and AMOS

Experience

20/09/20 – 30/06/20 **Teaching Assistant – part-time**

University College London, School of Management, Bloomsbury, London, United Kingdom

Assisting the module leader in teaching, delivery, assessment and student support

01/03/19 – PRESENT **Research Associate – part-time**

ReLight, House 252, Road 1, Block B, Bashundhara, Dhaka 1229, Bangladesh

Designing and conducting research in Sustainability, International Entrepreneurship and Marketing with different methods, e.g., factor analysis, multiple regression, step-by-step regression, Structural Equation Modeling, etc.

Developing literature reviews, theoretical frameworks and conceptual models

Collecting data with surveys, focus groups, experiments, etc.; supervising the data collection teams

Analyzing and interpreting research data with statistical software

Presenting papers at international conferences

01/06/15 – 28/02/19 **Research Associate**

InterResearch, Dhaka, Bangladesh

Designed and conducted research with case study, content analysis, correlation analysis, etc.

Developed literature reviews and theoretical frameworks

Collected primary and secondary data

Analyzed and interpreted data with qualitative and quantitative techniques

Developed business cases and empirical studies; assisted in publication activities

01/09/10 – 30/04/15 **Graduate Teaching Assistant**

North South University, Dhaka, Bangladesh

Assisted the lecturers by offering additional teaching in response to students' questions at the end of classes

Tutored the students in one-to-one or group sessions for Introduction to Marketing, Market Research, Consumer Behavior, Business-to-Business Marketing, Brand Management, Management and Organizational Behavior, Management Information System, and Business Communication

Assisted the lecturers in developing curriculum, designing modules, and creating teaching materials, e.g., lecture handouts and presentation slides

Assisted the lecturers in student assessment and marking, e.g., checking exam scripts and assignments

Assisted the lecturers in invigilation during exams; checked student attendance during exams; assisted the students prior to start of exams

Actively communicated with and offered feedback to the students, with the commitment to enhancing students' learning experience

Responded to the students' queries about classes, examination schedules, grading policy, etc.

01/06/07 – 31/01/08 **Assistant Manager, Supply Chain Management**

Transmarine Logistics Ltd. (TML), MGH Group, Dhaka, Bangladesh

Carrefour Order Management: Worked as a freight forwarder for Carrefour shipments, major tasks involved communication with Carrefour, the shipping line and local suppliers

Operations Follow Up: Monitored stuffing for Carrefour at Chittagong port, Bangladesh

Supervision: Supervised Carrefour customer care and documentation team

Strategic Planning: Assisted the Department Head in planning and coordination

Additional Responsibility: Prepared business reports and presentations

01/09/05 – 31/05/07 **Assistant Manager, Logistics** (started as a Management Trainee)

Yang Ming Shipping Line (YML), MGH Group, Dhaka, Bangladesh

Space Management: Planned and organized allotted space in mother vessels

Shipment and Operations Follow Up: Communicated with YML Headquarter (Taiwan), hub ports (Singapore & Sri Lanka) and destination ports (mostly USA & Europe); monitored stuffing at Chittagong port, Bangladesh

Supervision: Supervised YML customer care and documentation team

Strategic Planning: Assisted the Department Head in planning and coordination

Additional Responsibility: Prepared business reports and presentations

01/12/04 – 31/08/05 **Business Development Executive**

Trade Com Services, Dhaka, Bangladesh

Client Relationship: Created potential clients and maintained relationship with existing customers through phone, email and face-to-face meetings

Market Research: Designed, organized and conducted market research for new product lines

Business Development Planning: Assisted the top management in short and medium-term planning

01/07/99 – 31/12/03 **English Tutor – part-time**

Zenith Study Center, Dhaka, Bangladesh

Taught English Language skills, TOEFL, SAT and Spoken English

Prepared teaching and assessment materials, e.g., course design, lecture handouts and test questions

Assessed and marked the students

Education

FEB, 2018 **M.B.A (Master of Business Administration)**

North South University (NSU), Dhaka, Bangladesh

Major: Marketing; Distinction, CGPA: 4.0/4.0; Summa Cum Laude

FEB, 2005 **B.B.A. (Bachelor of Business Administration)**

American International University-Bangladesh (AIUB), Dhaka, Bangladesh

Major: Management Information System (MIS); Distinction, CGPA: 3.99/4.0; Summa Cum Laude and Valedictorian Speaker, Vice Chancellor's Award for Best Internship Report

MAY, 1998 **H.S.C. (Higher Secondary Certificate)**

Central Women's College, Dhaka Board, Bangladesh

Science; 1st Division, 74 percent

APR, 1996 **S.S.C. (Secondary School Certificate)**

Moghbazar Girls' High School, Dhaka Board, Bangladesh

Science; 1st Division with Merit, 80 percent

Publications & Conference Papers

Zahan, M., Sultana, H., & Wade, F. H. (2019). Retailers' Ethics: An Empirical Study on Traditional Retail Shops in Bangladesh. *International Journal of Economics, Commerce and Management*, VII(10), 473-488.

Faroque, A. R., Sultana, H., Asikainen, S. K., & Kuivalainen, O. (2019). Network exploration and exploitation capability, foreign market knowledge, and international market performance: the role of strategic orientations. Paper presented at the 35th Annual IMP Conference and Doctoral Colloquium, France, August, 2019.

Faroque, A. R., Sultana, H., Morrish, S. C., & Kuivalainen, O. (2019). The moderating role of firm age and size on the relationship between export assistance and performance. Paper presented at the 35th Annual IMP Conference and Doctoral Colloquium, France, August, 2019.

Ahmed, J. U., Sultana, H., & Hoque, M. T. (2019). Functions, Prospects, and Challenges of *Shari'ah-Based Banking*: Islami Bank Bangladesh Limited. In: Ghazali E., Mutum D., Rashid M., Ahmed J. (eds) *Management of Shari'ah Compliant Businesses. Management for Professionals*. Springer, Cham. DOI: https://doi.org/10.1007/978-3-030-10907-3_6.

Sultana, H., Zahan, M., & Shirin, H. J. (2018). A Sustainable E-waste Management Model for Emerging Economies and Developing Countries. *North South Business Review*, 9(1), 5-13.

Sultana, H., Shirin, H. J., & Zahan, M. (2018). EOL Management for Consumer Electronics in Bangladesh: with Special Focus on Television. *World Journal of Social Sciences*, 8(2), 84-94.

Ahmed, J. U., Sultana, H., Jahan, N., & Nisha, N. (2018). Achieving a competitive edge through merger: evidence from telecoms industry of Bangladesh. *International Journal of Strategic Business Alliances*, 6(3), 166-180.

Ahmed, J. U., Sultana, H., & Khan, M. M. (2018). Saudi Aramco: A Blend between Profit and Politics. *FIIB Business Review*, 7(2), 88-99.

Ahmed, J. U., Sultana, H., & Ahmed, A. (2018). Patanjali Ayurved invades India. *Decision*. 45: 75. <https://doi.org/10.1007/s40622-018-0176-x>.

Ahmed, J. U., Sultana, H., & Faroque, A. R. (2017). Eastern Housing Limited: Marketing Strategies of a Real Estate Company in Bangladesh. *Vision*, 21(1), 86-92.

References

Available upon request.