
MASUM MURTAZA

FHEA · PGCHE · MCFE · CMBE

Lecturer & Module Leader in Business · Academic Researcher · Career Coach

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🔗 researchgate.net/MasumMurtaza_ | [Masum Murtaza - Google Scholar](#)

ACADEMIC PROFILE

Fellow of the Higher Education Academy (FHEA) with over fifteen years of academic experience in Business, Marketing, and Management. Demonstrates sustained engagement with research-informed teaching, curriculum design, and scholarly practice across both international and UK higher education contexts. Brings disciplinary expertise combined with a reflective, student-centred pedagogical approach, supported by formal training in higher education practice. Research interests encompass higher education pedagogy, ethics in teaching and business, consumer behaviour, and branding within emerging markets.

Active agenda to progress to doctoral study in Higher Education Pedagogy, emotional intelligence, AI in responsive marketing or Business Ethics, consolidating fifteen years of scholarly practice with formal research training and a growing publication record.

EDUCATION

Postgraduate Certificate in Higher Education (PGCert HE)

Jan 2025 – Apr 2026

Birmingham Newman University, United Kingdom

- ▶ Grade: 2.1 (Merit)
- ▶ Courses: Higher Education Practice · Programme Design in Higher Education · Academic Practice Development
- ▶ Research Project: Evaluating the Pedagogical Impact of Teaching Ethics on Learners
- ▶ Focus on inclusive pedagogy, reflective academic practice, and alignment with the UK Professional Standards Framework (PSF 2023)

Master of Science (MSc) — International Marketing

Jan 2020 – Jun 2021

Sheffield Hallam University, United Kingdom

- ▶ Grade: 2.1 (Merit)
- ▶ Dissertation: Local vs. International Branding — A Comparative Study in the Toiletries Sector
- ▶ Modules: International Consumer Behaviour · Entrepreneurial Marketing & Innovation · Global Brand Management · Digital Marketing · Marketing Decision Making · Research Methods
- ▶ Projects: Strategic analysis of Facebook and LinkedIn as global brands; Markstrat marketing strategy simulation; international consultancy project with Sheffield Jazz

Master of Business Administration (MBA) — Marketing

Sep 2008 – Jul 2010

IBA, University of Rajshahi, Bangladesh

- ▶ Grade: 1st Class Distinction — CGPA 3.98 / 4.00 | Gold Medallist -1st Position
- ▶ Modules: Service Marketing · Export & Import Management · Human Resource Management · International Marketing
- ▶ Internship Research: Consumer Behaviour Analysis — applied qualitative and quantitative methods to assess consumer decision-making patterns

Bachelor of Business Administration (BBA) — HRM (Major), Finance (Minor) *May 2004 – Apr 2008*
Northern University Bangladesh

- ▶ Grade: 1st Class — CGPA 3.802 / 4.00
- ▶ Modules: Industrial Relations · Conflict & Negotiation Management · Stress & Change Management · Supply Chain Management · Training & Development · Financial Management · Marketing Management · Investment & Portfolio Management
- ▶ Internship Research: Banking Sector of Bangladesh — analysed operational practices, financial performance, and industry challenges

ACADEMIC APPOINTMENTS

Lecturer & Module Leader in Business

Sep 2024 – Present

Fairfield School of Business, UK — partnering with Ravensbourne University London, Birmingham Newman University & Bath Spa University

- ▶ Lead and deliver undergraduate modules in Business and Marketing at partner universities
- ▶ Design curricula and assessments aligned with UK Quality Code and QAA expectations
- ▶ Undertake module leadership including standardisation, moderation, and external examiner liaison
- ▶ Supervise undergraduate research projects; provide academic mentoring and personal tutoring
- ▶ Engage in research-informed teaching and evidence-led reflective practice
- ▶ Contribute to institutional scholarship through publications and invited professional lectures

Assistant Professor of Marketing

Jan 2017 – Jan 2020

Northern University of Business & Technology Khulna (NUBT), Bangladesh

Concurrent role: Head of Marketing, Promotion & Branding

- ▶ Delivered BBA and MBA teaching in Marketing, Consumer Behaviour, Brand Management, and HRM
- ▶ Led institutional marketing strategy, student recruitment, and external partnership development
- ▶ Organised national and international workshops, seminars, and the IDP (Australia) IELTS programme
- ▶ Published peer-reviewed research; presented at national and international conferences

