



## Mohammad Fateh Ali Khan Panni

Business Administration

### Bio

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Coming soon..

### Education

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| Degree Name                           | Group/Major Subject | Board/Institute   | Country    | Passing Year |
|---------------------------------------|---------------------|---|------------|--------------|
| <b>MPhil (Management) by research</b> | Marketing           | Multimedia University (MMU)                                   | Malaysia   | 2006         |
| <b>BBA</b>                            | Marketing           | Ahsanullah University of Science and Technology (AUST), Dhaka | Bangladesh | 2003         |

## Experience

| Job Title   | Organization   | Location                              | From Date      | To Date      |
|---|--|---------------------------------------|----------------|--------------|
| <b>Assistant Professor (Business Administration)</b>                                  | National Institute of Textile Engineering and Research (NITER) | Nayarhat, Savar, Dhaka-1350.          | September 2021 | T0-date      |
| <b>Senior Academic &amp; MBA Program Coordinator (under Leeds Trinity Program UK)</b> | BAC International Study Center                                 | Dhanmondi Dhaka, 1205.                | November 2019  | August, 2021 |
| <b>Associate Professor (Department of Business Administration)</b>                    | City University, Dhaka   | Panthapath and Ashulia Birulia, Savar | August 2017    | October 2018 |
| <b>Assistant Professor (Department of Business Administration)</b>                    | City University, Dhaka   | Panthapath and Ashulia Birulia, Savar | May 2013       | August 2017  |
| <b>Lecturer (Department of Business Administration)</b>                               | City University, Dhaka   | Panthapath and Ashulia Birulia, Savar | June 2007      | May 2013     |

## Research Activities

### Research Interest

| Subject                      | Description  | Research Interest (Goal/ Target Indicator)  |
|------------------------------|--|---|
| <b>Consumerism</b>           | Context related to Consumer Protection, Business Ethics and Corporate Social Responsibility  | Continuous publication in these areas in the form of journal articles, conference papers and edited scholarly reference book. |
| <b>Post-Modern Marketing</b> | Customer Centric Marketing Strategies like Customer Relationship Management (CRM), Relationship Marketing (RM) and Customer Knowledge Management (CKM) | Continuous publication in these areas in the form of journal articles, conference papers and edited scholarly reference book. |

### Project/Research Work

| Subject           | Project Name  | Source of Fund       | From Date | To Date | Collaboration         |
|-------------------|---|----------------------|-----------|---------|-----------------------|
| <b>Marketing</b>  | The effect of consumerism towards customer attitudinal behaviour in electronic goods industry in Malaysia.  | MMU Internal Funding | 2005      | 2006    | As a Research Officer |
| <b>Management</b> | Empowerment approaches to sustain organizational performance in higher education, information technology (IT) and telecommunication sector in Malaysia. | MMU Internal Funding | 2005      | 2006    | As a Research Officer |

## Project/Research Work

| Serial No. | Invited Talk  |
|------------|---|
| 1.         | Participated as a session co-moderator in the “Education and Expert Knowledge” Session and an expert panel member in the session titled “New Business Reality after Pandemic” in the Student Gaidar Conference held on April 9-10, 2021 hosted by IBS RANEPa (a top business school in Russia and a leading business school in Europe with AACSB and AMBA accreditation), Moscow, Russia. |
| 2.         | Hosted an online symposium in the IGI Global Online Educational Symposium Series titled “Customer Centric Marketing Strategies: Making the Best Business”, Published in March 1, 2013 in the form of recorded video presentation (posted in the IGI Global Online Educational Symposium Series and available in different online business video cites).                                   |

## Membership

| Collaboration & Membership Name                        | Type           | Membership Year | Expire Year |
|--|----------------|-----------------|-------------|
| <b>Euromed Academy of Business (EMAB)</b>              | General Member | 2014            | Lifetime    |
| <b>Bangladesh Institute of Modern Marketing (BIMM)</b> | Premium Member | 2023            | 2024        |

