

NEWSLETTER

DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 2 / Issue 3

IN THIS ISSUE

- Welcome Message from the Chair
- In the Department
- Stepping Outside NSU
- DigiBuzz
- International Business in Action
- SBE Faculty Assembly
- Recent Publications
- Event Calendar

MESSAGE FROM THE CHAIR

Dear Colleagues,

It is the end of Fall 2016 and the Department of Marketing and International Business is ready to share the newsletter! After a whirlwind summer holiday, I did not even realise when I got back to the grind and through the semester.

As usual, our department has been exceedingly busy with a myriad of events throughout the semester. The Assessment and Curriculum Planning Committee has been working on the introduction of a course on Digital Marketing and has additionally been updating the curriculum for the International Business major. Our colleague, Ms. Narmin Tartila, has been given the responsibility of Project Manager for a collaborative project between SBE and the Metropolitan Chamber of Commerce and Industries (MCCI) for developing cases in the context of Bangladesh. Additionally, our faculty members attended a digital

marketing conference, conducted training sessions at GrameenPhone, facilitated a visit by illustrious academician Dr. Ishtiaq Pasha Mahmood, and hosted the SBE Faculty Assembly for Fall 2016. The Global Village was also organized for the first time. Many of these events were ably supported by our co-curricular clubs, TMC and IBC.

For Spring 2017, we have several plans with regards to redesigning and revamping our curriculum with new and updated courses. Additionally, our Institutional Quality Assurance Cell (IQAC) team will be actively operating within the department starting January.

Wishing everyone happy holidays and a prosperous new year!

Enjoy the newsletter!

Zarjina Tarana Khalil

Chair in Charge

Department of Marketing & International Business

IN THE DEPARTMENT

Welcome Dr. M. Sabbir Rahman



The Department of Marketing & International Business happily welcomed Dr. M. Sabbir Rahman who joined as an Assistant Professor in Fall 2016.

Dr. Rahman completed his Ph. D. in Business Administration from International Islamic University Malaysia (IIUM). During the tenure of his Ph.D. and teaching career in different universities, he has demonstrated excellent research and teaching skills and has worked under various local and international projects which were supervised by top researchers from various universities.

The Chase for a Dream Job

Final year undergraduate marketing students of SBE attended a session with Mr. Chowdhury Shovon Rafique, Talent Sourcing and Retention Specialist at Li & Fung Bangladesh Ltd., on “How to get a dream job.” With years of experience in the textile industry, Mr. Chowdhury shared his concerns about the industry not being a lucrative one for young job seekers despite the fact that it is a huge contributor to the country’s GDP. He encouraged students to view this phenomenon as an opportunity for pursuing and building a career in this industry. Mr.

Chowdhury spoke at length about taking preparations before choosing a career, and covered basic yet essential hacks for acing

interviews. The session was organized and facilitated by Ms. Narmin Tartila Banu from the Department of Marketing and International Business.



NUS meets NSU

SBE faculty members were delighted to attend a session on “Research paper, case writing, and the pursuit of Ph.D.”, featuring Dr. Ishtiaq Pasha Mahmood, Associate Professor and Ph.D. Programme Coordinator in Strategy & Policy at the business school of the National University of Singapore (NUS). The session, facilitated by Ms. Narmin Tartila Banu, saw participation of faculty members from various departments of SBE including Dr. M. Mahboob Rahman, Dean of SBE. Also in attendance was Dr. Md. Ridhwanul Haq, Associate Professor & Chairperson, BBA Program at the Institute of Business Administration, University of Dhaka.

With a stellar track record in teaching, spanning institutions such as NUS, IMD Lausanne and Hitotsubashi University, along with a magnificent collection of awards including the Haynes Prize and the Aspen Faculty Pioneer Award (dubbed as "the Oscars of the business school world" by The Financial Times), Dr. Pasha had many an experience to share with the SBE faculty body. At NUS, Dr. Pasha teaches at both undergraduate and



graduate levels, and directs the popular "Business Strategies for Asia" program for senior executives. With an Economics degree from Oberlin College and a Ph.D. from Harvard, Dr. Pasha sits on the faculty advisory boards of the Evian Group, and the SONY Reverse Innovation Community. At NUS, aside from teaching, he directs the popular "Business Strategies for Asia" program for senior executives.

