**M ASHRAF AL HAQ **

PhD Candidate, Matric number 900649

OYAGSB, UUM, Sintok, Malaysia

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CELL - 013 379 6145

To Whom It May Concern

My career history encompasses fifteen years of promoting high academic standards in the teaching profession within both universities and colleges with the more recent ten years promoting sales and business development in the UK.

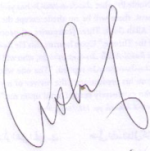
I am MEC qualified from the prestigious International Islamic University, Malaysia and studied at LSE one of the top global educational institutes. I have held many appointments and researched, written and presented papers at numerous venues within both Asia and Mexico. During my career I have built and maintained many strong relationships and coordinated and delivered effective strategies, enabling me to consistently maximise the growth of businesses. I am also accustomed to making key decisions in areas such as financial planning, pricing and sales tactics.

I have much experience in dealing with people from all backgrounds and cultures and am highly accustomed to taking responsibility and making strategic decisions. During my career I have taken control of budgets and managed both colleagues and customers to good effect. I am also adept at working on my own initiative, under intense pressure, driving change within a rapidly changing environment requiring constant revision and updating of systems and methods.

In UK, I was self-employed or doing business as a consultant. I am confident my experience will help the receiving end and for the faculty to have an eager research associate.

I am now pursuing PhD at Islamic Business School, UUM, an AACSB accredited institution. I am also ready to take on a new challenge and use my wealth of experience where I can continue to learn, develop and progress along my chosen career path. Attached is a copy of my CV and I would very much appreciate the opportunity of meeting to discuss the possibility of employment and I look forward to hearing from you in the near future.

Yours faithfully

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**M Ashraf Al Haq**

**M ASHRAF AL HAQ**

Date of Birth: 22nd January 1968

**INSPIRATIONAL AND SUCCESSFUL TEACHER AND BUSINESS LEADER**

Fifteen years experience promoting high academic standards in the teaching profession in the areas of marketing, entrepreneurship, consumer behaviour, salesmanship, economics, microeconomics, macroeconomics, international economics,

international investments, managerial economics, regional economics, Malaysian

economics, applied economics, economic issues, research methodology, investment theory and analysis, application of mind over matter in economics.

applied economics, taught students of Bradford Business School, in Rima College, Penang.

Ideas driven and proactive entrepreneur with nine years marketing and business

development experience gained across a variety of industries

Proven ability to develop a broad, balanced and successful learning culture

Organised problem solver who is self directed, disciplined and a committed team player

Building and developing sales strategies and growth success

Patient, structured, process orientated with good attention to detail

Trustworthy, honest and able to gain client confidence quickly

Competent and inspiring leader, cool under pressure with sound decision making

Capabilities

**EMPLOYMENT HISTORY**

**WORKED UNDER INTERNATIONAL INSANIAH FOUNDATION, where fund was raised from outside source for assisting students who required financial help at their hour of need (Oct 2013 till January 2015)**

**MANAGER, GLOBAL CENTRE, INSANIAH, KUALA KETIL, KEDAH, MALAYSIA (MAY TO SEP 2013)**

**PART TIME LECTURER AT INSANIAH, FACULTY OF BUSINESS 2012-13.** Taught economics courses.Helped international Insaniah Foundation to raise funds in assisting students’ entry to Insaniah from troubled areas around the globe. Conducted Powered sessions in teaching the effective communicative techniques to business graduating students.

**SENIOR LECTURER, Willes Little Flower School and College, Dhaka, 2012**

Teaching Economics, Business Studies, English, Commerce

(I was a student of this institution, so it was a matter of pride to be associated with *alma mater* and serve the institution with dignity)

**SENIOR LECTURER, UNIVERSITY LIBERAL ARTS, BANGLADESH, MAY 2011 TILL Nov 2011**

Teaching at Business school, and pursuing research and industry collaboration.

Research done in the area of Active Learning, Gross Domestic Product, Social Business, Sustainable development and so on.

