

# MOST. MORIOM KHATUN

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## AT A GLANCE

I have been working as a lecturer in the agribusiness and agricultural economics sector in Bangladesh. My main research goal is to analyze the marketing and distribution strategies of agricultural products to the end-users. I prefer to perceive the consumer perception on varieties of raw and processed food. I also worked on the end users' behavior and patterns regarding the use of technology in agricultural marketing. Currently, I am working on the effect of the Covid-19 pandemic on the agribusiness sector in Bangladesh. I have completed my MBA in Agribusiness holding 3rd position having a thesis dissertation on consumer perception on the use of ICT in Agricultural Marketing. I have 7 international journal publications on different topics of agricultural businesses and economics. I am involved with several agricultural economics and extension society e.g. Bangladesh Agribusiness Society, Bangladesh Agricultural Extension Network (BAEN), etc.

## TEACHING EXPERIENCES

### Lecturer

Department of Agribusiness & Marketing,  
Sher-e-Bangla Agricultural University, Dhaka

Courses Conduct:

- Introduction to Agribusiness (Undergraduate)
- Consumer Behavior (Undergraduate)
- Business Communication (Undergraduate)
- Agricultural e-Business (Undergraduate)

July 2019 – till



## PUBLICATIONS

- [j7] **M Moriom Khatun**, Md Saeed Siddik, Md Abdur Rahman, Shah Khaled. "Content Analysis of Covid-19 and Agriculture News in Bangladesh using Topic Modeling Algorithm" *Journal of Current Applied Science and Technology* Vol. 21 No. 2. pp. 296-314 (Scopus indexed) [[Link](#)]

- [j6] **M Moriom Khatun**, Noor Md. Rahmatullah, Sharmin Afrin, Fazlul Hoque, Tanjina Afrin, Fatema-tuz-Zohura, Analysis of Consumer Perceptions on Food Purchasing During COVID-19 Pandemic in Bangladesh, *International Journal of Agricultural Economics*. Vol. 5, No. 6, 2020, pp. 243-250. doi: 10.11648/j.ijae.20200506.13 [[Link](#)]
- [j5] Md. Sekender Ali, Md. Saeed Siddik, Sk. Md. Nur-E-Alam, Tayeba Khanam, and **Most. Moriom Khatun**. "Analysis of the Problems Faced by the Farmers of Bangladesh during Covid-19 Pandemic and Minimization Initiatives" accepted to publish in the *Asian Journal of Agriculture and Rural Development*, volume 10(2) (2020) (Scopus indexed) [[Abstract](#)]
- [j4] Fazlul Hoque, Tahmina Akter Joya, Asma Akter, Sharmin Afrin, **Moriom Khatun**, and Tahrira Haque. "Measuring Technical Efficiency of the Cauliflower Cultivation in Bangladesh: A case study on Dhaka District", accepted to publish in the *Journal of Applied Horticulture*, volume 22(2) (2020). (Scopus indexed) [[Abstract](#)]
- [j3] **Most. Moriom Khatun**, Noor M Rahamatullah, Tanjina Afrin, Safiul Islam, and Mofasser Rahman. "Consumer Perception of Online Marketplace in Bangladesh: An Empirical Study on Dhaka City". *Asian Business Review* Vol. 10 (2), (2020) pp. 115-20. [[Link](#)]
- [j2] Fazlul Hoque, Asma Akter, Jaba Chakraborty, Bishakh Dewan, **Most. Moriom Khatun** "Hilsha Fish Marketing Strategies in Dhaka City of Bangladesh." *Journal of Research in Business, Economics and Management* 9, no. 4 (2017): pp:1741-1749. [[Link](#)]
- [j1] Hasnat Parvez, **Most. Moriom Khatun**, Sayed Mohsin Reza, Mahfujur Rahman, Fazlul Karim Patwary. "Prediction of Potential Future IT Personnel in Bangladesh using Machine Learning Classifier." *Global Disclosure of Economics and Business*, vol. 6 (1); pp 7-18. (2017) [[Link](#)]

## CURRENT WORK

### 1. Impact of Covid-19 in Consumer Purchase Pattern of Agricultural Products in Bangladesh

**Period:** April 2020 – till

**Role:** Key Investigator

**Using Tools:** SPSS, Microsoft Excel

**Raw Data Source:** All over the Bangladesh

**Description:** Covid-19 pandemic creates worldwide problematic situation as well as Bangladesh. Since our country has an agriculture dominated economy, this pandemic badly effect on the agricultural business sector. However, the significance of Covid-19 pandemic may vary from different part of Bangladesh. To visualize those effects, this research has been conducted for measuring the 8 different points of pandemic effects on 10 different agricultural products.

### 2. How communication media address Agriculture and Covid-19 issues in Bangladesh?

**Period:** May 2020 – till

**Role:** Principle Investigator

**Using Tools:** SPSS, Microsoft Excel

**Raw Data Source:** Online content through web search

**Description:** Covid-19 pandemic is the major global crisis affects all the economic sectors including agriculture which is the major fundamental human needs. In the era of technology and having lockdown in recent pandemic, both local and foreign peoples collect information from the newspapers which are available online. To satisfy the readers demand, not only the online blogs and newspapers, but also printed newspapers are also took a serious look on publicly available online articles. This research analyzed entire online articles related to Covid-19 and Bangladesh agriculture published during this country wide lockdown.