

# NEWSLETTER

## DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 3 / Issue 3

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### MESSAGE FROM THE CHAIR

Dear Colleagues,

As the Fall Semester 2017 comes to an end, it gives me immense pleasure to share the activities of the MIB department with you all. The department has been actively busy with an array of events throughout the semester.

The MIB Self Assessment Committee for IQAC held their Result Sharing workshop highlighting interpreted data collected from the required surveys and sessions for the Self-Assessment Report.

On the research front, our research Committee hosted the third session of the research series, focusing on both qualitative and quantitative research techniques for developing research skills and elevating our research standards. Moreover, three of our colleagues received research grants from North South University to support their research activities in their designated topics. Additionally Ms. Narmin presented her research paper at SBE Research Seminar to a wide audience around the school.

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.

The Marketing Club (TMC) successfully hosted six interactive grooming sessions, collectively titled "Elemental" and the seminar titled "Customer Loyalty & Customer Value Management", with a joint collaboration with International Business Club (IBC). Meanwhile, the MIB Outreach Committee also hosted a seminar titled "Direction towards Future".

The end of the semester also brings an end to the year 2017. As we say goodbye to one year, we are geared up for the upcoming year with even more scheduled activities by the clubs, Research Committee, SAC (IQAC), visits from foreign and local delegates and much more.

Wishing everyone happy holidays and see you in Spring 2018!

**Dr. Mohammad Tayeenul Hoque**

Chairman

Department of Marketing & International Business

## IN THE DEPARTMENT

### SAC (IQAC) Result Sharing Workshop

The Self-Assessment Committee (SAC) from the Department of Marketing and International Business (MIB) conducted a workshop titled “Result Sharing Workshop” on December 19, 2017 as part of the requirement for the Institutional Quality Assurance Cell (IQAC). The workshop was conducted to showcase the accumulated results of the various workshops conducted between July 9, 2017 and August 20, 2017, which included various stakeholders ranging from students (both undergraduates and graduates), alumni, faculty members, non-academic staff and employers.



The Result Sharing Workshop was attended by faculty members of the MIB department and SAC members of other departments along with the Director & Additional Director of IQAC of North South University. The participants of the workshop oversaw the results of the survey and participated in identifying the areas of strengths, weaknesses, opportunities, threats, and emerging changes needed at the departmental level, which can contribute to better governance and compliance with IQAC standards.



### SAC (IQAC) Awareness Building Workshop



The SAC from MIB also conducted a workshop titled “Measuring Performance Management & Marketing in Business Environment” as part of the Awareness Building Workshop on December 20, 2017. The workshop was facilitated by Mr. Md. Arif Uddin, Director, Head of Business Performance Management, Grameenphone Ltd. and Mr. Golam Mortuza Chowdhury, Deputy Director, Head of Revenue Assurance & Fraud Management, Grameenphone Ltd. The workshop was primarily designed to engage students and highlight hands-on methods of measuring performance in the telecommunications sector as well as familiarize students with practical applications of classroom knowledge. Furthermore, it showcased the potential of our undergraduate students to prospective recruiters from

Grameenphone Ltd.

## IN THE CLASSROOM

### Digibuzz

Ms. Narmin Tartila Banu's regular session on Digital Marketing for students of MKT 465 (Brand Management) continued this semester. The speaker of the session was Mr. Drabir Alam, the Chief Operating Officer and Director of X, a digital marketing agency.

The hour-long session was an informative one as Mr. Drabir touched upon trending concepts such as dynamic branding, various type of digital advertisements and certification services that enhance the employability of graduates. Particularly, he emphasized the need to explore Google Partners and Facebook Blueprint to

anyone contemplating a career in this field. Mr. Drabir's live demo of Facebook ad manager, geo targeting and the importance of identifying the correct audience for effective communication was particularly useful. He further provided insights on the granular level at which information can be obtained through social media handles like Facebook, which can aid an e-marketer to devise targeted communications.