Dr. Pasha provided customized feedback to the SBE faculty members seeking guidance regarding pursuing higher studies. Here's hoping that there will be more interactive sessions with Dr. Pasha in the future! The department was truly enlightened and humbled by Dr. Pasha's gracious presence and we thank Ms. Narmin for this wonderful initiative.



STEPPING OUTSIDE NSU

DIGIBUZZ

The Best of Global Digital Marketing Conference

The Department of Marketing and International Business has always been active in keeping up with current trends in marketing. Since Digital Marketing is the way forward for marketing graduates, the Department has been bringing in guest speakers from the world of Digital Marketing for the past one year.

This semester, five faculty members attended the Best of Global Digital Marketing Conference held in Dhaka. The conference

was organized by Bitopi Leo Burnett and included speakers from around the globe. The speakers enlightened the audience about varying practices of digital marketing across countries and specifically discussed cases on digital marketing.



THE BEST OF GLOBAL DIGITAL MARKETING

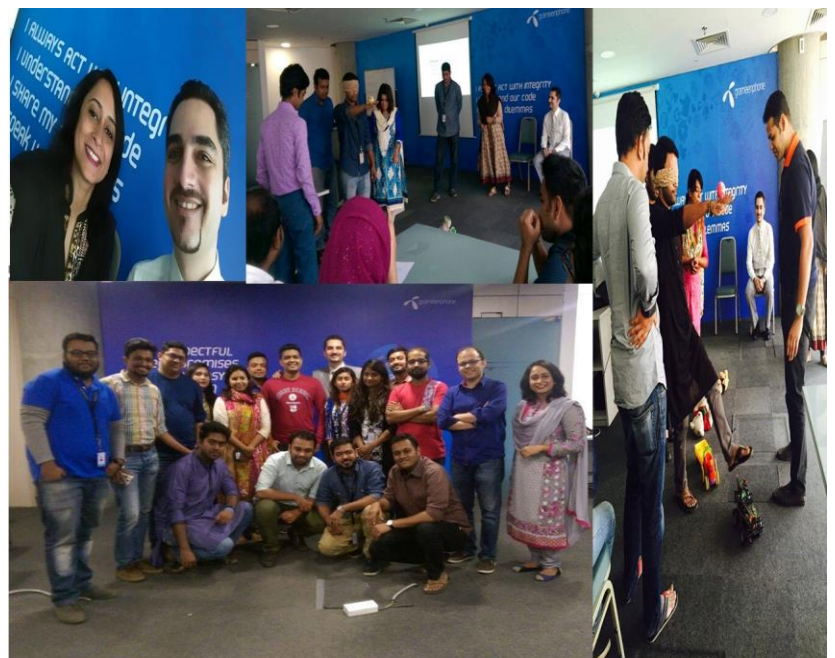


We are now ready to launch a course called Digital Marketing and Social Networking for Business

TWO DAYS AT GRAMEENPHONE

Ms. Narmin Tartila and Mr. Varqa Shamsi Bahar held a two-day long 'team building' workshop at GrameenPhone on the 25th and 26th of November, 2016. The workshop was conducted with the Digital Channels Department at the firm and focused on creating a stronger bond within the team based upon the foundation of respect, sacrifice, helpfulness and other important moral values.

The two-day long session was full of activities including singing, acting, and playing different games which were designed to achieve the aim of the workshop. It was acclaimed as a huge success. Participants as well as the departmental manager were most happy and grateful with the outcome of the workshop.



TRIP TO THE VESSEL OF HOPE



NSU SBE and the Metropolitan Chamber of Commerce and Industries (MCCI) have jointly launched a project on developing business case studies on Bangladesh specific topics and contexts. The idea is to create high quality case studies which can be utilized in the curricula of business schools.

As part of writing a case on the Emirates Friendship Hospital, the team of three writers, Ms. Narmin Tartila, Mr. Faiz Hossain and Ms.

