



Academic Member and Ambassador
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M. Rizwan Sharif is a Senior Lecturer in Public Relations at the Media Studies and Journalism Department, University of Liberal Arts Bangladesh (ULAB). He is a graduate in International Public Relations from Cardiff University, UK and has a bachelor's degree in English from North South University, Bangladesh. Before joining ULAB, he has worked as Public Relations professional for leading multinational brands like Coca-Cola, Kingfisher Airlines, Nokia and Tata. As a graduate student at Cardiff University, he developed the first ever undergraduate PR education curriculum for Bangladesh and recently been awarded a research grant by Johns Hopkins University Bloomberg School of Public Health, USA to study on *The Practice and Consequences of CSR by Tobacco Companies in Bangladesh*. In addition to teaching, Mr. Sharif plays an active role in helping start-up businesses in Bangladesh to realize their potentials through PR. His area of expertise and current research interests include but not limited to Global Public Relations, Public Relations Education in Asia, Corporate Social Responsibility and Nation Branding.



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