Mr. Fahad, an executive at X, also briefly addressed the class. He used to be a student of MKT 465 at NSUSBE and his interest towards digital marketing piqued through one of Mr. Drabir's sessions in an earlier semester.

Sessions like this go a long way to prepare our students for the trending topics in the dynamic real world. This was also reflected in the exuberance of the students as well as their feedback on the session.

### Visit by Mr. Subhajit Mandol



Final year students of MKT 460: Strategic Marketing were immersed in an hour-long lecture on Innovation, conducted by Mr. Subhajit Mandol, Director, LumenLab of MetLife Innovation Centre, Singapore. The session was organized and facilitated by Ms. Narmin Tartila Banu. An alum from the National University of Singapore, Mr. Subhajit spent his earlier career working in key roles in various securities and trading groups, before settling for his role in Fintech Innovation Strategy at MetLife. Mr. Subhajit discussed in detail the process of innovation followed by his company. He emphasized the importance of depth interviews and engaging in ethnographic research for extracting insights for designing the right kind of products. Given that innovation is one of the key





contents for the Strategic Marketing course, the students benefitted immensely from the experience of connecting with an industry expert.

## OUTREACH ACTIVITIES

### Direction towards Future

The seminar on “Direction towards Future” was organized by the Outreach Committee of the Department of Marketing and International Business. It was conducted by Mr. Arif Islam, who is an alumnus of NSU (Batch of 1999), having majored in International Business and Marketing. Having followed his dreams, Mr. Arif is now a successful businessman owning a diverse portfolio of renowned companies including Versatile Motors (an automobile import and trading house), Chittagong Bulls (an authentic Chittagong restaurant), Brews & Bites (a fusion café located in Gulshan Avenue) and Dhaka Republic (a premium garment and accessories retail store).

Mr. Arif Islam shared the story of his success with the audience. He started his career off with a paltry salary of BDT 3,500 as an intern of HSBC. However, his companies currently generate a fixed monthly cost of BDT 3,200,000 in the form of client servicing in the same institution. Mr. Arif stressed that the key to measure success is not only wealth and power; rather, he highlighted a different approach of defining success in life which includes being a good human-being, being happy in life, having discipline, pursuing education and a fulfilling career, and possessing a host of qualities including determination, dedication, hard work, risk taking, honesty and commitment. He also advised the audience to pursue passion, value family, and lastly keep faith with the Creator. Mr. Arif capped off his session by announcing a 10% discount to all NSU students and staff effective immediately in Dhaka Republic.

The seminar was very inspiring for the students as it gave them a clear direction towards the future from someone who started off in a similar position as them. According to Ms. Fariha Fairouz Ramisa (Batch of 2015, SBE), “It taught us the keys to success and the importance of everything and everyone around us. It also taught us how to keep faith even in the most difficult of situations”.



## STUDENT ENGAGEMENT ACTIVITIES

### Customer Loyalty & Customer Value Management



Three marketing specialists marked their footprints at AUDI801 this semester aspiring to equip the participants with knowledge related to the topic of “Customer Loyalty & Customer Value Management”. The seminar was organized and hosted by the Student Engagement Committee of the Department of Marketing & International Business, North South University with joint collaboration of The Marketing Club (TMC) and International Business Club (IBC).

Mr. Sayedur Rahman, Head of CRM, Grameenphone Ltd. shared his constructive insights about important issues such as managing the customer lifecycle, customer enablement, laddering approach, and maximizing customer lifetime value. The key speaker, Mr. Rezwon Md. Chowdhury, Deputy General Manager, Head of STAR & High Value Segment, Grameenphone Ltd. highlighted various issues in the field of customer loyalty management including types of loyalty programs, best loyalty strategies and loyalty program distribution. He elucidated the reasons behind the failure of loyalty programs and how to avoid them. Being an alumnus of NSU, he captivated the audience further with anecdotes of his student years.

