

CURRICULUM VITAE

OF

S. M. SHAHEDUL ALAM

Assistant Professor

Department of Tourism and Hospitality Management

Pabna University of Science and Technology, Pabna, Bangladesh.

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CAREER OBJECTIVE:

To become a contributor in the field of Tourism and Hospitality through my academic knowledge, research, and extensive experience.

ACADEMIC EXPERIENCE:

Assistant Professor

September 14, 2021-

Present

(04 years and more)

[Medium of Instruction is English]

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

As an Assistant Professor in this department, I teach undergraduate and postgraduate courses such as Digital Marketing, Research Methods, Applications of Research Methods, Tourism and Hospitality Marketing, Tourist Behaviour, Service Marketing, and related business subjects. My research focuses on Tourism, Tourism and Hospitality Education, Sustainable Tourism, and Customer Attitudes. I supervise undergraduate interns and 3–5 MBA thesis students, guide research projects, provide academic counseling, and manage departmental initiatives, including curriculum development, workshops, and seminars.

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.

As a Lecturer in the Department, I teach undergraduate and postgraduate courses, including Digital Marketing, Research Methods, Tourism and Hospitality Marketing, Tourist Behaviour, Service Marketing, Economics, and related business subjects. My research focuses on Tourism, Tourism and Hospitality Education, Sustainable Tourism, and Customer Attitudes. I supervise undergraduate interns, guide student research projects, provide academic counselling, and manage departmental initiatives such as curriculum development, workshops, and seminars.

Lecturer

October 2016-

September 2019

(03 years)

[Medium of Instruction was English]

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

I teach courses including Business Strategy and Policy, Marketing Research, Marketing Management, Principles of Marketing, Service Sector Marketing, Product Planning and Development, Promotion and Sales Management, and Microeconomics. I supervise undergraduate interns and conduct research on customer attitudes, entrepreneurial potential and development programs, tourist behavior, sustainability, and the sustainability of the Banarashi industry in Bangladesh.

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.

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)

Faculty of Business Studies, North-Bengal Institute of Development Studies (NIDS), Rangpur, Bangladesh. (An English medium honors

November 2014 -
November 2015
(01 year)
[Medium of Instruction was English]

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
[Medium of Instruction was English]

Master of Business Administration (MBA), Major in Marketing, CGPA- 3.81 (Out of 4.00 Point Scale)
Department of Marketing, Begum Rokeya University, Rangpur, Bangladesh.

BBA

December 2013
[Medium of Instruction was English]

Bachelor of Business Administration (BBA), Major in Marketing, CGPA- 3.84 (Out of 4.00 Point Scale), 2nd 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.

PROJECTS ADMINISTRATION:

Co-Principal Investigator *(November 2025 to June 2028)*

Co-Principal Investigator of the Team (Professor Dr. Md. Kamruzzaman-Principal Investigator & S. M. Shahedul Alam-Co-Principal Investigator)
Research Title: "Pedagogical Innovations through Artificial Intelligence: Transforming Business Education in Bangladesh in the Era of the Fourth Industrial Revolution". The grant amount was Tk. 29.43 Lac from Bangladesh Bureau of Educational Information and Statistics (BANBEIS), Ministry of Education, Government of Bangladesh, Jahir Raihan Road (Palashi-Nilkhel) Dhaka-1205.

Principal Researcher *(July 2025 to June 2026)*

Research Title: "Transforming Young Graduates into Entrepreneurs: Harnessing Tourism-Driven CMSME Opportunities in Bangladesh". The grant amount was Tk. 4,00,000 (Four Lac Taka Only) from, Research and Technology Transfer Cell (RTTC), Pabna University of Science and Technology (PUST), under UGC Research Grants for the Financial Year 2025-2026, Pabna-6600, Bangladesh. Project duration October 2025 to June 2026.

Member *(August 2025 to June 2028)*

Member of the SPM Team (Dr. Masud Rana-SPM, Dr. Kamal Hossain-ASPM, Dr. Rebeka Sultana Rekha-Member, S. M. Shahedul Alam-Member), Project Title: "Rooppur Nuclear Power Plant: Transforming Innovation, Employment, Growth and Sustainability for Northern Bangladesh in Achieving SDGs". The grant amount is Tk. 98.96 Lakh for a three-year research project. Funded by HEAT (Higher Education Acceleration and Transformation) Project financed by UGC (University Grant Commission), Bangladesh and World Bank. Project duration September 2025 to June 2028.

