

NEWSLETTER

DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 2 / Issue 2

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MESSAGE FROM THE CHAIR

Dear Colleagues,

Welcome to our Summer 2016 MIB newsletter! Our discipline 'Marketing' exists in a constantly evolving environment that interacts with innovation, management, entrepreneurship, psychology, law, economics and other social sciences. Scholars today in this field engage in the pursuit of new knowledge to benefit society through cross disciplinary approaches. As such, I request all my colleagues to partake in cross-departmental collaborative efforts so that we can all uphold our standards of academic excellence.

This semester has been marked by a series of events, both positive and negative. Although we have witnessed several allegations against NSU stemming from a few isolated incidents, I am happy to see the unity and harmony with which we responded to these events. The anti-terrorism rally and the human map were peaceful displays of solidarity

that will send out a clear message about our stance against terrorism. In addition, several rigorous checks have been implemented to prevent or at the least anticipate such events and eliminate their likelihood.

On a more positive note, our department has been exceedingly busy with events throughout the semester. We re-evaluated a few course outlines and settled on several issues to enhance student learning outcomes. We focused on our EMBA cohort this semester with a range of accomplished industry guest speakers. Moreover, one of our students, Samid Razzak, represented NSU in Silicon Valley, the apex of entrepreneurship. We also held the tri-yearly DigiBuzz event to focus on digital marketing, and conducted a centralized presentation for INB 372 students. Finally, our co-curricular clubs, TMC and IBC, hosted their own events.

I would like to thank our five colleagues who are also the faculty advisors of five of our student clubs (NSUSS, NSUCDC, NSUSSC, TMC and IBC) for allocating their valuable time to improve extra-curricular activities. I would also like to extend a warm welcome to our new colleague, Dr. Muhammad Sabbir Rahman.

Although I will be on study leave from next semester, I believe that the department is in good hands and will keep up the activities going forward. Enjoy the newsletter!

Mehdi Hussain

Chair in Charge

Department of Marketing & International Business

Farewell to MdH and SKF



With great sorrow, we bid farewell to two of our colleagues this semester, Mr. Mehdi Hussain and Mr. Sakif Amin, who will be leaving to work on their Ph.D.s in Australia and the United States of America respectively. As a token of our appreciation, a small farewell get-together was organized in our conference room. The two departing members shared their thoughts about their NSU experiences and its many positive aspects.

We wish our outgoing colleagues the very best of luck in their pursuits of higher academic excellence and hope that they will return with their accreted knowledge to NSU so that our future students can keep on learning from them.

IN THE DEPARTMENT

MIB Participates in Anti-terrorism Human Chain



In light of the recent terrorist attacks across the country, UGC, along with NSU and other private universities of Bangladesh,

arranged a human chain to protest against terrorism. The Department of Marketing and International Business took part in this event. The faculty members and students formed a human chain surrounding the campus and participated in the road rally across Bashundhara. The Vice Chancellor, the Dean of SBE and the different Chairs were also present during the entire event.

We sincerely hope that this human chain and rally will promote awareness about the negative aspects of terrorism and discourage students from partaking in such activities. We also hope it will send a clear message that at NSU, we have a policy of zero tolerance against such subversive acts.

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DIGIBUZZ

A Digital Session with Madly

Digital Marketing is the newest trend in marketing. To apprise the students of this new concept, an interactive session on Digital Marketing was arranged by the Department of Marketing and International Business. The session was organized by our colleague Ms. Narmin Tartila Banu and facilitated by The Marketing Club. The speaker of the session was Mr. Drabir Alam, the Associate Director of Madly, a digital marketing agency.

The one-and-a-half-hour long session was an informative and lively one. Mr. Drabir kept the students captivated by using current examples of marketing trends in Bangladesh and surprised the audience with eye-opening facts and trends. Unlike other sessions, this event was surprisingly interactive as attendees continuously kept on coming up with questions. Mr.



Drabir showed them various resources which students can utilize in order to gain expertise in digital marketing. He emphasized the need to explore Google Partners and Facebook Blueprint to anyone contemplating a career in this field. Examples of Nike, Land Rover and Lux soap helped students to relate digital marketing concepts with real life.

