

NEWSLETTER

DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 4 / Issue 1

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NEW RECRUITS



MESSAGE FROM THE CHAIR

Dear Colleagues,

As the Summer 2018 starts with a mission of some crucial activities, it gives me immense pleasure to inform you that the MIB department has been actively busy with an array of events throughout the Spring 2018 semester.

In Spring 2018 semester the MIB-Self Assessment Committee for IQAC submitted a report that was evaluated by three external peer reviewers. The EPR team critically observed the MIB department's activities along with course curriculum. At the end of their observation, the EPR team announced the MIB department activities and overall score by "Very Good." However, several recommendations they shared that are required to be implemented in upcoming years. Also, the IQAC team invited Professor Dr. Ramendra Singh (Associate professor of IIM Calcutta) for leading two sessions at MIB department.

On the research front, our research committee's team members were involved in publishing empirical research work, in which one of the research article was accepted in ABDC "A" ranked journal.

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 Hashtag Marketing V.3 event. Meanwhile, the MIB's "Outreach Committee" and "Students' Engagement" team also hosted two separate seminars for leveraging students' knowledge about the practical international business environment.

Finally, the assessment of curriculum and planning committee organized a meeting that was comprised of industry experts for modifying course content of "International Business" major and take the initiative on how to improve the reputation of "major in international business" within the job market.

The end of the semester also stars with the "Holy month Ramadan". 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, SAC (IQAC), visits from foreign and local delegates and much more.

Dr. Mohammad Tayeenul Hoque

Chairman

Department of Marketing & International Business

IN THE DEPARTMENT

SAC (IQAC) Workshops: Professor Dr. Ramendra Singh from IIM Calcutta, India.

The Self-Assessment Committee (SAC) of the Department of Marketing and International Business (MIB), School of Business & Economics (SBE), under Institutional Quality Assurance Cell (IQAC) conducted two separate workshops on Thursday, February 08, 2018.

The chief guest for both of the sessions was Dr. Ramendra Singh, Professor, Indian Institute of Management (IIM), Calcutta. The title of the first workshop was "Awareness building of Increasing Quality in writing for top-tier indexed journals" and was held at SBE Dean's Conference Room. The goal of the workshop was to highlight the importance of publishing in high-tier indexed journals and the quality assurance needed to publish in these journals.

Attended by a wide array of faculty members from SBE, the workshop demonstrated practical strategies to achieve these goals with Professor Singh contributing valuable insights from his personal experience.

The second workshop was titled "Innovation and Marketing at the Bottom of the Pyramid (BOP)." Held at AUDI801, the workshop highlighted the innovative ideas, processes, and practices implemented in the BOP market of India. Professor Singh elucidated to the audience (consisting of both faculty members and students) the importance of innovation needed to serve this market and the innovative ideas generated by the BOP segment. The session ended with closing remarks addressed by the Chairman of the MIB department.

EPRT Visit

The external peer review team (EPRT) was appointed by the IQAC (Institutional Quality Assurance Cell) in consultation with the SAC (Self-assessment committee). The EPRT team included three experts: Professor Dr. Rashmi Aggarwal, Foreign QA Expert, Professor, IMT, Ghaziabad, India; Mr. Mamoon Al Rasheed (Local QA Expert), Assistant Professor, Department of Computer Science and Engineering and



Picture: Workshop 1 at Dean's conference room



Picture: Workshop 2 at Audi 801



Additional Director, IQAC State University of Bangladesh, Bangladesh; and Mr. Mohammad Rakib Uddin Bhuiyan (Subject Expert), Associate Professor and Chairman, Department of International Business, University of Dhaka.

The EPRT studied the SAR (Self-assessment report) prepared by the SAC before visiting the Department of Marketing & International Business at North South University to observe the various aspects of the undergraduate program. The EPRT prepared a peer-reviewed report by the study, critical review of the SAR and observations of activities of DPA. The report identifies the strengths and weaknesses of the program and offers recommendations for further improvement of the program.

