



Prof Andaleeb pens work on strategic marketing management

Eduvista Desk

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

Research work of Professor Syed Saad Andaleeb titled "A Model of Customer-centric Banking Practices for Corporate Clients in Bangladesh" is also going to be published in 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 from current or future concern to banking and financial services marketers.

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