

NEWSLETTER

DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 4 / Issue 2

MESSAGE FROM THE CHAIR

Dear Colleagues,

NEW MEMBER



**Dr. Khandakar M. Nahin
Mamun**

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**University of Strathclyde, UK
MScIM, MBA, BFA**

As we start Fall 2018 with a mission of achieving some crucial goals, it gives me immense pleasure to inform you that the MIB department has been busy with an array of events throughout Summer 2018.

In this semester the MIB-Self Assessment Committee for IQAC submitted a report on “Post Self-Assessment Improvement Plan” and a new team formed to implement the External Peer Reviewers’ comments. The implementation team will critically observe the department’s activities and provide support to enhance the department’s reputation.

On the research front, team members of our research committee were involved in publishing empirical research work, and one of the research article was accepted in ABDC “A” ranked journal. Dr. M. Sabbir Rahman received 2018 Emerald Literati Awards- For Highly Commended Paper. We also had two of our faculty members who presented empirical works in the BAM and EMAC conference-2018 in the UK, both of which are recognized as top tier business and marketing conferences. Indeed, their participation leverages the value of MIB department globally.

In the classrooms, several faculty members brought in guest speakers to augment classroom learning. Additionally, all the course coordinators worked exceptionally hard on coordination, to upkeep the standard of our course contents and classroom teaching. In addition, for the first time, two senior faculty members from the department visited BML Munjal University, India, as part of a faculty exchange program.

Finally, the assessment of curriculum and planning committee organized a meeting for modifying course content of “International Business” major and take the initiative on how to improve the reputation of International Business as a major, within the job market.

As we say goodbye to one semester, we are geared up for the upcoming semester with even more scheduled activities by the clubs, research committee, visits from foreign and local delegates and much more. Until then, enjoy the newsletter of Summer 2018.

Dr. Mohammad Tayeenul Hoque

Chairman

Department of Marketing & International Business

IN THE DEPARTMENT

Session on 'Effective Teaching Pedagogy'

The Department of Marketing and International Business (MIB) hosted an interactive session on the topic of 'Effective Teaching Pedagogy' on 31st July 2018, at Dean's Conference room. The renowned Marketing Professor Dr. Vishal Talwar (Dean-School of Management, BML Munjal University) conducted the session. Professor Talwar was also a faculty member at LSE, University of Reading and S.P. Jain School of Global Management. In the discussion, Dr. Talwar mentioned how higher education is a knowledge creating and disseminating capacity as a driving force for national prosperity. He also addressed the need to train graduates with new competencies, and impart the required knowledge to deliver in an increasingly interdependent and complex world. He also proposed a framework for the new generation, that can be used to increase engagement in higher education. He believes when students become more involved and proactive, it will motivate them to study harder leading to improved learning outcomes. As a precursor to teaching pedagogy, understanding the learning attitudes and attributes of this generation could provide useful insights into the teaching strategies that might be effective for this generation.



DIGIBUZZ: IN THE CLASSROOM

Brand Management in the Digital Era

Ms. Narmin Tartila Banu, Senior Lecturer of the Department of Marketing & International Business, invited an industry speaker, Chowdhury Asifuzzaman, to address students taking her course MKT 465 (Brand Management). With an undergraduate and postgraduate degrees in Marketing, from Brunel University London, and work experience as a senior manager at a digital marketing agency, Chowdhury Asifuzzaman was an ideal person to lecture the class on how the industry is shaping up. Chowdhury Asifuzzaman showcased some of the digital marketing campaigns that his company has done and gave the class a taste of how real campaigns are developed, executed and monitored for insights using Google Analytics. He also showed a series of productivity softwares from Google that can be utilized for collaboration.



Broadening Horizon: Ushering in The Digital Age

The course, MKT330: Digital Marketing was introduced in the for marketing majors last year. It has quickly gained popularity among students as many flock to take the course each semester. Part of the reason for this growing popularity is how digital marketing has slipped into everyone's daily life very casually. If you are someone who is somewhat into social media or have ever been near the Internet, chances are that you have seen a banner ad here or a pop-up ad there. This sparks curiosity as one wonders how those advertisements ended up in that webpage or why are you being exposed to an advertisement for a product you were speaking about with a friend of yours just minutes ago – enter MKT 330, where we attempt to answer each of those questions.



