

KAZI SHARMIN PAMELA



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https://scholar.google.com/citations?user=X_AVs24AAAAJ&hl=en



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RESEARCH INTEREST

Women entrepreneurship, Digital entrepreneurship, Sustainable entrepreneurship development, Digital consumer behaviour, Digital marketing environment, and Open and Distance Learning (ODL).

EDUCATION

Master of International Business (MIB) Sydney Business School, University of Wollongong, Australia. Credit (65% to 74%)	2012-2013
Master of Business Administration (MBA) Department of Marketing, University of Dhaka, Bangladesh. CGPA – 3.77 out of 4.00	2007-2008
Bachelor of Business Administration (BBA) Department of Marketing, University of Dhaka, Bangladesh. CGPA – 3.89 out of 4.00	2002-2007

ACADEMIC EXPERIENCES

Assistant Professor (Marketing) **May 2018-present**

Open School (OS), Bangladesh Open University (BOU), Bangladesh

- **Teaching method:** Face-to-face, Online (Google Classroom/Zoom), Blended mode.
- **Responsibilities:** Tutoring; Assisting in course coordination; Scripting test questions; Organizing tests; Criteria based marking for assessments; Developing the self-learning materials for learners (e.g., books, audio, and video lectures); Facilitating and mentoring learners; Creating and updating Open Educational Resources (OER) at E-Learning platforms (e.g., Google classrooms, Moodle).

Lecturer (Marketing) **Jul 2014-May 2018**

Open School (OS), Bangladesh Open University (BOU), Bangladesh

- **Teaching method:** Face-to-face, Online (Google Classroom/Zoom), Blended mode.
- **Responsibilities:** Tutoring; Constructing and writing the self-learning materials- books, audio, and video programs; Supervising and mentoring students; Composing questions and organizing exams; Grading assignments and exam papers; Preparing the final results.

RESEARCH EXPERIENCES

Co-Investigator **2024-present**

Independent University, Bangladesh (IUB) funded research project: ‘Institutional Support in Creating an Integrated Marketing Platform for Women Entrepreneurs: A Path to Success’. Principal investigator- Nabila Kamal Promy.

To assess the feasibility of creating an integrated marketing platform (digital and/or physical) that will allow women entrepreneurs to connect with stakeholders.

Research Assistant **2021-2023**

Independent University, Bangladesh (IUB) funded research project: ‘Women Entrepreneurship Development and Social Capital in Bangladesh.’ Principal investigator- Dr. A.N.M. Shibly Noman Khan.

Developed conceptual model, constructed binary logistic regression models using *R software* to identify the significant factors in developing women’s entrepreneurship. **[Output: J6, C4 & three articles on pipeline].**

Independent Research

1. Did COVID-19 transform consumers’ orthodox behavior?: A Systematic Literature Review. **2021-2024**

Used PRISMA-ScR method and a thematic analysis to understand changes in consumer behavior. **[Output: J7]**

2. **The Transition from Face-to-Face (f2f) to Remote Proctoring Examination: Evidence from BOU.** 2020-2022
Used a case study design and analyzed data from in-depth responses to identify advantages and challenges of the remote proctoring system. **[Output: J5]**
3. **Bangladesh Open University (BOU) funded research project: ‘Exploring Learners’ Behavioral Intention toward Mobile Learning: A case of HSC Programme of Bangladesh Open University (BOU).’** 2018-2020
Supervised a team, employed qualitative and quantitative research methods, and used SmartPLS to examine and extend the TAM model within the context of behavioural intention to use mobile learning. **[Output: BC5 & C2]**
4. **Learners’ Expectation and Perception on Video Lectures (VLs): A Case of BBS Program of BOU** 2016-2017
Managed a team; interviewed faculty members and collected data to identify and understand the attributes of the learners’ desired expectations and their perceived experience toward VLs; and proposed a framework. **[Output: J4]**
5. **Contemporary Challenges of Security Software in Bangladesh.** 2015
Conducted secondary research to find the recent condition and demand of the security software industry in Bangladesh based on Kaspersky Lab. **[Output: J2]**
6. **Reducing Conflicts Among Employee Groups through Effective Communication in Multinational Companies.** 2014
Conducted a qualitative data-based comparative study to identify the challenges and adopt the solution to reduce conflicts. **[Output: C1]**

Research Assistant

Oct 2009–Oct 2011

Business Development Department, M. M. Ispahani Limited, Bangladesh, conducted research projects (e.g., TV Advertisement Evaluation; Effectiveness of Seasonal Promotional program; Assessing Customer Acceptance of New Logo). Designed ad-hoc research context in a team, developed questionnaires, analyzed data, and prepared technical reports.

