



## Bangladesh Accreditation Council

### Profile of Academic Auditor



1. Name: Md. Enayet Hossain

2. Employment Record: (Starting with the latest)

Designation	Name of the Organization	Duration
Professor and Chairman	Tourism & Hospitality Management, University of Rajshahi	December 1, 2018 Nov 2024
Additional Director	Institutional Quality Assurance Cell (IQAC) University of Rajshahi, Bangladesh	March 03, 2014 – December 31, 2018
Professor	Department of Marketing, University of Rajshahi	August 20, 2013 – November 30, 2018
Associate Professor	Department of Marketing, University of Rajshahi	December 11, 2007 – August 19, 2013
Assistant Professor	Department of Marketing, University of Rajshahi	October 25, 2002 – December 11, 2007
Lecturer	Department of Marketing, University of Rajshahi	January 1, 2004 – September 30, 2004
Senior Marketing Executive	Rangs Electronics Ltd. Bangladesh (Sony Int.)	December 17, 1996– October 19, 1998

3. Academic Credentials (Starting with the latest)

Degree	Name & Address of the Institution	Year
Doctoral (PhD)	Curtin University, Australia	2013
Master (M. Phil)	University of Rajshahi	2007
Diploma (Faculty Development Program (FDP))	Indian Institute of Management, Ahmedabad, India	2005
Masters (Masters of Commerce (M.Com))	Dhaka University	1994
Bachelor/Honors (Bachelor of Commerce Hons. (B.Com. Hon.))	Dhaka University	1993
Higher Secondary (Higher Secondary School Certificate (HSC))	Bhola Government College	1989

Secondary (Secondary School Certificate (SSC)	Bhola Government High School	1987
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#### 4. Training/Workshop conducted as a Resource Person (Starting with the latest)

Areas	Organized by	Year and Duration
Workshop on Writing Acceleration, Transformation Fund) ATF Sub Project Proposal: Different Components	Institutional Quality Assurance Cell, University of Rajshahi	January 06, 2024
Workshop on Writing Acceleration, Transformation Fund) ATF Sub Project Proposal: Different Components	Institutional Quality Assurance Cell, University of Rajshahi	December 24, 2024
Workshop on “Opportunities for Food and Housekeeping related trainees in National and International arena”	Organized by National Youth Development Institute, Savar Dhaka	December 10, 2024
Workshop on “Opportunities for Food and Beverage Production related trainees in National and International arena”	Organized by National Youth Development Institute, Savar Dhaka	December 9, 2024
Workshop on Writing Acceleration, Transformation Fund) ATF Sub Project Proposal	Institutional Quality Assurance Cell, University of Rajshahi	December 23, 2024
Workshop on “Roles of Tourist Police for Branding of a Tourism Destination”	Bangladesh Tourist Police, Rajshahi Zone	November 2023,
Workshop on “Roles of Tourist Police for Branding of a Tourism Destination”	Bangladesh Tourist Police, Rajshahi Zone	March, 2023,
Workshop on “External Peer Review: Process, Finance and Team Selection for Phase-2”	Institutional Quality Assurance Cell, University of Rajshahi	May 03 and 04, 2017
Workshop on “Curriculum Development for the Faculty of Business Administration and Management”	Patuakhali Science and Technology University (PSTU)	April 26-27, 2017
Workshop on “Finalization of Improvement Plan for Phase-1”	Institutional Quality Assurance Cell, University of Rajshahi	April 22 and 23, 2017
Workshop on “Draft Improvement Plan (17-18 to 2020-21) based on SAR and EPR”	Dept. of Accounting and Information Systems, University of Rajshahi.	April 13, 2017

