

# NEWSLETTER

## DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 5 / Issue 1

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### MESSAGE FROM THE CHAIR

The faculty at The Department of Marketing & International Business (MIB) brings tremendous research strength and a wide variety of industry and government experiences across diverse sectorial and functional domains. These provide many opportunities to BBA and MBA students, who work closely with faculty members, both in the classrooms as well as on individual research projects. The mix of breadth of coverage, proximity to practice, and flexibility in methodology enables faculty members to undertake meaningful research on complex and relevant topics. In last two semesters, team members of our research committee were involved in publishing empirical research work, and one of the research articles was accepted in ABDC “A” ranked journal. Not only to faculty members, the department also committed to the NSU alumni and students, who take interest in research. For instance, a notable faculty member of this department Mr. Mahfuz Mannan has published his research work at Journal of Services Marketing (ABDC-A), in which two co-authors are NSU alumni.

In the classrooms, several faculty members brought in guest speakers to augment classroom learning. To leverage learning outcomes in market major courses The Department of MIB invited top executives from Banglalink to deliver sessions in BBA and MBA programs. Additionally, all the course

coordinators worked exceptionally hard on coordination, to upkeep the standard of our course contents and classroom teaching. The assessment of curriculum and planning committee of the department organizes meetings for modifying course content of “International Business” major and takes the initiative on how to improve the reputation of International Business as a major within the job market.

The extra-curricular activities also enrich the student experiences at the University. The Marketing Club (TMC) successfully hosted Hashtag Marketing V.4 event. Meanwhile, the department of MIB’s “Outreach Committee” and “Students Engagement” team also hosted separate seminars for improving students’ knowledge on marketing and international business environment.

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 that briefly describes events in last two semesters.

**Dr. Mohammad Tayeenul Hoque**

Chairman

Department of Marketing & International Business

## WELCOME BACK



**Dr. Mehdi Hussain**  
Assistant Professor

PhD, University of New South Wales  
(UNSW), Australia  
MBA, William Paterson University,  
USA

## NEW MEMBER



**Shadman Sahir Ahmed**  
Lecturer  
M.Sc., University of Glasgow, UK

## IN THE CLASSROOM

### MBA level module MKT 625: Distribution Management

At the dynamic NSU- MBA in Marketing program, we believe that a successful future cannot be built without reflecting into the past and learning from our experiences as well as those of others. As an extension to this ideology we have been organizing “Experts Lecture Series” to give students an opportunity to listen to remarkable life stories of our esteemed panel of speakers and their knowledge in distinct business domains. In Spring 2019, Dr. Tayeenul Hoque, course instructor for MKT 625: Distribution Management (MBA level) brought in two experts.

For the first session in March 2019, we had Mr Ehtesham Ul Haque (Executive Director- Marketing & Operation at Karooni Knit Composite Limited) where he shared export manufacturers’ upstream and downstream channel management structure, importance of enterprise resource planning together with lean manufacturing process in textile industry.



For the second session in April, we had Mr. Forhad Hossain (Head of Channel Planning at Banglalink). The session revolved around the channel management structure and loyalty programs’ importance to manage B2B network in service and consumer goods firms.



## Evolution of Customer Experience and Service

A lecture session on Services Marketing was conducted by Mr. Rubaiyat A. Tanzeen, Customer Experience Director at Banglalink on April 10. The session was organized by Ms Israt Jahan Linda, Lecturer at Department of MIB and it focused on 'Evolution of Customer Experience and Service'. Mr. Rubaiyat shared his industry expertise and experience to highlight how the services sector in the telecom industry has shifted in terms of customers' expectations and companies' initiatives. He shared his decade long journey at Banglalink and elucidated the shift Banglalink has gone through, to accommodate the changes in their customers' expectations so that the best services could be offered to them.



The session was attended by senior marketing major students, and was especially helpful for those who have taken 'Services Marketing' course, as they could relate the theoretical knowledge they had gained from the course to the real life examples described by Mr. Rubaiyat.

Apart from the enthralling lecture on services marketing contents, Mr. Rubaiyat also shared his experience of working at Banglalink, one of the eminent telecommunication companies in Bangladesh. He shared his valuable insights on how students could prepare themselves for the next step of their lives, where they would be starting their careers and discussed the qualities that would allow students to be propitious among others in the competition.





## OUTREACH ACTIVITIES

The Outreach committee at the Department of Marketing and International Business organised a session titled “**Breaking out by standing out!**” Mr. Arvid Chowdhury, The Head of Enterprise Mobility Product of Grameen Phone, was invited to share some tips and tricks to adapt in the rapidly changing corporate world.

The event was hosted on February 27, 2019 with the aim to focus on the importance of adapting with the changing business environment. In order to get a better understanding regarding the new business strategies that are crucial to consider for the survival in this rapidly changing corporate world, this session was very effective for our students.

