

Curriculum Vitae of Asma Akter Shelly

Assistant Professor (Finance),

School of Business (SOB),

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Area of Specialization and Research Interest

Adult Education, ICT in Education, E-learning, Finance and Banking, Open and distance learning, Women Empowerment

Professional Experience

- **Assistant Professor (Finance)**, School of Business, Bangladesh Open University: From 2019 till date
- **Lecturer (Finance)**, School of Business, Bangladesh Open University: From 2013 to 2019
- **Lecturer (Finance and Banking)**, Lalmatia Mohila College, Lalmatia Housing Society, Lalmatia, Dhaka-1207: From 2012 to 2013
- **Financial Analyst**, Operation Department, Credit Rating and Information Services Limited (CRISL), Nakshi Homes (4th & 5th Floor), 6/1A, Segunbagicha, Dhaka-1000: October 2009 - May 2011

Present Responsibilities

- Lecturing, course and lecture planning as well as guiding students of various programs (BBA, MBA, CEMBA/CEMPA) of the School of Business of Bangladesh Open University.
- Preparation of teaching materials (Lectures, Books, Radio and TV programs etc.) and assisting in the preparation and administration of examinations and grading examinations, and term papers of different academic programs of Bangladesh Open University.
- Relevant activities such as maintaining regular office hours to meet with students, and group discussions as a Coordinator of the Master of Business Administration (MBA) Program of the School of Business of Bangladesh Open University.
- Involved with academic and administrative activities as an Assistant Professor (Finance), member of the School Committee, Examination Committee, Admission Committee, joint coordinator of the Media Program etc.
- Designing Curriculum of different academic programs.
- Relevant activities such as preparing and conducting seminars etc. as a Coordinator of “Open Business Talk” a weekly discussion group of Teachers for professional development.

Completed Research Project

- Shelly, A. A., & Bhuiyan, O. F. (2020-2021). Women Empowerment and Employability Skills: A study on MBA Graduates of Business of Bangladesh Open University. Bangladesh Open University Research Fund, Gazipur, Bangladesh.
- Shelly, A. A., & Kamal, M. A. (2019-2020). Learners' Motivation and Barriers to eLearning in Bangladesh: A study on the Selected Academic Programs of Bangladesh Open University. Bangladesh Open University Research Fund, Gazipur, Bangladesh.
- Shelly, A. A., & Kader, R. (2017-2018). Use and opportunities of ICT integration into the BBA program of the School of Business of Bangladesh Open University. Bangladesh Open University Research Fund, Gazipur, Bangladesh.

List of Publications

- Shelly, A. A., Begum, A., Kamal, M. A., & Islam, A. (2022). Learners' Motivation Toward E-Learning: A Case of MBA Program of Bangladesh Open University. *Journal of Business Studies, Bangladesh Open University*, 7(1B).
- Shelly, A. A. (2020). ICT in Education at School of Business of Bangladesh Open University: Learners' Preparedness. *Journal of Business Studies, Bangladesh Open University*, 6(2), 33-46.
- Shelly, A. A., & Kamal, M. A. (2020). Learners' Motivation towards E-Learning in Bangladesh: A Study on the MBA Program of Bangladesh Open University. *Journal of Business Studies, Bangladesh Open University*, 6(1), 27-35.
- Islam, A., & Shelly, A. A. (2020). Strengths and Challenges in Implementation of Coaching as Professional Development at Bangladesh Open University for Teacher Leadership Development. *Bangladesh Open University Journal of Education*, 7(1).
- Shelly, A. A., & Kamal, M. A. (2019). Analysis of Learners' Awareness and Perceptions about Open Educational Resources at Bangladesh Open University. *Central Journal of Bangladesh Open University*, V (1).
- Hossain, A. N. M. T., & Shelly, A. A. (2019). Constructivist Learning Theory: Moving Towards Learner Centric Classroom at Tertiary Level in Bangladesh. *Bangladesh Open University Journal of Education*. 6(1), 27-28.
- Shelly, A. A. (2018). Status and potentials of ICT integration into higher education: a case study at Bangladesh Open University. *Central Journal of Bangladesh Open University*, IV (2), 27-34.
<https://bou.ac.bd/index.php/publications/cjbou/cjvol4no2>
- Shelly, A. A., & Begum, A. (2017). Bank-specific factors influencing profitability of commercial Banks in Bangladesh. *Journal of Business Studies, Bangladesh Open University*, 4 (1), 11-19.
- Islam, M. R., & Shelly, A. A. (2016). An Overview of the Capital Budgeting Techniques Practiced by the Companies of Dhaka Stock Exchange Limited. *Dhaka University Journal of Business Studies*, 37 (1), 187-198.
<http://journal.library.du.ac.bd/index.php?journal=DUBS&page=article&op=view&path%5B%5D=2217>

