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I hold a PhD in Marketing, with a specialization in *Community Wellbeing and Sustainable Tourism Development*, awarded by the University of Hull, United Kingdom. Prior to this, I completed an MSc in *Advertising and Marketing Communication* from the same university with **overall distinction**. I also successfully completed the “University-Level Teaching Certificate” course at Hull University in 2015.

During my PhD tenure, I worked as a guest lecturer at Hull University across four courses: *International Marketing, Research Methods, Marketing Research, and Strategic Marketing and Planning*. These courses were taught in different semesters and involved students from diverse national and cultural backgrounds.

To foster an inclusive and engaging learning environment, I incorporated digital tools such as YouTube and Dailymotion to illustrate concepts with real-world examples. My approach emphasized clarity, real-life relevance, and interactive learning—encouraging students to ask questions in class, during drop-in sessions, or during my consultancy hours. This teaching philosophy received consistently positive feedback from students.

I have participated in numerous international seminars and conferences across the USA, Europe, and Asia and published in reputed international peer reviewed journals. I was a **keynote speaker** at several international conferences held in **Turkey, the Netherlands, Switzerland, Germany, and Malaysia**, and have also visited **France, Singapore, Thailand, India, Nepal, and Indonesia** for academic engagements.

Currently, I am contributing as a researcher to the **CREATE project, funded by DANIDA and led by Aalborg University, Denmark**, focusing on circular economy development in Bangladesh’s apparel industry. To date, I have published more than **31 journal articles** in peer-reviewed journals both nationally and internationally.