**BUSINESS DEVELOPMENT MANAGER and LECTURER (Full time) 2011 MARCH APRIL**

**NewCastle University College, Chittagong, Dampara, Bangladesh**

Formulating courses, degrees, certificates, PGDs for the NIUC, communicating with all

parties including foreign awarding bodies and institutions and preparing to teach courses in HRM, Banking as well, Hotel & Management

**MANAGER, SALES PROMOTION (Part Time) 2011 MARCH - JUNE**

**Chittagong & Southern Region, for Rose view Hotel, a 5 Star rated hotel in Sylhet, Bangladesh**

Targeting to make the turnover double in four months through guests occupancy from

overseas and southern regions and creating a happy stay for guests while in Sylhet

**STUDENTS’ ADVISOR 2010 - 2012**

**OVERSEAS AMBITIONS SOLUTIONS DHAKA (PART TIME)**

Advising students pursuing further education UK, Malaysia, China, India, Finland and

helping them to choose the right university and the programme at the right time

**PROPERTY ADVISER AND SALES NEGOTIATOR 2008–2011**

**City Financial Consultancy, London UK**

Communicating with all parties including estate agents, contractors and vendors and

arranging the sale and letting of residential property on behalf of City Financial UK and Bangladesh.

Building strong customer relationships, delivering quality service and maximising profits

Liaising with customers on the telephone and face-to-face; offering optimum advice and delivering solutions

Initiating and completing proposals and undertaking negotiations

**ADVERTISING AND PROMOTIONS – SELF EMPLOYED 2004–2007**

**TV and Print Media, London UK**

Researching, planning and developing short video clips to promote the sale of commercial advertising for Bangla Media television channels in the UK

Sourcing and directing teams of models to star in commercials, arranging costumes,

cinematography and sound recording

Managing teams of costumists, sound recordists and artists and producing new and exciting advertising spectacles

Creating, planning and directing marketing initiatives for clients in the catering industry

Designing and providing eye-catching advertising materials such as posters, hand-outs,

newspaper and magazine articles

**OVERSEAS STUDENT CONSULTANT 2001–2004**

**OSS UK**

Fulfilling a demand for students from overseas applying for places at universities and

colleges in the UK by launching a pioneering programme

Researching, planning and launching a successful recruitment drive covering various Asian countries including China, Singapore and Pakistan

Assisting in arranging travel plans and bringing opportunity to people in Asian countries to further develop their academic knowledge

**NETWORK MARKETING AND LIFE SKILLS TRAINER (PART TIME) MAY 2000–2003**

**Gold Quest International – V-TEAM, UK**

Delivering lectures and training on sales and business growth strategies allowing individuals the opportunity to build their own marketing network for gold coins from Hong Kong and Germany

Identifying each person’s needs and delivering supportive teaching programmes to

encourage personal growth and confidence

**FULL TIME and PT LECTURER – MALAYSIA 1992–2001**

**Lecturer, Faculty of Management, Universiti Telekom / Multimedia University** ('98–'01)

**Lecturer, School of Economics, Universiti Utara Malaysia (UUM)** (1994-1997)

**Part Time Lecturer, Rima College, Penang, courses Bradford Bus. School** (1995-96)

**Teaching Assistant, International Islamic University Malaysia** (May–August 1992)

**Student Assistant, Library, IIU, Malaysia** (1992)

Delivering lectures and teaching programmes on economic and investment subjects

Managing student development and assessment and reporting procedures, and encouraging students to reach their goals

Organising classroom work plans and supervising groups of students

Cultivating an atmosphere of communal creativity, bonding relationships, connecting ideas and bringing learning to life

Researching and producing publications

Course Subjects Include: Economics, Micro & Macroeconomics, International Economics & Investments, Managerial Economics, Regional & Malaysian Economics, Applied Economics, Economic Issues, Research Methodology, Investment Theory and Analysis

**KEY ACHIEVEMENTS AND HIGHLIGHTS**

MEC qualified from the prestigious **International Islamic University Malaysia**, Malaysia

Studied at LSE (one of the top global educational institute)

Organised the Indian Fashion Show 2009 within three London venues

Founder of the Best Indian Exclusive Business Club 2008

Developed high level of leadership management skills from a variety of industries

Involved in numerous acting roles throughout my life and am famous in the community

television channel on SKY for acting in comedy sketches and sequences

**EDUCATION AND QUALIFICATIONS**

PhD candidate, Islamic Business School, OYAGSB, UUM, Malaysia, 2015 onwards.