Sector Research Analyst

Oct 2008-Nov 2009

FBCCI funded a study on ‘Plastic and Rubber Sector in Bangladesh and Katalyst Sectoral Survey in Bangladesh,’ and ADB assisted study on ‘Small and Medium Enterprise Sector Development Program (SMESDP).’ Developed questionnaire, interviewed and collected data from firms in different locations in Bangladesh; prepared, checked, and analyzed data using SPSS and Excel software; assisted in preparing final report.

Graduate and Undergraduate Research Project

7. Telecommunication sector in Bangladesh- Corporate Business Segment, Supervised by Dr. Md. Zakir Hossain Bhuiyan. **(with distinction marks)** 2008
8. Promoting the Traditional Bangladeshi Art: Jamdani, Supervised by Dr. Md. Anwarul Islam. **(with distinction marks)** 2007
[Output: J1]

PUBLICATIONS

Peer-reviewed Journal Articles

- J7 **Pamela, K.S.** & Shams, S. (2024). Did COVID-19 transform consumers’ orthodox behavior?: A Systematic Literature Review. *Journal of Asian Business Strategy*, Vol 14, Issue 1, pp 21–38, <https://doi.org/10.55493/5006.v14i1.4973>.
- J6 Khan, A.N.M.S.N. Mansur, M., **Pamela, K.S.**, Promy, N.K. (2024). Women Business Moving Beyond Development Enigma, *Journal of Global Entrepreneurship Research*, Vol.14, Issue 5, <https://doi.org/10.1007/s40497-023-00374-0>.
- J5 **Pamela, K.S.** (2022). The Transition from Face-to-Face (f2f) to Remote Proctoring Examination: Evidence from Bangladesh Open University (BOU), *International Journal of Open Schooling (IJOS)*, National Institute of Open Schooling, Vol. 1, Issue 2, pp 91-108.
- J4 **Pamela, K.S.**, Tasmin, R., & Rahman, M.M. (2017). Learners’ Expectation and Perception on Video Lectures: A Case of BBS Program of Bangladesh Open University. *Journal of Open School. Bangladesh Open University*. Vol.6 No.1. pp 87-96, ISSN-1812-7525.
- J3 Kaium, M, A. & **Pamela, K.S.** (2017). The Impacts of Urban Flooding on Street Vendors’ Business in Dhaka City, *Barisal University Journal*, Part III, Vol 4, pp 127- 141, ISSN 2411 247X.

- J2 Pamela, K.S. & Nuery, N. (2016).** Demand of Security Software in Bangladesh: A Case Study of Kaspersky Lab. *Dhaka University Journal of Business Studies*, Volume XXXVIII, No. 2, ISSN 1682 2498.
- J1 Pamela, K. S. (2011).** The Market Scenario of Jamdani – A Traditional Craft of Bangladesh, *D.U. Journal of Marketing*, Department of Marketing, University of Dhaka, Vol. No. 14, June 2011, pp 225-243.

Book chapters

[*self-learning materials in Bengali]

- BC5 Pamela, K.S., & Rahman, M.M. (2021).** Exploring Learners' Behavioural Intention towards Mobile Learning: A Case of Certificate Program of Bangladesh Open University. In P. Das & R. Bordoloi (Eds.), *Open Higher Education in the 21st Century*, Nova Science Publishers Inc., pp 221-254, ISBN: 978-1-53619-612-2. Url: <https://novapublishers.com/shop/open-higher-education-in-the-21st-century/>
- BC4 Pamela, K.S. & Akter, F. (2020).** Unit 01-06. In M.A. Mahfuz (Eds), *Principles of Marketing*, Bangladesh Open University, Gazipur. ISBN: 978-984-34-3198-1. Url: https://www.ebookbou.edu.bd/wp/OS/osbba2_1.php#osbba1205 *
- BC3 Pamela, K. S. & Mahfuz, M.A. (2019).** Unit 01-05. In A. Anis (Eds), *Marketing Management*, Bangladesh Open University, Gazipur. ISBN: 978-984-34-2039-8. Url: https://www.ebookbou.edu.bd/wp/OS/osmba1_2.php#osmba1202 *
- BC2 Pamela, K. S. (2019).** Unit 01-10, In S. Ahmed (Eds.), *Business Communication*. Bangladesh Open University, Gazipur. ISBN: 978-984-34-2030-5. Url: https://www.ebookbou.edu.bd/wp/OS/osmba1_1.php#osmba113 *
- BC1 Parvez, M., Pamela, K. S., Mynuddin, M., Islam, M.T., & Anis, A. (2017).** Unit 06-07. In F. Chowdhury (Eds.), *Production Management and Marketing-1st part*, Bangladesh Open University, Gazipur. pp 125-170, ISBN 978-984-34-3185-1. Url: https://www.ebookbou.edu.bd/Books/Text/OS/HSC/hsc_1888_2022.pdf *