The most intriguing part of the session came at an end when Mr. Drabir showed the audience the Facebook page of Madly. True to his assertions on the importance of building a consistent personality for a brand, the page reflected a humorous tone in all the posts. Students were entertained with the funny job vacancy announcement on the Facebook page. The session ended with a huge round of applause as Mr. Drabir read the cheeky post aloud.

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Sessions like this are monumental for our students because the concepts underscored in these sessions provide a glimpse into the functional aspects of marketing. We hope such sessions will go a long way in bridging the gap between academia and the corporate world for our students.

INTERNATIONAL BUSINESS IN ACTION

An Evening of International Business

With the initiation of Mr. Mahmud Zaman and other International Business (INB) faculty members, the Department of MIB conducted a centralized presentations of students taking INB 372: International Business. The students were expected to give a comprehensive idea of everything they learned from the course. The event was coordinated by Mr. Faiz Hossain and was supervised by Mr. Mehdi Hussain, the Chair in Charge of the department.



Students were asked to be creative about what they had learned and implement their learnings to give a presentation about one of the eight countries that they were assigned.

Students were asked to be creative about what they had learned and implement their learnings to give a presentation about one of the eight countries that they were assigned. The presentation time was set for a maximum of ten minutes. Ms. Samira Rahman, Ms. Adina Malik, Ms. Kashfah Mahmood, Mr. Faiz Hossain, Mr. Mahmud Zaman, and Mr. Ehfaz Nowman were the appointed judges. This presentation gave the faculty members an indication of what the students had learned and a broad idea of each of their teaching methods.

The centralized presentation for INB 372 course, initiated for the first time this semester, was well executed in its first trial. We expect to continue this practice from the coming semesters and give students the scope to have a comprehensive knowledge in this field.

MADE IN NSU

Samid Razzak Represents NSU at Silicon Valley

The GIST Tech-I Competition is an annual competition for science and technology entrepreneurs from emerging economies and territories worldwide. Aspiring innovators submit their ideas and start-ups online in an application consisting of an executive summary and promotional video. Their applications are then reviewed by experts and voted on by the global voting public in order to determine the finalists. Up to thirty finalists receive a trip to the Global Entrepreneurship Summit (GES) to showcase their ventures and to receive intensive training. GIST Tech-I winners receive prizes, one-on-one mentorship and training. This year, Samid Razzak

from NSU SBE, represented Bangladesh in this competition and won the Honorable Mention Award and funding scopes from top investors of the world.



In order to get selected for the final stage of GIST Tech-I competition, Samid needed to obtain a significant number of online votes. The entire community at NSU stepped forward to help him with this process. Several faculty members mentored Samid personally as to how to gain more votes and prepare his pitch for GIST; several other faculty members (including from the department of MIB) personally assigned their students to Samid to help him with the voting process. Moreover, two SBE student

clubs, TMC and YES, took advantage of their large member base to help Samid procure the necessary votes and represent NSU and Bangladesh on the global stage.

This event highlights multiple positive aspects of NSU: namely, the unity with which the entire university helped Samid and the fact that one of our own students represented Bangladesh at Silicon Valley, where famed entrepreneurs such as Mark Zuckerberg began their fabled journeys. We hope this is a sign of more accomplishments to come in the future.

THE SPIRIT OF SHARING

Iftar Celebrations

Keeping up with tradition, the Department of MIB organized an offsite Iftar get-together before breaking for Eid holidays. The scrumptious spread at Four Points by Sheraton came with perks (a.k.a. deep discounts) thanks to an elite group of card holders (from a certain bank) within the department. The team's high spirits were palpable at the venue.

It's also worth noting that our dearest chair Mr. Mehdi Hussain also organized an on-site Iftar get-together, convening the entire department in the beloved conference room. The delicacies from Old Dhaka arranged by Mr. Abdul Mumin Evan, was just what the team needed to kick start the holiday season.



MBA FRONT

Seminar Series for BUS 700 Students



The EMBA cohort of BUS 700 had the opportunity to network with a diverse range of industry experts through a series of seminars. BUS 700, a seminar-based course, is aimed at complementing the EMBA curriculum at NSU through lectures given by top management from across various industries. The sessions focus on the core business disciplines as well as on exploring innovations, business practices,

entrepreneurial initiatives and new business models. For Summer 2016, the series of lectures was moderated by Ms. Narmin Tartila Banu, Lecturer, Department of Marketing and International Business.