## Publications

### Journal Article

| SL. No- | Article Name  | Link  |
|---------|---|---|
| 1.      | Customer Knowledge Management (CKM) practices in the telecommunication industry in Bangladesh (With NaimulHoque), <b>International Journal of Information System in the Service Sector (IJISSS)</b> , Volume 9, Number 2, 2017, pp: 46-70 (ACMDL/DBLP/Inspec/SCOPUS/ESCI, web of science/ABS), USA. | <a href="https://www.igi-global.com/article/customer-knowledge-management-ckm-practices-in-the-telecommunication-industry-in-bangladesh/176675">https://www.igi-global.com/article/customer-knowledge-management-ckm-practices-in-the-telecommunication-industry-in-bangladesh/176675</a> |
| 2.      | Applicability of SERVQUAL in private higher education institutions in Bangladesh (With Md. Abdus Salam Sarker), <b>International Journal of</b>   | <a href="https://www.igi-global.com/article/applicability-of-servqual-in-private-higher-education-institutions-in-bangladesh/94573">https://www.igi-global.com/article/applicability-of-servqual-in-private-higher-education-institutions-in-bangladesh/94573</a>                         |

**Technology and Educational Marketing (IJTEM)**, Volume 3, Number 2, 2013, pp:1-20 ( Inspec, DBLP, Journal TOCs, Media finder, Bacon's media directory, Proquest, Standard periodical directory, Ulrich periodical directory), USA.

3. Factors affecting consumers' green purchasing behavior: An integrated conceptual framework (With Hans Ruediger Kaufmann and YiannaOrphanidou), *Amfiteatru Economic*, Volume 14, Number 31, 2012, pp:50-69 (ISI/SCOPUS/SSCI/ECON LIT/Repec/IBSS/), Romania <https://www.econstor.eu/bitstream/10419/168746/1/aej-v14-i31-p050.pdf>
4. Factors affecting customer retention toward internet banking in Malaysia (With Hishamuddin Bin Ismail), *Journal of Information and Knowledge Management (JIKM)*, Volume 8, Issue1, 2009, pp: 35-43 (World Scientific Publication Inspec/ Repec/io-port.net/Ideas/DBLP/SCOPUS/Web of Science/ABDC), Singapore. <https://www.worldscientific.com/doi/abs/10.1142/S021964920900218X>
5. Consumer perceptions on the consumerism issues and its influence on their purchasing behavior: A view from Malaysian food industry (with Hishamuddin Bin Ismail), *Journal of Legal, Ethical and Regulatory Issues (JLERI)*, Volume 11, Number 1, 2008, pp: 43-64 (Dream Catcher's Group, USA, Thomson Gale/Goliath/EBSCO/Proquest,). <https://www.proquest.com/openview/5ce7fb78bd03e6134fed99489939f145/1?pq-origsite=gscholar&cbl=38868>
6. Technology dimension of CRM: The orientation level and its impact on the business performance of the SMEs in Malaysia (with Hishamuddin Bin Ismail and DilrubaTalukder), *International Journal of Electronic Customer Relationship Management (IJECRM)*, Volume 1, Number 1, 2007, pp:16-29 (Inderscience Publication, SCOPUS/ULRICH/ABDC), Switzerland. <https://www.inderscienceonline.com/doi/abs/10.1504/IJECRM.2007.014423>
7. Factors affecting brand loyalty in Malaysia. (with Hishamuddin Bin Ismail and DilrubaTalukder), *World Journal of Business Management (WJBM)*, Volume 2, Issue 1, 2008, pp: 37-47 (A Journal of World Research Organization-WRO).
8. Factors affecting the use of internet for home purchasing in Malaysia

(with Hishamuddin Bin Ismail and DilrubaTalukder), *World Journal of Business Management (WJBM)*, Issue 1, 2007, pp: 54-64 (A Journal of World Research Organization-WRO).

9. People of CRM: The orientation level and its impact on the business performance of the Small and Medium Enterprises (SMEs) in Malaysia (with Hishamuddin Bin Ismail and DilrubaTalukder), *International Journal of Business and Economics Perspectives (IJBEP)*, Volume 1, Number 2, 2006, pp: 51-66 ( Cabell's directory), USA.

