

Curriculum Vitae

Shah Alam Kabir Pramanik

Assistant Professor
Department of Marketing
Islamic University, Kushtia, Bangladesh
Cell: +8801724053988
Email: shahalampk22@gmail.com (personal);
kabir@mkt.iu.ac.bd (Institutional)



Google Scholar: <https://scholar.google.com/citations?hl=en&user=IbmVuzsAAAAJ>

ORCID ID: <https://orcid.org/0000-0002-3879-4980>

CAREER SUMMARY:

Shah Alam Kabir Pramanik is currently holding the position of Assistant Professor in the Department of Marketing at Islamic University in Kushtia, Bangladesh. Previously, he served as the Chairman of the Department of Marketing at the same institution for three years. He has almost ten (10) years of combined teaching and research experience at the university level. Pramanik earned both his MBA and BBA degrees from the Department of Marketing at Rajshahi University, Rajshahi, Bangladesh. Notably, during his BBA, he secured the second position among 120 students, achieving an impressive CGPA of 3.88 out of 4.00. He also obtained remarkable results in the MBA program with a CGPA of 3.917 (out of 4.00).

His research interests encompass tourism and hospitality marketing, relationship marketing, tourists' behavior and experience, cultural and heritage tourism, sustainable tourism development, consumer behavior, and entrepreneurship. The focal point of his research largely revolves around the conservation, marketing, and sustainability of cultural and heritage sites such as museums, monasteries, and shrines in Bangladesh. A total of seventeen (17) scholarly journal articles and four (4) book chapters by Pramanik have been published in both international and national journals, along with four (4) refereed conference proceedings. His contributions have been published in esteemed ABDC and SCOPUS-indexed journals, partnering with prestigious publishers like Elsevier, Routledge, Taylor & Francis, Springer, Sage, and Inderscience. Furthermore, he occasionally contributes to Bangladesh's national dailies. Proficient in structural equation modeling (SEM), he possesses solid expertise in model estimation techniques, including mediating analysis and multi-group data analysis, utilizing tools like SPSS, AMOS, and SmartPLS.

Pramanik works as an adviser of the Marketing Club IU at his present institution. Apart from this, he also actively participates in various development initiatives and community services.

AREAS OF INTEREST:

Tourism and Hospitality Marketing, Relationship Marketing, Cultural and Heritage Tourism, Sustainable Tourism Development, Consumer Behavior, and Entrepreneurship.

EDUCATIONAL QUALIFICATIONS:

| Name of the Degree | Subject | Name of the University/ Institution | Passing Year | CGPA/GP A |
|---|------------------|-------------------------------------|--------------|---------------------|
| Master of Business Administration (MBA) | Marketing | University of Rajshahi | 2013 | 3.917 (Out of 4.00) |
| Bachelor of Business Administration (BBA) | Marketing | University of Rajshahi | 2012 | 3.88 (Out of 4.00) |
| Higher Secondary Certificate (HSC) | Business Studies | Rangpur Govt. College, Rangpur | 2008 | 5.00 (Out of 5.00) |
| Secondary School Certificate (SSC) | Business Studies | Mahishtuli High School | 2006 | 5.00 (Out of 5.00) |

HONORS AND AWARDS:

- Obtained Rajshahi University scholarship for outstanding academic achievements in his four-year BBA degree
- Achieved education board merit scholarship based on outstanding results in the HSC examination of 2008, by Rajshahi Board
- Achieved education board talent pool scholarship based on outstanding results in the SSC examination of 2006, by Rajshahi Board
- Achieved Bangladesh Teachers' Association, Aditmari, Lalmonirhat merit scholarship for SSC Result in 2006
- Obtained primary scholarship in 2000

CURRENT POSITION:

Assistant Professor (from August 02, 2019 to present), Department of Marketing, Islamic University Kushtia, Bangladesh