The third speaker, Mr. Sumon Deb, Head of Micro-Camping Management, Grameenphone Ltd., took part in an extensive Q&A session to provide perceptive explanations to the participants. At the end of the seminar, a survey was conducted to evaluate the participants’ intake from the seminar. The seminar was graced by the presence of Ms. Farzana Choudhury, Ms. Kashfah Chowdhury, Ms. Israt Jahan Linda, Mr. Emran Mohammad, Mr. Ehfaz Nowman and Ms. Zarjina T. Khalil, and was well endorsed by the Chairman of Department of Marketing & International Business, Dr. Mohammad Tayeenul Hoque.





## CLUB ACTIVITIES

### TMC Elemental Grooming Sessions



The Marketing Club of North South University (TMC) has always strived to bridge the gap between corporate leaders and marketing enthusiasts. With this goal in mind, TMC hosted six interactive grooming sessions, collectively titled "Elemental", in AUDI 801 on October 10 and October 11, 2017. This was an occasion where like-minded people could share their thoughts and opinions about marketing. The main attraction of this event was the special guests who not only shared insights but also interacted with students and answered all their questions related to marketing. Elemental featured six sessions with six different guest speakers, each being the leader of his/her professional field.

The topic of the first session was "Why Marketing", where Mrs. Rahbeen Masuma Rabbi, Territory Manager at Berger Paints, talked about different aspects of marketing and shed light on the importance of marketing in our daily lives. The second session "Designing" created a lot of excitement among the students, as the most significant highlight of this session was the Creative Director of the X and IKIGAI, Mr. Shafiq Alam, who has achieved high recognition in the field of design. In his session, Mr. Alam emphasized the use and repetition of an idea and captivated the audience thoroughly. To cap off the first day, Mr. Mir Shahrukh Islam, the CEO and the Co-founder of "Singularity Interactive" took a whole session on "Presentation and Public Speaking" and shared useful tips on how to battle the fear of public speaking.

The next day featured three sessions titled "Digital Marketing", "Ad Making" and "Branding", conducted by Mr. Ariful Bashar (head of digital Marketing, Grey Worldwide), Mr. Amitabh Reza Chowdhury, and Mr. Shafakat Alam Sumit (Category Business Manager, Nestle Bangladesh). The audience was treated to a feast of information and knowledge from these industry heavyweights on a range of topics ranging from the importance of branding to the effects of powerfully crafted advertisements.

The event was not only about speeches and the speakers; rather, it was a gathering of marketing enthusiasts. To conclude the event, TMC hosted a marvelous gala dinner at the faculty lounge, which turned out to be a fantastic meeting place for the guests, the faculty members, the alumni, and the students. The fantastic food, laughter, and the camera flashes made everyone forget about the worries of life for a moment. This exuberant event will certainly be engraved in the heart of every participant for a long time.

## RESEARCH FOCUS

### Research Methods & Techniques: Series - III

On November 29, 2017, the Research Committee of the Department of Marketing and International Business (MIB) organized a five-hour workshop on research methods. Titled "Research Methods & Techniques: Series III", the session was the third in a series of ongoing workshops aimed at developing research skills among aspiring researchers of the School of Business and Economics (SBE). This particular workshop strived to provide a platform to elucidate research techniques, to highlight the process of research grant writing, and to demonstrate quantitative methods in primary and secondary data analysis.

The session was inaugurated by the MIB Research Committee Chair, Dr. Muhammad Sabbir Rahman. Dr. Sabbir expounded

on relevant theories such as meta-influences, mixed methods, multi-method approaches, qualitative and quantitative research design, and validity, amongst other topics. This was followed by the second session, which was conducted by guest speaker Dr. Md. Ridhwanul Haq (Associate Professor, Institute of Business Administration, University of Dhaka). Dr. Haq provided an overview of how to construct an effective research grant application and walked the participants through the process of conducting research for industry and consulting purposes, highlighting the differences with academic research where appropriate.

The final session focused on quantitative methods and was hosted by Mr. Mahafuz Mannan. Mr. Mannan demonstrated several methods which are required to analyze data in research, including t-tests, correlation coefficients, non-parametric tests, and regression analysis, amongst other topics. The workshop concluded with the MIB Chairman Dr. Mohammad Tayeenul Hoque presenting his concluding remarks and thanking the participants along with the Research Committee Chair and the speakers.