Workshop on ‘Documentation and Survey Data Analysis for Self-Assessment by PoEs for Phase-2’	Institutional Quality Assurance Cell, University of Rajshahi	April 11 and 12, 2017
Workshop on “Preparation and Submission of Improvement Plan”	Dept. of Zoology, University of Rajshahi.	April 12, 2017
Workshop on “Preparing and Submission on Improvement Plan”	Dept. of Psychology, University of Rajshahi.	April 11, 2017
Workshop on “Preparing and Submission of Improvement Plan”	Dept. of Applied Physics and Electronic Engineering, University of Rajshahi.	April 05, 2017
Workshop on “Quality Assurance: Survey Tools, Technique, Analysis and Documentation for Phase-3”	Institutional Quality Assurance Cell, University of Rajshahi	March 29 and 30, 2017
Workshop on “Post Self-Assessment Improved Plan”	Dept. of Applied chemistry and Electronic Engineering, University of Rajshahi.	March 16, 2017
Workshop on “SA Report Preparation: Documentation & Survey Data Analysis for Phase-2”	Institutional Quality Assurance Cell, University of Rajshahi	March 9 and 11, 2017
Workshop on “Sharing the Survey Results”	Dept. of Fisheries, University of Rajshahi.	March 13, 2017

#### 5. Training/workshop Participated Resource Person (Starting with the latest)

Areas	Organized by	Year and Duration
Workshops on “Academic Auditors need to do”	Bangladesh Accreditation Council	17 and 18 Jan, 2024
Workshop on “External Peer Review: Process, Finance and Team Selection for Phase-2”	Institutional Quality Assurance Cell, University of Rajshahi	May 03 and 04, 2017
Workshop on “Curriculum Development for the Faculty of Business Administration and Management”	Patuakhali Science and Technology University (PSTU)	April 26-27, 2017
Workshop on ‘Finalization of Improvement Plan for Phase-1’	Institutional Quality Assurance Cell, University of Rajshahi	April 22 and 23, 2017

Workshop on “Draft Improvement Plan (17-18 to 2020-21) based on SAR and EPR”,	Dept. of Accounting and Information Systems, University of Rajshahi.	April 13, 2017
Workshop on ‘Documentation and Survey Data Analysis for Self-Assessment by PoEs for Phase-2’,	Institutional Quality Assurance Cell, University of Rajshahi	April 11 and 12, 2017
Workshop on “Preparation and Submission of Improvement Plan”	Dept. of Zoology, University of Rajshahi.	April 12, 2017
Workshop on “Preparing and Submission on Improvement Plan”	Dept. of Psychology, University of Rajshahi.	April 11, 2017
“Orientation Workshop on Quality Assurance (QA) Through Self-Assessment (SA) Process”	Institutional Quality Assurance Cell, University of Rjshahi	March 2015

**6. Experience in External quality assessment/External Peer Review of academic program (Starting with the latest)**

1. Chapai Nabab Ganj College, in cooperation with the CEDP at Chapai Nabab Ganj College, organized various activities during the site visits for Self-Institutional Report Validation from June 17-18 January, 2024.
2. Barisal University, Department of Mathematics in cooperation with the IQAC at Barisal University, organized various activities during the site visits for Self-Assessment Report Validation from June 11-13 June, 2023.
3. Barisal University, Department of Economics in cooperation with the IQAC at Barisal University, organized various activities during the site visits for Self-Assessment Report Validation from June 17-19 June, 2023
4. North South University, Bangladesh (NSUB), the SAC of the Department of Accounting and Finance in cooperation with the IQAC at NSUB, organized various activities during the site visits for Self-Assessment Report Validation from October 8-11, 2017.
5. North South University, Bangladesh (NSUB), the SAC of the Department of Management, in cooperation with the IQAC at NSUB, organized various activities during the site visits for Self-Assessment Report Validation from October 12-14, 2017.
6. Gono Bishwabidyalay the SAC of the Department of Law, in cooperation with the IQAC at Gono Bishwabidyalay, organized various activities during the site visits for Self-Assessment Report Validation from May 27-29, 2017.