### Conference Proceedings

| SL. No- | Paper Name  | Link   |
|---------|---|--|
| 1.      | Competences of Smart City Planners: the Alpha and Omega (with Hans Ruidiger Kaufman, Dolores Sanchez Bengowa and Henning Tirrel), <b>CORP 2021 Conference on Urban Management and Planning</b> , Austria.   | <a href="https://programm.corp.at/cdrom2021/papers2021/CORP2021_145.pdf">https://programm.corp.at/cdrom2021/papers2021/CORP2021_145.pdf</a>  |
| 2.      | Factors affecting consumers' green purchasing behavior: Proposing a conceptual framework (with Hans Ruediger Kaufmann and YiannaOrphanidou), <i>presented and published in the form of conference book proceedings (edited by Doroles Sanchez Bengoa and Dave Powell)of the 1<sup>st</sup> Bi-communal Conference that took place in Cyprus on Biodiversity hosted and organized by Intercollege Larnaca and Friends of Nature, Cyprus (Under United Nation's Programme: International Year of Biodiversity, 2010) June 3-4, 2010 pp-219-232.</i> | <a href="http://www.amazon.com/Biodiversity-Cyprus-2010-Conference-Proceedings/dp/1445785501">http://www.amazon.com/Biodiversity-Cyprus-2010-Conference-Proceedings/dp/1445785501</a><br><a href="http://www.lulu.com/product/paperback/top-biodiversity-cyprus-2010-conference-proceedings/11601078">http://www.lulu.com/product/paperback/top-biodiversity-cyprus-2010-conference-proceedings/11601078</a> |
| 3.      | Consumer perceptions on the environmental consumerism issue and its influence on their purchasing behavior. (with Hishamuddin Bin Ismail and Dilruba), <i>presented and published in the Proceedings of the Academy of Legal, Ethical and Regulatory Issues</i> , Volume 10, Number 2, pp-13-18, Reno, Nevada, October 19-21, 2006.   | <a href="https://www.proquest.com/openview/6e4910200fa5d09e2adce5b0c3960ce6/1?pq-origsite=gscholar&amp;cbl=38767">https://www.proquest.com/openview/6e4910200fa5d09e2adce5b0c3960ce6/1?pq-origsite=gscholar&amp;cbl=38767</a>  |
| 4.      | The influence of product involvement on brand loyalty in  | <a href="https://www.proquest.com/openview/8d7d142ce9b9017fdec352f465a5192f/1?pq-">https://www.proquest.com/openview/8d7d142ce9b9017fdec352f465a5192f/1?pq-</a>  |

Malaysia. (with Hishamuddin Bin Ismail and Dilruba), *presented and published in the Proceedings of the Academy of Marketing Studies*, Volume 11, Number 2, pp-7-12, Reno, Nevada, October 19-21, 2006.

[origsite=gscholar&cbl=38768](#)

5. Consumers' perceptions on the misleading advertising and deceptive packaging and its influence on their purchasing behavior (with Hishamuddin Bin Ismail and Dilruba Talukder), *presented and published in the conference of The International Academy of Business and Public Administration Disciplines (IABPAD) proceeding, Dallas, Texas, April 20-23, 2006*, vol- 3(2), pp-851-864.
6. People of CRM: The orientation level and its impact on the business performance of the Small and Medium Enterprises (SMEs) in Malaysia (with Hishamuddin Bin Ismail and Dilruba), *presented and published in the conference of The International Academy of Business and Public Administration Disciplines (IABPAD) proceeding, Dallas, Texas, April 20-23, 2006*, vol- 3(2), pp-836-850. (Received conference best paper award).

## Award

| Award Type                  | Title  | Year | Country | Description  |
|-----------------------------|--|------|---------|--|
| Conference Best Paper Award | People of CRM: The orientation level and its impact on the business performance of the Small and Medium Enterprises (SMEs) in Malaysia (with Hishamuddin Bin Ismail and Dilruba) | 2006 | USA     |  |
| Certificate of Appreciation | The role of key expert and guest speaker for the innovative idea development of higher education and significant contribution for the success of the Student Gaidar Conference,  | 2021 | Russia  | Certificate of Appreciation (issued by the conference organizing committee and Directorate of Institute of Business Studies, RANEPa University-Russia) for the role of key |

|                            |   |             |               |   |
|----------------------------|---|-------------|---------------|---|
|                            | Moscow, Russia, 2021.   |             |               | expert and guest speaker for the innovative idea development of higher education and significant contribution for the success of the Student Gaidar Conference, Moscow, Russia, 2021.   |
| <b>Letter of Gratitude</b> | The role of key expert and guest speaker for the innovative idea development of higher education and significant contribution for the success of the Student Gaidar Conference, Moscow, Russia, 2021. | <b>2021</b> | <b>Russia</b> | Letter of Gratitude (issued by Vice-Rector of RANEPА University and Dean of IBS-Moscow) for the role of key expert and guest speaker for the innovative idea development of higher education and significant contribution for the success of the Student Gaidar conference, Moscow, Russia, 2021. |

## Contact

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### Academic

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### Institute – Faculty

Name of the Department: Business Administration

Position: Assistant Professor