Dr. Fazlul Hoque
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Career Objective: To establish my expertise in business & management in research and teaching.

Academic Background				
Degree	University/ Board	Major	CGPA	Completion
PhD	Edith Cowan University, Australia	Marketing	Completed	2026
Exchange Program	Göttingen University, Germany	Business	Completed	2020
M. Econ	Thammasat University, Thailand	Economics	3.56 out of 4.00	2020
M.B. A	University of Dhaka, Bangladesh	Marketing	3.80 out of 4.00 (4th Merit Position)	2017
B.B. A	Sher-e-Bangla Agricultural University, Bangladesh	Agribusiness & Marketing	3.94 out of 4.00 (1st Merit Position)	2014

Teaching Experience			
Designation	**Period**	**Job Responsibilities**	**Employer**
Assistant Professor	05-06-2017 to now	Teaching & Research	SAU, Dhaka, Bangladesh
SOAR Peer Advisor	March 2025 to March 2026	Supporting HDR students for data analysis, presentation, academic writing	Dr Sharon Matthews, HDR Communication Advisers, Centre for Learning and Teaching, Edith Cowan University Email: sharon.matthews@ecu.edu.au
Academic Staff (Casual)	July 2022 to April 2026	Teaching & Marking	School of Business & Law, ECU, Joondalup, WA-6027
Casual Trainer & Assessor	January 2025 to April 2026	Training & assessing	Hopkins International College, East Perth, WA-6004, Australia.
Trainer & Assessor	August to December, 2024	Training & assessing	Lead College, Cannington, WA-6107, Australia
Lecturer (Casual)	Since April 2023-June/2024	Teaching & marking	International Institute of Business & Technology (IIBT), Perth, WA, Australia.
Research Assistant	February-March/2024	Data Processing, Analysis	Prof. Dr. Pi-Shen Seet, Business & Law, ECU. Email: p.seet@ecu.edu.au
Research Assistant	November-December/ 2023	Data Processing, Analysis	Prof. Dr. Flavio Romero Macau, Business & Law, ECU. Email: f.macau@ecu.edu.au
Lecturer	14-10-2014 to 04-06-2017	Teaching & Research	SAU, Dhaka, Bangladesh

Part-time Teaching Experience			
Designation	**Period**	**Job Responsibilities**	**Employer**
Adjunct Faculty	05-07-2026 to now	Lecturing on Business Research Methodology Unit at undergraduate level	Bangladesh University of Professionals (BUP), Dhaka, Bangladesh
Adjunct Faculty	05-08-2026 to now	Lecturing on E-Commerce Unit at MBA program	Shanto-Mariam University of Creative Technology, Dhaka, Bangladesh

	Research Project(s)
1	Ph.D. thesis Title "Exploring the determinants of mobile network continuance intention among subscribers in Bangladesh: An Emerging Economy Perspective". By following the mixed method strategies, as principal investigator and PhD research fellow, I carried out the project and explored roles of value-added services to determine customer retention strategies in the mobile telecom industry.
2	Worked as a Principal Investigator in the Research Project entitled "Consumer's Willingness to Pay for Orange in Bangladesh: A Case study on Dhaka City", 2021-2022, Sher-e-Bangla Agricultural University Research System (SAURES). I collected data from 200 consumers and 20 retailers by questionnaire survey method. The study identified the determinants of consumers' willingness to pay (WTP) for oranges and evaluated how value chain and supply chain activities influence consumer purchasing decisions and market outcomes.
3	MS thesis titled "Profit Efficiency and Technology Adoption of Boro Rice Production in Bangladesh", 2019-2020, Thammasat University, Bangkok, Thailand. As an ADB research fellow and principal investigator, I examined the profit efficiency of Boro rice production using farm-level data and analysed the determinants of technology adoption. The study further investigated the contribution of agricultural value chain activities to improving farm profitability and production efficiency.
4	MBA project work titled "Hilsha Fish Marketing Strategies in Dhaka city, Bangladesh", 2016, University of Dhaka, Bangladesh. As a principal investigator, researcher Investigated the marketing strategies of Hilsa fish in Dhaka City by analyzing its supply chain and value chain. The study identified marketing challenges and proposed strategies to improve market efficiency and strengthen value creation across the distribution network.