PhD student IIU, Malaysia 1998, but did not complete as went to UK for mum’s treatment.

**M.EC** Faculty of Economics & Management, International Islamic University (IIU), Malaysia,'94.

BSc (Hons) Economics IIU, Islamabad, Pakistan, 1991

BCom (Hons) Student of Department of Finance, 1987, University of Dhaka

Higher Secondary Certificate (HSC), (Humanities), Dhaka College, Bangladesh, 1986

Secondary School Certificate (SSC), (Humanities) Willes Little Flower School, Dhaka, 1984

Life Skills and Business Skills, Food Hygiene, Health and Safety, UK 2005

**Assoc.Summer Certificate, ISSE, London School of Economics & Political**

**Science, London, UK 1993**

Graduate of Mind Science, Member Mind Science Assoc. of Malaysia, 1998

SPSS Training, 1998

Super Chart Training, 1998

Datastream Training, 1998

Training on enhancing teaching capabilities, UUM, 1995

SAS Workshop (experts from SAS Institute, KL), UUM, 1995

D-Base Workshop, UUM, 1995

Course on ANOVA and Regression Analysis, UUM, 1995

American History, Politics & Foreign Policy, USIS, American Center, Islamabad, Pakistan, 1990

**APPOINTMENTS**

Organising secretary for “THE DIALOGUE” on THE FUTURE DIMENSIONS OF ISLAMIC BANKING AND FINANCE (IBF) IN MALAYSIA, 18-19 October, 2014, TH Hotel, Alor Setar, Kedah.

International Insaniah Foundation, (2013) to Raise Funds for the Needy Students from troubled areas.

Assistant Press Secretary, Bangladesh Council in Europe, London, 2005

Exec Member, 1st Asia Pacific Conference on Cyber Law Organising Committee, Putrajaya, 1999

Appointed for Distant Education Preparation Module for the areas of Economics, 1998

Member, Curriculum & Academic Planning Committee, School of Economics, UUM, 1995

Member, Planning for Structuring the MSC (Econs) program & revising the curriculum,

UUM, 1995

Member, Women Entrepreneurial Development Unit (WEDU), UUM, 1995

**LANGUAGE AND COMPUTER SKILLS**

Fluent in: English, Bangla, Arabic, Bahasa Malaysia, Hindi, Urdu, Punjabi, Sign Language,

French, Japanese and Italian

Proficient in: Microsoft, SHAZAM, SAS, Dbase, Spss, Data Stream, Super Chart and Lotus 123

**RESEARCH**

MY BOOK WAS PUBLISHED IN NOVEMBER 2012, FROM DHAKA, TITLED ‘MY ARTICLES, MY VIEWS, ISSUES RELATED TO DEVELOPMENT, ETHICS, ENVIRONMENT AND MANAGEMENT’.

Newspaper Columnist in DHAKA, MALAYSIA, and in London Bangla newspapers *(1991–2012).*

Journal and conference article,

‘Gross National Assessment – can be a major yardstick in terms of achieving Millennium Development Goals’, paper accepted at ICBT11, Dehradun, India Nov 2011.

# Submitted a paper titled, ‘Motivating students to participate in active learning process – a case at ULAB’ at a prestigious journal for publication.

Assisted in implementing an Entrepreneurial Development Unit (EDU) at ULAB, Dhaka.

Initiated a project titled, ‘Can organic experience in Panchagarh tea estate be implemented in Sylhet (and Chittagong), to make a significant sustainable difference in retaining the *glory of tea* of the East of Bangladesh’?

