DR. SHAMSUN NAHAR MOMOTAZ

Associate Professor, Marketing

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ACADEMIC QUALIFICATIONS

PhD in Marketing	University of Dhaka, Department of Marketing	2016
MPhil in Marketing	University of Dhaka, Department of Marketing	2010
PGD in Human Resource Management	Institute of Personnel Management, Dhaka	2004
MBA (Major in Marketing)	IBA-JU	1997
BBA	IBA-JU	1996

AREAS OF EXPERTISE/SPECIALIZATION

Bank marketing & retail banking; digital transformation and digital marketing in banking; customer relationship management (CRM) & customer experience; service quality, consumer behaviour & brand management; CMSME & start-up financing; financial inclusion; agricultural and agro-based financing; HR in banking; prevention of money laundering; project appraisal; marketing research (SPSS, AMOS, SmartPLS).

BRIEF PROFESSIONAL PROFILE

Dr. Shamsun Nahar Momotaz is an Associate Professor of Marketing at the Bangladesh Institute of Bank Management (BIBM), Dhaka, and a faculty member of the Dhaka School of Bank Management (DSBM), teaching in the Masters in Bank Management (MBM) programme. A marketing academic, banking-sector trainer and researcher, she brings extensive experience in higher education, banking and applied research. She has led many national research projects under the Social Science Research Council, Ministry of Planning, IRB Grants, IUB, and BIBM. She previously held faculty and leadership roles at Independent University, Bangladesh and Stamford University Bangladesh, including Head of Marketing. She actively contributes to BIBM research projects, seminars, round table discussions and conferences, and has published widely in peer-reviewed journals and presented at international conferences.