In an attempt to augment the course, we regularly bring experts in digital marketing either to our classrooms or to the department, and this time we had the privilege to invite Dr. Rik Paul, an Assistant Professor from



BML Munjal University, Delhi. Dr. Paul led a session titled Broadening Horizon: Ushering in the Digital Age. He spoke about how companies around the globe are adopting Digital Marketing and how it has transitioned from being a luxury to being a necessity. This rate of adoption by companies have opened up many opportunities for advertisers and Dr. Paul thinks students should dive

grasp those opportunities. Topics ranging from Ad Words to Analytics (the building blocks of digital marketing) were discussed and demonstrated. Students completed a case study in budgeting and solved real life scenario where they saw how the things they were learning in the classroom are actually implemented by real life companies. Students left the three-hour session with a driving curiosity to learn more. The session was organized by Mr. Ehfaz Nowman and Mr. Emran Mohammad, and was overseen by Dr. Tayeenul Hoque, Chair of MIB. We thank Dr Rik Paul and BML Munjal University for his energetic presentation and hope to see him again at NSU.



OUTREACH ACTIVITIES

The Outreach committee of MIB department organised an event on 10th July 2018, which was planned and hosted by Dr. Farzana Nahid, Assistant Professor, Department of Marketing and International Business, where The CEO and co-founder of the fast-growing logistics and motorbike ride-hailing start-up Pathao Hussain M Elius, Elius is an engineer and an alumni from NSU, BBA 083 batch and MBA 133 batch.



He has shared his business success story, the obstacles he faced during his start-up and his strategies to overcome those. Further, he also shared how under his leadership, Pathao has grown manifold, from a team of 3 people to 200 people. The startup has raised an undisclosed amount of funding from a pool of local and international investors in December.

Pathao Rides, launched in December 2015, continues to receive rave reviews from its users. It now serves over 300 rides a day. Pathao logistics now handles over 700 deliveries a day and expects to break-even within the next three-four months. Pathao is now a team of over two hundred people and growing. Elius's great insights: great product, customer centric approach, relentless focus and robust process to manage everything has inspired the students a lot.



STUDENT ENGAGEMENT ACTIVITIES

Broadening Horizon: International Business

The Student Engagement Committee of The Department of Marketing and International Business (MIB) started this semester with one goal: to increase the awareness of students regarding the employability of an International Business grad. A team of International Business faculty members including Ms Samira Rahman, Ms. Farzana Choudhury, Mr Emran Mohammad and Ms Tilka Farzana along with Mr. Ehfaz Nowman, Chair of the Student Engagement Committee, came up with 'Broadening Horizon', a series of interactive sessions between the corporate leaders in the field of INB and the students, to show them what INB has to offer in the real world.



The first session of Broadening Horizon was held on July 19, 2018 where Mr. Tanzeen Ferdous, the Marketing Director, Home Care and Foods, from Unilever Bangladesh addressed the students. He started his session with an overview of Unilever and his responsibilities in the organization as a Marketing Director. That conversation then shifted to a global perspective where the audience got to know about the global company ideology that Unilever maintains in all its offerings which is translated to all Unilever subsidiaries around the globe. He spoke of the different brands and what each of them stands for. Things got interesting when he started speaking of Unilever brands that needed to change to serve some markets because of cultural differences all the while never changing the brand's core value.

The students got to know how the knowledge of INB helps Mr. Tanzeen Ferdous navigate all the brands that are in his jurisdiction every single day. He ended the session talking about what an employer looks for while hiring a fresh graduate and then added some of his own experiences and gave the students advice on the do's-and-don'ts while seeking a job. We thank Mr. Tanzeen Ferdous, Marketing Director, Home Care and Foods, Unilever Bangladesh for taking time out of his busy schedule to share his experiences with students to motivate them and to take away their reservations about choosing INB as a major.



RESEARCH FOCUS

Session on “International Journal Publication Process: Sharing the Story of Struggles & Successes”

The Research Committee of the Department of Marketing and International Business proudly hosted Dr. Mohammad Faisal Ahammad, Associate Professor of International Business at the prestigious Leeds University Business School, UK. Dr. Ahmed led the session titled “International Journal Publication Process: Sharing the Story of Struggles & Successes”. Dr. Ahammad is an internationally recognized award-winning scholar in the field of International Business. He has published more than twenty research papers in leading journals, such as British Journal of Management, Journal of World Business, R&D Management, Journal of Organizational Behavior, International Business Review, International Marketing Review, International Journal of Human Resource Management, amongst others.



