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Vice Chancellor of BRAC University signs book contract

Features Desk

Brac University's Vice Chancellor Professor Syed Saad Andaleeb, PhD, with his co-editor, Dr Khalid Hassan, recently signed a book contract with Emerald Group Publishing Ltd, titled "Strategic Marketing Management in Asia: Case Studies & Lesson across Industries."

Research work of Professor Syed Saad Andaleeb, PhD titled "A model of customer-centric banking practices for corporate clients in Bangladesh" is also going to be published in the International Journal of Bank Marketing. Mamunur Rashid (Nottingham University, Malaysia) and Quazi Akhlaqur Rahman co-authored the paper.

Customer-centric banking envisions that banks should meet both tangible and intangible satisfaction criteria of their customers. This study investigates the customer-centric banking practices that drive satisfaction of corporate customers in Bangladesh.

The International Journal of Bank Marketing aims to present the latest thinking, practice and research findings on issues of current or future concern to banking and financial services marketers.

Professor Andaleeb is also Distinguished Professor Emeritus of Pennsylvania State University and editor at Journal of Bangladesh Studies.