Mr. Chowdhury completed his B.A Honors in 2003 from The University of Toronto, and MBA from North South University. He is a seasoned professional with over 14 years’ experience in B2B and Postpaid market development in the 3 largest telecommunication companies in Bangladesh. He was the Head of customer base Management in Banglalink and Assistant Manager in Product Development in Aktel before joining Grameen Phone. He emphasized on some startup business planning along with the ways students can prepare themselves to face the continuously changing business environment.



## STUDENT ENGAGEMENT ACTIVITIES

### **Broadening Horizon: International Business**

On the 8th of December, the Student Engagement Committee of the Department of Marketing and International Business welcomed Ms. Anika Shams as part of its continuing effort to promote International Business as a major. Ms. Anika Shams who is a Talent Development Manager at Banglalink, was a perfect candidate to talk to students regarding the topic as she directly deals with employment and training at Banglalink.

This was the second session in a series which we call 'Broadening Horizon'. NAC 514 saw a full-house of students where the discussions ranged from employability of fresh university graduates to the do's and don'ts that are expected by recruiters. The session was attended by students across the School of Business and Economics and as well as Mr. Ehfaz Nowman, Ms. Samira Rahman and Mr. Emran Mohammad. The session was met with a positive response and myriad of questions from the attending students. Ms. Anika Shams who is also an INB major herself from North South University had a lot of suggestions for both the students and the faculty members that influenced a lot of students to give INB a try and has also helped us, the INB faculty members, to better design our courses according to industry expectations.



### **Broadening Horizon: Unraveling the Modern Brand Management Enigma**

The Student Engagement Committee of The Department of Marketing and International Business is dedicated to organize sessions for students, giving them a slice of real corporate life. In Spring 2019, students were exposed to a brand management session that not only covered the theoretical concepts taught in class but also how brands are managed practically in the workplace.

The 1.5 hour-seminar was conducted by Ms. Nishat Jahan Ara Islam, Head of Category Brand Communication, Grameenphone. She provided a detailed list of the tasks and the responsibilities of a Brand Manager, that highlighted the role of "multitasking". Her first stance was that, "You only become a great Brand Manager, when you know your audience well." This portrayed the importance of knowing the psychology of consumers as the first step of launching a new product.



Ms. Islam also talked about the challenges she of balancing her work life and home, and how her passion drove her to excel in both simultaneously. The session was concluded by showing a set of advertisement campaigns to the students. In her words, "The biggest motivation to work for this field is to see your work transforming into reality, that is what keeps you moving." One of the key takeaway from the session was that she helped the students understand the significance of maintaining a balance between their CGPA and extra-curricular activities. She emphasized that, for the initial screening it is the CGPA that is set as a benchmark. Mr. Emran Mohammad,

Chair of the Student Engagement and Support Committee handed over a token of appreciation to Ms. Islam.

### **CLUB ACTIVITIES**

#### **Hashtag Marketing Version 4: The Marketing Club**

The Marketing Club (TMC) is one of the co-curricular clubs of North South University. One of their flagship events is Hashtag Marketing, which is the nation's biggest Digital Marketing Competition. The fourth season of this event "RFL presents #Marketing V.4 powered by MJL Bangladesh Ltd. (Mobil) and Prime Bank Ltd" was held in Spring 2019. There was an outstanding response from the students and a record breaking 421 teams



from more than 30 universities across 5 divisions of Bangladesh registered for this version. Out of 421 teams, 40 teams were qualified for the second round. After some intense screening, the top 5 finalists for the biggest digital marketing competition of the nation was decided.

The Grand Finale ceremony and Gala Night for the event was held on 21st April 2019 at North South University Plaza Area. The night was made more auspicious with the presence of his excellency Mr. Nurul Majid Mahmud Humayun, MP, the minister of Ministry of Industries as the Chief Guest. The event also saw the presence of Mr. Benajir Ahmed, Founder Life Member of NSU Trust, Prof. Atiquel Islam, Vice Chancellor of North South University as Session Chair, Prof. Dr. G.U. Ahsan, Pro Vice-Chancellor of North South University, Mr. M. Mukul Hossain, CEO at MJL Bangladesh Limited (Mobil) and Mr. S.M. Arafatur Rahman, Head of Marketing at PRAN-RFL Group as special guests.



After an intense digital analysis round with presentation, the champion of this year's #MarketingV.4 was "Golden Snitch" from the University of Dhaka. The 1st Runners Up were Crime Master GoGo from North South University and the 2nd Runners Up were Team Champions from North South University. The champion team got BDT 120,000 followed by BDT 80,000 and BDT 50,000 for the 1st and 2nd runner's ups respectively. The trophies were presented by all our guests and judges to the winners after our faculty advisor Mr. Mohammad Abdul Mumin Evan, Lecturer at the Department of Marketing and International Business announced the winners.