JOB EXPERIENCES:

| Name of the Institutions | Name of the Post | Tenure of Service | |
|--|------------------------|-------------------|------------|
| | | From | To |
| Islamic University, Kushtia, Bangladesh | Assistant Professor | 02-08-2019 | Till Date |
| Islamic University, Kushtia, Bangladesh | Lecturer | 17-02-2018 | 01-08-2019 |
| Daffodil International University (DIU), Dhaka, Bangladesh | Senior Lecturer | 01-10-2016 | 10-02-2018 |
| Daffodil International University (DIU), Dhaka, Bangladesh | Lecturer | 10-01-2015 | 30-09-2016 |
| Bangladesh University of Business and Technology (BUBT), Dhaka, Bangladesh | Lecturer (Contractual) | 18-10-2014 | 07-01-2015 |

PUBLISHED JOURNAL ARTICLES, BOOK CHAPTERS, CONFERENCE PRESENTATIONS, AND NEWSPAPERS

JOURNAL ARTICLES

1. **Pramanik, S. A. K.** & Islam, M. D. (2025). Festival attractiveness and loyalty: mediating effects of festival attachment. *Journal of Policy Research in Tourism, Leisure and Events*, <https://doi.org/10.1080/19407963.2025.2457753>. (Indexed in Scopus, ABDC: B, Web of Science, ESCI, Q2; Taylor and Francis Publisher)
2. **Pramanik, S. A. K.**, & Rahman, M. Z. (2025). The dynamic nexus of tourist relationship dimensions, image, and satisfaction in enhancing destination loyalty. *International Journal of Leisure and Tourism Marketing*, 8(3), 185-205 (*Forthcoming Issue*), <https://doi.org/10.1504/IJLTM.2025.10068911> (Indexed in ERA, Inderscience publisher)
3. **Pramanik, S. A. K.** (2024). Unlocking the power of relationship marketing dimensions in accelerating destination loyalty: mediating effects of destination experience. *Journal of Relationship Marketing*, 1-27. <https://doi.org/10.1080/15332667.2024.2405304> (Indexed in Scopus, ABDC: B, Q2; Taylor and Francis Publisher)
4. **Pramanik, S. A. K.** (2023). Influences of the underlying dimensions of destination image on destination loyalty in a cultural heritage destination. *Asia Pacific Journal of Tourism Research*, 28(9), 984-999. <https://doi.org/10.1080/10941665.2023.2283001> (Indexed in Scopus, ABDC: A, Q1, Taylor and Francis Publisher).
5. **Pramanik, S. A. K.**, & Rahman, M. Z. (2023). Influences of local community dimensions in enhancing support for sustainable tourism development. *International Journal of Hospitality & Tourism Administration*, 25(4), 817-841. <https://doi.org/10.1080/15256480.2023.2169854> (Indexed in Scopus, ABDC: B, Q2; Taylor and Francis Publisher)
6. **Pramanik, S. A. K.**, Azam, M. S., & Rakib, M. R .H. K. (2024). Enhancing customer loyalty in financial service through harnessing relationship marketing: the mediating effects of brand image. *International Journal of Electronic Customer Relationship Management*, 14(2), 181-205. <https://doi.org/10.1504/IJECRM.2024.138649> (Indexed in Scopus, ABDC: C, Inderscience Publisher).
7. Rakib, M. R .H. K., **Pramanik, S. A. K.**, Amran, M. A., Islam, M. N., & Sarker, M. O. F. (2022). Factors affecting young customers' smartphone purchase intention during Covid-19 pandemic. *Heliyon*, 8(9), e10599. <https://doi.org/10.1016/j.heliyon.2022.e10599> (Indexed in Scopus, Q1, Cell Press, Elsevier)
8. Azam, M. S., Morsalin, M., Rakib, M. R .H. K., & **Pramanik, S. A. K.** (2021). Adoption of electronic commerce by individuals in Bangladesh. *Information*

Development. <https://doi.org/10.1177/02666669211052523> (Indexed in Scopus, Q1, Sage)