The first speaker of the series, Mr. Shamim Zaman, Head of Category, Marico, brought to the class his experience of more than 12 years in companies like Unilever, GrameenPhone and Banglalink. In his speech, he informed the class, consisting of students from a diverse background including banking, health, industrial and consumer goods, on how a brand is built from scratch in the FMCG industry.

The next session was conducted by Mr. Kazi Monirul Kabir, Chief Innovation Officer, Spider Digital Innovations. His discussion on innovation management engaged the class in a lively dialogue on the rise of the sharing economy. With his extensive experience in marketing, communication, innovation, strategic design and business development across multiple industries, Mr. Kabir provided a lot of insights that the class benefitted immensely from.

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The class of BUS 700 was treated to a rare insight into the life of a CEO during the session conducted by Mr. Ishtiaq Ahmed, CEO of Omera Petroleum Ltd. With 20 years of experience in companies such as BATB, Reckitt Benckiser and GSK, Mr. Ahmed now heads a local lubricant brand which is becoming a strong name in the country's downstream petroleum sector. His presentation included insights into the structure of the gas

industry of Bangladesh, the key players in this industry's ecosystem and how he, as a CEO, is playing a crucial role in building the brand name Omera. His speech highlighting the importance of maintaining rapport with government bodies, the significance of rural retailers in expanding distribution, and recruiting the right people and motivating them, was indeed an eye opener.

Ms. Fatema Rizwana's lecture on motivation provided a much needed boost to the EMBA cohort. The Director of HR, CARE Bangladesh, Ms. Rizwana spoke at length regarding the importance of maintaining a focus when building one's career. Ms. Rizwana shared how often she has witnessed women letting go of opportunities easily. She encouraged women to be more involved in their career and to become go-getters.

Mr. Ashraf Zaman Ali, Director at KPMG Bangladesh, spoke to the class on the importance of audits and advisory services. He also touched upon the challenges a B2B institution in his industry faces given the stringent policies pertaining to implementation of promotional activities.

Perhaps the youngest of all guest speakers was Mr. Waseem Alim, Co-Founder and CEO of Chaldal.com, a thriving Bangladeshi startup that has made quite a name for itself in the domain of home delivered grocery. He was peppered with questions as to why he left a lucrative job at Silicon Valley after his MBA from Wharton, and he injected a lot of positivity to the class with his enthusiasm towards being able to do something in the Bangladesh market, which till now, is relatively unsaturated.

The sessions also catalyzed discussions pertaining to where businesses are headed, as well as the challenges and opportunities that line the path.

The final session literally had an ice-cream topping, as Mr. Syed Imtiaz Hossain, Director Supply Chain at Polar Ice Cream, not only conducted an interactive session on Supply Chain Management but also treated the class to a newly launched ice cream! Amidst the treat, the class inquired Mr. Hossain on demand and supply planning, and received a lot of interesting insights into inventory management systems in places like Wal-Mart, Mr. Hossain's previous employer.

This interactive seminar series, conducted throughout the semester, enabled students to comprehend business challenges, problems and issues in various industries. Furthermore, the sessions also catalyzed discussions pertaining to where businesses are headed, as well as the challenges and opportunities that line the path. Students from across various industries were benefitted with a broadened knowledge base which will help them become more informed decision makers. Moreover, should anyone anticipate changing fields, they can tap into their newly forged network for useful intelligence!

CLUB FOCUS

Looking Back at the Foundation of NSU IBC

North South University International Business Club, otherwise known as NSUIBC, is a co-curricular club under the Department of MIB. The club was officially set up on February 14, 2016, with the objective of providing a platform for young minds to learn about global businesses, different cultures and traditions and also about conducting business on an international scale

The club's direction was left in the hands of Mr. Ehfaz Nowman, the founding Faculty Advisor. Other founding personnel include President Rezwanur Rahman, Vice President Ashfi Mosfiq, Treasurer Azmain Ashraf and General Secretary Mehnaz Awlad.

