

CURRICULUM VITAE OF S. M. SHAHEDUL ALAM

Assistant Professor
Department of Tourism and Hospitality Management
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CAREER OBJECTIVE:

To become a contributor in the field of tourism and hospitality industry through my academic knowledge, research and extensive experience.

ACADEMIC EXPERIENCE:

Assistant Professor

September 14, 2021-

Present

(03 years and more)

[Medium of Instruction is English]

Department of Tourism and Hospitality Management, Pabna University of Science and Technology, Pabna, Bangladesh.

Teaching Digital Marketing, Research Methods, Applications of Research Methods, Tourism and Hospitality Marketing, Tourist Behavior, Service Marketing, Cultural Tourism, Tourism in Bangladesh, Strategic Tourism Marketing, Tourism Entrepreneurship Development, and related business courses. Conducting research on Tourism, Sustainable Tourism, Customer attitudes, Principles of Marketing, Microeconomics and Entrepreneurship developments. Also supervising undergraduate intern students.

Lecturer

September 14, 2019-

September 13, 2021

(02 years)

[Medium of Instruction was English]

Department of Tourism and Hospitality Management, Pabna University of Science and Technology, Pabna, Bangladesh.

Teaching Fundamentals of Marketing, Tourism and Hospitality Management, Service Marketing, Tourism Entrepreneurship Development, Tourism Product Planning and Development, and related business courses. Conducting research on Tourism, Marketing, and Entrepreneurship developments.

Lecturer

October 2016-

September 2019

(03 years)

[Medium of Instruction was English]

Department of Business Administration, School of Business, Primeasia University, Banani, Dhaka, Bangladesh.

Teaching Business Strategy and Policy, Marketing Research, Marketing Management, Principles of Marketing, Service Sector Marketing, Product Planning and Development, Promotion and Sales Management, and Microeconomics courses. Supervising undergraduate intern students. Conducting research on customer attitude, determining entrepreneurial potentiality, entrepreneurial development program, tourist attitude measurement, sustainability, and sustainability of the Banarashi industry of Bangladesh.

Research Fellow

April 2015-

March 2016

(01 year)

[Medium of Instruction was English]

HEQEP Sub- Project CP No. 3068, Business Research Bureau, Faculty of Business Studies, Begum Rokeya University, Rangpur, Bangladesh. Conducted research on "A Study on Poverty Alleviation through Sustainable Tourism Development in Bangladesh". Besides this, I assisted the Editorial Board of the "Journal of Business Research" in publishing and communication activities.

Lecturer (Part-Time)

November 2014 -

November 2015

(01 year)

[Medium of Instruction was English]

Faculty of Business Studies, North-Bengal Institute of Development Studies (NIDS), Rangpur, Bangladesh. (An English medium honors college under National University, Gazipur). House # 47' Road # 02' Sarker Bari' Islambag' R.K. Road' Rangpur-5400' Bangladesh.

Taught Principles of Marketing, Business Communication, Marketing Management, and Economics courses at the undergraduate level.

EDUCATION:

MBA December 2014 <i>[Medium of Instruction was English]</i>	Major in Marketing, CGPA- 3.81 (Out of 4.00 Point Scale), 2 nd Position Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh.
BBA December 2013 <i>[Medium of Instruction was English]</i>	Major in Marketing, CGPA- 3.84 (Out of 4.00 Point Scale), 2 nd Position Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh.
HSC July 2009	Business Studies, GPA- 4.70 (Out of 5.00 Point Scale) Rangpur Govt. College, Rangpur, Dinajpur Board, Bangladesh.
SSC June 2007	Science, GPA- 5.00, (Out of 5.00 Point Scale) Collectorate School and College, Rangpur, Rajshahi Board, Bangladesh.

LANGUAGE PROFICIENCY:

The medium of instruction for both the BBA and MBA programs was English, and all activities, including teaching and research, are conducted in English.

PUBLICATIONS:

14. Rana, M., Siddiq, M. M., Islam, H., & Alam, S. S. (2025). Evaluating the Impact of Sustainable Energy Access on Achieving SDGs in Eastern Asia: A Quantitative Approach. *Energy* 360, 100031. DOI: <https://doi.org/10.1016/j.energy.2025.100031>. Publisher: Elsevier.
13. Rana, M., Al Mamun, M. A., Hossain, M. K., Rekha, R. S., & Alam, S. M. (2025). Understanding the adoption of renewable energy technologies by households in South Asia: a theory of planned behavior perspective. *Discover Sustainability*, 6(1), 1-17. DOI: <https://doi.org/10.1007/s43621-025-01051-w>. Publisher: Springer, Q1 (Scopus).
12. **Alam, S. M. Shahedul** (2023). Industry 4.0: Challenges and Opportunities of Tourism and Hospitality Industry in Bangladesh. *Journal of Business Studies, Pabna University of Science and Technology*, 4(1), 149-176. DOI: <https://doi.org/10.58753/jbspust.4.1.2023.25>
11. **Alam, S. M. Shahedul** (2023). Tourism Recovery Strategies on Post Covid-19 Pandemic: A Review. *International Journal of Tourism and Hospitality*, 3(2), 1-8. DOI: <https://doi.org/10.51483/IJTH.3.2.2023.1-8>
10. **Alam, S. M. Shahedul** (2022). Tourism and Hospitality Management Education in Bangladesh: Problems and Prospects. *Journal of Business Studies, Pabna University of Science and Technology*, 3(1), 145–154. DOI: 10.58753/jbspust.3.1.2022.9
9. Rahman, A H M Habibur, Quayyum, Zahidul., **Alam, S. M. Shahedul.**, (2021) Determining Entrepreneurial Potentiality of University Graduates. *FREPD'S PUBLICATION RELATED TO EDUCATION RESEARCH PAPERS: 2019-2020*. 5-38.
8. **Alam, S. M. Shahedul**, Md. Ashikur Rahman Avi, Sraboni Bagchi., (2021). Investigating the Responsible Tourist Behaviour in Ecotourism Destination: A Study on Saint Martin's Island in Bangladesh. *International Tourism and Hospitality Journal* 4(9): 1-15. DOI: <https://doi.org/10.37227/ITHJ-2021-08-1118>
7. **Alam, S. M. Shahedul**, Hasan, Ahmed Rizvan, and Borman, Tanmay., (2021). IT Freelancing in Bangladesh: Assessment of Present Status and Future Needs. In: *Journal of Economics and Business*, Vol.4, No.1, 33-56. DOI: 10.31014/aior.1992.04.01.320
6. Bagchi, S., Shimul Ray, **Alam, S. M. Shahedul**, Rahman, Md. Ashikur., (2021) Avi Assessment of Tourist Satisfaction: A Study on Shrine of Lalon Shah, Bangladesh. *IOSR Journal of Business and Management (IOSR-JBM)* Volume 23, Issue 8. Ser. VII (August 2021), PP 30-39.
5. **Alam, S. M. Shahedul**, Md Ferdush Rahman, Shaikh Majedul Huq, and Md Kamruzzaman. (2020). Measuring the Tourist Satisfaction Towards the Man-made Theme Park in Bangladesh: A Comprehensive Study on Some Selective Sites. *International Journal of*

- Hospitality & Tourism Management, Vol- 4, Issue no. 1, P (8-14). DOI: 10.11648/j.ijhtm.20200401.12
4. **Alam, S. M. Shahedul**, and Md Nazrul Islam. (2018). Measuring customers' satisfaction towards the real estate company in Bangladesh: a study on a real estate company in Dhaka city. Journal of Primeasia University. 17, no. 1, 1-24.
 3. Rahman, M. F., **Alam, S. M. Shahedul.**, Nekmahmud, M. (2017). "Measuring People's Attitude towards the Life Insurance in Rangpur City Corporation in Bangladesh." International Journal of Economics & Management Sciences, 6(2), UK. DOI: 10.4172/2162-6359.1000407
 2. Huq, S. M., **Alam, S. M. Shahedul.** (2016). "Sustainable Tourism Development: A Strategic View of Poverty Alleviation in Bangladesh." Journal of Business Research, 1(2):107-119.
 1. Huq, S. M., **Alam, S. M. Shahedul.**, Nekmahmud, M., Mst. S. A., Alam, S. M. S., (2015). Customer's Attitude towards Mobile Advertising in Bangladesh. International Journal of Business and Economics Research, 4(6): 281-292, USA. DOI: 10.11648/j.ijber.20150406.13

BOOKS:

2. **Alam, S. M. S.**, "*Sustainable Tourism Development and Poverty Alleviation*," Lambert Academic Publishing, 2017, Germany.
1. **Alam, S. M. S.**, "*Tourist Attitude*," Lambert Academic Publishing, 2016, Germany.

MAJOR ACADEMIC RESEARCH:

2. MBA thesis on "*A Study on Poverty Alleviation through Sustainable Tourism Development in Bangladesh*" under the supervision of Sheikh Majedul Huq, Assistant Professor, Department of Marketing, Begum Rokeya University, Rangpur.
1. BBA dissertation paper on "*Measuring the Tourist Attitudes towards the Tourist Destination in Northern Area of Bangladesh: A Comprehensive Study on Vinna Jagot and Shoptopuri*." Under the supervision of Sheikh Majedul Huq, Assistant Professor, Department of Marketing, Begum Rokeya University, Rangpur.

