

RAISA TASNEEM ZAMAN

Email: rtasneem@schulich.yorku.ca | LinkedIn: www.linkedin.com/in/raisa-tasneem

EDUCATION

PhD in Administration, Field: Marketing 2023-2028
Schulich School of Business, York University, Toronto, Canada

Master of Business Administration, Field: Marketing, Director's Honors 2017
Institute of Business Administration (IBA), University of Dhaka, Dhaka, Bangladesh
CGPA: 3.90/4.00 (1st position in Marketing Concentration)

Bachelor of Business Administration, Field: Marketing & Finance, Summa cum Laude 2012
North South University, Dhaka, Bangladesh
CGPA: 3.87/4.00 (top 10% of the class)

RESEARCH INTERESTS

My research interest focuses on critically interrogating the market-based definition of neurodiversity at the interplay of branding, institutions, and inclusion.

PUBLICATIONS & PRESENTATIONS

ARTICLE PUBLISHED IN REFEREED JOURNAL

Zaman, R. T. & Mohiuddin, F. (2023). "Impact of menstruation-related stigma and behavior on female employee performance in Bangladesh: Mediating role of non-work-related stress." *South Asian Journal of Business Studies*, Vol. 12 No. 2, pp. 169-185.

CASE STUDY PUBLISHED/ ACCEPTED

Zaman, R. T. & Neha, T. K. (2024) (Accepted). "Furry-Ghor: Introducing the pet-café culture in Bangladesh." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. & Haque, N. (2024) (Accepted). "Tasty Lab: Revamping an Online Cake Store." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. & Joy, P. B. (2023). "Chillox - Strategizing Growth from a Food Cart to a Burger Chain." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. & Nayeer, K. (2023). "Searching for Success with Nerdiz: A Tech Start-Up in the Bangladeshi Education Market." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. & Islam, T. (2022). "Debi Misir Ali Prothombar: Using 360 Degree Marketing Strategy for Film Promotion." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. & Chowdhury, A. H. (2022). "Mad Koffee: Will a local F-commerce survive in the international arena?" In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. (2021). "Grameenphone: Growth strategy amid changing regulatory environment & industry trends." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, R. T. & Alam, S. (2021). "Romoni.com.bd: Can It Compete with The Traditional Salon Model?" In Sage Business Cases. SAGE Publications, Ltd.

CONFERENCE PRESENTATION

Zaman, R. T. (2019). "Role of Women Entrepreneurship in Development Sector of Bangladesh," 13th International RAIS Conference on Social Sciences and Humanities, Johns Hopkins University, USA, June 2019.

HONORS, AWARDS & DISTINCTION

Director's Honors List Award, MBA, IBA, University of Dhaka	2017
University Admission Scholarship, MBA, IBA, University of Dhaka (BDT 24,000)	2014
Summa cum Laude Distinction Award, BBA, North South University	2013
100% Academic Merit Scholarship, BBA, North South University	2009

TEACHING EXPERIENCE

Senior Lecturer, BRAC University of Bangladesh July 2022 – May 2023

Teaching Undergraduate Students

Brand Management, Service Marketing, International Marketing, and Entrepreneurship courses

University Service

Project Coordinator, Case Conference and Book Publication	2021 - 2023
Facilitator, Workshop for Students on Writing Business Cases	June 2023
Trainer, Women Entrepreneurship Pilot Project	2021 - 2023
Faculty Advisor, International Association of Business Communicators (IABC) Club	2018 - 2023

Lecturer, BRAC University of Bangladesh January 2018 – June, 2022

Teaching Undergraduate Students

Brand Management and Entrepreneurship courses

University Service

Reviewer and PR specialist, International Conference on Business & Management (ICBM)	2021
Course Designer, buX, Brac University's online learning platform	2020
Reviewer, International Conference on Business & Management (ICBM)	2019

Undergraduate Teaching Assistant, North South University, Bangladesh 2012

VOLUNTARY EXPERIENCE

Technical Contributor, World Bank Group January – June 2022

Worked in the Transforming Secondary Education for Results (TSER) Program. I contributed to the impact evaluation design of the adolescents' program which mainly related to menstruation challenges in secondary schools and girls dropping out.

Delegate, Bangladesh Youth Leadership Centre September 2018

Worked to develop a Youth Manifesto 2019-2023 in the Youth Leadership Summit. I contributed to reforming the current examination system that relies on rote memorization. In the Youth Manifesto, my viewpoint was highlighted amongst the top ten agendas. After a three-year-long process, the Government of Bangladesh finally decided to scrap examinations up to grade three at the primary level in 2021.

INDUSTRY EXPERIENCE

Manager, Digital Services & M- Technologies, Bondstein Technologies Limited, Bangladesh	2017
Senior Business Executive, Corporate Sales, United Finance Limited, Bangladesh	2016
Senior Executive, Transmarine Logistics Ltd, MGH Group, Bangladesh	2014
Management Trainee Officer, Transmarine Logistics Ltd, MGH Group, Bangladesh	2013