

MAHREEN MAMOON

Business & Marketing Education | Curriculum Development | Teacher Training | Applied Qualitative Research

Ph.D. Candidate (ABD), Curriculum Studies, Purdue University | West Lafayette, Indiana, USA
mmamoon@purdue.edu | +1 765 409 6829 | www.mahreenmamoon.com

PROFESSIONAL PROFILE

Curriculum specialist, teacher educator, and business-school faculty member with 13 years of university teaching in Marketing and International Business and more than sixteen years of combined experience across higher education, curriculum development, teacher training, executive education, and community-engaged learning. Former Assistant Professor of Marketing at BRAC University and American International University-Bangladesh, with teaching across Marketing, Advertising, International Business, Organizational Behavior, Marketing Management, Strategic Management, Business Communications, and Global Trade. Current doctoral work in Curriculum Studies at Purdue University extends this business-education foundation through qualitative inquiry, curriculum innovation, global education, public pedagogy, and emerging technologies. Experienced in industry-linked curriculum design, training-needs assessment, executive development, international teacher training, and interdisciplinary program development.

AREAS OF EXPERTISE

Marketing & Business Education • Curriculum Design & Pedagogy • International Business • Advertising & Consumer Culture • Executive & Professional Education • Teacher Training • Global & Multicultural Education • Qualitative Research • Autoethnography & Narrative Inquiry • AI and Education • Industry–University Partnerships

EDUCATION

Ph.D. Candidate (ABD), Curriculum Studies — Purdue University, West Lafayette, Indiana, USA

Department of Curriculum and Instruction. Dissertation: Un-Mothering in Academia: An Autoethnographic Inquiry into Maternal Expectations and Disobedience.

Master of Education, Curriculum and Instruction — University of Dhaka, Institute of Education and Research, Bangladesh

M.Sc., International Management and Marketing — Queen Mary University of London, United Kingdom

Thesis: Childhood Obesity and Ethical Brand Extension Strategy — Case Study on McDonald's Happy Meals.

B.B.A., Marketing — University of Dhaka, Faculty of Business Studies, Bangladesh

Internship thesis: International Marketing Strategy in Bangladesh — Operation Analysis of DHL Express.

ACADEMIC APPOINTMENTS & UNIVERSITY TEACHING

Purdue University, College of Education, USA

Instructor / Graduate Teaching Assistant

2023–Present

- Teach and support undergraduate and graduate courses in Multiculturalism and Education, Global Studies Seminar, and Public Pedagogy.
- Redesigned EDCI 452 Global Studies Seminar for a reduced-credit format while maintaining rigor; revised learning outcomes, readings, assignments, and creative research-based projects, including collaborative autoethnography.
- Contribute to culturally responsive curriculum, community-based learning, reflective assessment, and classroom dialogue on identity, equity, global education, and public knowledge.

BRAC Business School, BRAC University, Dhaka, Bangladesh

Assistant Professor of Marketing | Assistant Dean of Curriculum and Pedagogy (Special Task, 2019)

2015–2022

- Taught undergraduate and graduate courses in Principles of Marketing, Advertising, International Business, Organizational Behavior, Marketing Management, and Strategic Management.
- Coordinated Organizational Behavior and International Business courses and contributed to curriculum and pedagogy leadership within the Business School.
- Developed, pitched, and led executive/professional education programs with corporate and development-sector partners, including leadership and communication, women's entrepreneurship, entrepreneurship curriculum development, and industry skills development.
- Mentored student organizations and entrepreneurship teams, including Hult Prize activities and global/regional pitch competitions.

Teaching Demo - <https://youtu.be/TqyeQT7fIIA?si=cgEASpIG4jt4DHQb>

American International University-Bangladesh, Dhaka, Bangladesh

Assistant Professor / Lecturer of Marketing and International Business

2009–2015

- Taught undergraduate and graduate courses in Principles of Marketing, Advertising, Business Communications, Global Trade, Organizational Behavior, Marketing Management, and Strategic Management.
- Coordinated the International Business department and supported faculty, student advising, internships, and student-led Marketing Club activities.

CURRICULUM, TRAINING & INDUSTRY-LINKED PROGRAM LEADERSHIP

Skills for Employment Investment Program (SEIP), Bangladesh

Executive Development Coordinator / Curriculum Coordinator

2016–2019

- Selected as one of three expert coordinators for the Post Graduate Diploma in Knitwear Industry Management at BRAC University under the Asian Development Bank-supported national skills initiative; managed a US\$180,000 implementation budget.
- Led a nationwide training-needs assessment of mid-level managers in the knitwear sector and prepared the training-gap analysis used to guide program design.
- Designed the program's 12-credit core curriculum, 12-credit field/technical component, and 3-credit internship structure in collaboration with industry stakeholders.
- Coordinated implementation, stakeholder engagement, field placements, business planning, and evaluation mechanisms to strengthen industry-academia alignment.

British Council, Connecting Classrooms Project, Bangladesh

Core Skills Trainer

2015–2022

- Delivered face-to-face and online professional development for teachers and school leaders on critical thinking, global citizenship, digital literacy, and classroom practice.
- Developed and adapted training materials, presentations, handouts, and activity-based modules for culturally and geographically diverse school contexts.
- Observed and mentored teachers through classroom visits, performance assessment, and reflective feedback; supported professional learning communities and cross-school collaboration.

Selected Education & Curriculum Consulting, Bangladesh

Education Consultant / Teacher Training Consultant

2020–2021

- Designed curriculum and lesson plans for the Chakar School (School on Bus), a COVID-era program serving children in Dhaka communities affected by school closures; supported replication for a refugee education initiative.
- Conducted a nationwide teacher training-needs assessment for Agami Foundation and developed accessible multimedia training resources and community-engagement strategies.