List of Books (Chapter) Written

- Kamal, M. A., & Shelly, A. A. (2021). Student Satisfaction with Open Distance Education in the context of the Covid-19 Pandemic: The Case of Bangladesh. In M. R. Panigrahi (Ed.). *Student Satisfaction with Open Distance Learning: Experiences of Open Universities, Chapter 3* (pp 26-39), Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi. [Student Satisfaction in Open Distance Learning- Experiences of Open Universities.pdf \(cemca.org\) http://www.cemca.org](http://www.cemca.org)
- Rahman, M., Bhuiyan, O. F., & Shelly, A. A. (2019). Corporate Finance (OSMBA 1203), MBA Program (Bangla), Open School, Bangladesh Open University.
http://www.ebookbou.edu.bd/Books/Text/OS/OSMBA/osmba_1203/Inner.pdf

Educational Qualification

- Master of Business Administration (2007), Faculty of Business Studies, University of Dhaka, Bangladesh
- Bachelor of Business Administration (2006), Faculty of Business Studies, University of Dhaka, Bangladesh
- Higher Secondary Certificate (2002 in Business Studies), Centre: Dhaka City College, Intermediate and Secondary Education Boards, Ministry of Education, Bangladesh.
- Secondary School Certificate (2000 in Business Studies), Centre: Dhaka Shiksha Board Laboratory School, Intermediate and Secondary Education Boards, Ministry of Education, Bangladesh.

Participation in National and International Training/Workshops/Conference

Training and Workshop:

- Technology to Reach and Teach the Learners During COVID-19 (2020, May 21-25). Schools of Computer Science and IT and Vocational Studies, Uttarakhand Open University (UOU), Haldwani, virtually conducted and supported by: Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi, India.
- Hands-on Training on G Suite (2018, September 30 – October 1). Workshop organized by Daffodil International University, Dhanmondi, Bangladesh
- Multivariate Data Analysis: Basics & Applications for Analyzing Survey Data by Using SPSS and SmartPLS (2018, September 27-28). Workshop organized by Uttara University, Bangladesh.
- E-Learning – Use of Moodle: Level – 1 (2018, February 25). Workshop organized by International University of Business Agriculture and Technology, Bangladesh
- Research Methodology (2017, November 21-December 3). Training organized by East West University. Center for Research and Training (EWUCRT) in association with Bangladesh Open University (BOU).
- Development of e-content to Deliver Digitally” (2016, January 19-23). Capacity building workshop organized by: Bangladesh Open University & Commonwealth Educational Media Center for Asia India
- Open Educational Resources for BOU Academics (Master Trainers) (2016, September 03-05) Capacity Enhancement program organized by Bangladesh Open University & Commonwealth Educational Media Center for Asia India
- Training on Research Methodology (2016, 21-30 November) organized by the Centre for Advanced Research in Humanities, University of Dhaka.

Conferences (Presenter & Participant):

- Shelly, A. A., & Kamal, M. A. (September 14-16, 2022). Teachers' Perceptions Regarding Technology-Enabled Learning during Covid-19 Pandemic: A Study on the BBA Program of Bangladesh Open University. *Pan-Commonwealth Forum 10 (PCF10)*. Calgary, Canada. <https://oasis.col.org/items/14295e6c-2a14-4708-a277-4f40b5a19831/full>
- Kamal, M. A., Raihan, M. Z., Forhad, M. A. R. & Shelly, A. A. (September 14-16, 2022). Employability Mismatch in Business Education through ODL: A Study on the Commonwealth MBA/MPA Program of Bangladesh Open University. *Pan-Commonwealth Forum 10 (PCF10)*. Calgary, Canada. <https://oasis.col.org/items/f770049e-51cb-40ff-80ea-3371aec5af24>
- International Conference on Education in the 21st Century. (2020, February 21-23). Bhubaneswar, India. <https://www.cemca.org/news/cemca-collaborated-rie-bhubaneswar-international-conference-education-21st-century-ice21c>
- International Conference on Emerging Trends and Innovations in School Sciences (2019, February, 06- 08). Bhopal, India. <https://conferencealerts.com/show-event?id=206187>
- 13th International Knowledge Globalization Conference (2018, February 24-25). Organized by IUBAT, Knowledge Globalization Institute, USA and Suffolk University USA.

International Conference on “Open in Action: Reaching the Information Divide” Kathmandu, Nepal. (2017, December 2-3) organized in conjunction with Scholarly Publication and Academic Resources Coalition (SPARC), Wellcome Trust and The Hewlett Foundation.

International Conference on “Business Management, Economics & Social Sciences (2016, December 21-23). Organized by AMDISA (A SAARC Recognized Body), Uttara University (Bangladesh) & GBMF (USA).

Member of Professional Society

Finance Alumni Association, University of Dhaka, Bangladesh.

Bangladesh Open University Teachers’ Association (BOUTA), Bangladesh Open University.