

RAISA TASNEEM ZAMAN

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EDUCATION

PhD in Administration, Field: Marketing September 2023-May 2027 (Anticipated)
Supervisors: Dr. Ela Veresiu and Dr. Russell W. Belk
Committee Members: Dr. Eileen Fischer and Dr. Peter Darke
Schulich School of Business, York University, ON, Canada
Coursework CGPA: 8.5/9.0 (Excellent)
Dissertation Topic:
Entangled Care for Enduring Family Disruptions: A Marketplace Analysis of Parent-Consumers of children with neurodiversity
Dissertation Proposal Defended April 2026

Master of Business Administration, Field: Marketing, Director's Honor 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 5% of the class)

RESEARCH INTERESTS

My research focuses on consumer well-being at the intersection of societal transformation, marketing strategy, and consumer behaviour. Combining both qualitative and quantitative methods, I study how consumers navigate the evolving marketplace that enables or constrains their well-being and develop strategies that firms, institutions, and policymakers can adopt to support well-being, care, and equity for individuals and society.

REFEREED JOURNAL ARTICLES

Machin, J., Mirabito, A., Go-Jefferies, J., Mariani, S., Radu, S., Luca, N., Murto, R., Hughes, M., Press, M., **Zaman, Raisa T.**, Kay, M., Douglas, P., and Kleinheinz, V. (2026), "The Myth of the Average Consumer: Toward a Neuropluralist Understanding of Consumer Behavior," *Journal of Public Policy and Marketing*, forthcoming.

Zaman, Raisa T. and 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 UNDER REVIEW AND IN PREPARATION

Zaman, Raisa T., Veresiu, Ela, and Belk, Russell W, "Care Entanglement: Co-constituting Care through Consumption," revising for 2nd round submission, *Journal of Consumer Research*.

Belk, Russell W., Hajirasouliha, Mahsan, & **Zaman, Raisa T.**, "Anthropomorphism in the age of AI: A techno sapiens marketing approach," under review, *Marketing Theory*.

Zaman, Raisa T., and Veresiu, Ela, "Marketing Strategy as Concurrent Evolution: A Multi-Stakeholder Approach," preparing submission, *Journal of Marketing*.

Machin, Jane, Go-Jefferies, Josephine, **Zaman, Raisa T.**, and Press, Melea, "Quantum Consumer Behavior," preparing submission, *Journal of Marketing Special Issue on Organic Marketing Theory*

Zaman, Raisa T., and Darke, Peter, “Resilient Joy as a Resource: Replenishing Self-Regulation After Depletion,” preparing submission, *Journal of Consumer Psychology*.

PEER REVIEWED CASES

- Zaman, Raisa T.** & Abu Huraira, M. R. (2026). “R&S Closet: Aspiring to Leap Over the Fence.” In Sage Business Cases. SAGE Publications, Ltd.
- Enam, F. & **Zaman, Raisa T.** (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

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| 2026-2029 | Canada Graduate Research Scholarship - Doctoral (CGRS-D), awarded by Social Sciences and Humanities Research Council of Canada (SSHRC) (120,000 CAD) |
| | - <i>Project:</i> Designing for Care: Championing Inclusion and Empowerment of Neurodivergent Children and their Parent-Consumers in the Canadian Marketplace |
| 2026-2027 | (Declined) Ontario Graduate Scholarship, Government of Ontario, Canada (15,000 CAD) |
| | - <i>Project:</i> Designing for Care: Championing Inclusion and Empowerment of Neurodivergent Children and their Parent-Consumers in the Canadian Marketplace |
| 2026 | Travel Grant, Schulich PhD Conference Travel Bursary (1,000 CAD) |
| 2026 | Schulich Dissertation Proposal Defense Prize, Schulich School of Business, York University (2,000 CAD) |
| 2026 | Research Grant, Best Research Poster Award, Schulich Research Day, Schulich School of Business, York University (500 CAD) |
| | - <i>Project:</i> Designing Meaningful Inclusion: Market Driving Through Concurrent Evolution in the Toys & Games Market |
| 2025-2026 | Ontario Graduate Scholarship, Government of Ontario, Canada (10,000 CAD) |
| | - <i>Project:</i> Designing Toying with Potential: The Role of Educational Toys in Early Intervention for Neurodivergent Children |
| 2025-2026 | 407 ETR Graduate Student Award, York University (5,000 CAD) |
| 2025 | FGS Tuition Fee Bursary - Summer (200 CAD) |
| 2025 | YU Grad Studies Bursary - Summer (212 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) - <i>Project: Neurodiversity, Family Consumption, and Canada's Marketplace</i>
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

