

Prof Abu Yousuf new director of IBA-DU

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Abu Yousuf Md Abdullah

Professor Abu Yousuf Md Abdullah has been appointed as the new director of the Institute of Business Administration at the University of Dhaka, effective from Sunday.

Professor Abdullah was a student of IBA, and has been serving as a faculty member for 31 years. Apart from his academic career, he is a renowned writer and entrepreneur. He is the partner and global advisor of Philip Kotler and his team, said a press release on Saturday.



Professor Abdullah is renowned for his contributions to marketing education in Bangladesh and co-authored 'Essentials of Modern Marketing' with Philip Kotler. He was awarded the Kotler distinguished professor of marketing title by Philip Kotler himself. In 2023, Techno India University West Bengal conferred an honorary doctorate upon him for his exceptional contributions to education and business.

The IBA community, including its alumni, faculty, officials and students, holds high expectations for professor Abdullah's leadership, anticipating continued growth and development in Bangladesh's economic and educational sectors.

Tags Institute of Business Administration University of Dhaka