Assistant Professor / Senior Lecturer / Lecturer — Marketing

Aug 2010 – Dec 2016

Northern University Bangladesh

Concurrent role: Head of Department of Business Administration (2015–2016)

- ▶ Progressed through the academic ranks over six years, demonstrating sustained performance
- ▶ Designed and delivered 30+ undergraduate and 11 postgraduate modules across Business and Management disciplines
- ▶ Supervised dissertations, theses, internships, and capstone research projects
- ▶ Led departmental academic operations: curriculum planning, faculty coordination, academic scheduling
- ▶ Ensured adherence to academic standards and quality assurance processes

TEACHING PRACTICE & CURRICULUM

Undergraduate Modules Taught (Selected):

Critical Thinking & Research · Writing & Communications · Introduction to Business Management · Developing Professional Skills · Education & Society · Being Human in a Digital World · Creative Venture · Fundamentals of Business Management · Professional Life Practice · Marketing Fundamentals · Marketing Management · Service Marketing · International Marketing · Advertising & Sales Management · Consumer Behaviour · Brand Management · Principles of Management · Organisational Behaviour · Human Resource Management · Business Communication · International Business · Strategic Management · Management Information Systems

Postgraduate Modules Taught (Selected):

Principles of Marketing · Marketing Management · Business Communication · Service Marketing · International Marketing · Brand Management · Marketing Strategy · Principles of Management · Human Resource Management · Strategic Management · Training & Development

PUBLICATIONS & SCHOLARLY WORK

Peer-Reviewed Publications

- ▶ Ethics in Teaching: Philosophical Foundations and Pedagogical Imperatives. *Fairfield School of Business, 2025*
- ▶ Section 109 of Bangladesh Labour Code 2006: Law and Practices at the Garments in Dhaka. *Man in India, 2014*
- ▶ The Impact of Individual-Level Variables on Job Satisfaction at Commercial Banks in Bangladesh. *Man in India, 2014*
- ▶ Ethics in Business: Practices by the Street Hawkers. *Journal of Management Research, 5(1), 2013*
- ▶ Experience as a Marketing Tool: A Distinct Thinking under Developing Country's Consumers' Perspective. *Journal of Applied Sciences, 2012*
- ▶ Exploring Relationship between Corporate Image and Consumer's Perception on Beverage Products: Young Consumers in Malaysia. *Journal of Management Research and Reviews, 2012*

Research Reports & Scholarly Work

- ▶ Evaluating the Pedagogical Impact of Teaching Ethics on Learners. *Birmingham Newman University, 2026*
- ▶ Evaluating the Role of Professional Identity and Teaching Philosophy in Shaping Programme Design. *Academia.edu, 2025*
- ▶ An Audit of Social Media and Marketing Practices: The Case of Sheffield Jazz. *Sheffield Hallam University, 2021*
- ▶ International Consumer Behaviour Analysis of 'DESHIZ' Potato Chips. *Sheffield Hallam University, 2021*
- ▶ The Challenges of Local Brands to Compete with Foreign Brands: Bangladesh Toiletries Perspective. *Sheffield Hallam University, 2021*
- ▶ Critical Brand Evaluation: Facebook as a Global Brand. *Sheffield Hallam University, 2021*
- ▶ Strategic Decision-Making and Experiential Learning in Marketing Simulation: Evidence from Markstrat. *Sheffield Hallam University, 2021*
- ▶ Inclusive Consultation and Social Housing Policy during COVID-19: Engaging Hard-to-Reach Communities. *Sheffield City Council Project, 2021*
- ▶ A Critical Analysis of Existing and Potential Stakeholder Relationships within Northern University Bangladesh. *Northern University Bangladesh, 2021*

RESEARCH INTERESTS

- ▶ Higher education pedagogy, research-informed teaching, curriculum design, and reflective practice
- ▶ Ethics in teaching, professional identity, and emotional intelligence in higher education
- ▶ Student engagement, inclusive learning, and widening participation in diverse educational contexts
- ▶ Consumer behaviour and branding, particularly in emerging economies
- ▶ Strategic and digital marketing, including artificial intelligence and data-driven decision-making
- ▶ Experiential and technology-enhanced learning in business and management
- ▶ AI in Responsive Marketing, Machine Learning