## **Innoventure 2019: The International Business Club**

NSU International Business Club (IBC) is a co-curricular club under the Department of Marketing and International Business and mainly focuses on the international side of the business. It aims to help students who are interested in international business to further their careers.

For the first time ever, NSU IBC launched their flagship event, “Innoventure 2019” presented by Lend and powered by Bashundhara Ultimate Fun Factory. This is the first International Business based business competition in Bangladesh. The competition has been designed to ensure participants gain relevant knowledge on key drivers of the international industry and a better perspective on how real-world businesses are planned.



The first round of the competition was an online case submission round. The top 30 teams then advanced to the 2nd round of the competition. This round was a ‘pressure cooker’ round. After two intense rounds of grueling competition and outstanding performances, from 274 teams and 30 Universities from all over the country, the top 5 teams made it to the grand finale and prize giving ceremony.



The Grand Finale was held on April 17 2019. The Chief Guest of Honor present at the finale was Mr. Muhammad Abdul Mannan, MP, Honorable Minister, Ministry of Planning and Government of the People's Republic of Bangladesh. The session was also chaired by the Vice Chancellor of North South University Prof. Atique Islam and the special guests included the Pro-Vice Chancellor & Dean of School of Health & Life Sciences Prof. Dr. G.U. Ahsan and members of the Board of Trustees of North South University Mr. M. A. Kashem and Mr. Benajir Ahmed with the Director of Student Affairs, Ms. Parisa Shakur. After their respective speeches, Prof. Atique Islam presented the honorary crest to Mr. Muhammad Abdul Mannan for his presence.

The winners of Innoventure 2019 were then announced by Ms. Parisa Shakur. Crime Master Gogo from North South University became the champions with BDT 80,000 while TEAM TRICKADO also from North South University took runners-up with BDT 45,000 and CHOTURONGO from Institute of Business Administration became second runners-up with BDT 25,000.





# Congratulations!



**Dr. Bashir Hussain**

**Awarded Doctoral Degree from  
University of New South Wales  
(UNSW), Australia**



**Mr. Md. Afnan Hossain**

**Awarded UOW-IPTA and UPG Award  
for Doctoral Program, University of  
Wollongong, Australia**

## RECENT PUBLICATIONS

**Farzana Nahid** (Accepted book chapter, 2019), "Dynamics of Paternalistic Mentoring among Generations: Family Firms' in Bangladesh", in the Book *Mentorship-Driven Talent Management: The Asian Experience*, Emerald Publishing.

Jashim Uddin Ahmed, **Israt Jahan Linda** & Mohammad Abdul Majid 'Royal Flora Holland: Strategic Supply Chain of Cut Flowers Business' Published by SAGE Publications, April 2018 [DOI: 10.4135/9781526461919; ISBN: 9781526461919 ]

**Mahafuz Mannan**, Reaz Ahamed and Sifat Binte Zaman (Accepted 2019), "Consumers' willingness to purchase online mental health services", *Journal of Services Marketing* (ABDC Ranking: A, Scopus Index, Clarivate Analytics-Social Science Citation Index)

**Mahafuz Mannan**, Nusrat Chowdhury, Priodorshine Sarker and **Riasat Amir** (Accepted 2019), "Modeling customer satisfaction and revisit intention in Bangladeshi dining restaurants", *Journal of Modelling in Management* (ABDC Ranking: C, Scopus Index, Clarivate Analytics-Emerging Sources Citation Index)

**Muhammad Sabbir Rahman, Mahafuz Mannan, Md. Afnan Hossain** and Ahad M. Osman Gani (2019), "Awareness of occupational hazard in learning organizations: Knowledge sharing behaviour and spirituality perspective", *Global Knowledge, Memory and Communication* (formerly known as *Library Review*), Vol. 68 No. 1/2, pp. 17-32. (ABDC Ranking: B, Scopus Index)

**Muhammad Sabbir Rahman, Md. Afnan Hossain, Mahmud Habib Zaman** (2019) "Service Marketing Strategies for Small and Medium Enterprises: Emerging Research and Opportunities" IGI Global, USA, DOI: 10.4018/978-1-5225-7891-8

**Muhammad Sabbir Rahman, Adina Malik**, Moin, A. (2019). 'Examining the Key Determinants in Awareness of Managing Household Waste Management'. *International Journal of Academic Management Science Research*, vol. 3, no. 1, pp. 1-5

**Tamgid A Chowdhury** and **Shahneela Naheed**, (2019). Multidimensional political marketing mix model for developing countries: An empirical investigation. *Journal of Political Marketing*, (Accepted, Forthcoming).