LEADING GRANTS/ PROJECTS:

8. Principal Researcher, Research Title: "Evaluating the Current Dynamics and Prospects of Bangladesh's Airline Industry: An Empirical Analysis." The grant amount was Tk. 1,80,000 (One Lac and Twenty-Five Thousand Taka Only) from UGC Research Grants for the Financial Year 2024-2025, Pabna Science and Technology University, Pabna, Bangladesh.
7. Principal Researcher, Research Title: "Analyzing the Present Status, Problems and Prospects of Tourism and Hospitality Industry at Pabna." The grant amount was Tk. 1,73,000 (One Lac and Seventy Three Thousand Taka Only) from UGC Research Grants for the Financial Year 2023-2024, Pabna Science and Technology University, Pabna, Bangladesh.
6. Principal Researcher, Research Title: "Industry 4.0: Challenges and Opportunities of Tourism and Hospitality Industry in Bangladesh". The grant amount was Tk. 1,25,000 (One Lac and Twenty-Five Thousand Taka Only) from UGC Research Grants for the Financial Year 2022-2023, Pabna Science and Technology University, Pabna, Bangladesh.
5. Principal Researcher, Research Title: "Review of Research on Post COVID-19 Pandemic Tourism Recovery Strategy". The grant amount was Tk. 1,03,000 (One Lac Three Thousand Taka Only) from UGC Research Grants for the Financial Year 2021-2022, Pabna Science and Technology University, Pabna, Bangladesh.
4. Principal Researcher, Research Title: "Tourism and Hospitality Higher Education in Bangladesh: Issues and Suggested Actions". The grant amount was Tk. 2,00,000 (Two Lac Taka Only) from Foundation for Research on Educational Planning and Development (FREPD), Shamsul Huq Bhaban, Sonargaon Road, Polashi Crossing, Dhaka University Campus, Dhaka-1000. July 2020.

3. Principal Researcher, Research Title: “Tourism and Hospitality Management Education in Bangladesh: Problems and Prospects”. The grant amount was Tk. 58,000 (Fifty-Eight Thousand Taka Only) from UGC Research Grants for the Financial Year 2020-2021, Pabna Science and Technology University, Pabna, Bangladesh.
2. Research Associate, Research Title: “Determining Entrepreneurial Potentiality of the University Graduates”. The grant amount was Tk. 2,50,000 (Two Lac and Fifty Thousand Taka Only) from Foundation for Research on Educational Planning and Development (FREPD), Shamsul Huq Bhaban, Sonargaon Road, Polashi Crossing, Dhaka University Campus, Dhaka-1000. July 2018.
1. Research Fellow, Research Title: “A Study on Poverty Alleviation through Sustainable Tourism Development in Bangladesh”. The grant amount was Tk. 120,000 (One Lac and Twenty thousand taka only) from HEQEP Sub-Project CP No. 3068, Business Research Bureau, Faculty of Business Studies, Begum Rokeya University, Rangpur, Bangladesh. April 2015-March 2016.

ADMINISTRATIVE EXPERIENCE:

Assistant Provost July 2022- July 2023	Bangabandhu Sheikh Mujibur Rahman Hall, Pabna Science and Technology University, Pabna, Bangladesh. Counseling students about their problems and maintaining a peaceful environment inside the hall; Building awareness about the university code of conduct among the students.
Program Coordinator July 2018- Present	Entrepreneurship Development Training (EDT) Program of Center for Research and Entrepreneurship Development (CRED). BIHAS, Apt. # 301, House# 28, Road # 1/A, Block # J, Baridhara, Dhaka –1212, Bangladesh. Overall supervision and efficient functioning of the EDT program. Communicate with the institutions, proposal submission and approval, maintaining relationships with the resource persons, trainee students, and their institutions. Responsible for logistic support for the training program, venue management, and ensuring TQM of the overall training program. Currently, this program is running at BGMEA University of Fashion & Technology.
Assistant Proctor December 2017- September 2019.	Proctor Office, Primeasia University, Banani, Dhaka, Bangladesh. Maintain a peaceful environment inside and the adjacent area of the university premises; To oversee that the Code of Conduct of the Primeasia University students, is maintained within the university campus and take such steps as appropriate to do that; Take cognizance of any breach of students’ Code of Conduct and suggest immediate disciplinary actions in such cases; Decide the quantum of punishment to be imposed on the erring students; Monitor discipline among the students’ community in the classroom, exam halls, library, canteen, common rooms, study rooms and inside the campus.
Internship Coordinator December 2016- September 2019	BBA Program, Department of Business Administration, School of Business, Primeasia University, Banani Dhaka, Bangladesh. Overall supervision of the internship program. Advising and counseling intern students; assigning supervisors to them, communicating with the internship-providing organizations, and ensuring the placement of intern students. As a resource person, I have been conducting a Workshop on “Internship Report Preparation” every semester. As a Member of the Internship Viva Board, I am responsible to check all the technical parts of the internship report.

REFERENCES:

1. Professor Dr. Abdul Hannan Chowdhury
Vice-Chancellor
North South University (NSU), Bangladesh.
Cell Phone: 01713063097
2. Professor Dr. Md. Motiur Rahman
Professor
Department of Business Studies
Begum Rokeya University, Rangpur, Bangladesh.
Cell Phone No: +8801716610303; E-mail: palash_brur@yahoo.com
3. Professor Dr. Md. Amirul Islam
Dean
Faculty of Business Studies
Pabna Science and Technology University, Pabna, Bangladesh.
Cell Phone: +8801712441979; E-mail: amirulpust@gmail.com

I hereby declare that the above statements are true to the best of my knowledge.



(S.M. Shahedul Alam)