9. Rakib, M.R.H.K., **Pramanik, S.A.K.**, Ali, Y., & Hassan, A. (2020). Assessing young consumers' purchase intention towards organic food: evidence from Bangladesh. *International Journal of Entrepreneurship, Management, Innovation and Development*, 4(2), 1-25. <https://emidjournals.co.uk/2020- volume-4-issue-2/> (Refereed Journal)
10. Rakib, M. R. H. K., **Pramanik, S. A. K.**, & Sharmin, S. (2018). The effects of tourists relationship perception dimensions on destination loyalty: Mediating effects of destination image. *Journal of the Faculty of Business Administration, Islamic University Studies (Part-C)*, 14(1), 55-76. (Refereed Journal)
11. Rakib, M. R .H. K., **Pramanik, S. A. K.** (2018). The impact of packaging characteristics on purchase decision of cosmetic products: A study on the women consumers in Bangladesh. *Journal of the Faculty of Business Administration, Islamic University Studies (Part-C)*, 14(2), 136-157. (Refereed Journal)
12. **Pramanik, S. A. K.**, Hossain, M. E., & Azam, M. S. (2016). The impacts of visitors' attitude on visit intention in the context of museum applying SEM: Offering an alternative visit intention model. *Bangladesh Journal of Tourism*, 1(1), 1-14. http://www.bjtforum.com/wp-content/uploads/2017/10/1_14.pdf (Refereed Journal)
13. Iqbal, M. M., & **Pramanik, S. A. K.** (2016). Investigating the impacts of corporate social responsibility initiatives on customers' loyalty: A study from selected private banks in Bangladesh. *Daffodil International University Journal of Business and Economics*, 10(1), 1-18. <http://dspace.daffodilvarsity.edu.bd:8080/handle/20.500.11948/1601> (Refereed Journal)
14. Kamal, M., Sarker, M. O. F., & **Pramanik, S. A. K.** (2016). Investigation of market factors that affect customers' buying attitude towards apartment buying: An opportunity analysis from Bangladesh perspective. *International Journal of Business Administration*, 7(3), 153-165. <http://www.sciedupress.com/journal/index.php/ijba/article/view/9512/5757> (AIDEA, ERA, Google Scholar)
15. Sheik, M., & **Pramanik, S. A. K.**, & M. S, Hossain (2016). Students' attitude towards higher education in Bangladesh: Comparison between public and private universities. *Journal of Hamdard University Bangladesh*, 3(1), 159-172. (Refereed Journal)
16. Kamal, M., & **Pramanik, S. A. K.** (2015). Customers' intention towards purchasing apartment in Dhaka city, Bangladesh: offering an alternative buying intention model.

European Journal of Business and Management, 7 (35), 45-58.
<http://iiste.org/Journals/index.php/EJBM/article/view/27495> (CrossRef, EBSCO, Index Copernicus)

17. Kamal, M., & **Pramanik, S. A. K.** (2015). Factors affecting customers to buy apartments in Dhaka city. *Daffodil International University Journal of Business and Economics*, 9(2), 37-49.
<http://dspace.library.daffodilvarsity.edu.bd:8080/bitstream/handle/20.500.11948/1497/Paper-4.pdf?sequence=1&isAllowed=y> (Refereed Journal)

BOOK CHAPTERS:

1. **Pramanik, S. A. K.**, Rakib, M. R. H. K., & Hassan, A. (2021). Perceptions of augmented reality application for tourism promotion in the Buddhist Vihara at Paharpur of Bangladesh: A qualitative research. In Hassan, A. (1st eds.), *Technology Application in the Tourism and Hospitality Industry of Bangladesh* (pp. 175-198), Singapore: Springer.
https://doi.org/10.1007/978-981-16-2434-6_11
2. Rakib, M.R.H.K., **Pramanik, S.A.K.**, & Hassan, A. (2021). Consumer behavior in the tourism industry of Bangladesh. In Hassan, A. (1st eds.), *Tourism Products and Services in Bangladesh* (pp. 289-309), Singapore: Springer.
https://doi.org/10.1007/978-981-33-4279-8_13
3. **Pramanik, S.A.K.**, & Rakib, M.R.H.K. (2020). Strategic analysis of competitiveness of travel and tourism in Bangladesh. In Hassan, A. (1st eds.), *Tourism Marketing in Bangladesh: An Introduction* (pp. 87-108), London: Routledge.
<https://www.taylorfrancis.com/books/e/9781003007241/chapters/10.4324/9781003007241-10> (Scopus Indexed)
4. **Pramanik, S.A.K.**, & Rakib, M.R.H.K. (2020). Conceptual analysis on tourism product and service promotion with special reference to Bangladesh. In Hassan, A. (1st eds.), *Tourism Marketing in Bangladesh: An Introduction* (pp. 109-126), London: Routledge.
<https://www.taylorfrancis.com/books/e/9781003007241/chapters/10.4324/9781003007241-11> (Scopus Indexed)

