

A short biography of the researchers

Principal researcher

Mr. Dewan Mehrab Ashrafi, Senior Lecturer, Department of Business Administration, East West University

Dewan Mehrab Ashrafi is a senior lecturer at the Department of Business Administration in East West University, Bangladesh. He holds a M.Sc. degree in International Management and Consumer Psychology from Rhine-Waal University of Applied Sciences, Germany. His research primarily focuses on consumer behavior, technology marketing, and service management, with particular interest in how these factors influence decision-making in technology-driven markets. He also has been recognized for his academic and research excellence. In 2025, he received the Best Researcher Award from both the Department of Business Administration and the Faculty of Business and Economics at East West University during the Research Day 2025. He is also a recipient of Magna Cum Laude honors from East West University for outstanding academic performance.

Co-researcher

Mr. Md. Miad Uddin Fahim, Lecturer, Department of Business Administration, East West University

Md. Miad Uddin Fahim is a lecturer in the Department of Business Administration at East West University, Bangladesh. He earned both BBA and MBA degrees in finance from the University of Dhaka, where he was awarded the Deans' Merit Award and the Deans' Honors Award for his academic performance. Mr. Miad shares his research interest in behavioral finance, sustainable finance, and corporate finance.

Co-researcher

Dr. Farhana Ferdousi, Professor, Department of Business Administration, East West University

Dr. Farhana Ferdousi is a professor and chairperson of the Department of Business Administration at East West University, Dhaka. She holds a PhD in Quality Management from Macquarie University, Australia, a Master of Management (Research) from the University of Wollongong, and both MBA and BBA degrees from the University of Dhaka. With over two decades of teaching, leadership, and research experience, she has published extensively in the areas of quality management, lean production, higher education, and business practices. She acted as a co-champion of the ACBSP accreditation task force. Besides, she is the Accreditation

Representative, AACSB. Dr. Farhana also worked as a treasurer for the ACBSP South Asian Council, Region 10.

Co-researcher

Dr. Md. Atiqur Rahman Sarker, Associate Professor, Department of Business Administration, East West University

Dr. Md. Atiqur Rahman Sarker is an associate professor at East West University, Bangladesh, and a postgraduate research fellow at IIUM. He is also a master trainer for the ILO. Dr. Sarker holds a PhD from IIUM and postgraduate degrees from the University of Westminster and the University of Dhaka.