## Presentation by Ms. Narmin at SBE Research Seminar



The SBE Research Seminar series provides a platform for faculty members and aspiring researchers to present their research to a wide audience around the school. On November 9, 2017, Ms. Narmin Tartila Banu, Senior Lecturer, Department of Marketing and International Business, presented her research paper titled “When it Pays to be Good: The Effect of Fault Revealing on Seller Profits”. Co-authored with Dr. Mohammad Mahboob Rahman (Dean of the School of Business and Economics), the paper aimed to uncover how profits of sellers would be affected by intentional fault-revealing of their products. Attended by various faculty members of SBE, the workshop was conducted by Ms. Narmin, who engaged the audience and walked them through the

steps that the authors had taken to design and empirically test the study. It was a very interactive seminar, encompassing continuous feedback and questions from the audience which Ms. Narmin addressed and clarified, following which she discussed the findings and implications of her research for real-world businesses.

## Research Grants

This semester, three of our colleagues received research grants from North South University to support their research activities in their designated topics. The lead authors who received the grants are Dr. Tamgid Ahmed Chowdhury for his paper “Exploring the Marketing Mix of Political Candidates and their Relations to the Determinants of Word of Mouth Promotion Affecting Voting Behavior In Bangladesh – A Multidimensional Approach”, Ms. Narmin Tartila Banu for “Antecedents of purchase behavior through F-commerce”, and Dr. M. Sabbir Rahman for “Constructing Knowledge Sharing Behavior among the Academic Staff in Institutions of Higher Learning: Cross-Country Perspective”. Additionally, Dr. M. Sabbir Rahman and Mr. Mahmud



Habib Zaman received a research grant from IPDC Limited for their paper “Assessing the Brand Health of Financial Institutions: Case of IPDC Ltd”. We hope that the grants will lead to outstanding research outputs from these researchers and inspire further research efforts by others.



## RECENT PUBLICATIONS

### **Mahmud Habib Zaman**

**Mahmud Habib Zaman;** Muhammad Sabbir Rahman (Accepted 2017), “Surviving a Corporate Telecom Merger: Case Study on Robi Axiata and Airtel Bangladesh”, Sage Business Cases (SAGE)

**Mahmud Habib Zaman;** Md. Afnan Hossain; Muhammad Sabbir Rahman (Accepted 2017), “Goodwill Automotive: Taking Light Engineering from Survival Mode to Sustainable”, Sage Business Cases (SAGE)

### **Dr. Muhammad Sabbir Rahman**

**Muhammad Sabbir Rahman;** Mahafuz Mannan; Mohammad Mahboob Rahman (Accepted 2017), “The Intention to Quit Smoking: Susceptibility, Self-Efficacy, Social Norms And Emotional Intelligence Embedded Model”, Health Education, (Thomson Reuters Emerging Sources Citation Index, Scopus) (CiteScore 2016: 1.22; CiteScoreTracker 2017: 0.57 (Updated Monthly) (Emerald Publisher)

**Muhammad Sabbir Rahman,** Mahmud Habib Zaman, Hasliza Hassan, Chong Chin Wei (accepted 2017), “Tourist’s Preferences in Selection of Local Food: Perception and Behavior Embedded Model”, Tourism Review, (ABDC- B; Scopus), (Emerald). CiteScore 2016: 1.37; CiteScoreTracker 2017: 0.82 (Updated Monthly).

**Muhammad Sabbir Rahman;** Md Afnan Hossain, Mahmud Habib Zaman, Mahafuz Mannan, (Accepted 2017), “Awareness on Climate Change: Perceived Physical and Psychological Impact among the Young Generation- Least Developing Country’s Perspective” Interdisciplinary Environmental Review (ISSN online: 2042-6992; ISSN print: 1521-0227). (Excellence in Research for Australia –ERA; ABDC) (Publisher Inderscience).

