



**Résumé of
Ferdouse Ara Tuli**

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**CURRENT
POSITION**

Assistant Professor

EDUCATION

1998 – 1999 held in Nov, 2002	Rajshahi University, M.B.A., Management Grade – A, Stood 1 st , Cumulative G.P.A. 3.67
1995 – 1997 held in 1999	Rajshahi University, B.B.S. (Hons.), Management First class, Stood 1 st
1993 – 1994	Rajshahi Board, Rajshahi Government College, H.S.C. Commerce, First Division
1991 – 1992	Rajshahi Board, Rajshahi University School, S.S.C. Science, First Division

EXPERIENCE

2017 - current	Assistant Professor, Faculty of Business ASA University Bangladesh (ASAUB)
2011 - 2016	Senior Lecturer, Faculty of Business ASA University Bangladesh (ASAUB)
2008 - 2010	Lecturer, Faculty of Business ASA University Bangladesh (ASAUB)
2004 - 2008	Senior Lecturer, School of Business Administration University of Development Alternative (UODA)

2003 - 2004 Lecturer, Department of Management
Lalmatia Mohila College, Dhaka

**PERSONAL
BACKGROUND**

Nationality	Bangladeshi
Date of Birth	February 01, 1978
Marital Status	Married
Religion	Islam (Sunni)
Language	Bengali, English
Home District	Khulna, Bangladesh
Blood Group	B(+ve)

**COMPUTER
SKILLS**

Microsoft Office (Excel, PowerPoint, Word)

**AWARDS
RECEIVED**

- Awarded University Grants Commission (UGC) merit scholarship based on the performance in B.B.S. (Hons.) result.
- Awarded 'Gold Medal Certificate' from Begum Khaleda Zia Hall, Rajshahi University on the performance in B.B.S. (Hons.) result.
- Academic award received based on the performance of S.S.C. and H.S.C. results.

PUBLICATIONs

1. *The Role of HR Analytics in Strategic Decision Making: Leveraging Data for Talent Management*, Asian Business Review, Volume 14, Number 1/2024.
2. *Supply Chain Optimization: Machine Learning Applications in Inventory Management for E-Commerce*, Global Disclosure of Economics and Business, Volume 13, No 1/2024
3. *The Integration of Artificial Intelligence in Forensic Accounting: A Game-Changer*, Asian Accounting and Auditing Advancement, vol. 14, Issue 1, 2023 [pages 12-20]
4. *Transforming Talent Management: The Journey to E-Human Resources Excellence*, Asian Business Review, Volume 13, Number 2/2023
5. *Digitization History and its Impact on the Economy*,

- Employment, and Society*, Global Disclosure of Economics and Business, vol. 12. no. 1/2023
6. *Implementation of ERP Systems in Organizational Settings: Enhancing Operational Efficiency and Productivity*. Asian Business Review, vol. 12, no. 3 (2022) September – December Issue
 7. *Chatbots and Virtual Assistants in HRM: Exploring Their Role in Employee Engagement and Support*, NEXG AI Review of America, Volume 1, Issue No, 1 (2020)
 8. *Explainable AI: Meeting Transparency and Accountability Demands in Data Science*, Technology and Management Review, vol. 4 (2019)
 9. *The Problems of Managing Tourism Business in Bangladesh: Causes and Remedial Measures*. Global Disclosure of Economics and Business, vol.3, no.3/2014
 10. *Corporate Social Activities of Private Commercial Banks in Bangladesh: An Evaluation*. Asian Business Review, vol.4, no.2/2014, Issue:8
 11. *The Effectiveness of Communication Practices with the Customers: A Comparative Study between Eastern Bank Limited and Mutual Trust Bank Limited*. Asian Business Review, vol.3, no.3/2013, Issue:5
 12. *The Necessities, Problems and Opportunities of Takaful Life Insurance Business in Bangladesh*. The Cost & Management, vol.41, no.6, Nov-Dec 2013
 13. *Environmental Accounting and Reporting for Sustainable Development*. ASA University Review, vol.3, no.1, Jan-June 2009
 14. *Islamic Accounting System: Possibilities and Scopes in Bangladesh*. Journal of Business and Technology, Dhaka. Northern University Bangladesh, vol.4, issue-2, July-Dec 2009

**SERVICES TO
UNIVERSITY**

Conducted various courses **at BBA level:**

- Strategic Human Resource Management
- Human Resource Planning
- Human Resource Management
- Organizational Behavior
- Entrepreneurship Development
- Introduction to Business

- Business Communication
- Principles of Management
- Principles of Accounting
- Sociology
- Bangladesh Studies
- Company and Labor Law
- Emergence of the history of Bangladesh
- Insurance & Credit Management

Conducted various courses **at MBA level:**

- Strategic Human Resource Management
- Compensation Management
- Training and Development
- Conflict Management
- Organizational Development
- Human Resource Management
- Industrial Relation
- Strategic Management
- Labor Economics
- Organization Theory & Design
- Technology & Tools used in HR Managing System

(Ferdouse Are Tuli)
Date: 23rd of June 2025