The EPRT team considered several aspects including governance, curriculum content and design, teaching-learning and assessment, staff and facilities, and student support services, amongst others on March 17th and March 19th, 2018. By the end of the third day, the EPRT was able to conclude the observations based on the information provided in the SAR and from its own experience of site visits and submitted the exit report to the Director of the IQAC of North South University.

IN THE CLASSROOM

MKT 623 Guest Speakers

On March 29th, Dr. Farzana (Assistant Professor of MIB Department) invited Mr. A S M Faisal, General Manager, Enterprise PMO, Robi Axiata Ltd. to lead a session of MKT 623 (Promotional Management) MBA level. Mr. A S M Faisal has worked in several departments of Robi such as the department of product, market strategy, brand & market communications. To enhance MBA level students' business's integrated communication knowledge, Mr. A S M Faisal spoke about the promotional tools Robi is using at present, the challenges Robi frequently faces to deal with changing customer demands in the telecommunication industry, and digital promotional mechanisms he applied to retain customers base. He also shared post-acquisition integration process of Robi and Airtel, and the challenges they are facing to retain customers. This practical session was highly influential for students to realize the different pattern of integrated marketing communication competencies within high-tech industry.



MKT 465 Guest Speakers

Ms. Narmin Tartila Banu, Senior Lecturer of the Department of Marketing & International Business, invited two industry experts to address the students taking her course MKT 465 (Brand Management). The first speaker, Chowdhury Asifuzzaman, Senior Manager, Boomerang Digital, addressed the fourth year undergraduate students taking Brand Management (MKT 465). His main topics of discussion were based on the basics of Digital Marketing and how Digital Marketing is a major aspect of modern day marketing. With

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. He also showcased some of the digital marketing campaigns that his company has done and gave the class a taste of how real campaigns are developed and executed. The students were delighted at a chance to interact and network with an industry expert and his team.



The second speaker, Manas Paul, Associate Director, Asiatic EXP, also addressed final year undergraduate students taking Brand Management (MKT 465) in a separate session. Manas Paul, an alum from IBA, University of Dhaka, had spent close to a decade working



on the activation side of the marketing field. The session covered how BTL activations are designed to build brand equity. Manas Paul cited various real-world examples of campaigns that he and his team had developed within the BTL scope. The students benefited from the practical insights as well as the opportunity to network with industry personnel.

Seminar on ‘Impact of Digital Marketing’

How is consumer tracking done on social media? What are some of the most practiced social media trends that marketers follow to create brand synergies on digital media? How is social media audit done to accumulate essential customer data? When students with all their enthusiasms were asking these questions, a somewhat poised Mr. Ruhullah Raihan Alhussain, Chief Digital Business and Marketing Officer of ADN Group answered all the queries. The entire auditorium, filled with undergraduate students from School of Business & Economics was buzzing with enthusiasm as Mr. Ruhullah was unfolding many of the contemporary secrets of digital marketing and beyond in the seminar.



The Seminar entitled ‘The Impact of Digital Marketing’ on March 13 at Audi 801 was planned and hosted by Mr. Omar Nasif Abdullah, lecturer, Department of Marketing and International Business with the help of Department of Marketing & International Business and ADN Digital. The seminar intended to bring industry insights into the classroom especially for the students of marketing with courses like Promotional Management, Digital Marketing, and Brand Management.

Dr. Mohammad Tayeenul Houque, Chairman of Marketing & International Business Department, inaugurated the seminar with his words of encouragement. He stressed the importance of such collaboration between

industry and academia to create a holistic learning experience for students. Mr. Ruhullah then gave a comprehensive presentation on the topic for about 45 minutes followed by a very participative Q & A session.