7. Gono Bishwabidyalay the SAC of the Department of Medical Physics & Biomedical Engineering, in cooperation with the IQAC at Gono Bishwabidyalay, organized various activities during the site visits for Self-Assessment Report Validation from May 23-25, 2017.
8. American International University-Bangladesh the SAC of the Department of English, in cooperation with the IQAC at AIUB, organized various activities during the site visits for Self-Assessment Report Validation from April 16-18, 2017.
9. Chittagong University the SAC of the Geography and Environmental Studies, in cooperation with the IQAC at University of Chittagong, organized various activities during the site visits for Self-Assessment Report Validation from December 10 -12, 2016.
10. University of Dhaka the SAC of the Accounting Department organized various activities during the site visits for Self-Assessment Report Validation from November 6 – 8, 2016.
11. University of Dhaka the SAC of the Finance Department organized various activities during the site visits for Self-Assessment Report Validation from November 9 – 12, 2016.
12. University of Dhaka the SAC of the Management Department organized various activities during the site visits for Self-Assessment Report Validation from November 13 – 15, 2016.
13. Shajalal University of Science and Technology (SUST) the SAC of the Department of Forestry and Environmental Science organized various activities during the site visits for Self-Assessment Report Validation from November 03-05, 2015.

#### **7. Published Academic Research Paper (Starting with the latest)**

1. Sardar, S., Hossain, M. E., Vor, H. S., & Ashraf, A. (2024). Analyzing the Trends of Adventure Tourism Research: An Evidence-Based Systematic Review. *Journal of Business Studies*, 14(1).
2. Sardar, S. Hossain, E. M., Kamruzzaman, M. & Ray, R. “ICT Applications in Tourism and Hospitality Industry of Bangladesh: A Research Review” *Journal of Business Management*, Vol 7, Issue 6, 64-74, June 2021
3. Hossain E.M “Outcome based approach to Tourism and Hospitality Management Education at the Tertiary Level in Bangladesh” *Journal of Business Studies*, Vol. 12 No. Published 2021

4. Ara, A., M., Hossain, E., M., & Sardar, S. "An exploratory Approach of Pro-Poor Tourism and Poverty Alleviation on Some Selective Tourism Destinations in Bangladesh" *Journal of Business Studies*, Vol. 13, Issue 01. June 2020
5. Hossain, M. I., Hossain, M. E., & Ray, S. S. "The Application of Theory of Planned Behavior in Event Tourism: An Empirical Study at Rajshahi University in Bangladesh." *Journal of Business Studies*, Vol-11, Issue -2, No 1, 1- 20. Published in January 2020.
6. Sardar S. Hossain E. M. Hossain I. M., and Shaheen S. "Factors Affecting Visitors' Satisfaction: An Empirical Study on the Paharpur Buddha Vihara, Naogaon, Rajshahi" *International Journal of Management and Accounting*, 2(4), 61-73. August 2020
7. Sardar S., Chanda R., S., Hossain E., Sarker O., F & Parvez, A., T., M. "Consumer Perception towards Different Toothpaste Brands of Bangladesh" *Journal of Business Studies*, Vol. 11, Issue 01. Dec 2018
8. Hossain, M. I., Rekha, R. S., & Hossain, M. E. "Influence of Cognitive and Affective Image on a Recreational Park: An Empirical Study." *Journal of Business Studies*, Vol-9, P. 113-130. Sep 2016
9. Kabir S. A, Hossain M. Enayet and Azam M. Shah (2016), "The Impact of Visitors' Attitudes on Visit Intention in the context of Museum Applying SEM: Offering an Alternative Visit Intention Model". *Bangladesh Journal of Tourism* Vol. 1, pp.1-14.
10. Chitra S.S and Hossain M. Enayet (2016), "Resident's Perception on Pohela Boishakh at Rajshahi University: An Empirical Study". *Bangladesh Journal of Tourism* Vol. 1, pp.56-62.
11. Ray R, and Hossain M. Enayet (2015), "Visitors' Attitudes towards Recreational Parks in Bangladesh: An Inquiry into Shaheed A.H.M Kamaruzzaman Central Park and Zoo, Rajshahi, Bangladesh". *Journal of Business Studies*, Vol. 8, pp. 173-192
12. Hossain M. Enayet, Quaddus M, and Tekle Shankan (2015). "The Association of Quality, Risk, Sacrifice, Satisfaction and Loyalty at the Destination Level": A Structural Model. *Tourism Analysis: An interdisciplinary Journal*.
13. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2015), "Effects of Intrinsic and Extrinsic Quality Cues and Perceived Risk on Visitors Satisfaction and Loyalty" *Journal of Quality Assurance in Hospitality and Tourism*. DOI: 10.1080/1528008X.2015.1013405
14. Islam M. Majidul, and Hossain M. Enayet (2014). "Factor Affecting University Student Attitudes towards Mobile Internet Mobile Internet in Bangladesh". *Journal of Business Studies, Rajshahi University*, Vol. 6, pp

