(Mr.) Hafizul Islam

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Nationality: Australian

CAREER OBJECTIVE

To establish myself as a marketing analyst or market research strategist for a market research firm, that can utilize and enhance my high level quantitative and analytical competencies.

SKILLS AND COMPETENCIES

Marketing | Consumer behavior | Internet Research | Quantitative Methods |Multivariate Analysis

Market Research and Analytical Skills
- I am proficient and experienced in conducting quantitative analysis of comprehensive survey data (part of my PhD) utilizing advanced multivariate techniques such as descriptive statistics, correlations, factor analysis, multiple regressions and structural equation modeling etc. using SPSS.
- I have solely designed, administered and managed online surveys for my research data collection. I have also trained faculty and research colleagues in utilizing tools (Checkbox Survey Solution, Survey Monkey) for survey creation and online content management (Blackboard).
- I have solely developed and designed questionnaires for my research and have collaborated with developing questionnaires for two industry research projects.
- I have designed an innovative and natural experimental methodology to manipulate and control for interactive web features through live website interface using script programming and browser controls tools. This novel research methodology has gained commendation from local and international researchers and I was invited to deliver a presentation about my methodology and initial research findings at the prestigious Institute for Operations Research and the Management Sciences (INFORMS) 2008 annual conference in Washington DC, USA 2008.
- I have embarked upon a multiphase industry research project assessing the potential barriers to the adoption of high-speed broadband by Australian business. I am collecting data from key decision-makers, thinkers and leaders in the Australian business context, who are providing insights into the strategic impact of high-speed broadband technology on Australian organizations.
  - I am collaborating with local and international researchers with the research design and questionnaire development. Responsible for participant selection & communication, primary interviews and data analysis. Project is funded by the Institute of Broadband Enabled Society (IBES) at the University of Melbourne and multiple industry research partners.
- I have gained recent experience in conducting in-depth interviews, interview data analysis and report generation for "Hybrid Smartstreet" research project (completed) which examined the value of converged digital broadcast with broadband-enabled content and services delivered over high speed internet connections in households.
  - I have conducted in-depth interview of 16 family households in Hobart, Tasmania and I have prepared detailed confidential reports of key findings to IBES and the industry partners.
- I am experienced in handling complex and large data sets such as market data, trade data, survey data etc. using SPSS and Microsoft Excel due to teaching Business statistics subjects and research assistant duties.

Project Management and Collaboration Skills
- I have supervised several institutional technology projects (e-collaboration/ Bloomberg financial centre / paperless environment /wireless setup/ lab security/ asset management) at Texas A&M International University (TAMIU) in USA.
- I have successfully collaborated with researchers at University of Melbourne and Deakin University on research projects dealing with International Marketing, Strategic Marketing ,Brand Orientation, Communities of Practice, and Business Strategy.
- I have successfully collaborated on the industry research projects with research institutes such as IBES, NICTA, Bio21 etc.; government agencies such as Tasmanian Government, CSIRO, NBNCo etc.; industry associations such as Australian Information Industry Association, Australian Library and Information Association etc.; and industry research stakeholders such as HybridTV, Alcatel Lucent, Tastel Community Telco, Ergon Energy etc.
- As an event and project manager for Show & Tell Consulting, I have managed several commercial events such as annual general meetings, round table discussions, marketing programs, product launch etc. for corporations such as World Bank, IMF, IBM, GlaxoSmithKline, UNDP, WHO, Dhaka Chamber of Commerce, Occidental Oil and Gas etc

People Management Skills
- I have maintained excellent student liaison with mature MBA students at Melbourne Business School (MBS) due to my teaching associate role for the last two and half years. I have been administering content management, assessment and analytical evaluation of student projects.
- As Computing Manger, I have supervised, hired, trained and managed six full time technology lab personnel to manage the four computing labs at the school of business at TAMIU.
- I have ensured communication, interest and research involvement of 274 participants for my PhD research project. This involved on campus advertisements, communicating objectives, persuading and following up on each of students for research participation.

PROFESSIONAL EXPERIENCE

Computing Manager, Texas A&M International University, USA   **9/2001 ~ 2/2006**
- Managerial position for all computing solutions and development, faculty research databases (WRDS, Compustat, Thomson Datastream etc.) access and supervision, technology procurement, and lab personnel supervision at the School of Business.

Project Coordinator, Show & Tell Consulting, Bangladesh   **9/1999 ~ 2/2000**
Event Administrator, Show & Tell Consulting, Bangladesh   **5/1998 ~ 9/1999**
Internship at IBM, Bangladesh   **6/1998 ~ 8/1998**

RECENT ROLES

University of Melbourne   **8/2006 ~ present**
- Research Assistance at MBS: Marketing Strategy, Market Research, Technology Adoption *(10/2007 ~ Present)*
- Teaching Associate at MBS: Corporate Strategy; Business Law *(4/2008 ~ Present)*
- Tutor: Quantitative Methods; Experimental Design and Data Analysis; Professional Issues in Computing; Intensive Academic Program *(8/2006 ~ Present)*

Instructor of Information Systems, Texas A&M International University, USA   8/2001 ~ 2/2006
- Subject coordinator and lecturer for undergraduate subjects in Programming; MIS; Business Statistics; System Analysis & Design; DBMS.

EDUCATION

Melbourne Business School, University of Melbourne, Australia   2006 ~ 2010
Ph.D. (Concentration in Marketing)
Title: Effect of website interactivity on online consumer's attitude towards online shopping

University of Melbourne, Australia   2/2009 ~ 11/2009
Graduate Certificate in Research Commercialisation

Texas A&M International University, Texas, USA   2000 ~ 2001
Master of Science (Major in Information Systems)
MS CGPA of 3.72 on a scale of 4 (IS major GPA of 3.9)

American International University Bangladesh, Dhaka, Bangladesh   1996 ~ 1999
Bachelor of Business Administration (Major - Management Information Systems)
Academic Gold Medalist (Summa Cum Laude) & Class Valedictorian
BBA CGPA of 3.89 on a scale of 4 (MIS major GPA of 4)

AWARDS
- Awarded "Melbourne Research Scholarship" (2006~2010) for PhD
- Awarded "Special Postgraduate Studentship" (2/2009~11/2009) for Graduate Certificate
- Awarded "Graduate Business Fellowship" (2000~2001) for Masters Degree
- Awarded "University Fee Scholarship" (1996~1999) for Bachelors Degree
- Awarded Govt. Scholarship based on merit for High School and College Education (1990~1994)

INTERNATIONAL SEMINARS AND CONFERENCE PRESENTATIONS
- CSIRO Broadband for Society Summit, Tasmania, Australia (November 2010)
- Americas Conference on Information Systems, San Francisco, USA (August 2009)
- "Virtual World and Virtual Community", Invited Presentation at INFORMS Annual Meeting, Washington, DC. USA (October 2008)
- Australasian Conference on Information Systems, Christchurch, New Zealand (December 2008)

PROFESSIONAL ASSOCIATIONS
- Member, Decision Sciences Institute (DSI)
- Member, Australian Market and Social Research Society (AMSRS)
- Member, Institute for Operations Research & Management Sciences (INFORMS)
- Member, American Marketing Association (AMA)
- Member, Association of Information Systems (AIS)

COMPUTING KNOWLEDGE
- SPSS, AMOS, Mindjet MindManager, EndNote, Web Analytics tools, MSProject, MSOneNote, Programming Languages (Java, Asp, VStudio.Net), Data Management (MS Access, SQL Server).