OUTREACH COMMITTEE'S ACTIVITY

On 7th February 2018, outreach committee of MIB department organized a seminar session where Mr. Shamim Kabir the CEO of Step Footwear and who is an NSU alumni from 97 batch was a guest for that session. Mr. Shamim Kabir shared his entrepreneurship journey, his struggles to start the footwear business, and his learning through struggles among students. He discussed how a firm could be internationalized and within local market how latecomers become a key player in the Footwear industry. Before starting the



footwear business, Mr. Shamim introduced the industrial adhesive namely “Nan-Pao” to local footwear manufacturers. Later on, in 2006 Mr. Kabir established the very first plastic shoe last manufacturing plant in Bangladesh namely “Step Shoe Last & Accessories Co. Ltd,” a contemporary footwear brand that is specialized in creating comfortable together with stylish shoes at an affordable price. Students were inspired by his speech and presentation, asked him critical questions regarding the importance of comprehending the nature of “International Business” and different aspects of marketing competencies that “Step Footwear” uses for long-run profitability achievement. This event was hosted by Dr. Farzana Nahid, Assistant Professor, Department of Marketing and International Business.

STUDENT ENGAGEMENT ACTIVITIES

International Journey of HATIL: Hurdles and Opportunities of Operating in an International Environment

A seminar titled “International Journey of HATIL: Hurdles and Opportunities of Operating in an International Environment” was held on March 8, 2018. It was organized and hosted by the Student Engagement Committee of the Department of Marketing & International Business, NSUSBE with the collaboration of “The Marketing Club” (TMC) and “International Business Club” (IBC).

The keynote speaker was the Head of Marketing of HATIL Complex Limited, Mr. Firoz Al Mamun. Mr. Mamun gave a historical overview of HATIL Furniture Limited's journey from 1966 till date as to how they have expanded the brand into the international arena. Today they are one of the largest furniture retailers in Bangladesh with six direct company-operated showrooms and 67 franchised showrooms in the world. They are also exporting their goods to USA, UAE, KSA, Kuwait, and Qatar. HATIL is one of the few companies in Bangladesh which is FSC (Forest Stewardship Council) certified, meaning their furniture is made in compliance with preserving nature.

Mr. Mamun told the students that their expansion was not done overnight. Rather, it took them years to plan and execute their global expansion. He stated that "In furniture, you need to drive the customers rather than be driven by them". Mr. Mamun advised the students first to know the market they are in along with the competitors, and then come up with a counter plan. Only after practical market analysis can product positioning and design be implemented.

The seminar was graced by the Chairman of the department who thanked the audience, organizers, and especially the keynote speaker for his insightful presentation.

ASSESSMENT OF CURRICULUM AND PLANNING COMMITTEE

Second meeting (Spring-2018) of ACPC of the Department of Marketing and INB (MIB) was held on April 26, 2018, at 12.00 PM in the conference room of the department. The meeting was chaired by Associate Professor Dr. Tamgid Ahmed Chowdhury along with other members [Dr. Mohammad Tayeenul Hoque (Chair, Department of MIB); Dr. Husain Saliul Akareem, Associate Professor Dr. Muhammad Sabbir Rahman, Ms. Zarjina Tarana Khalil, Ms. Aditi M. Mahmud, Ms. Narmin Tartila Banu, Ms. Farzana Choudhury, Ms. Samira Rahman, Ms. Adina Malik, Ms. IshratJahanSynthia, Dr. Abu NomanM Atahar Ali (Chair, Department of Law), Mr. Md. Shahidullah Azim (MD, Classic Group and Ex VP, BGMEA) (**Invited Industry Expert**), Mr. Ajmat Iqbal (CEO, REVE Systems) (**Invited Industry Expert**)]. The main **agenda** of the 2nd meeting was to get input from the industry experts regarding the inclusion of new market-driven major courses in International Business (IB). Two guests were invited from the corporate arena. Dr. Tayeenul Hoque proposed four new courses that are offered in other renowned universities and suggested that the committee might discuss on them. The recommended courses were: Transnational Commercial Law, International Trade and E-commerce Law, International Fashion Merchandising, and The Economies of China and India. While discussion, several



members suggested that instead of calling the Economies of China and India, the title can be more generalized and renamed to The Economies of Emerging Nations. Mr. Md. Shahidullah Azim in his discussion argued that there are many opportunities for students graduating with IB major. As the RMG sector of Bangladesh is likely to boom due to China's possible shift to the Tech-oriented industry from RMG, there will be significant demand for IB graduates in the near future.