15. Hossain M Iqbal and Hossain M. Enayet (2014), "Visitors Attitudes towards a tourism Destination. An Exploratory Study on Zia Park, Rajshahi, Bangladesh. Journal of Business Studies, Rajshahi University, Vol. 6, pp
16. Hossain M. Enayet, and Alim M A (2014), "Choice Behavior of Visitors Towards the Beach Tourism in Bangladesh" Journal of The Institute of Bangladesh Studies, Vol 37, pp 135-152
17. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2013), "Quality, Satisfaction, and Loyalty at the Destination Level of Cox's Bazar, Journal of Business Studies, Rajshahi University, Vol. 5, pp-63-85
18. Hossain Md. Enayet, Quaddus M, and Tekle Shanka (2013) "A Field Study of factors and Variables Regarding Tour Destination Loyalty, Cox's Bazar in Bangladesh' Tourism Analysis: An interdisciplinary Journal. Vol 18, no. 4
19. Hossain Md. Enayet, Quaddus M, and Tekle Shanka (2013), "Assessing Consumers Perceived Quality Using Formative and Reflective Measures at the Destination Level." Journal of International Business Studies (JIBS)" Vol. 16, (2)
20. Hossain Md. Enayet, Mohammad Quaddus & Ahsanul Haque (2013), "The role of Cues for Assessing Consumers Perceived Quality at the Destination Level" Journal of Applied Scientific Research" Vol. 3(2)
21. Hossain Md. Enayet & Sanjaya Bhayani (2013), "The Role of Extrinsic Attributes on Product Performance: Perspective of Bangladesh "International Journal of Marketing and Business Communication" Vol 2. (1)
22. Hossain Md. Enayet & Sanjaya Bhayani (2013), "Modeling the Relationship between Product Quality and Cues" Midas Touch International Journal of Commerce, Management and Technology, Volume -1, No. 2 – 4.
23. Hossain Md. Enayet & Islam Md. Farid (2008) "Tourists' Preferences and Loyalty towards Tourism Destination: An Empirical Investigation" Journal of Business Studies. Part C, Rajshahi University Bangladesh, Vol. 16
24. Hossain Md. Enayet & Islam Md. Farid (2007), "Factors Affecting the Domestic Tourist for Selection of a Tour Destination in Bangladesh: A Multivariate Analysis" International Tourism & Hospitality System, Kurukshetra University, Kurukshetra, India, Vol. 1 No. 1. June
25. Hossain Md. Enayet (2007), "Domestic Tourists Attitude toward the Tourism Destination and Retention in Bangladesh" Journal of Business Research, Jahangir Nagar University, Bangladesh. Vol. 9, June
26. Hossain Md. Enayet (2006), "An Evaluation of Brand Image, Product Attributes and Perceived Quality Perception for a Selected Consumer Non-durable" Annamalai Business Review, Vol. 1 Tamil Nādu, India, July-December,

