

# RAISA TASNEEM ZAMAN

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## 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 (1<sup>st</sup> 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 understanding and promoting neurodivergent consumers and market inclusion at the interplay of identity, consumption, family, and institutions.

## REFEREED JOURNAL ARTICLE

**Zaman, Raisa T. & Mohiuddin, Fazla.** (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.

## PEER REVIEWED CASES

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

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

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

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

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

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

## MANUSCRIPTS IN PREPARATION

**Zaman, Raisa T.,** Belk, Russell W, and Cavusoglu, Lena, "Redefining Social Exclusion: The Duality of Imposed Inclusion," preparing submission, *Marketing Theory Special Edition*

**Zaman, Raisa T.,** and Veresiu, Ela, "Reterritorializing the Family Assemblage," preparing submission, *Journal of Consumer Research*

Zaman, Raisa T., and Veresiu, Ela, "Meaningful Inclusion: Market Driving Through Concurrent Evolution in the Educational Toy Industry," preparing submission, Journal of Marketing

## GRANTS/SCHOLARSHIPS

2024 Best Research Poster Award, Schulich Research Day, Schulich School of Business, York University (500 CAD)  
2023-2028 Schulich PhD Fellowship, York University (30,000 CAD per year in Years 1 to 5)  
2014 University Admission Scholarship, MBA, IBA, University of Dhaka (BDT 24,000)  
2009 100% Academic Merit Scholarship, BBA, North South University

## HONORS, AWARDS & DISTINCTION

2024 Best Research Poster, Schulich Research Day, Schulich School of Business, York University  
2017 Director's Honors List Award, MBA, IBA, University of Dhaka  
2013 Summa cum Laude Distinction Award, BBA, North South University

## REFEREED CONFERENCE PARTICIPATION

### Invited Panels

"Exploring Diversity in Marketplaces: Innovative Research Approaches and Challenges," chaired by Lena Cavusoglu and Russell W. Belk, 2024 ACR Conference, Paris, FR.

### Conference Presentations

Zaman, Raisa T. (2024), "Neurodiversity, Family Consumption and the Marketplace," Association of Consumer Research, Paris, FR. Accepted for presentation.  
Zaman, Raisa T. (2024), "Consumption for Neurodivergent People and their Families," Consumer Culture Theory, San Diego, US. Accepted for presentation.  
Zaman, Raisa T. (2024), "Reterritorializing the Family Assemblage: Consumption Practices of Families Facing Entropic Forces," Consumption, Markets, and Cultures Theorization Seminar, Middle East Technical University, Ankara, Turkey.  
Zaman, Raisa T. (2024), "Consumption for Neurodivergent People and their Families: A Path to Emancipation or Vulnerability," Third Interdisciplinary Conference on Consumption and Disability, Queen's University, Belfast, Northern Ireland.  
Zaman, Raisa T. (2019). "Role of Women Entrepreneurship in Development Sector of Bangladesh," 13th International RAIS Conference on Social Sciences and Humanities, Johns Hopkins University, Washington, US.

## WORKSHOP PARTICIPATION

2024 Participant, Doctoral Seminar on Consumption Markets and Cultures Theorization, Middle East Technical University, Ankara, Turkey (**Earned AA grade and 6 ECTS credits**)

## 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 Project 'Venture Maetras' 2021 - 2023

My efforts were aimed at equipping underprivileged women with the necessary strategies required to overcome the challenges in their entrepreneurship journey. Due to patriarchal norms entrenched in

the stereotypical society of Bangladesh, women's contributions are confined to household chores and they face difficulty to initiate their own ventures. Through this program, I have trained more than 100 women to operate and fund their businesses. Each of these entrepreneurs employs other women workers under her, as a result, this initiative enables gender equality and elevates decent work and economic growth.

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

Developed three courses: i) Services Marketing, ii) International Marketing, and iii) Entrepreneurship

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 observed secondary schools from 11 randomly chosen villages in Bangladesh which prompted me to design initiatives to address menstruation-related stigma. I focused on the incorporation of topics on menstruation in the curriculum of secondary education. My efforts were aimed at improving adolescent health and have aided in mobilizing resources that improved school retention of 153,120 girls from low-income households.

**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 decided to scrap examinations up to grade III 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