

## **Faisal Mohammad Shahriar**

BBA, MEA, PhD Research Fellow

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### **Career Summary:**

Mr. Shahriar has 13 years of experience in teaching, research, consultancy and social work. After attaining his BBA and MBA in Marketing from the University of Dhaka, he has worked in different universities in Sylhet and Dhaka in Bangladesh since June 2005 as a faculty of Marketing, Research and Quantitative Methods (i.e. Statistics and Analysis). He is currently an Assistant Professor in the School of Business of the University of Liberal Arts Bangladesh, Dhaka. He is also a PhD research fellow in the University of Dhaka. Apart from his academic profession, Mr. Shahriar has frequently consulted different corporate and non-profit organizations regarding research, data analysis, data management and data driven decisions.

### **Research Engagements:**

- a) **Scholastic Research:** Mr. Shahriar regularly undertakes research studies in the field of business and social studies for and scholastically contributing to the academia. He has a good number of journal articles, conference papers, and book chapters published in home and abroad. He is also reviewer of several academic research journals. Mr. Shahriar finds interest in quantitative and qualitative studies in consumer behavior, tourism, analytics, ICT and educational reforms.
- b) **Market and Social Research:** Mr. Shahriar has frequently consulted different corporate and non-profit entities as a resource person and analyst. He has skills, expertise and hands-on experience in planning and implementing research and assessment projects. He is capable of using advanced data analysis tools like SPSS, Smart-PLS, Eviews, Amos and so on. Mr. Shahriar also employs internet based applications and tools like ODK and web-surveys for designing and implementing research projects i.e. tab-survey on a regular basis.

### **Research Consultancy Portfolio:**

A few mentionable projects where Mr. Shahriar has consulted as research expert and analyst are listed in time-line below:

- 2013 - Lead Consultant and Analyst:** Market Assessment Study for Royal Educare Limited, Sylhet. Project length was 6 weeks, total respondents were 1368. Coordinated the project through research design, enumerator selection and training, questionnaire design, field monitoring, data analysis and reporting.
- 2014 - Lead Consultant and Analyst:** User Experience Survey and Sales Team Calibration Program for Royal Homes Limited, Sylhet. Project length was 8 weeks, total respondents were 453. Coordinated the program through research design, enumerator selection and training, questionnaire design, field monitoring, data analysis, report generation and re-calibration of the sales team activities through training and workshops.

**2015 - Data Analyst:** Base-Line Study of the UGIIP-III Project of LGED, GoB in 2015-16 from the part of IRC, the consulting firm. Project length was 18 months, data were collected from 28 Upazillas of Bangladesh. Oversaw the data analysis, reporting and communication the outcomes to the project team of LGED.

**2016 - Lead Consultant and Analyst:** Retail-Audit and Consumer Insight study on biscuits and candy lozenges in Dhaka, from the part of Marktale Bangladesh Limited, the consulting firm. Project Length was 8 weeks, data were collected from 11 zones of Dhaka city, total respondents were 659 retailers. Coordinated the project through research design, enumerator selection and training, questionnaire design, field monitoring, data analysis and reporting.

**Associate Consultant (Data):** Feasibility Study for Payment Cards (Social Programs and Government Payment Eco-System in Bangladesh Study) for Visa International in association with Euromonitor International, from the part of GRM, the consulting firm. Project length was 4 weeks, data were collected from mid and high level officials of 12 ministries of GoB. Oversaw the data design, interview tools preparation and data validation for the study.

**2017 - Lead Consultant and Analyst:** Consumer Insight and Pre-Market Study on specific biscuit brands of Ceylon Biscuits Limited (CBL) in Dhaka, from the part of Marktale Bangladesh Limited, the consulting firm. Project Length was 4 weeks, total respondents were 338 consumers. Coordinated the project through research design, enumerator selection and training, questionnaire design, field monitoring, data analysis and reporting.

**Associate Consultant (Data):** End-Line Evaluation of Water Credit (Water and Sanitation) Project of Water.Org, from the part of GRM, the consulting firm. Project length was 12 weeks, total respondents were 1500 plus. Coordinated the data design, questionnaire preparation and data validation for the survey.

**Associate Consultant (Data):** Origin and Destination Study of Chittagong Port Area for World Bank Group, from the part of GRM, the consulting firm. Project length was 2 weeks, data were collected on 50,000 plus port-bound freight carriers. Oversaw the data design and data validation for the study.

**2018 - Lead Consultant and Analyst:** Healthcare industry Assessment and Patients' Feedback Study for North-East Medical College Hospital, Sylhet. Project length was 5 weeks, total respondents were 348. Coordinated the project through research design, questionnaire design, web programming for TAB study, field monitoring, data analysis and reporting.

**Research Consultant and Analyst:** End-Line Assessment (Ongoing) of Remedial for Literacy and Life Skills (ROLLS) Project of UCEP Bangladesh, from the part of GRM, the consulting firm. Project length is 6 weeks, total respondents are 385 beneficiaries. Coordinating the research design, enumerator selection and training, questionnaire design, field monitoring, data analysis and reporting.

