

RAISA TASNEEM ZAMAN

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EDUCATION

PhD in Administration, Field: Marketing 2023-2028

Supervisors: Dr. Ela Veresiu and Dr. Russell W. Belk
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 understanding and promoting market inclusion and neurodivergent consumers at the interplay of institutions, family, and consumption.

REFEREED JOURNAL ARTICLES

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.

MANUSCRIPTS IN PREPARATION

Zaman, Raisa T., Veresiu, Ela, and Belk, Russell W, "Restabilizing Family Assemblage: Consumption Practices of Families Facing Enduring Disruptions," 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*.

Zaman, Raisa T., Belk, Russell W, and Cavusoglu, Lena, "Redefining Social Exclusion due to Physical Disabilities, Neurodiversity and Facial Differences," preparing submission, *Journal of Public Policy and Marketing*.

PEER REVIEWED CASES

Zaman, Raisa T. & Abu Huraira, M. R. (2026) (Accepted). "R&S Closet: Aspiring to Leap Over the Fence." In Sage Business Cases. SAGE Publications, Ltd.

Zaman, Raisa T. & Enam, F. (2025). "Rupaboi: Transforming the Tourism Culture of Bangladesh." In Sage Business Cases. SAGE Publications, Ltd.

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.

GRANTS/SCHOLARSHIPS

2025	Ontario Graduate Scholarship, Government of Ontario, Canada (15,000 CAD)
2025	FGS Tuition Fee Bursary - Winter (350 CAD)
2025	Academic Excellence Fund, York University (1,200 CAD)
2025	Travel Grant, Schulich PhD Conference Travel Bursary (1,000 CAD)
2024	Research Grant, Best Research Poster Award, Schulich Research Day, Schulich School of Business, York University (500 CAD)
2024	FGS Tuition Fee Bursary - Summer (200 CAD)
2024	Travel Grant, Schulich PhD Conference Travel Bursary (1,000 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 (300 CAD)
2009	100% Academic Merit Scholarship, BBA, North South University

HONORS, AWARDS & DISTINCTION

2025	Best Paper Award, Artificial Intelligence Track, Full Paper, AIRSI 2025, The Metaverse Conference
2024	Best Research Poster Award, 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

Roundtable Participation

(2024), "Exploring Diversity in Marketplaces: Innovative Research Approaches and Challenges," chaired by Lena Cavusoglu and Russell W. Belk, *Association for Consumer Research Conference*, Paris, FR.

Conference Presentations

Zaman, Raisa T. (2025), "Restabilizing Family Assemblage: Consumption Practices of Families Facing Enduring Disruptions," *Consumer Culture Theory*, London, UK. Accepted for Presentation.

Zaman, Raisa T. (2025), "Consumer Journey: Implications for Marketing in the Age of Neurodiversity," *Transformative Consumer Research*, Washington, US.

Zaman, Raisa T. (2024), "Neurodiversity, Family Consumption and the Marketplace," *Association for Consumer Research*, Paris, FR.

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), "Neurodiversity, Family Consumption and the Marketplace," Poster presented, Schulich Research Day, Schulich School of Business, York University

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

- 2025 Participant, Doctoral Seminar on Consumption Theory: A Canon of Classics, University of Southern Denmark, Odense, Denmark **(Accepted to participate)**
- 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

Spearheaded the launch of a Case Conference as a Steering Committee member. Academics from different universities collaborated to develop local business case studies that bridge theory and practice, culminating in the publication of a comprehensive case book.

Facilitator, Workshop for Students on Writing Business Cases

June 2023

Guided students in honing critical-thinking, problem-solving, and writing skills, empowering them to independently pursue scholarly work.

Trainer, Women Entrepreneurship Project 'Venture Maetras'

2021 - 2023

Equipped 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

Initiated the first Intra-University Business Competition, INFIX. This unique corporate advisory competition required participants to propose solutions to internal problems by collaborating with sponsor companies. I prioritized understanding the personal goals of club members and demonstrated how organizing the competition could help them develop diverse skill sets, fostering a sense of ownership. By delegating tasks based on team strengths, I effectively coordinated efforts in branding, sponsorship, and stakeholder communication, leading to the successful execution of INFIX.

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

Student Volunteer, Association for Consumer Research Conference 2024

September 2024

Served as an on-site volunteer at the conference, assisting with registration, attendee wayfinding, working paper sessions, lunch logistics, and the closing night gala. Duties included checking in participants, providing directions, recording session attendance, assisting with poster setup, and guiding attendees to event locations. Received complimentary conference registration and hotel stay in exchange for my service.

Treasurer, Bangladeshi Graduate Student Association, York University

September 2023 – August 2024

Served as an Executive Committee Member of Bangladeshi Graduate Student Association of York University. It is a student-led organization that aims to provide graduate students with a platform to participate and interact with fellow Bangladeshi community members and beyond. To enhance campus life and the experience of students at York, we organized multiple get togethers that reflected Bangladeshi culture and tradition. As a treasurer, I arranged sponsorship for the programs and kept track of the finances. As an association, our efforts are aimed at creating a home away from home.

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