

**Short Bio
of
Md. Farhan Faruqui**

He works as an Assistant Professor in the Department of Business Administration at East West University. He joined as a Lecturer on January 2006. He primarily teaches Marketing Courses.

Before joining East West University, he worked for BRAC University as Lecturer for two Semester. He started his career as Officer, Distribution, at GrameenPhone Ltd. He worked there for eight months.

He obtained his BBA and MBA degrees from the Institute of Business Administration (IBA) at the University of Dhaka. His publications include a few in Scopus indexed Journals. His research interests include AI, Consumer Behavior and Digital Marketing.

Dr. Salma Akter

An FHEA qualified, self-driven, ambitious academic with the ability to meet deadlines and perform accurate recording and analysis has enjoyed success at an educational institution in working life thus far, seeking her next teaching position. Prepared to work with university policies.

An inspiring and highly experienced business Associate professor on developing and supporting the students. A sincere and organised team member keenly contributed to the growth of her employer institution. A published Associate Professor whose interests include AI, F-commerce, Case studies, and Consumer Behaviour.

Enjoys and finds pleasure in transferring knowledge. Thrive and take pleasure in a challenging working environment and take pleasure in empower and enable students to become competent, successful, and confident individuals through the learning process.

Shakib Hossain Shuvo

He worked at East West University in Bangladesh as a senior lecturer. His insightful passion and craving for knowledge led to his admission to the University of Dhaka, the pinnacle of education in Bangladesh. He completed his Bachelor of Business Administration (BBA) majoring in management studies. International and strategic management was his area of concentration in his MBA study. He was given a provost award for his MBA degree for coming in first in his stream. Aside from that, he was given a scholarship to do exceptionally well in his BBA program, which certainly demonstrates his sharp intellect and scholarly ability. He has studied numerous facets of management theories and policies during his academic career, including organizational behavior, management science, industrial psychology, strategic management, total quality management, and international business.

In addition to his formal education, he has continuously sought to improve his skills in analytics and machine learning through online and offline courses. He has earned innumerable professional degrees from the various globally recognized institutions: an executive certificate program with a concentration in HR analytics from IIM, India; an executive certificate program with a concentration in marketing analytics from IIM; and a postgraduate diploma in digital marketing from MICA, India.

Syedda Raisa Maliha

She is a Senior Lecturer in Marketing at the Department of Business Administration, East West University, Bangladesh. She holds a Bachelor of Business Administration in Marketing from East West University (Summa Cum Laude and Gold Medalist) and a Master of Science in Sustainable Service Management from Lund University, Sweden, where she received the Best Master's Thesis Award.

Her academic and research interests span sustainability, service management, social entrepreneurship, crisis communication, and socially significant organizational research. She has contributed to several peer-reviewed journal articles, book chapters, and international case studies indexed in Scopus and other major databases.