Mr. Ajmat Iqbal said that we still lack in capabilities to promote our country internationally. To reach both direct and indirect foreign customers, Mr. Iqbal suggested offering a module on "International Customer Relationship Management". Dr. Tamgid suggested the possibility if the MIB faculty members could be sent out for practical training in the corporates through getting support from BGMEA. Mr. Azim highly appreciated this concept and said that this would help the academics to teach the courses with better practical knowledge of operations. It was also proposed by several members of that department of MIB would organize information sessions to encourage students to do major in INB. On those sessions, existing in-house academics, industry experts, and INB alumni will be invited to talk about the prospects of doing major in INB from NSU.



RESEARCH FOCUS

SEM Workshop

On February 1, 2018, Dr. Mohammad Tayeenul Hoque, the honorable Chairman of the Department of Marketing and International Business, organized a research training session titled "Structural equation modeling: Theory and practice of SEM using Mplus". The purpose of the training was to share comprehensive qualitative and quantitative research understanding through the exclusive Mplus software. Mr. Hoque explained and showed the participants various aspects of robust quantitative data analysis techniques such as exploratory factor analysis (EFA), Confirmatory factor analysis (CFA), Mediating, moderating effect and Structural equation modeling (SEM). The workshop added much needed quantitative skills to aspiring researchers looking for more robust data analysis techniques.

SIMSR Global Marketing Conference Winners

Three of our faculty members Ms. Zarjina Khalil, Ms. Narmin Tartila Banu, and Mr. Faiz Hossain attended the 13th SIMSR Global Marketing Conference organized by the KJ Somaiya Institute of Management Studies and Research. The event was held on 15-16 February 2018 at the SIMSR campus in Mumbai. The team presented their paper titled “Understanding the Attitude towards Online Grocery Shopping: A Study on Consumers of Dhaka”. Ms. Zarjina Khalil was also the Session Chair for the track on Attributes of Consumer Behavior. The two-day conference saw the presentation of about sixty papers from all over India, both from the corporate and academic world. It is a matter of immense pleasure for us that out of all these submissions, the MIB team won the ‘Best Paper Award’ at the conference.



RECENT PUBLICATIONS

Md. Afnan Hossain

Rahman, M.S., Mannan, M., **Hossain, M. A.** & Zaman, M.H. (2018). Patient's Behavioral Intention: Public and Private Hospitals Context. *Marketing Intelligence and Planning*, 36(3). Emerald Publishing. Journal Indexed by Scopus, Zetoc, Thomson Reuters Emerging Sources Citation Index, Ranked by ABS and Australian Business Deans Council (ABDC) – A rank.

Rahman, M.S., **Hossain, M. A.**, Zaman, M.H. & Mannan, M., (2018). Awareness on climate change: Perceived physical and psychological impact among the young generation – Least developing country's perspective. *Interdisciplinary Environmental Review*, 19(1), 91-101. Publisher: Inderscience. Ranked by Australian Business Deans Council (ABDC) – C rank.

Hossain, M. A., Zaman, M.H., & Rahman, M.S. (2018). Exploring Critical Factors for Measuring Brand Health: Perspectives from NBF International Journal of Business & Management Toronto (IJBMT), 5(1). Publisher: Athena.

Zaman, M.H., **Hossain, M. A.** & Rahman, M.S. (2018). Goodwill Automotive: Taking Light Engineering from Survival Mode to Sustainable. Sage Business Case, Sage Publication.

