SHAHNAJ AKTHER

Curriculum Vitae for PhD Applications

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ACADEMIC PROFILE

Research-trained digital media and marketing professional with a B.A. in Theatre and an M.Sc. in Business Administration (by Research) from City University, Malaysia. Possesses versatile research experience across both traditional and digital media, encompassing a mixed-methods undergraduate thesis on traditional folk media (puppetry) and a quantitative master's study examining digital marketing and customer satisfaction among Daraz Bangladesh users. Academic research spans an undergraduate field study of traditional puppetry in Manikganj and a quantitative survey of 240 Daraz Bangladesh users. Grounded in television production, acting, journalism, and community communication. My academic and professional background provides a strong foundation for doctoral study in communication and media. My research interests center on digital media, influencer communication, and how digital platforms shape audience engagement, trust, and consumer decision-making, particularly in emerging markets. I am also interested in exploring related questions in advertising, social media, and emerging technologies in alignment with faculty expertise.

RESEARCH INTERESTS

- Digital communication and social media; creator-audience interaction and online engagement.
- Livestream commerce, product communication, and audience responses to creator-led marketing.
- Influencer credibility, authenticity, sponsorship disclosure, and consumer trust.
- Digital advertising, persuasion, consumer behavior, and e-commerce customer satisfaction.
- Gender and digital media: representation, professional identity, and audience perceptions of women technology content creators.
- Digital consumer behavior and e-commerce in emerging markets.
- AI-mediated communication, human-AI interaction, trust, and technology adoption.
- Media, folklore, and cultural communication (traditional and digital media interfaces).

EDUCATION

Master of Science in Business Administration (by Research) | 2023–2026

City University, Kuala Lumpur, Malaysia | CGPA: 3.80/4.00 | 51 credits

Research training: Understanding Research Methods, Qualitative Analysis, Quantitative Analysis, literature review, research proposal, proposal defense, data collection, data analysis, and thesis viva.

Bachelor of Arts in Theatre | Result published February 2020

Jagannath University, Dhaka, Bangladesh | CGPA: 3.53/4.00 | 134 credits

Relevant coursework: Research Methodology (A+), Performance Studies, Play Writing, Play Direction Theory, and Television Drama Production Technique.

RESEARCH EXPERIENCE

***Master's Research Project | City Graduate School, City University Malaysia* | 2026**
Research title: The Impact of Digital Marketing Strategies on Customer Satisfaction: A Case Study of Daraz Bangladesh

- Examined social media marketing, influencer marketing, and email marketing in relation to customer satisfaction among 240 active Daraz users in Bangladesh.

- Designed a quantitative, cross-sectional survey using convenience sampling; conducted a 30-respondent pilot assessment and used a structured questionnaire with 20 items across four constructs on a five-point Likert scale.
- Cleaned and analyzed data in SPSS Version 26 using descriptive statistics, Cronbach's alpha, Pearson correlation, and multiple regression; reported Cronbach's alpha values ranged from 0.84 to 0.91; evaluated hypotheses and multicollinearity.
- The reported regression model explained 40.5% of the variance in customer satisfaction ($R^2 = .405$); email marketing had the largest standardized coefficient ($\beta = .356$), followed by social media marketing ($\beta = .254$) and influencer marketing ($\beta = .253$).
- Applied Expectation Confirmation Theory as the study's underpinning framework; identified single-platform focus, convenience sampling, and cross-sectional design as limitations.

***Undergraduate Thesis Project | Department of Theatre, Jagannath University, Bangladesh* | 2019**
Research title: Traditions & Current Practice of Puppet Show: Perspective of Manikganj District.