Book (edited)

[*self-learning materials in Bengali]

- B2 Pamela, K. S., Eds. (2020).** *International Business*. Bangladesh Open University, Gazipur. ISBN 978-984-34-2045-9. Url: https://www.ebookbou.edu.bd/wp/OS/osmba2_1.php#osmba2103 *
- B1 Pamela, K. S., Eds. (2018).** *Production Management and Marketing 2nd part*, Bangladesh Open University, Gazipur. ISBN 978-984-34-3186-8. Url: https://www.ebookbou.edu.bd/Books/Text/OS/HSC/hsc_2888_2022.pdf *

Conference Proceeding

[*Presenter]

- C3 Khan, A.N.M.S.N. Pamela, K.S., Mansur, M., Promy, N.K. (2023 June).** *Impact of Technology and Social Capital on Women Entrepreneurship Development in Bangladesh*. 2nd International Conference on Technology, Business, Justice towards Smart Bangladesh, Dhaka Bangladesh. *
- C2 Pamela, K. S. (2019).** *Learners' Behavioral Intention toward M-Learning*. 4th International GCSTMR Congress, Bangladesh. *
- C1 Pamela, K. S. (2017).** *Reducing Conflicts Among Employee Groups through Effective Communication in Multinational Companies*. 1st International Conference on Management Research and Practice, Global Circle for Scientific, Technological, and Management Research (GCSTMR), Dhaka, Bangladesh.

HONOURS and AWARDS

Sydney Business School Coursework Scholarship, University of Wollongong.	2012
Dean's List and Dean's Merit Award, Faculty of Business Studies, University of Dhaka.	2009
Merit listed and achieved a scholarship from the Education Board of Bangladesh.	2001

RESEARCH GRANTS

Bangladesh Open University funded research Project- BDT 2900	2018
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TECHNICAL SKILLS

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| <ul style="list-style-type: none"> ▪ <u>Data Analysis</u>: SPSS, R studio, SmartPLS ▪ <u>GIS Software</u>: ArcView 3.2, ArcGIS 9.3.1 ▪ <u>Graphical Package</u>: Adobe Illustrator, Photoshop | <ul style="list-style-type: none"> ▪ <u>Presentation tools</u>: Canva, Prezi ▪ <u>e-learning Platforms</u>: Moodle, Schoology, Google Classroom, Canvas. |
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TEACHING

Graduate level:

- Marketing Management, E-Marketing, Marketing Promotion, International Business, Principles of Marketing.

AUDIO-VIDEO LECTURES (RECORDED)

Content creating, script writing, and presenting twelve Audio lectures & twelve Video lectures on the course *Principles of Marketing* (in Bengali language) broadcasted on scheduled time through www.boutube.edu.bd & www.bdopentv.com. Available on Url: <https://www.youtube.com/watch?v=qyz7o8HSPjw&list=PLBbbxOETn72YfUBa0VymwBg5t8uFiu-se&index=3>

STUDENT SUPERVISION

- Analyzing Customers' Satisfaction toward Online Food Delivery Service: A Study on Food Panda. Nasrin Akhter. Master paper. Completed (2023).
- The Impact of Digital Advertisement on Young Consumers' Buying Behavior: A Study on Fast Food Purchase in Dhaka City. Shahana Jannat. Master paper. Completed (2021).
- The Effect of Customers' Satisfaction and Loyalty in Return of Ordered Goods of Popular Pharmaceuticals Ltd. Md. Sultanuzzaman. Master paper. Completed (2017).

PROFESSIONAL PERFORMANCE

- **Achieved Second Runner-up Position in Innovation Showcasing** the idea of online proctoring implemented on the offshore programs of BOU, represented Open School, BOU (2024).
- **Developed Standard Operating Procedures (SOP) for Remote proctored examination and conducting exams**, 250 learners from South Korea, Qatar, Saudia Arabia, and Kuwait successfully appeared in the final exam and attained results in time. (Awarded for Best Contributor) (2021-2023).
- **Developing Outcome-based curriculum**, BBA program, OS, BOU-Under review (2022- present).
- **Developing a manual** for accommodating children with disabilities in the Open Schooling system (2021- present).
- **Editing and updating Student Guide**, BBA and BBS program, OS-BOU (2015- present).
- **Developed VET Course framework and outlined process**, the Commonwealth of Learning (COL) funded project of 'Vocational Education and Training (VET) through Open Schooling in Bangladesh' (2018-2020). Available at: http://cemca.org/news/vet-integrated-hsc-and-ebedemed-curriculum-development-bangladesh-open-university#.Xno9_6gzblU
- **Developed and Administered Peer-to-Peer (p2p) Quality Review Framework**, COL-funded project of 'National Institute of Open Schooling (NIOS) and BOU-OS partnership for implementing Institutional p2p Review' (2017-2019). Available at: <https://www.col.org/programmes/open-schooling/peer-peer-review-process-completed-between-india-and-bangladesh>