Zarjina Khalil, visited the floating hospital in “Shonyashir Chor” of Gaibandha. In the overnight trip, the team gathered information from the staff and crew regarding the hospital’s service practices and value delivery to the underprivileged population of the Chors. They also had the opportunity to visit the beautiful Friendship Center in Gaibandha, recipient of the Aga Khan Award for Architecture in 2016. It is a service innovation in the healthcare sector of emerging markets and the team hopes to make the case befitting for services marketing and entrepreneurship course.

Apart from the site visit, the team also met Ms. Runa Khan, Executive Director of Friendship. Ms. Khan is also the Country Chair of Global Dignity Bangladesh and has won numerous awards for her contribution to the society, including Asian CSR Awards 2016, Rolex Award for conservation and restoration of the traditional art of wooden boat-building in Bangladesh and the Green Award at the Positive Planet Awards 2016.

An exceptionally humble and inspirational woman, Ms. Khan shared her vision and journey of Friendship. She also clearly indicated how character building would be the next global challenge in the coming years.



INTERNATIONAL BUSINESS IN ACTION

GLOBAL VILLAGE

Students and staff members flocked to the NSU Recreation Center on December 5th and 6th. They were all drawn by the decorations and posters, not knowing what to expect inside. However, what awaited them was something that has never been done before at this University. For the first time ever, the Department of Marketing and International Business, with support from the International Business Club (NSU IBC), introduced a multi-cultural event, called 'Global Village'.



Global Village was a two-day long event where students enrolled in INB 372 (Introduction to International Business) participated. They were asked to represent a country as an investment destination. 427 students encompassing 61 teams, from 11 sections of three faculty members took on this challenge. Each team was assigned a country in class and they were told to research about that country, to learn their culture and to promote their destination to potential investors. To fulfil that challenge, each team was given a booth and a limitless possibility to make the booth their own. Each booth stood out with banners, posters and structures

all depicting their allocated country beautifully. Moreover, the students also had activities to impress the passersby and the faculty evaluators. The result was daylong student engagement and learning. The turnout was massive, certainly more than expected.

Global Village was first thought of and initiated by Mr. Ehfaz Nowman, Lecturer at the Department of Marketing and International Business and Faculty Advisor, International

Business Club. Soon after, his colleagues at the department, Mr. Mahmud Zaman and Mr. Faiz Hossain joined in with their sections. The outcome was to give students a platform which will not only showcase their learnings from class lectures, but one that will enable them to use their creativity and foster their team-work to showcase what they learned throughout the semester. The aim is to further enhance this platform and make the event more aligned to academia apart from being a beautiful platform cultural display.



Students enjoyed the experience of showcasing their countries

FACULTY ASSEMBLY FALL 2016

The Department of Marketing and International Business successfully organized the SBE Faculty Assembly for Fall 2016. The event was hosted by the spontaneous duo, Ms. Farzana Choudhury and Mr. Faiz Hossain, who grasped audience attention from the get go. Despite being a morning event, the event saw enthusiastic participation from the Dean, Department Chairs and Faculty Members of the School of Business and Economics. The presenters enacted the roles of newscasters and shared the news of newly recruited faculty members, personal updates of current faculty members, as well as publications and conference travels. They also shared news regarding the visit of renowned guest speakers to SBE, research grants and various events organized by the departmental clubs.

Dr. M. Mujibul Haque, Chair of Department of Accounting and Finance was invited to outline several vital issues including the students-first policy and the core

responsibilities of the faculty members. This session continued with a speech from Dr. M. Mahboob Rahman, Dean, SBE, who discussed the research committee structure, research grant allocation procedure, and the significance of obliging with the faculty code of conduct required to uphold the school's image. Ms. Zarjina Khalil, Chair in Charge of the Department of Marketing and International Business, concluded the event by conveying gratitude to all the participants and The Marketing Club, who graciously assisted the department to make the event a success.