During the session, he shared his personal experiences as an academic. It was particularly interesting since he started with his early days and spoke both about his struggles and successes-which was relatable to everyone. Later, he mentioned the theoretical and methodological challenges of research papers and also discussed the strategies to accelerate the chances of getting acceptance from well-recognized journals. A question answer session was followed by the presentation, and the participants’ queries were appropriately addressed and answered by Mr. Ahammad. The session was attended by faculty members of School of Business and Economics and most of the attendees appreciated the session.

Research Award



The Department of Marketing and International Business proudly congratulates Dr. Muhammad Sabbir Rahman for receiving the **2018 Emerald Literati Awards- For Highly Commended Paper**. He received this award for his paper titled **Generation “X” and “Y” knowledge sharing behaviour** published in the *Journal of Applied Research in*

Higher Education, at an international level.



Emerald Literati Network
Awards for Excellence
**Highly Commended
Paper Award**

For over 25 years the Emerald Literati Awards, which include the Awards for Excellence and Citations of Excellence, celebrate and reward the outstanding contributions of authors and reviewers to scholarly research.

RECENT PUBLICATIONS

Muhammad Sabbir Rahman, Mahafuz Mannan, Md. Afnan Hossain and AAhad M. Osman Gani (Accepted 2018), "Awareness of occupational hazard in learning organizations: Knowledge sharing behaviour and spirituality perspective", *Global Knowledge, Memory and Communication* (formerly known as *Library Review*) (ABDC Ranking: B, Scopus Index)

Muhammad Sabbir Rahman, Mahafuz Mannan and Riasat Muhammad Amir (Accepted 2018), "The rise of mobile Internet: The adoption process at the bottom of the pyramid", *Digital Policy, Regulation and Governance* (formerly known as *Info*) (ABDC Ranking: B, Scopus Index, Clarivate Analytics-Emerging Sources Citation Index)

Muhammad Sabbir Rahman, Md. Afnan Hossain, Mahmud Habib Zaman and Mahafuz Mannan (Forthcoming 2020), "E-service quality and trust on customer's patronage intention: Moderation effect of adoption of advanced technology", *Journal of Global Information Management*, Vol. 28 No.1 (ABDC ranking: A, Scopus Index, Clarivate Analytics-Social Sciences Citation Index)

Muhammad Sabbir Rahman and Mahafuz Mannan (2018), "Consumer online purchase behavior of local fashion clothing brands: Information adoption, e-Wom, online brand familiarity and online brand experience", *Journal of Fashion Marketing and Management*, Vol. 22 No. 3, pp. 404-419. (ABDC Ranking: B, Scopus Index, Clarivate Analytics-Emerging Sources Citation Index)

Muhammad Sabbir Rahman, Mahafuz Mannan, Md Afnan Hossain and Mahmud Habib Zaman (2018), "Patient's Behavioral Intention: Public and Private Hospitals Context", *Marketing Intelligence and Planning*, Vol. 36 No. 3, pp. 349-364. (ABDC Ranking: A, Scopus Index, Clarivate Analytics-Social Sciences Citation Index)

Muhammad Sabbir Rahman, Mahafuz Mannan, Md Afnan Hossain, Mahmud Habib Zaman and Hasliza Hasan (2018), "Tacit knowledge sharing behavior among the academic Staff: Self-Efficacy, motivation and big five personality traits embedded model", *International Journal of Educational Management*, Vol. 32 No. 5, pp. 761-782. (ABDC Ranking: B, Scopus Index, Clarivate Analytics-Emerging Sources Citation Index)

Muhammad Sabbir Rahman, Mahafuz Mannan and Mohammad Mahboob Rahman (2018), "The intention to quit Smoking: The impact of susceptibility, self-Efficacy, social norms and emotional intelligence embedded Model", *Health Education*, Vol. 118 No. 6, pp. 96-110. (Scopus Index, Clarivate Analytics-Emerging Sources Citation Index)

Muhammad Sabbir Rahman, Md. Afnan Hossain, Mahmud Habib Zaman and Mahafuz Mannan (2018), "Awareness on climate change: Perceived physical and perceived psychological impact among the young generation: Least developing country's perspective", *Interdisciplinary Environmental Review*, Vol. 19 No. 1, pp. 91-101. (ABDC Ranking: C)

Narmin T. Banu, Zarjina T. Khalil and Faiz Hossain. 2018. *Keeping Hope Afloat: Emirates Friendship Hospital's Mission to Serve the Poor*. Sage Business Cases.