Hossain, M. A., Hasan, R., Kibria, M. G., Mazmum, M. F. A. (2017). Factors Influencing the Usage of 3G Mobile Services: An Empirical Study on Bangladesh Young Citizens. *North-South Business Review*, 8(1), 16-28. Publisher: School of Business, North South University, and Ranked by Australian Business Deans Council (ABDC) – C rank.

Ms. Shahneela Naheed

Chowdhury, T. A., & **Naheed, S.** (2017). A theoretical model of political marketing mix in developing countries: Case of Bangladesh. *North South Business Review*, 8(1), 52-72.

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

GDay 2018 Bangladesh



“GDay 2018 Bangladesh: Entrepreneurial success through technology and leadership skills” was held at North South University on February 10, 2018. Engaging directly with over 600 participants, the program was the largest of its kind held in Bangladesh.

GDays are a series of large-scale events conceptualized by Google for business graduates, tech enthusiasts, and entrepreneurs. These programs are spearheaded by Google Business Groups (GBG), communities of business professionals operating in over 100 locations all around the world. GBG Sonargaon is one such community and organized “GDay 2018 Bangladesh”, in partnership with North South University.

The day-long program consisted of seven separate tracks spanning a wide variety of topics, including engaging startups and business students in a series of hands-on training, incorporating leadership skills into the future leaders, and mining insights using Google technology to make informed strategic decisions. Track 7, the final track of the day, was a motivational session, with a panel of very inspirational speakers. Mr. Iresh Zaker, Executive Director, Asiatic JWT; Ms. Fatema Rizwana, HR Director, Nestlé Bangladesh; Ms. Nazika Imam, Head of HR and ER, HSBC; Mr. Hussain Elius, CEO, Pathao; and Mr. Ayman Sadiq, CEO, 10 Minute School – covered the importance of knowledge, leadership skills, and humility that is required of leaders. They spoke at length about the passionate journey of an entrepreneur as well as the hardships that entrepreneurs have to battle with on a regular basis, and also discussed overcoming various challenges that women face in their career. “This event was not only a learning experience for the participants but also a great networking place,” commented Touhid Choudhury, Senior Vice President, Product Management at Kona Software Lab Ltd. “We are extremely delighted to be a part of GBG Sonargaon’s journey and hope they maintain this momentum regarding touching more lives with technology and leadership skills,” said Mr. Tawhidur Rahman, Managing Director of Softograph. “Students need to collaborate and network more with each other as well as with the industry. GBG Sonargaon’s “GDay 2018 Bangladesh” offered that very opportunity, and we’re excited to be a part of this event,” emphasized Ms. Shanta Zahir, Director of NSUCPC and Senior Lecturer at NSU.

The managers of GBG Sonargaon, Ms. Narmin Tartila Banu, Mr. Affan Chowdhury, Mr. Ehsanul Hoque and Mr. Sayed Rafiul Islam, expressed their gratitude towards Google specially Ms. Erica Hanson, Developer Relations Program Manager, Southeast Asia and Mr. Marcus Foon, GBG Community Manager – Global, as well as all the partners who whole-heartedly provided support for the event. “The support and encouragement of the faculty community of NSU goes to show how much emphasis educators place on the opportunity for educating the community beyond a regular curricula,” said Ms. Narmin Tartila, who is also a Senior Lecturer at NSUSBE.

CLUB ACTIVITIES

Hashtag Marketing V.3



'#Marketing' is a Digital Marketing Competition that provides a real-life experience of developing and stimulating a brand's online vision. The first version of it was held in 2015 creating a buzz as it broke through the boundaries of generic business competitions by creating a whole new type of platform. Continuing the legacy, in 2018, the organizers came together once again to launch a new and better version of this competition. But this time they agreed to formulate the competition in such a way so that any university student of the nation could participate. With much anticipation, The Marketing Club of North South University launched their first inter-university digital marketing competition of Bangladesh '#Marketing V.3' with the tagline "Join the Webolution", sponsored by

Linkus and powered by Index Group.