27. Bari M A. & Hossain Md. Enayet (2006), "Understanding Consumers Attitude toward The LG and Philips Color Television in Bangladesh and their advertising Implication" Leader Voice for Building Executives, Tamilnadu, Vol. 1, India, June
28. Hossain Md. Enayet & Sanjaya Bhayani (2005), "Consumer Attitudes Towards the Soft Drink (SD) in Bangladesh: A look at the Impact of Brands and Attributes", Management Trends, A journal of Department of Business Management, Saurashtra University, Rajkot, Gujrat, India, Vol. 2, October.
29. Hossain Md. Enayet (2005), "Measuring Consumer Attitudes for High Involvement Product: A look at the Impact of Brand and Attributes", Journal of Business Administration, Dhaka University, Bangladesh, Vol. 31, January-April
30. Hossain Md. Enayet (2005), "A Comparison between the High and Low Image Brand of Color Television from the Bangladeshi Consumer Perceived Quality Perception", Janprayamanch Annual Research Journal Tribhuvan University, Pukhara Nepal, Volume-6, July.
31. Hossain Md. Enayet (2004), "Quality Perception of Consumers': A Study on Two Selective Brands of Color Television in Bangladesh", Dhaka University Journal of Marketing, Vol. 6 June.
32. Hossain Md. Enayet (2003), "Measurement of Consumers Attitude towards the Brand of Color Television in Bangladesh: An Empirical Study," Japanese Journal of Administrative Science. Vol. 17, December
33. Hossain Md. Enayet (2003), "Traditional Furniture Marketing in Bangladesh Its Patterns, Problems and Prospects: A Study on Dhaka and Chittagong Cities", Journal of Business Studies. Part C, Vol. 11, Rajshahi University Bangladesh,
34. Hossain Md. Enayet (2003), "Foreign Direct Investment (FDI) and Employment Opportunities"-An analysis of the Manufacturing Sector in Bangladesh", Journal of Millennium Edition, Chittagong, Bangladesh Vol.1, August
35. Hossain Md. Enayet (2002), "Bangladesh, A New Emerging Economy for Foreign Direct Investment", Journal of Marketing, University of Rajshahi, Vol.3

## **8. Conference Papers (Starting with the latest)**

1. Md. Enayet Hossain, Sazu Sarder, "Skills Mapping to scale up Higher Education at the Tertiary Level: A study on Tourism and Hospitality Management, University of Rajshahi" 2<sup>nd</sup> International Conference on the Art of Social Changes (ICASC), Rabindra University, Sirajganj, June 06-08, 2024
2. Md. Enayet Hossain, Md. Nafij Mondol, "Exploring the Motivational Factors Driving Local Community Participation for Community-Based Tourism

Development: A study on Rajshahi District” 2<sup>nd</sup> International Conference on the Art of Socail Changes (ICASC), Rabindra University, Sirajganj, June 06-08, 2024

3. Chandala Tripura, Md. Enayet Hossain “Stakeholder Engagement for Sustainable Coastal and Maritime Tourism Development: A study on Cox’s Bazar, Bangladesh.” 2<sup>nd</sup> International Conference on the Art of Socail Changes (ICASC), Rabindra University, Sirajganj, June 06-08, 2024
4. Md. Mahfuj Alam Noyon, Sheikh Shamima Sultana, Md. Enayet Hossain, “Development Community Based Tourism through Sharing Expertise: Boga Lake, Ruma, Bandarban” 2<sup>nd</sup> International Conference on the Art of Socail Changes (ICASC), Rabindra University, Sirajganj, June 06-08, 2024
5. Hossain, M. I., & Hossain, M. E. “Factors Influencing Destination Image for Tourism Development: A Study on Beach Tourism in Bangladesh.” 16th Asian Business Research Conference, BIAM Foundation, Dhaka, Bangladesh. 27-28 December, 2019
6. Hossain, M. I., & Hossain, M. E. “Formation of Tourists’ Perceived Image: A Study on Cox's Bazar in Bangladesh” 16th Asian Business Research Conference, BIAM Foundation, Dhaka, Bangladesh. 27-28 December, 2019
7. Hossain, M. I., Rekha, R. S., & Hossain, M. E. “The Application of Theory of Planned Behavior in Event Tourism: An Empirical Study at Rajshahi University in Bangladesh.” International Conference on Business and Sustainable Development (ICBSD), Faculty of Business Studies, University of Rajshahi, Rajshahi, Bangladesh, March 2018
8. Sardar S., and Hossain E. “Agri Tourism: A New Paradigm for Sustainable Tourism Development in Bangladesh.” International Conference on Business and Sustainable Development (ICBSD), Faculty of Business Studies, University of Rajshahi, Bangladesh. March 2018
9. Sardar, S. and Hossain E. “A Conceptual Framework of ICT Application in Tourism and Hospitality Industry of Bangladesh” 16th Asian Business Research Conference, Organized By- Global Research Institute for Business Academics, Australia., DEC 2019.
10. Sardar S., Hossain E., & Hossain I. “International Research Conference on Business Management, Sri Lanka.” EdHat International, UK, pp 21-25. DEC 2017.
11. Hossain, M. I., & Hossain, M. E. “Factors Affecting Visitors' Satisfaction toward Puthia Rajbari in Rajshahi, Bangladesh.” International Research Conference on Business Management (IRCBiM), IDM Nations Campus, Colombo, SRILANKA., DEC. 2017
12. Sarder, S., Hossain, M. E., & Hossain, M. I. “Factors Affecting Visitors' Satisfaction: An Empirical Study on the Paharpur Baddha Vihara, Naogaon,