- Conducted an exploratory-descriptive study using a mixed-methods approach for the Research Methodology course, exploring traditional puppetry and its current practice in Manikganj District, Bangladesh.
- Reviewed books, articles, journals, and newspaper sources, including literature on traditional puppetry in Bangladesh.
- Undertook field visits and collected practitioner perspectives through questionnaire-based interviews; documented field observations using audio recordings and still photographs.
- Examined the status, challenges, and future prospects of puppetry as a form of Bengali folk theatre and cultural heritage

PUBLICATION

***Shahnaj Akther and Syaharizah Binti Abdul Aziz.* | 2026**

- The impact of digital marketing strategies on customer satisfaction: Evidence from Daraz Bangladesh. International Journal of Business, Economics and Law, 39(1), 7-12. [December 2026 issue] Link

CONFERENCE PRESENTATION AND ACADEMIC ENGAGEMENT

***Shahnaj Akther and Syaharizah Binti Abdul Aziz.* | 2026**

- *Conference presenter, 35th Kuala Lumpur International Business, Economics and Law Conference and 2nd Kuala Lumpur Entrepreneur, Education and Social Science Conference* | September 5, 2026 | Bangi Resort Hotel, Selangor, Malaysia.
  Presented "The Impact of Digital Marketing Strategies on Customer Satisfaction: Empirical Evidence from Daraz Bangladesh."
- *Participant, Business Colloquium 202609* | City Graduate School | City University Malaysia | September 24, 2026.

PROFESSIONAL EXPERIENCE

Digital Content Creator | Tech Theater | 2020–2024

- Produced technology-focused digital content for social-media and video audiences.
- Worked with technology brands including Daraz, ASUS, Samsung, Realme, Motorola Walton, Infinix, Itel, Symphony and many others.
- Developed practical experience in creator-brand communication and digital content production relevant to influencer and audience-engagement research.

Daraz Live (KOL) Influencer | Daraz Bangladesh | 2021–2023

- Hosted own regular program on Daraz Live, "Tech Talk with Shahnaj" at least three days every week through the Daraz mobile app, sharing technology insights and product reviews with customers and viewers.
- Participated in livestream commerce and influencer activities connecting brands with online audiences.

- Received Top 11.11 and Top 12.12 Daraz LIVE Influencer recognition.
- Developed practical familiarity with livestream promotion and influencer communication in Bangladesh's e-commerce market.
- involving with Daraz Affiliate Marketing over an extended period, where she promoted products and worked with the affiliate department's goals and performance measures.
- Hosted special product-launch livestreams at the Daraz Bangladesh head office, presenting product details to viewers in real time.

Digital Marketing Executive | The Tech Doctor – Sohag360 | 2021–2023

- Planned and monitored the company's ongoing social media presence.
- Supported digital marketing and content-related activities for technology audiences.

RESEARCH METHODS AND TECHNICAL SKILLS

Research Methods

• Quantitative research; cross-sectional survey design; questionnaire development; five-point Likert-scale measurement; convenience sampling; pilot assessment; literature review; data cleaning; research ethics and informed consent.

Statistical Analysis

• SPSS Version 26; descriptive statistics; reliability analysis using Cronbach's alpha; Pearson correlation; multiple regression; interpretation of R, R^2, adjusted R^2, F-test, beta coefficients, p-values, and VIF.

Professional / Digital Skills

• Digital content creation; social media management; influencer marketing; live commerce / live streaming; project management; leadership.

ADDITIONAL TRAINING AND COMMUNITY ENGAGEMENT

- Television Drama Production Technique Training, National Institute of Mass Communication, Ministry of Information, Bangladesh (2018).
- Workshop on Acting, Chekhov Studio Theatre of Russia Visit to Dhaka, with Bangladesh Shilpakala Academy and the University of Dhaka (February 2017).
- Journalist Workshop on media's role in preventing sexual harassment in workplaces and educational institutions, Bangladesh National Woman Lawyers' Association (June 2019).
- Basic Photography Training Program, Jagannath University Photography Society (April 2018).
- Rover Scout leadership, outdoor training, camps, Rover Moots, and volunteer service through Bangladesh Scouts and Jagannath University Rover Scout Group (2013–2017).
- Community theatre participant, "Sukhnagarer Kotha" nationwide family-planning awareness street-theatre project, Bangladesh (2019).

AWARDS AND RECOGNITION

- Top 11.11 Daraz LIVE Influencer — Daraz Bangladesh
- Top 12.12 Daraz LIVE Influencer — Daraz Bangladesh
- First BD Lady Tech YouTuber recognition — Bangladesh YouTube Community

DIGITAL PRESENCE AND LANGUAGES

Website: www.ishahnaj.com | **YouTube:** Tech Theater | **Facebook:** imshahnaj

Bengali: Native / professional proficiency | **English:** Fluent in reading, writing, listening, and speaking