

NSU hosts
business
strategy dialogue
featuring
Unilever
Bangladesh CEO

Staff Correspondent

THE master of business administration and executive MBA programmes of North South University organised a business strategy dialogue, featuring Unilever Bangladesh Limited's chief executive officer and managing director Ruhul Quddus Khan, at NSU in Dhaka on Tuesday.

The session was chaired by NSU vice-chancellor Professor Abdul Hannan Chowdhury, while NSU board of trustees chairman Aziz Al Kaiser graced the occasion as chief guest, said a press release.

Professor Nazlee Siddiqui, director of the EMBA and MBA programmes, and Professor Mokhlesur Rahman, an MBA programme academic, moderated the session.

Siddiqui emphasised how the dialogue brought together two highly respected institutions—academia and industry—to advance ethical and inclusive leadership as a cornerstone of strategic management.

In his welcome address, Aziz Al Kaiser encouraged continued collaboration between Unilever and academia, underscoring the importance of producing business-ready graduates.

During the dialogue, Ruhul Quddus Khan engaged with the audience and shared detailed insights into the various business strategies Unilever has implemented in Bangladesh.

He explained how the company's approach was rooted in trust-building, people-first leadership, innovation and values aligned with its organisational vision.

Professor Abdul Hannan Chowdhury concluded the session by noting that Unilever's practices provided valuable lessons not only for graduates seeking careers in fast-moving consumer goods but also for those aspiring to launch start-ups and achieve success on par with Unilever.

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— Press release