CONFERENCE PRESENTATIONS:

1. **Pramanik, S. A. K.**, Rakib, M. R. H. K., Islam, M. R. (2023). Measuring young consumers' online shopping experience and intention: Does gender matter? In *the Proceedings of International Conference on the Art of Social Changes (ICASC 2023)*, 15-17 June 2023, Rabindra University, Shahjadpur, Sirajganj, Bangladesh.
2. Rahman, M.Z., & **Pramanik, S. A. K.** (2018). Investigating the role of local community towards sustainable development of tourism: An empirical study

on museums in Bangladesh. In *the Proceedings of International Conference on Governance for Sustainable Development (ICGSD)*, 06-07 October, Taj Samudra Hotel, Colombo, Srilanka.

3. **Pramanik, S. A. K.**, & Azam, M.S. (2018). The effects of customer relationship management (CRM) dimensions on brand image and customer loyalty: An empirical study on private sector banks in Bangladesh. In *the Proceedings of International Conference on Business and Sustainable Development (ICBSD)*. 08-09 March, 2018, Rajshahi University, Bangladesh.
4. Ray, R., Azam, M.S, Hossain, M.E., & **Pramanik, S. A. K.** (2014). Factors affecting museum visit behavior in Bangladesh: An exploratory analysis. In *The Proceedings of International Conference on Entrepreneurship and Business Management (ICEBM 2014)*. Penang, Malaysia.
<http://www.tarumanagara.ac.id/untar/userfiles/file/THE%20BOOK%20OF%20ABSTRACT%20FINAL%20RELEASE.pdf>

PUBLISHED ARTICLES IN NEWSPAPERS:

1. **Pramanik, S.A.K.** (2018). Developing Women Entrepreneurship in Bangladesh. *The Independent*, 19th November, 2018.
<http://www.theindependentbd.com/printversion/details/175224>
2. **Pramanik, S.A.K.** (2018). Eat More Eggs. *The Independent*, 22nd October, 2018.
<http://www.theindependentbd.com/printversion/details/171427>
3. **Pramanik, S.A.K.** (2016). Developing Entrepreneurship in Bangladesh. *The Independent*, 22nd November, 2016.
<http://www.theindependentbd.com/home/printnews/69315>
4. **Pramanik, S.A.K.** (2016). Travel and Tourism Competitiveness: Strategies for BD. *The Financial Express*, 21st May, 2016. <http://print.thefinancialexpress-bd.com/2016/05/21/142039>
5. **Pramanik, S.A.K.** (2016). Promotional Strategies towards the Campaign "Visit Bangladesh-2016". *The News Today*, 14th May, 2016.
http://www.newstoday.com.bd/index.php?option=details&news_id=2442525&date=2016-05-14#.Vzar-pnFUmM.gmail
6. **Pramanik, S.A.K.** (2016). Framework for Sustainable Development of Eco-tourism. *The Financial Express*, 9th January, 2016.
<http://old.thefinancialexpressbd.com/2016/01/09/130317>

ARTICLES IN PROCESS

1. **Pramanik, S.A.K.** (2025). How Does Destination Attractiveness Affect Destination Loyalty? Destination Experience as a Mediator.
2. **Pramanik, S.A.K.** (2025). Influences of Destination Attractiveness and Experiences on Tourists' Behavior.

3. **Pramanik, S. A. K.**, Rakib, M. R. H. K., Islam, M. R. (2025). Measuring young consumers' online shopping experience and intention: Does gender matter?