A workshop was held on March 2, 2018, to prepare the participants for the upcoming challenges. It was conducted by Mr. Mir Shahrukh Islam and Mr. Zafir Shafiee Chowdhury, who are the Managing Directors at Bondstein and Co-Founders of Singularity Interactive. After the Workshop session, the case for Round 1 was handed out to the participants via the Linkus app. An important national issue which was the question paper leakage of the Board Examinations of Bangladesh was placed as the focal point of the case. 307 teams competed against each other to get to Round 2. After a thorough evaluation of the solved cases by the judges, thirty best teams were selected to step into the next round. This time the participating teams were asked to create campaigns that will help to enhance the market reach of Linkus, the Title Sponsor of the event. Ultimately, six best teams made it to the Grand Finale.

The Grand Finale of this exciting digital marketing competition was held at the Plaza Area of North South University on March 30, 2018. A momentous evening was witnessed during the announcement of the Winners. 'The Bridge' took the crown and became the Winner of #Marketing V.3. The first runner up was Team 'Clean Slate', and 'Team GreyJoy' took the stage as the 2nd Runner-Up. Md. Muntakim Ashraf, Vice President of FBCCI, was the Chief Guest of the evening. Also in attendance were Mr. Ye Liang, the Managing Director, CEO of Linkus, Mr. Kawser Ahmed, the Managing Director of Rupsha Group and the Vice President of Bangladesh Motorcycle Assemblers & Manufacturers Association (BMAMA), and Mr. Asaduzzaman Kohinoor, General Secretary of Handball Federation & Deputy Secretary of Bangladesh Olympic Federation. Besides, the honorable Pro-Vice Chancellor (Designate), Dr. G.U. Ahsan, respected Dean of School of Business & Economics, Dr. Mohammad Mahboob Rahman and Assistant Professor, Dr. Farzana Nahid, were present.

After a dazzling prize giving ceremony, a grand Gala Dinner was arranged for the honorable Guests, Judges, Finalists, Faculty Members and BOT members to end the event with harmony and joy.

EVENT CALENDAR

Event	Date	Organizing Body	Venue
Structural equation modeling: Theory and practice of SEM using Mplus	Thursday, February 1, 2018	Facilitated by: Dr. Mohammad Tayeenul Hoque	MIB Conference Room
IQAC Workshops	Thursday, February 8, 2018	Departmental Self-Assessment Committee Facilitated by: Mr. Mahmud H. Zaman and Mr. Riasat M. Amir	SBE Dean's Conference Room
GDay 2018 Bangladesh	Saturday, February 10, 2018	Facilitated by: Ms. Narmin Tartila Banu	AUDI 801
Hashtag Marketing V 3.0	Friday, March 2, 2018 – Friday, March 30, 2018	The Marketing Club Facilitated by: Mr. Mohammed Abdul Mumin	AUDI 801/NSU Plaza Area
International Journey of HATIL	Thursday, March 8, 2018	Student Engagement Committee Facilitated by: Ms. Farzana Choudhury	NAC 601
EPRT Visit	Saturday, March 17, 2018 – Monday, March 19, 2018	Departmental Self-Assessment Committee Facilitated by: Mr. Mahmud H. Zaman and Mr. Riasat M. Amir	Dean' Conference room and MIB conference room
MKT 465 Guest Speakers	Wednesday, April 11, 2018	Facilitated by: Ms. Narmin Tartila Banu	NAC 619/NAC 407

MESSAGEE FROM THE EDITOR

This may quite possibly be my last semester in charge of the newsletter. Although I hope to move beyond my comfort zone to face new and exciting challenges, it is nonetheless a bittersweet feeling to leave behind something that I looked after for three years, almost from its inception. I can only hope that you have enjoyed reading these tri-yearly issues of the newsletter as much as I have enjoyed working on them. Until we meet again - au revoir!

Tashfeen Ferdous Saeed

Lecturer

Department of Marketing & International Business