## Academic Research Publications:

A few mentionable publication of Mr. Shahriar are listed in time-line below:

- Articles -** Shahriar, F.M., Rahman, M.M., & Anwar, M.A. (2009). Integrating firm specific mobile based software in CRM: The concept, benefits and constraints in the Bangladesh perspective. *Journal of Business, Society and Science*, 1(1), 74-87.
- Shahriar, F.M., & Taufique, K.M.R. (2010). Enhancing community involvement in the development of the tourism industry of Bangladesh: A conceptual framework. *Global Review of Business and Economic Research*, 6(1), 49-66.
- Shahriar, F.M., & Taufique, K.M.R. (2010). Using social media for promoting tourism destinations: The opportunities and challenges in a changing tourism environment. *Dhaka University Journal of Marketing*, 13, 42-57.
- Bhuiyan, M.Z.H., Shahriar, F.M., & Anwar, M.A. (2010). Integrating strategic information system with Porter's value chain for competitive advantage: A conceptual framework. *Dhaka University Journal of Business Studies*, 31(1), 117-135.
- Taufique, K.M.R., & Shahriar, F.M. (2011). Online social media as a driver of buzz marketing: Who's riding?. *International Journal of Online Marketing*, 1(1), 57-67.
- Alam, M.J., & Shahriar, F.M. (2012). Electricity billing systems at residential level in Sylhet city: Is pre-paid system perceived as a better option by the subscribers?. *Industrial Engineering Letters*, 2(3), 45-60.
- Chowdhury, M.A.F., & Shahriar, F.M. (2012). The economic impact of tourism in a deficit economy: A conceptual model in Bangladesh perspective. *Business Intelligence Journal*, 5(1), 163-168.
- Taufique, K.M.R., & Shahriar, F.M. (2013). Adoption of online social media innovation: Who's inside the spectrum?. *International Journal of E-Business Research*, 9(1), 21-35.
- Shahriar, F.M., Haque, H.M.J., & Barai, M.K. (2016). Information and communications technology facilities at the tertiary level education in some urban universities in Bangladesh. *International Journal of Human Capital in Urban Management*. 1(3): 149-158. DOI: 10.22034/ijhcum.2016.01.03.001
- Haque, H.M.J., & Shahriar, F.M. (2016). Quality of ICT facilities at the tertiary level education in Bangladesh: Public vs. private university. *ULAB Journal of Science and Engineering*, 7, 41-48.

**Conference** - Shahriar, F.M., & Taufique, K.M.R. (2009, December). *Enhancing Community Involvement in the Development of the Tourism Industry of Bangladesh: A Conceptual Framework*. 5th Annual Conference of Global Academy of Business and Economic Research (GABER), Kuala Lumpur.

Shahriar, F.M., & Taufique, K.M.R. (2010, December). *Using Social Networking Websites for Promoting Tourism Destinations in a Changing Tourism Environment: The Opportunities and Challenges in Bangladesh Perspective*. International Conference on Business Competencies in a Changing Global Environment, Dhaka.

Taufique, K.M.R. & Shahriar, F.M. (2011, January). *Online Social Media as a Driver of Buzz Marketing: Who's Riding?* Annual Conference on Innovations in Business and Management of the Center of Innovations in Business & Management Practice (CIBMP), London.

Shahriar, F.M., Chowdhury, M.A.F., & Alam, M.J. (2011, February). *The Economic Impact of Tourism in a Deficit Economy: A Conceptual Model in Bangladesh Perspective*. National Conference on Contemporary Issues in Economics (NCCIE), Sylhet.

Taufique, K.M.R., & Shahriar, F.M. (2011, July). *Adoption of Marketing Innovation by OSM Users: Who Falls inside the Spectrum?* Center of Innovations in Business & Management Practice (CIBMP) global conference on Innovations in Management & Doctoral Symposium, London.

Saha, N., & Shahriar, F.M. (2016, December). *The Contributions of Business Education in Creating Leadership Skills: The Graduates' Perspective*. International Conference on Business Management, Economics & Social Science (ICBMESS), Dhaka.

Haque, H.M.J., and Shahriar, F.M. (2017, November). *Financing education in private universities in Bangladesh: Current practices and the options for bursary and education loans*. 15th Asia Pacific Conference on Global Perspective in Changing Local Landscape, Beppu.

**Chapters** - Taufique, K.M.R., & Shahriar, F.M. (2013). Online social media as a driver of buzz marketing: Who's riding?. In H. El-Gohery (Ed.), *Transdisciplinary Marketing Concepts and Emergent Methods for Virtual Environment* (pp. 143-153). Pennsylvania: IGI Global.

Taufique, K.M.R., & Shahriar, F.M. (2016). Adoption of online social media innovations. In I. Lee (Ed.), *Encyclopedia Of E-Commerce Development, Implementation, And Management* (pp. 1924-1939). Pennsylvania: IGI Global.