

KAZI RA FEW HOSSAIN

DBA Researcher | Commonwealth and Global South Policy Advocate

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PROFESSIONAL PROFILE

A Doctor of Business Administration researcher at Teesside University, London, with an interdisciplinary academic background spanning marketing, human resource management, and international relations, supported by more than seven years of corporate experience in Bangladesh. Doctoral work investigates AI-enabled customer relationship management, consumer trust, and the treatment of vulnerable households by suppliers in the UK renewable energy sector, framed against United Nations Sustainable Development Goal 7 and Goal 9.

A Commonwealth citizen of Bangladeshi origin, now resident in London, with research and policy interests sitting at the intersection of clean energy transition, responsible technology, and equitable consumer outcomes. Attention is given to how Global South perspectives can inform Commonwealth and UK debates on AI governance, fairness signalling, and the social licence for emerging energy technologies.

Active in the British Academy of Management, the United Nations Association UK, and the Tourism Society. Earlier policy-related work covers Indo-Bangla bilateral water relations and constitutional commentary on Bangladesh's national charter referendum.

EDUCATION

Doctor of Business Administration (DBA)

Sep 2025 to Jun 2029

Teesside University, London Campus, United Kingdom

A research-based professional doctorate, distinct from a taught postgraduate qualification and conducted under the Faculty of Business and Law. Currently registered on Module OBE5016-N (Interdisciplinary Research Design for Doctoral Students).

Doctoral title: *AI-Enabled Customer Relationship Management and Trust in the UK Renewable Energy Sector: A Content Analysis of Responses to Vulnerable Consumers (2020 to 2025).*

Methodology: interpretivist qualitative content analysis using NVivo, with a multiple case study design covering Octopus Energy, E. ON Next, Good Energy, OVO Energy and other licensed UK suppliers.

Policy alignment: United Nations Sustainable Development Goal 7 (Affordable and Clean Energy) and Goal 9 (Industry, Innovation and Infrastructure), drawing on UN Environment Programme work on AI environmental accountability, greenwashing governance, and the 3DEN Initiative.

MSc, Marketing with Advanced Practice

Sep 2021 to Apr 2023

Ulster University, London Campus, United Kingdom

Specialisation in brand development, market analysis, and applied research methods, with an emphasis on evidence-based decision-making and ethical practice.

PGD, International Relations

2011

University of Dhaka, Bangladesh

Dissertation: *Indo-Bangla Bilateral Water Relations*. Life Member of the Department of International Relations, University of Dhaka.

MBA, Human Resource Management

2011 to 2014

American International University, Bangladesh

PGD, Human Resources Management
Academy of Business Professionals (ABP), Bangladesh

2011 to 2012

BBA, Marketing:
American International University, Bangladesh

Jan 2007 to Jan 2011

Founding member of the AIUB Business Club. Undergraduate dissertation on customer satisfaction at British American Tobacco, Bangladesh.

RESEARCH FOCUS AND POLICY ALIGNMENT

Doctoral research engages directly with the United Nations Sustainable Development Goals and is framed for impact in policy and regulatory debate.

- **SDG 7, Affordable and Clean Energy.** Examining how UK renewable energy suppliers use AI-enabled customer relationship management to communicate fairness, build consumer trust, and protect vulnerable households during the just energy transition.
- **SDG 9, Industry, Innovation and Infrastructure.** Investigating responsible AI deployment, ethical innovation, and accountability practices across the UK supplier landscape, including the role of transparency and fairness signalling in licensed market infrastructure.
- **UN agency lens.** Drawing on UN Environment Programme outputs on AI environmental accountability, greenwashing governance, and the 3DEN Initiative.
- **Practical contribution.** Findings are intended to inform Ofgem-facing supplier conduct, consumer vulnerability strategies, and Commonwealth-relevant guidance on responsible AI in essential services.