Research article was accepted for presentation at the prestigious 2nd International Convention on Islamic Management 2015, held at Universiti Malaya, KL, titled “Addressing Incidental Poverty Reduction through the Implementation of Effective Distribution of Zakat: An Analytical Inquest in Selective Literature”.

Journal article accepted at the prestigious Journal of Al-Iqtishad, Faculty of Shariah and Law Syarif Hidayatullah State Islamic University Jakarta Indonesia, titled, “ISLAMIC PRAYER, SPIRITUALITY, AND PRODUCTIVITY: AN EXPLORATORY CONCEPTUAL ANALYSIS”.

Articles published, web references,

Etiquette is an integral part of life, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&date=2012-04-04&news\_id=125587

Waste management and its benefits, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&date=2012-03-12&news\_id=123087

Elevating level of education through smart thinking, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&date=2012-03-04&news\_id=122140

Let's learn from Beirut: The spirit of resilience, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&news\_id=150284&date=2011-09-22

Motivating students in learning process, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&news\_id=142963&date=2011-07-16

Social values, social business and progress, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&news\_id=142689&date=2011-07-14

Importance of entrepreneurial development unit, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&news\_id=141992&date=2011-07-08

Prof Kotler and his 4p theory of marketing, http://www.thefinancialexpress-bd.com/more.php?page=detail\_news&news\_id=141173&date=2011-07-01

Inspiration, motivation and satisfaction in learning process, <http://www.thefinancialexpress-bd.com/more.php?page=detail_news&news_id=140582&date=2011-06-26>

The cost benefit analysis of pursuing hartal to the nation, <http://www.weeklyblitz.net/1596/the-cost-benefit-analysis-of-pursuing-hartal-to>

The pros and cons of the rise and fall of Rupert Murdoch, http://www.weeklyblitz.net/1598/the-pros-and-cons-of-the-rise-and-fall-of-rupert

Motivator, Youth Project, Local Network Fund, UK *(2004)*

Presented a paper at the prestigious *International society for Intercommunication of*

*new ideas (ISINI)*, titled, *“*The dynamics of the mind power in boosting portfolio investment

in Malaysia*”*, Mexico *(1998)*

Presented a paper at UTM, Johor, titled “The relationship between mind power and economic growth - the dynamics of mind science in ensuring stable growth and employment" At the seminar organised at UTM on the undergraduates' *future in view of the economic crisis*, UTM, DewanJumaah, Skudai *(17th July 1999)*

*“*Can mind science boost portfolio investment*?"* At the First Finance workshop, organised by

*Malaysian Finance Association* (MFA), UKM Puri Pujangga *(28th June 1999)*

*“*Penang-Songkhla Land Bridge project - A beginning of a New Era: Some issues in consideration*”,* presented at the *National conference of Management Sciences* (NCMS ‘95), Intan, Bukit Kiara, KL, also presented at the Seminar Penyelidikan, Pusat Penyelidikan dan Perundingan (PPP, UUM), at the Convention Centre, UUM *(1995)*

“The Concept of Feeder University: Making “UUM and its surroundings as the educational hub

of the IMT-GT region - A proposal*”,* presented at the *Kolokium Masyarakat Kedah Abad Ke-20: Pembangunan Dan Perubahan (Kolokium 1 - Ekomomi),* Sekolah Pembangunan Social, UUM (1996)

*“An analysis of economic development experience of Bangladesh*” M.EC Dissertation *(1993)*

*“A non-mathematical brief review on consumption, saving, investment, fiscal & monetary*

*policy”* discussed in the Islamic framework, defended at IIU, Malaysia *(1993)*

**HOBBIES AND INTERESTS**

I like to keep fit and enjoy Aerobics, Lawn Tennis, Table Tennis and Badminton and I am also a keen Chess player.

**References**

Prof Syed ABDUL HAMID AL JUNID, HEAD, Economics and Governance Department, International Center for Education in Islamic Finance (INCEIF), shamid@inceif.org

Assoc Prof. Dr Ahmad Fauzi Idris, Assoc Prof, Insaniah University College, KUIN, drafi53@yahoo.com.