SELECTED EXECUTIVE & PROFESSIONAL EDUCATION INITIATIVES

- Leadership and Communication program for DBL Group knitwear industry (approx. US\$60,000).
- Women Entrepreneurship Training Program with BRAC Bank Ltd. (approx. US\$250,000).
- USAID Scholar Exchange initiative supporting entrepreneurship course development.
- Post Graduate Diploma in Knitwear Industry Management / national skills-development initiative (approx. US\$180,000).

RESEARCH & SCHOLARLY AGENDA

Current scholarship bridges curriculum studies, qualitative methodology, gender and cultural analysis, public pedagogy, and emerging technologies. For a business-school context, this work extends a long-standing interest in how learners, consumers, institutions, and cultural texts produce meaning, and how professional curricula respond to social and technological change. Research interests include curriculum innovation in business education, AI and qualitative inquiry, digital and consumer cultures, gendered representation in media, global education, and narrative/arts-based research.

SELECTED PUBLICATIONS

- Rahman, S. M., Mamoon, M., Haque, A. B., Abedin, Md. J., Haque, R., Nahar, R., Uddin, Md. N., & Islam, Md. S. (2023). Information dissemination during the COVID-19 outbreak among students at the tertiary level in Bangladesh. In P. Sultan (Ed.), *Innovation, Leadership and Governance in Higher Education* (pp. 335–349). Springer Nature Singapore. https://doi.org/10.1007/978-981-19-7299-7_18
- Miah, M. D., Rahman, S. M., & Mamoon, M. (2021). Green banking: The case of commercial banking sector in Oman. *Environment, Development and Sustainability*, 23(2), 2681–2697. <https://doi.org/10.1007/s10668-020-00695-0>

- Rahman, S. M., Mamoon, M., Islam, M. S., Hossain, S., Haque, R., & Zubair, A. B. M. (2022). Post-displacement status of climate migrants in Rajshahi City, Bangladesh. *Regional Sustainability*, 3(3), 183–187. <https://doi.org/10.1016/j.regsus.2022.09.002>
- Promi, S. M., & Mamoon, M. (2019). A descriptive analysis on the effect of advertising on children. Conference proceedings.
- Mamoon, M., & coauthors. (2014). Promoting the usage of organic produce through decentralization. <https://doi.org/10.6084/m9.figshare.1119283>

SELECTED WORK IN REVIEW / DEVELOPMENT

- Separated Motherhood in Academia: Vignettes of Absence and Becoming, *Departures in Critical Qualitative Research*.
- The Desirous Public: Public Pedagogy as Symptom, with Jake Burdick and Ralph James McCoy, *Journal of Public Pedagogies*.
- Musical Misogyny: Gender Violence and Bollywood, qualitative study of gendered representation and audience interpretation.
- Collaborative work on graduate teaching assistants, communities of practice, and conflicting institutional expectations.

SELECTED PRESENTATIONS

- Unmuting Maternity: Feminist Public Pedagogy Against Patriarchal Knowledge, AACTE Holmes Scholars Annual Meeting, 2025.
- My Apparent Luscious Long Hair: Separated Motherhood and Academia, International Symposium on Autoethnography and Narrative, 2025.
- Public Pedagogical Formations of History, Public Pedagogy Seminar Series, 2025.
- Exploring Middle School Student Preferences on AI-Enhanced Homework: A Narrative Analysis on AI Shaming, Purdue AI in P-12 Education Conference, 2024.
- Musical Misogyny: Gender Violence and Bollywood, International Conference on Literacy, Culture, and Language Education, Purdue University, 2024.

ACADEMIC LEADERSHIP, SERVICE & COMMUNITY ENGAGEMENT

- President, Curriculum and Instruction Graduate Student Association, Purdue University.
- Graduate Student Representative, Curriculum and Instruction Graduate Committee, Purdue University.
- Graduate Affiliate, Purdue Alab, creative laboratory, co-learning space, and multimodal gallery.
- Reviewer, *Departures in Critical Qualitative Research*.
- Co-writing facilitator and community support intern, qualitative research coaching services.
- Facilitator, Minority Women Entrepreneurship workshop, YWCA Greater Lafayette.
- Former co-chair and proposal reviewer, International Conference of Business and Management, BRAC Business School.

ADDITIONAL TEACHING EXPERIENCE

- Purdue GEAR UP, Teacher Assistant, middle-school STEM confidence program (2025).
- Purdue Freedom School, Servant Leader Intern / class lead (2024).
- Purdue GERI Residential Program, Instructor, Entrepreneurship 101 and Transformational Leadership (2023).

SELECTED FELLOWSHIPS, AWARDS & FUNDED PROJECTS

- David Ross Fellowship, Purdue University (2022–2026).
- Purdue Holmes Scholarship, American Association of Colleges for Teacher Education initiative (2024).
- Power Woman in Education Award, BRAC Bank, Bangladesh (2020).
- Dhaka Board Women's Scholarship, University of Dhaka undergraduate study (2000–2005).
- Purdue CILMAR / Graduate Student Government professional development funding (2025); Dean's Graduate Student Support Program (2024); Department of Curriculum and Instruction Travel Grant (2023).

PROFESSIONAL TRAINING & CERTIFICATION

- Graduate Certificate in Qualitative Research, Purdue University.
- Qualitative Data Analysis (NVivo), Purdue University.
- Critical AI Literacy for Academics: Ethics, Applications & Personalized AI Setup.
- Autoethnographic Storytelling in Qualitative Research — Carolyn Ellis and Arthur Bochner.
- Narrative Writing — qualitative research professional development.