2026	Best Research Poster Award, Schulich Research Day, Schulich School of Business, York University
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
2021	Nominated Best Teaching Faculty Member, Brac University, EFMD Deans Across Frontiers (EDAF) Peer Advisory Visit
2017	Director's Honors List Award, MBA, IBA, University of Dhaka
2013	Summa cum Laude Distinction Award, BBA, North South University

INVITED TALKS

Belk, Russell W., Hajirasouliha, Mahsan, & **Zaman, Raisa T**, "The Punch that Started a Revolution: Gendered Violence between Flesh and Steel," Keynote Address, *Publication Camp Tunisia 2026*, Mediterranean School of Business, Tunis, Tunisia, April 6.

REFEREED CONFERENCE PARTICIPATION

Focused Forum Participation

(2026), "Demystifying Conceptual Articles," chaired by Thomas Robinson and Ela Veresiu, *Consumer Culture Theory*, Kyoto, JP.

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 (*presenter)

- Zaman, Raisa T. (2026), "Designing Marketing and Public Policy for Neurodiversity," AMA Marketing and Public Policy Conference, Ottawa, CA.
- Zaman, Raisa T.* and Veresiu, Ela (2026), "Meaningful Inclusion: Market Driving Through Concurrent Evolution," American Marketing Association, Madrid, ES.
- Zaman, Raisa T.*, Veresiu, Ela, and Belk, Russell W. (2025), "Care Entanglement: Co-constituting Care through Consumption," Association for Consumer Research, Washington, US.
- Zaman, Raisa T.*, Veresiu, Ela, and Belk, Russell W. (2025), "Care Entanglement: Co-constituting Care through Consumption," Consumer Culture Theory, London, UK.
- Zaman, Raisa T. (2025), "Consumer Journey: Implications for Marketing in the Age of Neurodiversity,"

Transformative Consumer Research, Washington, US.

Zaman, Raisa T.*, Veresiu, Ela, and Belk, Russell W. (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.*, Veresiu, Ela, and Belk, Russell W. (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 RAIS Conference on Social Sciences and Humanities, John Hopkins University, Washington, US.

WORKSHOP PARTICIPATION

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| 2026 | Participant, Qualitative Data Analysis Workshop, Consumer Culture Theory, Kyoto, Japan. |
| 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

Course Instructor, Schulich School of Business, York University, Canada	September 2026 – Present
Teaching Graduate Students (MBA)	
Marketing Management	

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

Introductory Marketing, Brand Management, Consumer Behavior, International Marketing, Service Marketing, and Entrepreneurship courses.

University Service

Project Coordinator, Case Conference and Book Publication	2021 - 2023
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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
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Guided students in honing critical-thinking, problem-solving, and writing skills, empowering them to independently pursue scholarly work.

Trainer, Women Entrepreneurship Project ‘Venture Maestras’	2021 - 2023
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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, Service Marketing, International Marketing, 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

ACADEMIC SERVICE

Reviewer, American Marketing Association Conference (4 competitive papers, 2 working papers) 2027

Reviewer, Association of Consumer Research Conference (3 competitive papers, 2 posters) 2026

Trainee Reviewer, Journal of Consumer Research (1 manuscript) 2025

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, <i>Bondstein Technologies Limited</i> , Bangladesh	2017
Senior Business Executive, Corporate Sales, <i>United Finance Limited</i> , Bangladesh	2016
Senior Executive, Transmarine Logistics Ltd, <i>MGH Group</i> , Bangladesh	2014
Management Trainee Officer, Transmarine Logistics Ltd, <i>MGH Group</i> , Bangladesh	2013