Principal Researcher *(July 2024 to June 2025)*

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.

Principal Researcher (July 2023 to June 2024)	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.
Principal Researcher (July 2022 to June 2023)	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.
Principal Researcher (July 2021 to June 2022)	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.
Principal Researcher (July 2020 to June 2022)	Principal Researcher of the Team (S. M. Shahedul Alam-Principal Researcher & Professor Dr. A H M Habibur Rahaman-Assistant 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.
Principal Researcher (July 2020 to June 2021)	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.
Associate Researcher (July 2018 to June 2020)	Associate Researcher of the Team (Professor Dr. A H M Habibur Rahaman-Principal Researcher, Professor Dr. Zahidul Quayyum-Associate Researcher, S. M. Shahedul Alam-Associate Researcher). Research Title: "Determining Entrepreneurial Potentially 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.
Research Fellow (April 2015 to March 2016)	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,

Assistant Proctor December 2017- September 2019.	<p>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.</p>
Internship Coordinator December 2016- September 2019	<p>Proctor Office, Primeasia University, Banani, Dhaka, Bangladesh.</p> <p>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.</p> <p>BBA Program, Department of Business Administration, School of Business, Primeasia University, Banani Dhaka, Bangladesh.</p> <p>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.</p>

PUBLICATIONS:

16. Rana, M., Islam, M. T., Abdelwaheb, S., Islam, H., & **Alam, S. M. S.** (2025). Modeling the adoption of financial technology for sustainable agricultural development in Bangladesh using the technology acceptance model. *Discover Sustainability*, 6(1), 1191. <https://doi.org/10.1007/s43621-025-02000-3>. Publisher: Springer, Q1 (Scopus).
15. **Alam, S. S.** (2025). A Systematic Analysis of Tourism and Hospitality Management Higher Education Curriculum in Bangladesh: Present and Future. *Journal of Tourism & Adventure*, 8(1), 36-51.
14. Rana, M., Siddiq, M. M., Islam, H., & **Alam, S. M. 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. S.** (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](https://doi.org/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](https://doi.org/10.31014/aior.1992.04.01.320)
6. Bagchi, S., Shimul Ray, **Alam, S. M. Shahedul**, Rahman, Md. Ashikur Avi (2021) 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](https://doi.org/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](https://doi.org/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](https://doi.org/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.

UNDER REVIEW MANUSCRIPTS TITLE:

3. The Untapped Potential of Peripheral Regions: A Comprehensive Analysis of the Status, Challenges, and Prospects of the Tourism and Hospitality Industry in Pabna
2. Human Meets Machine: Extending TAM to Understand Guest Acceptance of Hotel Service Robots
1. From Classroom to Career: A Critical Assessment of Skill Gaps in Tourism and Hospitality Graduates

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 Shopnopuri." Under the supervision of Sheikh Majedul Huq, Assistant Professor, Department of Marketing, Begum Rokeya University, Rangpur.

LIST OF CONFERENCE, SEMINARS, WORKSHOPS, AND PAPER PRESENTATION:

21. Presenting paper on "Poverty, Unemployment, and Carbon Emissions: Evaluating South Asia's Progress toward SDG Achievement" at the International Conference 2025, Organized

by the Bureau of Business Research (BBR), Faculty of Business Administration, University of Chittagong, on September 11–12, 2025

20. Presenting paper on “Analyzing the Present Status, Problems and Prospects of the Tourism and Hospitality Industry at Pabna” at the 1st International Conference on Business Innovation, Technology and Sustainability (NCBITS)–2025, organized by the Faculty of Business Studies, Pabna University of Science and Technology (PUST), Pabna, Bangladesh, on April 16, 2025.

19. Participating in the Seminar on “Higher Education in Bangladesh: Future Challenges and Opportunities”, organized by the Institutional Quality Assurance Cell (IQAC), Pabna University of Science and Technology, Pabna, on January 27, 2024.

18. Participating in the Workshop on “Curriculum Development: Business Education”, organized by the Institutional Quality Assurance Cell (IQAC), Pabna University of Science and Technology, Pabna, on April 23, 2023.

17. Presenting paper on “Tourism and Hospitality Management Higher Education in Bangladesh: Issues and Suggested Actions” at the National Research Conference, organized by the Foundation for Research on Educational Planning and Development (FREP), held at Shamsul Huq Bhaban, Sonargaon Road, Polashi Crossing, Dhaka University Campus, Dhaka–1000, on February 23, 2022.