**Tamgid A Chowdhury** and **Shahneela Naheed**, Factors affecting political marketing in rural and urban Bangladesh: A multi-dimensional approach. *International Journal of Business and Economics*, (Accepted, Forthcoming).



## STEPPING OUTSIDE THE DEPARTMENT

### City Alo Training Program

The City Bank and North South University have collaborated and developed a training program for potential and existing women entrepreneurs. Two of our faculty members Dr. Farzana Nahid and Ms. Narmin Tartila Banu were chosen as instructors, among others, for conducting a module for this course.

Dr. Farzana Nahid, with her background in Entrepreneurship, was a fitting instructor, talking about the basics of setting up a business. She provided practical tips and tricks of starting a business, spoke about major marketing tools that need to be considered before and during their business operations, online business, salesmanship and importance of innovation. She also brought in two guest speakers, Ms. Falguni, an online boutique owner and Ms. Sheta Ahmed, who runs a beauty parlour. They both shared their stories along with the struggles they faced and how they overcame those struggles, giving the budding entrepreneurs a realistic picture of the business world.



Ms. Narmin Tartila Banu led the session titled **Interpersonal Communication and Networking**. The 30 women participating in the session consisted of entrepreneurs from different industries (boutique, parlor, catering, e-commerce based stores, leather goods, and industrial equipments) and from companies at different levels of growth (startups as well as established enterprises). Narmin involved the group in an interactive session that included not only lectures

but also story-telling, and role playing. The women benefitted from understanding the established nuances for being better communicators and shored up their networking skills. As one of them mentioned "We've been doing "communication" for so long and half the times we learnt things by trial and error. But this class really showed us that there's actually research on this subject. And following these guidelines one can truly improve their performance." The class also included the digital side of communication and networking. One of the entrepreneurs even created a Google Map location for her business following the Google My Business platform as was shown in class.

## BOUNDARY SPANNERS



Our faculty member Ms. Farzana Choudhury attended World Speech Day hosted by the Aga Khan Council. The Aga Khan Council for Bangladesh has been hosting this event for the past 3 years, however this was the first year that Bangladesh hosted this event as a listed member of the World Speech Day Global Forum. The theme this year was “World Citizen: It’s a State of Mind”. The program was held on Saturday, 6th April 2019, and saw the presence of civil society members, professionals, students and teachers from leading institutions and journalists.



Dr. Farzana Nahid, Assistant Professor at the Department of Marketing and International Business presented a paper on "Corporate Governance and its effects on Family Firms' in Bangladesh" in a session created by British Academy of Management on Corporate Governance on 15th February, 2019 in London, UK.

Additionally, in an exclusive session arranged for her, Dr. Nahid also presented a paper on "State Capture as a consequence of State-Business Nexuses: Family Businesses in Bangladesh" at The York University, UK on 11th February, 2019.



## EVENT CALENDAR

Event	Date	Organizing Body	Venue
<b>Breaking Out by Standing Out</b>	Wednesday, February 27, 2019	<b>Speaker: Mr. Arvid Chowdhury The Head of Enterprise Mobility Product of Grameen Phone</b>  Organized by Outreach Committee Facilitated by: Dr. Farzana Nahid	AUDI 801
<b>Broadening Horizon: Unraveling the Modern Brand Management Enigma</b>	Thursday, March 28, 2019	<b>Speaker: Ms. Nishat J. A Islam Head of Category Brand Communication, Grameenphone</b>  Student Engagement Committee Facilitated by: Mr. Emran Moammad	SAC 406
<b>Evolution of Customer Experience and Service</b>	Wednesday April 10, 2019	<b>Guest Speaker: Mr. Rubaiyat A. Tanzeen, Customer Experience Director at Banglalink Facilitated by: Israt Jahan Linda</b>	NAC 601
<b>Innoventure 2019</b>	Wednesday, April 17 2019	<b>Flagship Event: International Business Club</b>	Plaza Area
<b>Hashtag Marketing V.4</b>	Sunday, April 21 2019	<b>Flagship Event: The Marketing Club</b> Facilitated by Mr. Abdul Mumin Evan, Faculty Advisor	Plaza Area



Amidst all the activities and events, Team MIB ended the semester with a fun filled boishakhi lunch with great food, bonding and laughter!



## **MESSAGE FROM THE EDITOR**

Spring 2019 flew by in a blink of an eye, and as an editor, the painstaking job of compiling information becomes fulfilling when you see so much activity going on in the department. It is an absolute pleasure to see my colleagues soaring high both inside and outside the department and I hope we continue to excel in the semesters to come. We ended Spring 2019 just in time and walked into the holy month of Ramadan. Here's wishing everyone a blessed month and looking forward to (a very hot) Summer 2019.

**Zarjina Tarana Khalil**

Senior Lecturer, Department of Marketing & International Business