**Muhammad Sabbir Rahman;** Mahafuz Mannan, Md Afnan Hossain, Mahmud Habib Zaman, Hasliza Hassan (Accepted 2017), “Tacit Knowledge Sharing Behavior among the Academic Staff: Trust, Self Efficacy, Motivation and Big Five personality traits Embedded Model”, International Journal of Educational Management, (ISSN: 0951-354X) (CiteScore 2016: 0.99; Thomson Reuters Emerging Sources Citation Index, Scopus, A+ Education, Australian Education Index, ABDC-B) (Publisher Emerald).

Hasliza Hassan, **Muhammad Sabbir Rahman,** Abu Bakar Sade (Accepted 2017), “Examining the Service Value Chain of Hypermarket Retail Brand Value in Malaysia”, International Journal of Services and Operations Management (ISSN online: 1744-2389; ISSN print: 1744-2370) Scopus; ABDC; (Publisher Inderscience).

Hasliza Hassan, Abu Bakar Sade, **Muhammad Sabbir Rahman** (Accepted 2017), “Obesity and Overweight Issues Could Undermine Malaysia's Competitiveness”, International Journal of Human Rights in Healthcare, Emerging Sources Citation Index, Scopus, (Emerald).

Hasliza Hassan , Abu Bakar Sade and **Muhammad Sabbir Rahman** (2017), “Innovative Technologies Preference for Slimming Treatment”, International Journal of Business and Management 1 (2): 01-06, e-ISSN 2590-3721 © RMP Publications, 2017 DOI: 10.26666/rmp.ijbm.2017.2.1

### **Narmin Tartila Banu**

**Banu, N.,** Rahman, S., & Khan, R. (2017). Freddy’s Coffee Shop: Expanding the coffee business in Bangladesh. Sage.

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

## EVENT CALENDAR

Event	Date	Organizing Body	Venue
<b>Elemental Grooming Sessions</b>	Tuesday, October 10, 2017 – Wednesday, October 11, 2017	The Marketing Club <b>Facilitated by:</b> Mr. Mohammed Abdul Mumin	AUDI 801
<b>Visit by Mr. Subhajt Mandol</b>	Tuesday, October 24, 2017	<b>Facilitated by:</b> Ms. Narmin Tartila Banu	NAC 407
<b>Digibuzz</b>	Wednesday, November 8, 2017	<b>Facilitated by:</b> Ms. Narmin Tartila Banu	NAC 619
<b>Direction towards Future</b>	Sunday, November 26, 2017	Outreach Committee <b>Facilitated by:</b> Ms. Mehree Iqbal	AUDI 801
<b>Customer Loyalty &amp; Customer Value Management</b>	Wednesday, November 29, 2017	Student Engagement Committee <b>Facilitated by:</b> Ms. Farzana Choudhury	AUDI 801
<b>Research Methods &amp; Techniques: Series III</b>	Wednesday, November 29, 2017	Research Committee <b>Facilitated by:</b> Dr. M. Sabbir Rahman, Mr. Mahafuz Mannan & Mr. Md. Afnan Hossain	SBE Dean's Conference Room
<b>IQAC Workshops</b>	Tuesday, December 19, 2017 – Wednesday, December 20, 2017	Departmental Self-Assessment Committee <b>Facilitated by:</b> Mr. Mahmud H. Zaman, Mr. Riasat M. Amir and Ms. Fairuze Chowdhury	SBE Dean's Conference Room

## MESSAGE FROM THE EDITOR

Let us welcome 2018 on a high note! The fact that we are headed into recess with the advent of the New Year gives us ample scope for introspection and the opportunity to set loftier goals. Of course, it is a good idea to take some time off during the break and indulge in whatever we love doing, be it traveling, catching up on some reading, or attending winter weddings. I, for one, have a pile of long-neglected books on my desk that I will take a stab at. See you in Spring 2018!

### **Tashfeen Ferdous Saeed**

Lecturer

Department of Marketing & International Business

