

Wahida Shahan Tinne

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Career Objectives:

Seeking a challenging position at a prestigious institution to utilize my skills and abilities in area of Teaching and Education that offers a professional growth while being resourceful, innovative and flexible

Employment History:

Employer Name: ASA University Bangladesh, Senior Lecturer, Faculty of Business

Employment Date: October 2012 to till date.

Employer Name: ASA University Bangladesh, Lecturer, Faculty of Business

Employment Date: January 2010 to September 2012

Courses taken so far:

Marketing: Principles of Marketing, Marketing Management, Consumer Behavior, Brand Management, International Marketing, Integrated Marketing Communication, Service Marketing, Logistics and Supply Chain Management, Social Marketing and CSR

Human Resource Management: Principles of Management, Human Resource Management, Human Resource Planning, Compensation Management, Conflict Management, Performance Appraisal, Industrial Relations, Training and Development

Others: Strategic Management, Entrepreneurship Development, Company Law and Labor Law, Introduction to Business, Computer Application in Business, Business English, English Reading & Writing Skills, Elementary English, Introduction to Social Science, Bangladesh Studies

Academic Qualification:

Masters of Business Administration (MBA),
Major in Marketing and Minor in Human Resource Management (CGPA: 3.83/4.00);
North South University, Bangladesh

Bachelor of Business Administration (BBA),
Dual Major in Marketing and Finance (CGPA: 3.62/4.00);
BRAC University, Bangladesh

Published Articles:

1. Ahmed, Jashim Uddin; Ahmed, A. and **Tinne, W. Shahan** (2020). 'SheTaxis: Women on Wheels', *SAGE Business Cases*, SAGE Publications, Country: USA.
2. Ahmed, Jashim Uddin; Ahmed, A.; **Tinne, W. Shahan** and Ahmed, S. (2020). 'Orbis International: Fight Against Global Blindness', *SAGE Business Cases*, SAGE Publications, Country: USA.
3. Ahmed, Jashim Uddin; **Tinne, W. Shahan**; and Ahmed, A. (2019). 'Pathao: An Emerging Motorcycle-Ride Service in Bangladesh', *SAGE Business Cases*, SAGE Publications, Country: USA.
4. Ahmed, Jashim Uddin; **Tinne, W. Shahan**; Al-Amin, M. and Rahanaz, Maliha (2018). 'Social Innovation and SONO Filter for Drinking Water', *Society and Business Review*, Vol. 13(1), pp. 15-26, Emerald Publishing, Country: United Kingdom.
5. Ahmed, Jashim Uddin; and **Tinne, W. Shahan** (2017). 'ASA: Cost-effective and Sustainable Microfinance Model NGO in Bangladesh.' *South Asian Journal of Business and Management Cases*, Vol. 6(2), pp. 167-175, SAGE Publications, Country: United Kingdom.
6. Ahmed, Jashim Uddin; and **Tinne, W. Shahan** (2017). 'Grameen UNIQLO: Social Business Initiatives in Bangladesh.' *SAGE Business Cases*, SAGE Publications, Country: USA.
7. **Tinne, W. Shahan** (2016). 'Impact of Packaging on Consumer Buying Behavior at Dhaka City'. *Global Disclosure of Economics and Business*, Vol. 5(2), pp. 93-100, Country: Malaysia.
8. **Tinne, W. Shahan** (2013). 'Nation Branding: Beautiful Bangladesh'. *Asian Business Review*, Vol. 2(1), pp. 31-36, Country: Bangladesh.

9. **Tinne, W. Shahan** (2013). 'Green Washing: An Alarming Issue'. *ASA University Review*, Vol. 7(1), pp. 81-88, Country: Bangladesh.
10. **Tinne, W. Shahan** (2012). 'Factors Affecting Selection of Upscale Restaurants in Dhaka City'. *ASA University Review*, Vol. 6(1), pp. 127-138, Country: Bangladesh.
11. **Tinne, W. Shahan** (2011). 'Factors Affecting Impulse Buying Behavior of Consumers At Superstores In Bangladesh'. *ASA University Review*, Vol. 5(1), pp. 209-220, Country: Bangladesh.
12. **Tinne, W. Shahan** (2010). 'Impulse Purchasing: A Literature Overview'. *ASA University Review*, Vol. 4(2), pp. 65-73, Country: Bangladesh.

Research interests:

Contemporary issues in Marketing and Management

Workshops:

- Econometric Theory & Its Application Using SPSS, STATA, E-views and DEAP Software By Professor Iqbal Hossain, ASA University Bangladesh Organized by Centre for Socio-Economic Research, May 01 to October 31, 2012
- Scientific Research By Professor Shuzo Abe, Waseda University, Japan Organized by East West University, August 24 to August 27, 2010