16. Presenting paper on “Tourism and Hospitality Management Education in Bangladesh: Problems and Prospects” at the Academic Seminar, organized by the Faculty of Business Studies, Pabna University of Science and Technology, Pabna, Bangladesh, on June 27, 2021.

15. Presenting paper on “Graduates to Entrepreneurship: Strategy Development in Emerging Countries” at the 5th International Conference on Business and Economics (Virtual), held in Dhaka, on September 25–26, 2021.

14. “Annual Banking Conference-2018” held on 07-08 November 2018. Organized by- Bangladesh Institute of Bank Management (BIBM).

13. Workshop on “*Research Methods and Data Analysis using STATA & Eviews-2018*” held on 06-08 August 2018. Organized by- Institutional Quality Assurance Cell (IQAC), Primeasia University, Dhaka, Bangladesh.

12. “*Bangladesh Youth symposium 2018*” held at Primeasia University. Organized by: Youth School for Social Entrepreneurs’(YSSE) on 4th August 2018.

11. Workshop on “*Student Psychology, Personality Trait Analysis & Stress Managements; Time Management & Cooperative Learning; Effective Communication & Delivery.*” Training sessions conducted by LEAD on 17th and 18th July 2018. Organized by- Institutional Quality Assurance Cell (IQAC), Primeasia University, Dhaka, Bangladesh.

10. 13th International Knowledge Globalization Conference “*Workshop on E-Learning-Use of Moodle: Level-1*” held on 25th February 2018 at Dhaka, Bangladesh. Jointly organized by: International University of Business Agriculture and Technology, Bangladesh & Knowledge Globalization Institute, USA.

9. 13th International Knowledge Globalization Conference “*Workshop on Achieving Excellence in Academic Research*” held on 24th February 2018 at Dhaka, Bangladesh. Jointly organized by: International University of Business Agriculture and Technology, Bangladesh & Knowledge Globalization Institute, USA.

8. Workshop on “*Enterprise Risk Management for Financial Institutions*” held at Bangladesh Institute for Professional Development (BIPD) Auditorium, Fareast Tower, 35 Topkhana Road, Dhaka-1000 on 08 & 09 August 2017. Organized by-Bangladesh Institute for Professional Development (BIPD).

7. A seminar on “*Government Budgeting Practices in Bangladesh*” held at Primeasia University on 20 March 2017. Organized by- School of Business, Primeasia University.

6. Training on “*Online Teaching, Exam and Evaluation Techniques*” held at Primeasia University on 26 November 2016. Organized by- Institutional Quality Assurance Cell (IQAC), Primeasia University.

5. A seminar on “*Education and Skills for Career in Marketing*” held at Begum Rokeya University, Rangpur on November 03, 2015. Professor Dr. S. M. Kabir, Department of Marketing, University of Rajshahi is presented as the keynote speaker at this seminar.
4. An international seminar on “*Contemporary Issues in Business Research*” held at Begum Rokeya University, Rangpur on August 06, 2015. Professor Dr. Shah Azam, Department of Marketing, University of Rajshahi is presented as the keynote speaker at this seminar.
3. An international seminar on “*Research Methodology in Business Education*”, Key Note Speaker was Professor Dr. Abhinaya Chandra Saha, Director, IBA, Rajshahi University, Organized by- Faculty of Business Studies, Begum Rokeya University, Rangpur. Date: 23 May 2015 for one day long program.
2. “*Training on Real Data Analysis with SPSS*”. Organized by- Faculty of Business Studies, Begum Rokeya University, Rangpur. Date: 18 April 2015 for one day long program.
1. Seminar on “*Careers in Marketing*” held at Begum Rokeya University, Rangpur on July 18, 2013. Organized by- Marketing Eye, Department of Marketing, BRUR.

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.

REFERENCES:

1. Professor Dr. Abdul Hannan Chowdhury
Vice-Chancellor
North South University (NSU), Bangladesh.
Email: vicechancellor@northsouth.edu; hannan.chowdhury@northsouth.edu;
hannannsu@yahoo.com; Cell Phone: +8801713063097
2. Professor Dr. Md. Motiur Rahman
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Begum Rokeya University, Rangpur, Bangladesh.
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3. Dr. Masud Rana
Associate Professor
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Pabna Science and Technology University, Pabna, Bangladesh.
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I hereby declare that the above statements are true to the best of my knowledge.



(S. M. Shahedul Alam)