RECENT PUBLICATIONS

Dr. Tamgid Ahmed Chowdhury

Chowdhury, T.A. (2016), Media Preferences Among Young Consumers in Bangladesh: A Multidimensional Approach *Journal of Marketing Communications* <http://dx.doi.org/10.1080/13527266.2015.1113433>

Chowdhury, T.A. & Ekram, T. (2016), Advertising Effectiveness of Different Media in Promoting Technology Oriented Ideas among Young Consumers: A Multidimensional Study, *Journal of Asia-Pacific Business*, Vol 17 no 4 pp 293-317 2016

Mehree Iqbal

Iqbal, M. & Nisha, N. (2016). The role of religion on purchase behavior of Muslim consumers: The context of Bangladesh. In D. Mutum, M.M. Butt & M. Rashid (Eds.), *Advances in Islamic Finance, Marketing and Management: An Asian Perspective* (pp. 247-272), UK: Emerald Group Publishing Limited

Dr. Muhammad Sabbir Rahman

Julius Tanantaputra, Chong Chin Wei, **Muhammad Sabbir Rahman** (2016), "Influence of Individual Factors on Concern for Information Privacy (CFIP), a Perspective from Malaysian Higher Educational Students", *Library Review*, ISSN: 0024-2535, Vol:66, iss:4/5 (**ABDC: B ranking, Scopus**)

Muhammad Sabbir Rahman; Nuraihan Mat Daud; Hasliza Hassan; Aahad M Osmangani (2016), "Effects of Workplace Spirituality and Trust Mediated by Perceived Risk towards Knowledge Sharing Behaviour", *VINE Journal of Information and Knowledge Management Systems* (Emerging Sources Citation Index, Scopus, Australian Business Deans Council –ABDC-B, Excellence in Research for Australia-ERA).

Muhammad Sabbir Rahman , Nurjahan Mat Daud, Hasliza Hassan (2016), "Generation "X" and "Y" knowledge Sharing Behaviour: The Influence of Motivation and Intention on Non-Academic Staffs of Higher Learning Institutions", **Thomson Reuters' Emerging Sources Citation Index, Scopus (Emerald)**

Muhammad Sabbir Rahman, Mehdi Hussain, Md. Aftab Anwar, Bashir Hussain (2016), "Structuring Tourists' Intention on Local Food Purchase: Testing Mediating Effect of Satisfaction", *North South Business Review* (NSBR), ISSN 1991-4938.(**ABDC:C**)

Ishrat Jahan Synthia

Synthia, I.J. and Chowdhury, T.A (2017), Examining Criteria Used by Parents Selecting Schools for Children Comprising Service Quality Measurement Approaches: A Developing Country Perspective, Accepted for presentation at the International Conference on Advanced Marketing (ICAM), to be held in Colombo, Sri Lanka, January 2017

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

END OF SEMESTER FUN

Despite a hectic schedule Team MIB managed to end the semester with an evening of fun and frolic at Nando's. The star attraction for the evening was Little Ms. Aurora, born to colleagues Emran and Aunima, who made her first appearance in front of

MIB. The team also said a sad goodbye to Ms. Kashfah, a valuable team member and Assistant Proctor, who is going on leave in Spring 2017. Amidst gossip, laughter and good food, the team had a great time, unwinding and relaxing.



EVENT CALENDAR

Event	Date	Organizing Body	Venue
DigiBuzz: Best of Global Digital Marketing Conference	Monday, September 26, 2016	Bitopi Leo Burnett	Krishibid Institute, Dhaka
How to Get a Dream Job	Tuesday, November 8, 2016	Mr. Chowdhury Shovon Rafique, Li & Fung Bangladesh Ltd. Facilitated by: Ms. Narmin Tartila	NAC306
Visit from Dr. Ishtiaq Pasha Mahmood	Tuesday, November 29, 2016	Ms. Narmin Tartila Banu Supported by: The Marketing Club	NAC601
Global Village	Monday , December 5 Tuesday, December 6 2016	Mr. Ehfaz Nowman Mr. Faiz Hossain Mr. Mahmud Zaman Supported by: International Business Club	Recreation Center
SBE Faculty Assembly	Thursday, December 8, 2016	Ms. Farzana Choudhury Mr. Faiz Hossain Ms. Zarjina T. Khalil Supported by: The Marketing Club	AUDI 801
End of Semester Dinner	Thursday, December 15, 2016	Mr. Rafsan Elahi Ms. Narmin Tartila	Nando's Gulshan 1