

RESUME

Of

Dr.Uttam Kumar Datta

Senior Management Counsellor & Head of Marketing Management Division

Bangladesh Institute of Management

Ministry of Industry

Government of Bangladesh

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OBJECTIVE

Improvise what exists, to innovate and create what is desired.

PRESENT ENDEAVORS

- ✚ As Senior Management Counselor in the Marketing Management Division, Bangladesh Institute of Management, responsibilities include training, teaching, and conducting research in the field of business and economics.
- ✚ Former Assistant Professor, Nazirpur Degree College, Pirojpur, Bangladesh.
- ✚ Senior Editor (Additional Charge), A Quarterly Journal of Management Development of Bangladesh Institute of Management.
- ✚ Author of a Text Book, Political Services Marketing for Peaceful World: A New Way of Democracy. Under Publication.
- ✚ Associated with adjunct faculty in a number of private universities in Bangladesh.
- ✚ Marketing Consultant in a number of private enterprises in Bangladesh.
- ✚ Lyricist, Tuner, and Music Director. Bangladesh Television.

PROFESSIONAL QUALIFICATIONS

- ✚ Training on Bangladesh National Cadet Core (BNCC), No.88110020, University of Dhaka, Ramna Regiment, Duration: 1988-1991, (Three Years), July 01, 1991,
- ✚ Training Course on Training of Trainers, Duration: 16th May to 26th May, (2 weeks) 2004, TOT Division, Bangladesh Institute of Management, Dhaka-1207
- ✚ Training on Productivity and Quality Management, Duration: 11th April to 3rd May, 2012, (Three week), GIZ and BIM, 2012, Dhaka

- ✚ Training on “Strengthening Local Government and Decentralization in Bangladesh, 12 to 16 September, 2015, UNDP, and Bangladesh.
- ✚ Training on Right to Information Act, 2009, Duration: 3-4 December, 2014. Information Commission, Bangladesh.
- ✚ Training on Productivity Improvement Techniques, 28 July, 2013, National Productivity Organization (NPO), Bangladesh Institute of Management.
- ✚ Training on Public Service Innovation, June 20-21, 2017, Bangladesh Institute of Management.
- ✚ Training on National Integrity Technique, 27 June, 2016, Bangladesh Institute of Management.
- ✚ Training on Annual Performance Agreement, 19th April, 2018, Bangladesh Institute of Management.
- ✚ Training on E-Nothi, 11 February, 2018, Bangladesh Institute of Management.
- ✚ Training on E-Nothi, 1st April, 2018

EDUCATIONAL QUALIFICATIONS

Doctor of Philosophy (Ph.D.) Subject: Marketing	Year: 2008 University of Dhaka
Master of Philosophy (M. Phil.) Subject: Marketing	Year: 2002 University of Dhaka.
Master of Commerce (M.Com) Subject: Marketing	Year: 1990 University of Dhaka.
Bachelor of Commerce (B.Com. Hons.) Subject: Marketing	Year: 1989 University of Dhaka.
Higher Secondary Certificate (H.S.C.) Group : Commerce	Year: 1986 Board: Jessore
Secondary School Certificate (S.S.C.) Group: Commerce	Year: 1984 Board: Jessore

EMPLOYMENT EXPERIENCE

Organization	Position	Duration	
		From	To

Nazirpur S.Z. Degree college Department of Marketing	Lecturer	January,1993 December,1995
Nazirpur S.Z. Degree college Department of Marketing	Senior Lecturer	January,1996 December 2001
Nazirpur S.Z. Degree college Department of Marketing	Assistant Professor	January,2002 March, 2004
Bangladesh Institute of Management, Marketing Management Division.	Management Counsellor	April, 2004 17 May 2011
Bangladesh Institute of Management. Research, Evaluation \$ Publication Division.	Senior Management Counsellor	18 May 2011 Till the Date
Total Service in Teaching and Training		Around 25 Years