PROFESSIONAL RECOGNITION & MEMBERSHIPS

Fellow of the Higher Education Academy (FHEA)	<i>Advance HE, 2026</i>
Postgraduate Certificate in Higher Education (PGCHE)	<i>Birmingham Newman University, 2026</i>
Certified Member of the Chartered Management Institute (MCMI)	<i>Chartered Management Institute, 2025</i>
Certified Management and Business Educator (CMBE)	<i>Chartered Association of Business Schools, 2025</i>

PROFESSIONAL DEVELOPMENT (SELECTED)

Supporting Student Success Without Compromising Academic Integrity	<i>Birmingham Newman University, 2026</i>
International Lifelong Learning symposium 2026	<i>Advance HE, 2026</i>
Smarter Futures: AI for Impact	<i>Advance HE, 2026</i>
Understanding Student Success and Engagement in Learning	<i>Advance HE, 2026</i>
Connecting Research Culture and Impact	<i>Advance HE, 2026</i>
Generative AI in Higher Education	<i>Bath Spa University, 2026</i>
Teaching in Higher Education	<i>Fairfield School of Business, 2025</i>
Safeguarding and Prevention in Further Education	<i>Education & Training Foundation, 2025</i>
Classroom Management and Innovative Pedagogy	<i>Ravensbourne University London, 2024</i>
Inclusive Leadership and Cultural Intelligence	<i>Sheffield Hallam University, 2023</i>
Ethical Values in Higher Education	<i>IQAC, Jagannath University, 2018</i>
BTEC Qualifications and Assessment	<i>Pearson plc, 2016</i>

INVITED LECTURES & KEYNOTE SEMINARS (SELECTED)

Embedding PPD to Enhance Student Engagement and Retention	<i>Bath Spa University, 2026</i>
Teaching Ethics to Learners	<i>Birmingham Newman University, 2026</i>
Foundations of Managerial Skills	<i>Khulna University, Bangladesh, 2019</i>
Leadership Development	<i>Do for Bangladesh, 2019</i>
Teaching Methodology (x2 cycles)	<i>IQAC, NUBT, Bangladesh, 2019</i>
Behaviour, Attitude & Communication Skills in Healthcare	<i>Islami Bank Hospital, Khulna, 2019</i>
Retailing and Small Business Management	<i>American Corner, Khulna, 2018</i>
Managing Human Resources	<i>NUBT, Bangladesh, 2017</i>

PROFESSIONAL & ADMINISTRATIVE EXPERIENCE

College Operations Administrator *Jun 2022 – Sep 2024*
Sheffield Hallam University, United Kingdom

- ▶ Delivered administrative support across the student lifecycle including enrolment, assessment, and progression
- ▶ Maintained institutional data systems ensuring integrity and regulatory compliance
- ▶ Produced management information reports and supported audits and programme reviews
- ▶ Coordinated academic committees, working groups, and institutional events

Site Lead (Manager) — NHS COVID-19 Testing Programme *Oct 2021 – Mar 2022*
Resourcing Group, United Kingdom

- ▶ Managed daily operations of a high-volume testing site in compliance with UKHSA guidance
- ▶ Led team scheduling, performance management, reporting, and health and safety procedures

Project Support Officer (Internship)

Jul 2021 – Sep 2021

Sheffield City Council — Strategic Change Programme Team, UK

- ▶ Supported delivery of Housing and Neighbourhood Services (HNS) projects
- ▶ Contributed to stakeholder engagement, community consultation, and reporting processes

PERSONAL ACHIEVEMENTS & AWARDS

- ▶ Nominated: Inspirational Students Award 2021 — Sheffield Hallam University
- ▶ Recipient: Transform Together Scholarship 2020 — Sheffield Hallam University
- ▶ Culture Connect Certificate — Sheffield Hallam University International Students Mentoring (2020–2021)
- ▶ Elected Course Representative, Sheffield Hallam Students' Union (2020–2021)
- ▶ Gold Medal: 1st position in the MBA programme — IBA, University of Rajshahi, Bangladesh

TECHNICAL SKILLS & LANGUAGES

Research Software

SPSS · NVivo

Office & Academic Platforms

Microsoft Office Suite · VLEs · Academic Management Systems

Research Methods

Quantitative & Qualitative Research · Academic Writing · Statistical Analysis

Languages

English (Fluent) · Bengali (Native) · Hindi (Proficient)

REFERENCES

Available upon request. Academic, professional, and character referees across UK and international higher education institutions.