Riasat Muhammad Amir, Mahafuz Mannan and Muhammad Nasiruddin (Accepted 2018), "Influence of corporate social responsibility on bottom of the pyramid (BoP) consumers' purchase intention", *International Journal of Business Innovation and Research* (ABDC Ranking: C, Scopus Index)

Tamgid Ahmed Chowdhury and Shahneela Naheed. (2018). *Word of mouth communication in political marketing: Understanding and Managing Referrals*. *Journal of Marketing Communications*, (Accepted, Forthcoming). (ABDC Ranking B)

Zarjina T. Khalil and Mirza M. Ferdous (2018). *Amar Desh Amar Gram E-Shop: An E-Commerce Initiative for Development of Rural Economy through Inclusive Marketing*. Sage Business Cases.

**** Authors are listed in alphabetical order****

BEYOND BORDERS

CONFERENCE PRESENTATIONS



Dr. Tamgid Ahmed Chowdhury, Associate Professor at the Department of Marketing and International Business and Director of MBA & EMBA Programs, attended the European Marketing Academy Conference (EMAC-2018) which was held in Glasgow-UK. This year, the conference was hosted by the University of Strathclyde between May 29-June 1 2018. Dr. Chowdhury presented his paper titled **“Factors Affecting Political Marketing in Rural and Urban Bangladesh: A Multi-Dimensional Approach”** co-authored by Ms. Shahneela Naheed. Dr. Chowdhury’s study argues that applying political marketing models of developed countries in developing nations is not realistic. Therefore, the study offered separate multidimensional political marketing mix models for rural and urban Bangladesh to find the differences in priorities of the voters. The EMAC is a prestigious conference in the world of marketing and Dr. Tamgid Chowdhury was the only presenter at the EMAC this time, from Bangladesh. Team MIB

is proud to be represented there.

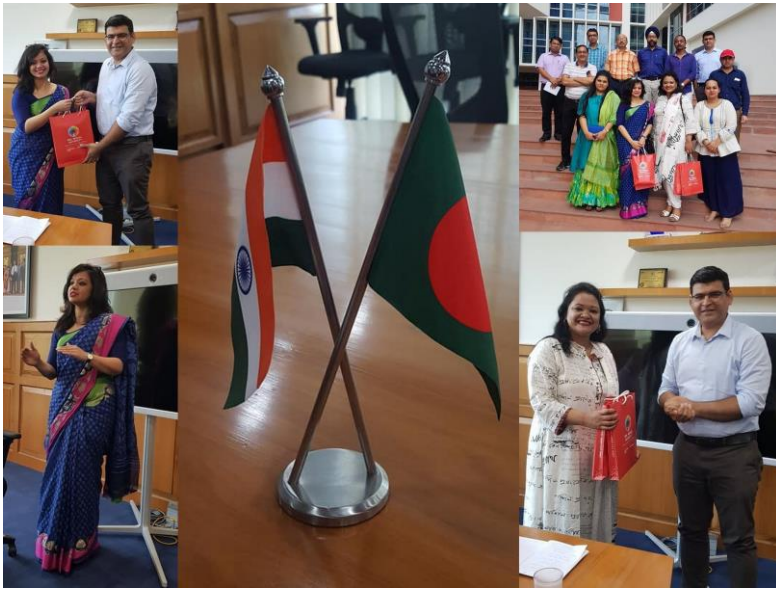
Dr. Farzana Nahid, Assistant Professor at the Department of Marketing and International Business participated in the 32nd British Academy of Management (BAM) conference hosted by University of West of England in Bristol, UK. The BAM conference is the largest conference in the field of management and this year it was held from 4th Sept to 6th September 2018. Dr. Nahid presented her paper titled **"Entrepreneurship, State-business ties and Business groups of Bangladesh"**. The paper was highly appreciated by both the session chairs Prof. Kevin Tennent and Prof.