Rajshahi” International Research Conference on Business Management (IRCBiM),  
IDM Nations Campus, Colombo, SRILANKA., Dec 2017

13. Hossain M. Enayet (2017), “The Role of Cues on Perceived Destination Loyalty: A Structure Equation Modelling Approach” In the proceeding of 1st International Conference on Tourism: Tourism Beyond 2050: Future of Mass Tourism, 14-16 February 2017 at Dhaka, Bangladesh, Organized by Department of Tourism and Hospitality Management.
14. Alim, M. A., Ray, R., & Hossain, M. E. “Visitors’ Perception towards Tour Destinations: A Study on Padma Garden” Journal of Business Studies, Vol. 9, pp. 95-116. July 2016
15. Hossain, M. E., & Alim, M. A. “Choice Behaviour of Visitors towards the Beach Tourism in Bangladesh” Journal of the Institute of Bangladesh Studies, Vol. 37, pp. 135-152. JANUARY 2016.
16. Islam M. Majidul, and Hossain M. Enayet (2014), “Consumer Attitudes towards Mobile Banking in Bangladesh.” In the proceeding of the Second International Conference on E-Technology and Business on the web. March 18-20, Asia Pacific University of Technology and Innovation, Kuala Lumpur, Malaysia
17. Rudrendu R, Hossain M. Enayet, Alim M Abdul, and Hossain M Iqbal, (2013), “Factors Influencing Visitors for Visiting Towards Shaheed A.H.M Kamruzzaman Central Park and Zoo, Rajshahi, Bangladesh.” In the proceeding of 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM2013), June 30. Faculty of Business Studies Rajshahi University, Bangladesh and Center for Entrepreneurship and SMEs Development, university of Kebangsaan, Malaysia.
18. Hossain M Iqbal, Hossain M. Enayet, Alim M Abdul, and Rudrendu R (2013), “Measuring Visitors Attitudes towards Zia Park at Rajshahi in Bangladesh”. In the proceeding of 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM2013), June 30. Faculty of Business Studies Rajshahi University, Bangladesh and Center for Entrepreneurship and SMEs Development, university of Kebangsaan, Malaysia.
19. Islam M. Majidul, and Hossain M. Enayet (2013), “University Students Attitudes Towards Mobile Internet Uses: A study on Four Universities in Northern Region of Bangladesh”. In the proceeding of 1st International Conference on Entrepreneurship, SMEs Development and Management (ICESDM2013), June 30. Faculty of Business Studies Rajshahi University, Bangladesh and Center for Entrepreneurship and SMEs Development, university of Kebangsaan, Malaysia.
20. Hossain M. Enayet, Quaddus M, and Tekle Shankan (2012) “Tourism Destination Loyalty Model: A Comprehensive Empirical Assessment of Cox’s Bazar, Bangladesh in Proceedings of 26th Annual Australian and New Zealand Academy

of Management Conference (ANZAM), Managing for Volatility and Instability, December 7-9, Perth, Western Australia.