PERSONAL INFORMATION

1.	Surname	:	Dr. DATTA
2.	First name	:	UTTAM KUMAR
3.	Father's name	:	(Late) Subodh Kumar Datta.
4.	Mother's name	:	Jamuna Bala Datta.
5.	Sex	:	Male
6.	Date of Birth	:	First June, 1969
7.	Marital Status	:	Married
8.	Nationality	:	Bangladeshi by birth.
9.	Height	:	5 feet 10 inches
10.	Home District	:	Jessore
11.	Hobby	:	Music
12.	Country Traveled	:	India
13.	Permanent Address	:	Village- Dhulgram, P.O- Siddipasha, Abhynagar Jessore
14.	Mailing Address	:	BIM, 4, Sobhanbag, Dhaka- 1207
15.	Contact Phone	:	Cell- 01715782054, Res. 01554324549
16.	E-mail	:	ukdatta@gmail.com or ukdatta@bim.org.bd

17	Research :	<ol style="list-style-type: none"> 1. Changing Training Needs: A Study on Leading Public and Private Organizations. June 30, 2014, Research, Evaluation and Publication Division, Bangladesh Institute of Management. 2. Fellowship: Scope of Political Services Marketing for Peaceful Bangladesh, 13 August, 2015 Social Science Research Council, Planning Division, Ministry of Planning, Bangladesh. 3. Fellowship: Entrepreneurship at Local Government for Fund rising in Building National Economy, SSRC, Planning Division, Ministry of Planning. Government of Bangladesh
18.	Publication :	<ol style="list-style-type: none"> 1. Cotton Marketing in Bangladesh, “Dhaka University Journal of Marketing,” vol-9. June,2006 2. Impact of Backward-Linkage Industry on Productivity of Export-Oriented RMG Industry in Bangladesh. “Prime University Journal,” Volume 2, Number 1, January-June 2008. 3. Decent Working environment and Productivity of RMG Industry in Bangladesh. “Journal of The People’s University of Bangladesh.” Volume 4, July 2009, Number 1. 4. Impact of Bargaining Price Trap on Sales of Shopping Goods and Consumer Satisfaction in Bangladesh. “Management Development” A Quarterly Published Journal of Bangladesh Institute of Management. Volume 27, April-June, 2010. Number 2. 5. Political Services Marketing for Peaceful Bangladesh, “D.U. Journal of Marketing,” University of Dhaka, Issue Vol. No. 15 June, 2013 6. A Concept Testing on Long-term Housing Plan for Flood Affected People in Bangladesh, “Journal of the People’s University of Bangladesh,” ISSN: 1812-4747, Volume 6, Number 1, July December: 2013 7. Developing Secondhand Market in Expansion of Total

		<p>Market of an industry for Durable Goods, “Journal of the People’s University of Bangladesh,” ISSN: 1812-4747, Volume 6, Number 1, July-December: 2013</p> <p>8. Scope of Non-profit Marketing Practice at Local Government in Bangladesh. “The Journal of Local Government,” National Institute of Local Government of Bangladesh, Vo. 41. No.2, July-Dec,2015</p> <p>9. Building Peaceful World through Marketing Practices, “Management Development,” and a quarterly published journal of Bangladesh Institute of Management. Vo.29, No. 3&4, July-Dec,2015</p> <p>10. Political Services Marketing for Peaceful World, Published and presented in the International Seminar on the broad theme “Make in India” on 03-05 January, 2016 at Indian Habitat Center, Delhi, India and accepted it for publication in the Journal of “Delhi Business Review” Vo.17 No. 1.</p> <p>11. “A Model for Designing a Deliverable Political Product to Win Power for Peaceful Democracy” Vol. 18. No. 1, 2017, Delhi Business Review, and presented in International Conference on “India’s Score Card”</p> <p>12. “Market-oriented View of Creating New Knowledge for Socio-economic Development” Vol. 37, No. 3 “Dhaka University Journal of Business Studies,” Faculty of Business Studies, and University of Dhaka.</p> <p>13. “Applying Marketing Philosophy in Students’ Lives for Preparing them as Effective Human Resource if a Country” Vol.30, No.3, Management Development: A Quarterly Published Journal of Bangladesh Institute of Management, pp.53-75.</p> <p>14. A Model for Achieving Sustainable Development Goals (SDGs) by Establishing Fundraising Enterprises at Local Government (LGEs), Management Development: A Quarterly Journal of Bangladesh Institute of Management, Vol. 31, No.1 2017</p>
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19. Language ability

: Bengali & English

20. References

: 1. Professor Dr. Mijanur Rahman, Vice Chancellor, Jangnath University.

2. Professor Dr. Haripada
Bhattacharjee,
Department of Marketing,
University of Dhaka.