SL No	**Writing Skills (Published Peer Reviewed Articles)**
01	**Hoque,** F., Seet, P. S., Sadeque, S & Akter,A. (2026). Factors affecting customer's mobile network continuance intention: Moderating role of consumer ethnocentrism. Journal of Marketing Communications. **[Accepted, Q1, Scopus Indexed]**
02	**Hoque,** F., Seet, P. S., Meek, S., & Sadeque, S. (2025). Determinants of Consumers' Mobile Network Continuance Intention: The Mediating Effects of Cognitive and Affective Inertia. Business Strategy & Development, 8(4), e70249. https://doi.org/10.1002/bsd2.70249 [**Q1, Scopus Indexed**]
03	**Hoque**, F., & Akter, A. (2024). Eating Choices and Planet's Sustainability; How Far Consumers Are Willing to Pay for Sustainable Food Consumption in Middle-Income Countries? Iranian Economic Review. https://dx.doi.org/10.22059/ier.2024.370832.1007912 [**Q3, Scopus Indexed**]
04	Akter, A., Geng, X., Mwalupaso, G. E., Lu, H., **Hoque, F.,** Ndungu, M. K., & Abbas, Q. (2022). Income and yield effects of climate-smart agriculture (CSA) adoption in flood prone areas of Bangladesh: Farm level evidence. Climate Risk Management, 37, 100455. [**Q1, Scopus Indexed**]

05	**Hoque, F.,** Joya, T. A., Akter, A., Anny, S.A., Khatun, M., and Rungsuriyawiboon, S. (2022). Profit Efficiency and Technology Adoption of Boro Rice Production in Bangladesh". Iranian Economic Review https://dx.doi.org/10.22059/ier.2021.79456 [**Q3, Scopus Indexed**]
06	Rabbany, M. G., Mehmood, Y., Hoque, F., Sarker, T., Hossain, K. Z., Khan, A. A., & Luo, J. (2022). Do credit constraints affect the technical efficiency of Boro rice growers? Evidence from the District Pabna in Bangladesh. Environmental Science and Pollution Research, 29, 444-456. [**Q3, Scopus, Indexed**].
07	Akter, A., Hoque, F., Rahman, M. S., Kiprop, E., & Shah, M. (2021). Determinants of adoption of homestead gardening by women and effect on their income and decision-making power. Journal of Applied Horticulture, 23(1), 59-64. [**Q3, Scopus, ESCI indexed**].
08	**Hoque, F.,** Joya, T.A., Saha, S., Dewan, B., and Anny, S. A. (2021). How much the fast-food restaurants are efficient to achieve customer satisfaction. Academy of Marketing Studies Journal, 25(1): 1-13. [**B ranked under ABDC indexed**].
09	**Hoque, F.,** Afrin, S., Akter, A., Khatun, M., Beg, T.H., Afrin, T., and Yoezer, K. (2021). Measuring the technical efficiency of the cauliflower production in Bangladesh: A case study on Dhaka district. Journal of Applied Horticulture; 23(1).54-58, 2021. DOI: https://doi.org/10.37855/jah.2021.v23i01.11 [**Q3, Scopus & ESCI indexed**].
10	**Hoque, F.,** Joya, T.A., Akter, A., Afrin, T., Beg, T. H., and Mukul, A. Z.A. (2020). Customer perception on purchasing through Facebook in Bangladesh: an empirical study on Dhaka city. Journal Academy of Marketing Studies, 24(2):1-14. [**B ranked under ABDC journal list, Australia and Scopus indexed**].
11	**Hoque, F.,** Akter, A., and Rungsuriyawiboon, S. (2019). Measuring technical efficiency of bottle gourd and brinjal farming in Dhaka district of Bangladesh: Stochastic frontier approach. Journal of Applied Horticulture; 21(3): 282-288. [**Q3, Scopus, ESCI indexed**].

