

Respected and Dear All Members of BUP,

Assalamu alaikum. Alhamdulillah, finally my long cherished dream of first publication based on my Doctoral research came true. Heartiest Thanks and gratitude to respected VC Sir, Pro VC and Registrar for inspiring my dedicated efforts.

I have tried to apply internationally recognized 3 Service Quality measurement models to educational arena to quantify academic performance for educational development. It will help our teachers and administrators of any educational institution to provide student centric academic delivery. Proposed 3 dimensional Neo Service Marketing strategy is likely to influence inclusive Quality Education of the country fulfilling SDG Goal 4. It is comprised of 6 chapters and 328 pages. For further details you may read attached executive summary.

Book is already approved as the textbook for Service Marketing course of MBA, as reference book of PhD/MPhil researchers and as Essential read book for all teachers & administrators of BUP. National Defense College accepted as the research reference book for the course members. Finally, UGC has recommended to publish from their press and for all colleges and universities of BD. Alhamdulillah, really feeling blessed.

All BUPians are welcome to get the book from Dean's Office (Faculty of Arts and Social Sciences), BUP. Please pray so that my hard earned research outcome can reach to maximum stakeholders related to educational arena and contribute in ensuring Quality Education in the country.

May Allah SWT bless us all.

With regards,

**Brig Gen A K M Iqbal Azim,ndc,psc,G+,PhD
Dean, Faculty of Arts and Social Sciences
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Neo Service Marketing Strategy for Quality Education



Dr. A K M Iqbal Azim
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Derived from an Approved Doctoral Research on
Service Marketing in Educational Institutions

AUTHOR'S BIOGRAPHY



Brigadier General Dr. A K M Iqbal Azim, ndc, psc, G+, MDS, MST, MBA (Canada) is the Dean of Faculty of Arts and Social Sciences (FASS) in Bangladesh University of Professionals (BUP), 29th public university of Bangladesh. He passed out HSC from Rajshahi Cadet College in 1986 securing position in combined merit list. He completed PhD with fellowship in 2015 from Institute of Bangladesh Studies (IBS), Rajshahi University. He secured 1st position in doctoral fellowship entrance exam and completed doctoral course work securing 3rd position. He completed MBA from Royal Roads University (RRU), British Columbia (BC), Canada securing CGPA 4 out of 4 (1st Position). He also completed Master in Defense Studies (MDS) and Master of Science Technical (MST) from National University, Bangladesh with distinction. He is an esteem graduate from prestigious National Defence College (NDC), Bangladesh in 2018. He served in different academic, administrative and operational capacities of Army including Brigade Commander in Sylhet Division. He participated in United Nation peacekeeping operation as operational officer in UNMIH (Haiti) and as Senior Military Intelligence Officer in UNOMIG (Georgia). He served over 3 years as the Principal of Rajshahi Cadet College, his alma mater. He was selected as the key note speaker in Security Dialogue Forum, New Delhi, India in 2019. His brilliant career is embellished with services to national and international platforms including different courses/seminars both at home and abroad. He has competently supervised and moderated over thirty PhD and M Phil research works both in BUP and NDC. He has carried out exhaustive research on application of services marketing strategy in educational institutions to ensure quality education. He is a prolific writer having written and published in peer reviewed journals both at home and abroad. His book on 'Might and Majesty of the Creator: In light of Science and Astroscience in Quran' is in the process of publication. He visited many countries across the globe including USA, UK, Russia, China, Georgia, Haiti, Malaysia, Turkey, Saudi Arabia, Nepal, Maldives, India and Uzbekistan. He is happily married and proud father of a lovely princess. He can be reached at azim35842015@gmail.com



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EXECUTIVE SUMMARY

'Customer (Student/Parents) Centric' Service quality is an important dimension in 'Neo Service Marketing Strategy'. Service quality is an attitude formed by long-term overall evaluation of the service offering performance. In this 21st century, it is very important to learn about service quality, service marketing and service management. They play a key role to study the needs, expectation, perception and understanding the customer requirements, build customer relationship to make the customer-centric sustainable service recovery strategy to bridge the gap. Customer-based service marketing concepts and strategies have recently flourished in response to the tremendous growth of service industries. It is equally important to the student-centric academic institutions of the country which need to be viewed as the '**Service Industry**'. The result is expected that the students should be the **assets** of the country, **NOT** the **liabilities**. During the neo-normal situation within the corona pandemic, quickly shifting to the digital platform for effective academic delivery considering the needs of the students may be a glowing example. In the last decade, huge numbers of colleges/universities have entered the market to compete for students' enrolment. Most of the institutes are striving and competing to attract students by supplying quality academic services. There is increasing pressure from the customers (students and parents mainly) to close the widening gap between their expectations out of institutional performance and actual performance/perception on the ground. This research is conducted on the service quality measurement concept that can improve customer-centric services in the education sector of any country. A case study has been carried

out from three approaches, firstly, the comparison method, secondly, SERVQUAL Model and thirdly, the Gap Model to quantify the gaps of expectation and perception in the purposively selected cadet colleges of the country. Finally, three dimensional '**Neo Service Marketing Strategy**' is recommended for any educational institution (school/college/university) of the country for ensuring '**Quality Education**'. This service strategy will act as the driving force in the academic arena to shape the '**National Education Policy**' and will be of immense significance to the institutional authority, academicians, education policymakers, researchers and the country as a whole to ensure inclusive **Quality Education** of **SDG Goal-4** fulfilling long-cherished **Vision 2030**.

Information on Doctoral Research

Research Period:	Non-Academic	Since 1998
Doctoral Fellowship: Institute of Bangladesh Studies (IBS), University of Rajshahi	Academic Doctoral:	01 Jul 2011-August 2015 Entrance Examination (1st Position) Graduated with CGPA:3.75 (3rd Position)
PhD Approved		In 238 th Academic Council and 461 st Syndicate Meeting, 29 August 2015 (University of Rajshahi)
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