

Biography of
Prof. Md. Zahir Uddin Arif
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Professor Md. Zahir Uddin Arif has long working experience as an academician, researcher, foreign external examiner of Ph.D. thesis, keynote speaker, resource person, track/session chair and international advisory board member in international conferences, webinars, and symposiums, WTO-certified trainer, marketing, brand and HR adviser/consultant, volunteer, development analyst, distinguished visiting professor, resource person, member of the trustee board, academic council and board of advanced studies and research and advisor of various reputed institutions and universities of home and abroad; an editor/advisory board member and editorial reviewer of international journals and book chapters of edited books published by IGI Global, Springer-Nature, Emerald Publishing, Inderscience Publishers and other reputed global publishers, universities and research societies; and a contributor to the Asian and African development for three decades. He teaches undergraduate, graduate, and postgraduate level students and supervises academic and professional research projects and theses. He performed his responsibilities as Chairman and carried out his duties as EMBA Program Director at the Department of Marketing, Faculty of Business Studies, Jagannath University, Dhaka, Bangladesh. His areas of research and consultancy interest are Marketing (Consumer Behavior, Consumer Rights, CSR, CnSR, Social Business, Brand Management, Retail Marketing, Global Marketing, Public Health/Health Care Marketing, Tourism and Hospitality Marketing, Digital Marketing, Social Media Marketing, Relationship Marketing), Management, HRM, Stock and Bond Market Development, Innovative Micro-Financing, SME, Poverty Alleviation through ICT, Education, Innovation and Technology, Sustainability, Gender Behavior to Consumption, Women/Human Empowerment, Environment and Development issues, and various interdisciplinary and cross-sectional fields of study. He has supervised and examined more than 300 academic research papers, reports, and projects and examined 13 foreign Ph.D. theses, 1 M.Phil. thesis, and 2 M.S. theses and also conducted a Ph.D. oral defense examination (viva voce) as an external examiner.

Professor Arif has 49 research papers and book chapters published in reputed journals and edited books, including those indexed in Scopus (Scimago Ranking Q1 and Q2), Web of Science-SSCI, ABDC, ABS, and CrossRef, and presented 22 research papers in international conferences of ICSP, EMRBI/EMAB, ISEE, BEA, DScE, and the Australia New Zealand Marketing Academy (ANZMAC) in the University of New South Wales, Sydney, Australia. He is a 2022 Emerald Literati Award Winner for the authorship of an outstanding paper, an editor, associate editor, advisory and editorial board member, and reviewer of around 30 reputed peer-reviewed journals, including Q1 and Q2 ranks, chaired conference sessions, participated in around 150 seminars, webinars, and training courses, and is also a member of around 30 institutions and associations worldwide. He is a Co-Founder and Founding President of Bangladesh Renaissance Foundation (BRF); Member of the Research Committee, Marketing, HRM, and Cross-Cultural & International Management Groups, EuroMed Research Business Institute (EMRBI), Cyprus & European Union; Trustee Board Member of Crown University International Chartered Inc. (Argentina, USA, Liberia, India, Ghana, Nigeria and partner campuses and worldwide online operations) and World Accreditation Commission; Ex-Advisor, Research Cell, Center for Management Studies (CMS), JAIN (Deemed-to-be University), Bangalore, India; and Visiting Professor, Bharath University (BIHER- Deemed-to-be University), Chennai, Tamil Nadu and University of Burdwan, Burdwan, West Bengal, India. Professor Arif was Deputy Sub-Project Manager, TSIDP Sub-Project, and Head of the Self-Assessment Committee, Department of Marketing, Jagannath University, Bangladesh, under the Higher Education Quality Enhancement Project (HEQEP) of the University Grants Commission of Bangladesh, funded by the World Bank, and trained up in advanced research from the University of Canberra, Canberra, Australia, as a HEQEP, World Bank Fellow. He was Senior Vice President of the Academic Accreditation Committee and Executive Management Team Member of the International Institute of Marketing Professionals (IIMP), Brampton, Ontario, Canada.

Professor Arif is experienced in the curriculum and syllabus design and development of the marketing/business discipline of BBA, MBA, M.Phil., and Ph.D. courses at different universities. As a human rights and social activist, Professor Arif is actively engaged in various social movements and playing his leadership role to attain social justice, quality education, and humanity nationally, internationally, and globally. He was awarded the prestigious LREA (LSDB's Regional Education Award) 2023 as 'Best Faculty of the Year' from the London School of Digital Business (LSDB), London, United Kingdom, the 'Most Outstanding Professor Award 2020' from the World Education Congress in the Global EduTech webinar on October 27, 2020, and the 'Bangladesh Education Leadership Award 2017' as the 'Best Professor in Marketing Management' at the South Asian Partnership Summit (SAPS) and Business Excellence Awards 2017 on October 29, 2017. He visited countries outside Bangladesh for professional, academic, and research purposes.