21. Hossain M. Enayet, Quaddus M, and Tekle Shankan (2012) “Moderating Roles of Visitors’ Demographic in the Destination Loyalty Process within the Context of Cox’s Bazar, Bangladesh, In proceedings of 3rd International Conference of business and Economic Research, March 12 – 13, Bandung, Indonesia
22. Hossain M. Enayet, Quaddus M, Tekle Shankan, Hossain M. Alamgir (2011),” “Perceived Quality, Satisfaction, and Loyalty at the Destination Level of Cox’s Bazar, Bangladesh,” In Proceedings of 25th Annual Australian and New Zealand Academy of Management Conference (ANZAM), The future of work and Organization, December 7-9, Wellington New Zealand.
23. Hossain M. Enayet, Quaddus M, and Tekle Shankan (2011), “An investigation of Visitors Loyalty using Formative and Reflective Measurements” In Proceedings of Australian & New Zealand Marketing Academy Conference (ANZMAC), November, 28-30, Perth, Western Australia.
24. Hossain M. Enayet (2011), “Assessing Tourism Destination Loyalty using Formative and Reflective Constructs: Application for Cox’s Bazar, Bangladesh,” In Proceedings of Curtin Business School Doctoral Students’ Colloquium, September 15-16, Curtin University, Perth Australia.
25. Hossain M. Enayet, Quaddus M, and Tekle Shankan (2011) “Factors Effecting Destination Loyalty: A Case Cox’s Bazar, Bangladesh”, In Proceedings of Academy of Marketing Science World Marketing Congress (WMC), July 19 -23, Reims Management School, Reims, Champagne, France.
26. Hossain M. Enayet (2011), “An Empirical Study of Tourism Consumers’ Perceived Quality: The Role of Intrinsic and Extrinsic Cues”, In Proceedings of Emerging Business Initiatives and Development in Business: Curtin Graduate School of Business Research Forum, 24-25 March, Perth Australia
27. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “Examining the Role of Cues in Developing Tourism Destination Loyalty Behavior Model: Perspective of Cox’s Bazar, Bangladesh” In Proceedings of the 21st Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference,” February 8-11, University of South Australia, and Adelaide.
28. Hossain M. Enayet, (2010), “The Roles of Cues on Quality, Risk, Satisfaction, and Destination Loyalty: A Structure Equation Modeling Approach of Cox's Bazar Bangladesh” In Proceedings of Curtin Business School Doctoral Students’ Colloquium, 30 Sep & 1st Curtin University, Perth Australia.
29. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “Understanding the Antecedent Factors of Visitors’ Destination Loyalty Using Structural Equation Modeling: A Preliminary Study of Cox’s Bazar, Bangladesh” In Proceedings of

Australia New Zealand Marketing Academy Conference (ANZMAC), November 29 - December 1, Victoria New Zealand

30. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “A Ground up Approach for Consumer Choice Behavior Model of Tourism Destination Loyalty: The case of Cox’s Bazar, Bangladesh,” In Proceedings of Australia New Zealand Marketing Academy Conference (ANZMAC), November 29 - December 1, Victoria New Zealand
31. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2010), “A Parsimonious Destination Loyalty Model of Cox’s Bazar, Bangladesh” In Proceedings of the 21st Council for Australian University Tourism and Hospitality Education (CAUTHE) Annual Conference,” February 8-11, University of South Australia, Adelaide, Australia.
32. Hossain M. Enayet, Quaddus M, and Tekle Shanka (2009), “Consumer Choice Behaviour Regarding tour Destination Loyalty: A field study of factors and variables,” In Proceedings of the Curtin International Business Conference (CIBC), 21-23 December; Miri, Sarawak. Malaysia
33. Hossain M Enayet, Ahmad I, Abdullah, Z (2007), “Modeling the Relationship between Product Quality and Brand Attitudes Dimensionally” In Proceedings of International Conference on Marketing and Retailing; Innovative Marketing & Retailing for Global Survival, Hilton, Petaling, Jaya, Malaysia 29-31 May,
34. Hossain M Enayet and Habib Wahidul (2007), “Factors Affecting Domestic Tourists attitudes towards the Tour Destination and retention in Bangladesh: An Empirical Evaluation” In Proceedings of International Colloquium on Tourism and Leisure, Chiang Mai, Thailand, May 7-10
35. Hossain M Enayet (2001), “Bangladesh is an Emerging Economy for Foreign Direct Investment” In Proceedings of Marketing in New Millennium” Agrabad, Chittagong, Bangladesh during 26-27 September