Scholarships & Awards	
1	Higher Degree by Research Scholarship by Edith Cowan University to Study the Ph.D program at the School of Business and Law, Edith Cowan University, Australia.
2	Received Asian Development Bank Japan Scholarship Program (ADB-JSP) 2018 to Study Master of Economics at Thammasat University, Bangkok, Thailand.
3	Received Erasmus + EU Fund Scholarship 2019 to study Master Program (exchange) at University of Gottingen, Germany.
4	Prime Minister (People's Republic of Bangladesh) Gold Medal 2014 for Highest CGPA in the Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University (SAU).
5	Sher-e-Bangla Agricultural University Gold Medal Award 2015 for Outstanding Result in Bachelor of Business Administration (BBA) in Agribusiness.

Training & Workshop Participation	
01	Workshop on how to analyze the qualitative data by Leximancer at Edith Cowan University, Joondalup, WA-6027, Australia, 2023.
02	3 Days training on "Data analysis and data management" at Curtin University, Perth, WA-6109, Australia, 2022.
03	2 days Training on Experimental Design & Statistical Analysis by Using-R at Sher-e-Bangla Agricultural University, Bangladesh in March 2021.
04	Workshop on how to use the SPSS for research in Social Science at Gottingen University, Germany, 2020.

05	Training program on Data Analysis by Statistical Package STATA, at Sher-e-Bangla Agricultural University, Dhaka, Bangladesh in 2016.
06	Training program on 'Analysis of Productivity and Efficiency' at Sher-e-Bangla Agricultural University, Dhaka, 2015.

SL No	Communication Skill Demonstration as Resource Person
1	Conducting a workshop on the Structural Equation Modelling (SEM) for the HDR Student at SOAR Centre, ECU, Perth City, Australia, 2026
2	Conducting a workshop on the STATA for the HDR Student at SOAR Centre, ECU, Perth City, Australia, 2026
3	Conducting a workshop on the NVivo for the HDR Student at SOAR Centre, ECU, Joondalup, WA-6027, Australia, 2025
4	Presenting a paper in the ANZMAC Conference at Macquarie University, Sydney, 2025
5	Presenting a paper in the ECU research symposium, 2025
6	Conducting a workshop on the NVivo for the HDR Student at SOAR Centre, ECU, Joondalup, WA-6027, Australia, 2025
7	Presenting a paper in the ANZMAC doctoral colloquium at University of Tasmania, Hobart, 2024.
8	Presenting the qualitative research findings in the ECU research symposium, 2024.
9	Presenting the research paper in the paper development workshop 28th March 2024 at ECU, Joondalup, WA-6027.
10	Presenting a paper in the ECU research symposium, 2023.
11	Presenting the PhD proposal in the ANZMAC doctoral colloquium at Curtin University, Perth in 2022.
12	Presenting an article on consumer willingness to pay for fruits at Sher-e-Bangla Agricultural University Conference, Bangladesh in 2022
13	Presenting an article on profit efficiency in Boro Rice at Sher-e-Bangla Agricultural University Conference, Bangladesh in 2021
14	Presenting a paper at International Conference of Agricultural Economics, Singapore in 2020.
15	Conducting a training session on career planning for the undergraduate students at Sher-e-Bangla Agricultural University, Bangladesh in 2021.

Social & voluntary activities	
1	Co-Ordinator, IPDC Friday food services for the homeless people at Moore Street, Perth City, WA, Australia since 2023
2	Moderator, Sawpnoshiri career club, Sher-e-Bangla Agricultural University, Dhaka-1207, Bangladesh.

Reference 1
Prof. Dr. Ghulam Rabbany
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Reference 2
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