RESEARCH PROJECT WITH FUNDS

1. **Pramanik, S.A.K.** (2023-2024). Assessing the Effects of Destination Attractiveness on Tourists' Experience and Loyalty in a Cultural Site: An Empirical Study on Shilaidaha Kuthibari in Kushtia. (Proposal Accepted by Islamic University funded by UGC). (Funds USD 750)

EXPERIENCES IN ACADEMIC ADMINISTRATION:

- **Chairman:** Department of Marketing, Islamic University, Kushtia, Bangladesh (from August 18, 2020 to August 17, 2023)
- **Chairman,** Committee of Courses for OBE Curriculum, Department of Marketing, Islamic University, Kushtia, Bangladesh (from 2021 to 2023)
- **Chairman,** Academic Committee, Department of Marketing, Islamic University, Kushtia, Bangladesh (from 2020 to 2023)
- **Chairman,** Examination Committee, Department of Marketing, Islamic University, Kushtia, Bangladesh for BBA and MBA programs for several years (from 2020 to present)
- **Member,** Academic Council, Islamic University, Kushtia, Bangladesh (from 2020 to 2023)
- **Member,** Board of Advanced Studies, Islamic University, Kushtia, Bangladesh (from 2020 to till date)
- **Member,** Lecturer Selection Board, Department of Marketing, Islamic University, Kushtia, Bangladesh (from 2020 to 2023)
- **Member,** Academic Committee, Department of Marketing, Islamic University, Kushtia, Bangladesh (from 2018 to present)
- **Member,** Committee of Courses, Department of Marketing, Islamic University, Kushtia, Bangladesh (from 2018 to present)
- **Member,** Committee of Faculty Members, Faculty of Business Administration, Islamic University, Kushtia, Bangladesh (from 2018 to present)
- **Member,** Examination Committee, Department of Marketing, Islamic University, Kushtia, Bangladesh for BBA and MBA programs for several years (from 2018 to present)
- **Member,** Editorial Board, Journal of the Faculty of Business Administration, Part C, Vol. 15, Faculty of Business Administration, Islamic University, Bangladesh (from 2022 to present)
- **Member,** BBA 1st Year Admission Test Coordination Committee, Faculty of Business Administration, Islamic University, Kushtia, under the GST cluster universities in Bangladesh for first-year honors (undergraduate) admission in 2022

- **Member**, A Duty Roster Committee, ‘C’ unit admission test, Islamic University, Kushtia, under the GST cluster universities in Bangladesh for first-year honors (undergraduate) admission in 2022
- **House Tutor**, A Residential Hall, Shahid Ziaur Rahman Hall, Islamic University, Kushtia, Bangladesh (from March 5, 2019 to March 4, 2020)
- **House Tutor**, A Residential Hall, Jatir Pita Bangabandhu Sheikh Mujibur Rahman Hall, Islamic University, Kushtia, Bangladesh (from February 3, 2022 to April 20, 2024)
- **Program Coordinator (In-charge)**, BBA Program, Department of Business Administration, Daffodil International University, Permanent Campus (from January 01, 2016 to August 30, 2016)

COURSES TAUGHT IN UNDERGRADUATE (BBA) PROGRAM:

Principles of Marketing, Marketing Management, Consumer Marketing, Global Marketing, Tourism and Hospitality Management; Entrepreneurship Development, Introduction to Business, Elementary Psychology; Organizational Behavior, Supply Chain Management; Product Management, Pricing Theory, Principles of Management, Microeconomics, Financial Accounting, Financial Management; and so on.

COURSES TAUGHT IN GRADUATE (MBA) PROGRAM:

Strategic Marketing, Strategic Brand Management; Marketing Research; Marketing Analytics; International Marketing, Marketing Planning and Implementation

PARTICIPATED IN WORKSHOPS & TRAINING PROGRAMS:

- Workshop on “**Teaching Strategies for Tertiary Level Education**”. It was organized by IQAC, Islamic University. It was held on March 27, 2019. The resource person of the workshop was Professor Bina Biswas.
- Workshop on “**Bloom’s Taxonomy of Learning Objectives in Higher Education**”. Arranged by IQAC, Islamic University, Kushtia, Bangladesh, it was held on February 17, 2019. Professor Sanjoy K. Adhikary was the resource person.
- International Workshop on “**Need for Changes in the Course Curricula of Business Schools: Positioning & Competency of Business Schools in BIMSTEC Region**”. It was organized by IQAC and the Department of Business Administration of Daffodil International University. It was held from June 03 to June 04, 2016.
- Seminar on “**Publication of Articles in World Class Business Journals**”. It was organized by IQAC and the Department of Business Administration of Daffodil International University. It was held on August 4, 2015, in the Digital Classroom of Daffodil International University. The Keynote speaker of the seminar was Dr. Hafiz T.A. Khan, International Advisor & Professor at Daffodil International University.