## **9. Experience on Project writing and implementation**

**Financial Year 2014-2018**

**1. Title: “Establishment of Institutional Quality Assurance Cell of the University of Rajshahi, Bangladesh” Under Higher Education Quality Enhancement Project (HEQEP)**

**I worked** as an Additional Director of Institutional Quality Assurance Cell 2014 to 2018 of Rajshahi University. The Institutional Quality Assurance Cell (IQA) was functioning within the

organizational structure of University Grants Commission (UGC) of Bangladesh. It was operated by the direct supervision of UGC and University Apex Body. Full proposal written and operated within the give time frame with other two members.

**Funded By: World Bank and UGC**

(i) : in Taka):160,00000.00 + 5,08,16,400.00

(ii) (in US\$) 205128.20 +US\$ 6,51, 492.31(@78 BDT)

**Financial Year: 2021-2022**

**2. Title: Outcome Based Curriculum and Quality Assurance in Tourism and Hospitality Management (THM) Education: A Study on Public University, Bangladesh.**

**Funded By:** University Grants Commission, Bangladesh, and Faculty of Business Studies, University of Rajshahi.**Researcher:** Dr. Md. Enayet Hossain, Professor, THM, RU

**Co-researcher:** Sazu Sardar, Assistant Professor, THM, RU

**Financial Year 2023-onward**

**3. Title: “Development Rajshahi as SMART City in Bangladesh” One week was involved to developing Initiatives Under Economy (Group-9): Organized joint collaboration between A2i and Rajshahi City Corporation (January 2024)**

**Funded By:** Rajshahi City Corporation with the Collaboration of A2i Bangladesh

**Amount:** 3000 cror (for 126 Initiatives)

**Project Period:** DPB for10 years plan

**Financial Year: 2023-2024**

**4. Title: Determinants to Raise Awareness About Fourth Industrial Revolution (4iR): Realities and Pathways to Ensure Quality of Tourism and Hospitality Management Graduates**

**Funded By:** Bangladesh Accreditation Council (BAC).

**Principal Researcher:** Sazu Sardar, Assistant Professor, THM, RU

**Co-researcher:** Dr. Md. Enayet Hossain, Professor, THM, RU

**5. Title: Application of Outcome-Based Education for Skills Development at the Department Level: A Study on Tourism and Hospitality Management Department, University of Rajshahi.**

Funded By: University Grants Commission, Bangladesh, and Faculty of Business Studies, University of Rajshahi.

Researcher: Dr. Md. Enayet Hossain, Professor, THM, RU

Co-researcher: Sazu Sardar, Assistant Professor, THM, RU

**6. Title: “Analyzing Adventure Tourism Development Potentials of Bangladesh”**

**Funded By:** University Grants Commission, Bangladesh, and Faculty of Business Studies, University of Rajshahi.

**Researcher:** Sazu Sardar, Assistant Professor, THM, RU

**Co-researcher:** Dr. Md. Enayet Hossain, Professor, THM, RU

**Financial Year: 2024-2025**

**7. Title: “Community Based Tourism Development through Ethnicity: A study on Rajshahi District”**

**Funded By:** University Grants Commission, Bangladesh, and Faculty of Business Studies, University of Rajshahi.

**Researcher:** Dr. Md. Enayet Hossain, Professor, THM, RU

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