ACADEMIC COMMITTEES

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| ▪ Member, Food Industry Management program curriculum committee, OS, BOU | 2023-present |
| ▪ Member, Caregiver program curriculum committee, OS, BOU | 2023-present |
| ▪ Member, Parenting program curriculum committee, OS, BOU | 2023-present |
| ▪ Joint coordinator, BBA program, OS, BOU. | 2021-present |
| ▪ Chairman, MBA examination committee, OS, BOU | 2020-present |
| ▪ Member, MBA admission committee, OS, BOU | 2020-present |
| ▪ Member, Business curriculum committee, OS, BOU | 2015-present |

TRAINING AND WORKSHOP

Facilitator

- **Conducting three training sessions on how to use Google Classroom for OS-BOU faculties & learners;** 35 faculties & 150 learners participated (2020, 2021, 2022).
- **Organizing tutor training for the MBA program,** OS-BOU, 150 participants (2020).
- **Facilitating session** 'Open Educational Resources (OER) Capacity Enhanced Programme (CEP) for BOU Academics.' 25 faculties participated (2016). Available at: <http://cemca.org/news/capacity-enhancement-programme-odl-teachers-creation-oer-blended-learning#.Xno-oqgzblU>

Participant

- Workshop on Developing a Comprehensive Understanding of the National Curriculum and Its Alignment with Open and Distance Learning Systems, organized by Open School, BOU Teachers' Conference Hall, (27 Apr 2024).
- Outcome Based Education (OBE) Curriculum Development and Implementation in BBA & MBA (Bangla) program organized by Institutional Quality Assurance Cell (IQAC), BOU, (19 & 25 Feb 2024).
- Faculty Development workshop on OER-based Blended Learning at BOU, organized by CEMCA, (17 – 19 Dec 2023).
- International Conference on Dimensions of ODL system in Current Global Scenario of Higher Education presented a paper on *Reflections on Lessons Learnt from Online Proctoring for Non-resident Bangladeshi Students of BOU*, organized by Madhya Pradesh Bhoj (Open) University, Bhopal, India, (25-26 Aug, 2022).
- Practical Application of Artificial Intelligence, Military Institute of Science and Technology (MIST), CACR (30-31 Dec 2022).
- Teaching learning process and assessment for quality education, organized by Institutional quality assurance cell (IQAC), BOU (31 May- 1 Jun 2022).
- Online workshop on Self-Learning Material Development, organized by Commonwealth Education Media Centre for Asia (CEMCA), India, and BOU (12-15 Oct 2020).
- Online training program on Video Content Development, organized by CEMCA, India, and BOU (26-27 Aug 2020).
- Workshop on Competency-based Curriculum Development, organized by e-Learning Centre, BOU (27-28 Jan 2020).
- Lead Tutor Training on Vocational Education and Training (VET) organized by CEMCA, INDIA, and BOU (21-22 Jan 2020).
- International Workshop on Blended-Learning Courseware for Asian Region, organized by BOU (22-25 Jan 2018).
- Training on Research Methodology, organized by East West University Center for Research and Training (21 Nov-3 Dec 2017).
- Teaching for Active Learning, organized by the Foundation for Learning Teaching and Research (18-20 May 2017).
- Capacity Building Workshop on eContent Development to deliver digitally, organized by CEMCA, India, and BOU (19 to 23 Jan 2016).

COMMUNITY INVOLVEMENT

- Forming and maintaining student groups using social media to respond to learner queries and mentoring learners located in diverse areas (2014- till date).
- Voluntary service (preparing food for street people) at a non-profit organization (2021- till date).
- Participated as a panel member of the discussion, Women e-Commerce Entrepreneurship Summit (2022).
- Facilitating Workshop on 'Leadership for Girls for Change' (L4G4C), supported by COL (2014).

PROFESSIONAL MEMBERSHIP

- Marketing Alumni Association (MAA), Department of Marketing, University of Dhaka. (2014– Present)
- Bangladesh Open University Teachers' Association (BOUTA), Bangladesh Open University. (2014– Present)