Ray Edwards. According to them, the paper changed their perception on Bangladeshi business groups and their entrepreneurial capacity. They were amazed by the huge dataset (1834 -2017) used in the paper.

Furthermore, Dr. Nahid also participated in a day long workshop on Entrepreneurship, Business history and Family Business which is her area of teaching and research interest. Team MIB is very proud of its representation at the BAM.

FACULTY EXCHANGE PROGRAM AT THE BML MUNJAL UNIVERSITY



Dr. Tayeenul Hoque, the Department Chair was instrumental in signing an MOU for faculty exchange between North South University and BML Munjal University, Gurgaon, India. As part of this arrangement and supported by the Office of External Affairs, NSU, two faculty members from the Department of Marketing and International Business, Ms. Zarjina Khalil, Senior Lecturer and Dr. Farzana Nahid, Assistant Professor, visited the university for five days.

Ms. Khalil took two sessions with undergraduate students on Brand Management while Dr. Nahid had two sessions with postgraduate students on Entrepreneurship and one session with undergraduate students on Promotional Tools. Both of them also addressed the faculty members at the School of Management of BML Munjal University and discussed about the challenges of engaging students particularly at NSU which is significantly larger in terms of student volume. They have received positive feedback from both students and faculty members and we hope to continue this tradition to better represent MIB on a global platform.





“BEST ADVISOR” AWARD AT WORLD ASIAN CASE COMPETITION 2018

A team of NSU undergraduate students reached the top ten finalist position in the “World Asian Case Competition (WACC) 2018” for their case on BKash. Hosted by the Academy of Asian Business (AAB), WACC provided a platform for college students to present exciting business cases on game-changing Asian brands. The theme of the competition was “How Asian Brands Soar”.



NSU was represented by Md. Rafiqul Islam, Mohd Nayeef Bin Rafiq, Chowdhury Ferdous Bin Faruk, and Nasrin Akter Proma. The team was accompanied by their Advisor, Ms. Narmin Tartila Banu, Senior Lecturer, Department of Marketing and International Business. Ms. Narmin was invited to speak at a panel, alongside colleagues from other Asian universities, on case writing processes and identification of emerging topics for case studies. She was honored with a “Best Advisor” award for her contribution in grooming her team (team NSU).

Hosted by the Academy of Asian Business (AAB), WACC not only was a great learning platform for students but also an excellent academic networking platform for researchers, especially those keen on exploring research collaboration in Asia. Team MIB congratulates Ms. Narmin for this accolade.

EVENT CALENDAR

Event	Date	Organizing Body	Venue
The Journey of Pathao	Tuesday, July 10, 2018	Speaker: Husain M Elius CEO, Pathao Organized by Outreach Committee Facilitated by: Dr. Farzana Nahid	Syndicate Hall
Brand Management in Digital Era	Monday, July 16, 2018	Guest Speaker: Chowdhury Asifuzzaman Facilitated by: Ms. Narmin Tartila Banu	NAC 407
Broadening Horizon: International Business	Thursday, July 19, 2018	Speaker: Mr. Tanzeen Ferdous Marketing Director, Homecare, Unilever Student Engagement Committee Facilitated by: Mr. Ehfaz Nowman and Mr. Emran Moammad	NAC 517
Effective Teaching Pedagogy	Tuesday, July 31 st 2018	Dr. Vishal Talwar BML Munjal University Facilitated by: Dr. Farzana Nahid	SBE Dean's Conference Room
Broadening Horizon: Ushering in the Digital Age	Tuesday, July 31 st 2018	Dr. Rik Paul BML Munjal University Facilitated by: Mr. Ehfaz Nowman & Mr. Emran Mohammad	AUDI 801
International Journal Publication Process: Sharing the Story of Struggles & Successes	Wednesday, August 8, 2018	Dr. Faisal Ahammad Leeds University Facilitated by: Research Committee	NAC 601

MESSAGE FROM THE EDITOR

Summer time is always marked by a frenzy of activity and this semester has been no exception. With both Eids and other turbulence squeezed into the four months, it was a challenging semester for all of us and we are glad to have ended it successfully. Fall 2018 awaits with new set of challenges and new benchmark to set, so looking forward to attain them and share in the next newsletter.

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