- Seminar on “**Research Methodology**”. It was organized by the Department of Business Administration, Daffodil International University. It was held on August 16, 2015, in the permanent campus of Daffodil International University. It was conducted by Professor Dr. Hafiz T. A. Khan, Adviser, International Affairs, Daffodil International University.
- Training on **Teachers’ Training 2nd Phase**. It was held on May 23, 2015, at Daffodil International University. It was conducted by Dr. Windy Garland.
- Workshop on **Participatory Engaging Teaching (PET) Techniques**, 5-day long training. It was held from January 10 to January 15, 2015. It was conducted by HRDI, Daffodil International University.

PERSONAL INFORMATION

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|-------------------|---|
| Full Name | : Shah Alam Kabir Pramanik |
| Father’s Name | : A Kalam Azad Pramanik |
| Mother’s Name | : Shahor Banu |
| Date of Birth | : February 05, 1990 |
| Marital Status | : Married |
| Sex | : Male |
| Nationality | : Bangladeshi (By birth) |
| National ID | : 9103056348 |
| Passport Number | : BN0538622 |
| Religion | : Islam |
| Blood Group | : (A ⁺) |
| Cell No | : +8801724053988 |
| Present Address | : Department of Marketing, Islamic University, Kushtia-7003, Bangladesh, Cell: +8801724053988 |
| Permanent Address | : C/O: Abul Kalam Azad Pramanik, Vill: Taluk Dulali Mahishtuli, Post: Haziganj, Post Code: 5510, Upazila: Aditmari, Dist: Lalmonirhat |
| E-mail Address | : shahalamk22@gmail.com ; kabir@mkt.iu.ac.bd |

SKILLS AND QUALITIES:

- **Language Skill:** Have a good command of English and Bengali in speaking, listening, reading, writing, and presenting.
- **Computer Skill:** Computer skills in MS Office (word, excel, PowerPoint), **SPSS (Statistical Package for Social Science)**, **AMOS**, and **Smart PLS**.
- **Analytical Skill:** Ability to think rationally, solve analytical problems, and explain conflicting situations.

POSITION IN SOCIAL AND EXTRACURRICULAR ACTIVITIES:

- **Founder**, Marketing Club IU, Department of Marketing, Islamic University, Kushtia, Bangladesh
- **Convener**, Marketing Club IU, Department of Marketing, Islamic University, Kushtia, Bangladesh (from 2023 to present)
- **Secretary**, Mahistuli Eidgah Committee, Mahistuli, Bhelabari, Aditmari, Lalmonirhat, Bangladesh (from 2023 to present)
- Has experience in organizing and managing cultural programs
- Has involvement in social welfare activities.

HOBBIES:

Traveling and visiting new places; Reading books, novels, and articles; Playing football and cricket


REFERENCES:

| | |
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| Md. Shah Azam, PhD ((Curtin, Australia) Professor Department of Marketing Rajshahi University, Rajshahi, Bangladesh & Former Vice-Chancellor, Rabindra University, Bangladesh Email: mdshah.azam@yahoo.com.au ; azam@ru.ac.bd Cell No. +8801712563613 | Md. Borak Ali, PhD (Curtin, Australia) Professor Department of Marketing Rajshahi University, Rajshahi, Bangladesh Email: borakali@ru.ac.bd Cell No. +8801717248845 |
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DECLARATION:

I certify that to the best of my knowledge and belief, the above-mentioned information correctly describes my qualifications, my experiences, and me.

SIGNATURE WITH DATE

 17.05.2025
Shah Alam Kabir Pramanik