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

- **British Academy of Management (BAM).** Member, Sep 2025 to present. Associated with Teesside University. Engagement with the UK management research community, including BAM doctoral and special interest groups.
- **United Nations Association, UK (UNA-UK).** Member, Mar 2026 to present. Active interest in sustainable development, international cooperation, and responsible governance, including the SDG advocacy agenda.
- **Tourism Society, UK.** Member, Jan 2024 to present. Interests in sustainable tourism, cross-border mobility, and the soft-power dimensions of UK and Commonwealth tourism policy.
- **Department of International Relations, University of Dhaka.** Life Member. Continued affiliation with the Department's alumni and policy network.

CERTIFICATIONS AND CONTINUING PROFESSIONAL DEVELOPMENT

Transforming Our World: Achieving the Sustainable Development Goals
edX Verified Certificate, in partnership with the SDG Academy, Mar 2026

Examined the global SDG framework, including SDG 7 on Affordable and Clean Energy and SDG 9 on Industry, Innovation and Infrastructure. Directly informs the policy framing of the doctoral research and demonstrates readiness for SDG-focused policy convenings, including the ongoing online course on international organisation management from the University of Geneva, Switzerland.

Project Management Preparation
Institute of Business Administration (IBA), University of Dhaka, Bangladesh

Jan 2012

PROFESSIONAL EXPERIENCE

More than seven years of managerial and corporate experience across private-sector firms in Bangladesh, in sales, marketing, and client relationship management, complemented by UK-based service experience since 2021.

Mitie Group, United Kingdom

Elite Officer (Part-time)

- Frontline service (CCTV monitoring), delivery, and operational efficiency in a regulated UK facilities-management environment.
- Decision-making, stakeholder communication, and team coordination within a structured corporate setting.

BTL Disinfect, Bangladesh

Senior Manager, Corporate Sales and Marketing

- Led corporate branding, strategic planning, and sales-growth initiatives across institutional accounts.
- Built and monitored performance dashboards covering key account acquisition and retention.
- Coordinated cross-functional teams in monitoring performance and delivering market analysis.

RANCON Group, Bangladesh

Senior Executive, Corporate Sales

- Managed key account acquisition and retention with a portfolio of high-value corporate clients.
- Delivered market intelligence and supported strategic planning for the corporate sales unit.

Walton Group, Bangladesh

Business Development Support

- Contributed to business-development pipelines, brand development, and market-expansion activity.
- Supported corporate sales operations and client engagement across the consumer durables segment.

SELECTED RESEARCH AND POLICY-RELATED OUTPUTS

- Hossain, K.R.F. (2026) *AI-Enabled Customer Relationship Management and Trust in the UK Renewable Energy Sector: A Content Analysis of Responses to Vulnerable Consumers (2020 to 2025)*. Doctoral Research Proposal, Module OBE5016-N. Teesside University, London Campus.
- Hossain, K.R.F. (2011) *Indo-Bangla Bilateral Water Relations*. Postgraduate Diploma dissertation, Department of International Relations, University of Dhaka.
- Hossain, K.R.F. (2010). *A Study on the Customer Satisfaction Level of British American Tobacco, Bangladesh*. Undergraduate dissertation, American International University, Bangladesh.

AREAS OF EXPERTISE

- **Research and policy:** AI-enabled CRM, consumer trust, vulnerable consumer protection, SDG 7 and SDG 9, public policy and responsible governance, and sustainability governance.
- **Methods:** qualitative content analysis, multiple case study design, NVivo, secondary data analysis, and Harvard referencing.

- **Management and commercial:** brand development, market analysis, strategic planning, key account acquisition and retention, sales growth, corporate sales, and decision-making.
- **Soft skills:** team leadership, stakeholder communication, teamwork, cross-cultural collaboration.

LANGUAGES

- **English.** Fluent, academic and professional level (medium of instruction throughout postgraduate studies in the UK).
- **Bengali.** Native speaker.

REFERENCES

Academic and professional referees available on request, including supervisory representation from Teesside University.