As the summer session started, NSUIBC got its clubroom in the club lounge. The club then started planning for the launching event of NSUIBC, Globescope, held on May 26, 2016. The club's first event was a successful one where seminars were held, where faculty members and top notch people from the international business sector gave their views and helped students by enlightening them about the global world, international business and its job prospects in the future.

IBC is growing stronger and working harder to get better with the passage of time. We hope that IBC will promote SBE's goal of experiential learning and provide much-needed practical exposure to students so that they can apply their theoretical knowledge in a functional setting.

Globescope

The long awaited journey of a new era began with an inauguration ceremony of the International Business Club of North South University, which was held on May 25, 2016 in the presence of the Vice Chancellor Professor Dr. Atiqul Islam along with the Dean of SBE, Dr. M. Mahboob Rahman, Director of Student Affairs, Chairs and faculty members of SBE and the Faculty Advisor of the club Mr. Ehfaz Nowman.





The event titled “Globescope” consisted of a series of workshop sessions conducted by top marketing and international business executives and icons from Apex Footwear Limited, Suzuki Motors Ltd. and Standard Chartered Bank, as well as faculty members from North South University. In their sessions, the speakers shed valuable insights to the audience about how International Business is an important and growing career sector in today’s job market in the fields of finance, fashion merchandising and marketing, among others.

These sessions highlighted the potential of International Business in the work arena to the participants.

The event concluded with the appearance of Mr. Taskin Ahmed of the Bangladesh Cricket Team. He enlightened the audience with interesting and inspirational experiences from his cricket career.

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Annual Iftar by TMC

Even though faculty members are supposed to be the second guardians of students, in Bangladeshi culture, there is a significant gap between teachers and students, compounded by power distance stereotypes. With an objective of putting an end to this invisible barrier, The Marketing Club (TMC) of North South University arranged its first ever annual Iftar party. The party was organized by the newly elected executives of the club.



The Iftar party was held on June 17, 2016 at Mughal Kitchen located at Gulshan-1. The Department Chair in charge, Mr. Mehdi Hussain, the Founding Faculty Advisor, Ms. Narmin Tartila Banu and current Faculty Advisor, Mr. Tashfeen Ferdous Saeed were present at the event along with Ms. Mehnaaz Samantha Kamal, Mr. Ehfaz Nowman, Mr. Emran Mohammad, Mr. Faiz Hossain, Ms. Farhana Tabassum, Ms. Samira Rahman and Ms. Aunima Nazmun Nahar.

The event was an Iftar with dinner party followed by a photo session. Apart from the current members of the Club, the alumni members and the founding members were among the attendees.

The faculty members and students forgot about the invisible barrier which separates them and spent the time interacting with and getting to know each other better. The overall event was very smoothly coordinated, to the praise of all attendees.

Even though the doors for teachers are always open to students for any sort of help, many of the students are unaware and are skeptical seeking help and reaching out to their faculty members. We hope that this event organized by the club will start a new relation among the faculty members and students which will reduce the distance and increase the scope of being guided.



This event will start a new relation among faculty members and students, reducing the distance and increasing the scope of meaningful interaction.

RECENT PUBLICATIONS

Mehree Iqbal

Iqbal, M., Nisha, N. & Raza, S.A. (2016). Customers' perceptions of green banking: Examining service quality dimensions in Bangladesh. In P. Ordóñez de Pablos (Ed.), *Managerial Strategies and Solutions for Business Success in Asia*, (forthcoming). Hershey, PA: IGI Global.

Rifat, A., **Iqbal, M.** & Nisha, N. (2016). Determinants of adoption of location-based services in Bangladesh. In P. Ordóñez de Pablos (Ed.), *Managerial Strategies and Solutions for Business Success in Asia*, (forthcoming). Hershey, PA: IGI Global

Idrish, S., Rifat, A., **Iqbal, M.** & Nisha, N. (2017). Mobile health technology evaluation: Innovativeness and efficacy vs. cost effectiveness. *International Journal of Technology and Human Interaction*, 13(3), (forthcoming), USA.

Dr. Muhammad Sabbir Rahman

Hassan, H., MahdeeKey, J., **Rahman, M. S** and Sade, A. B (Accepted, 2016), "Key Success factors and challenges in harnessing the power of women entrepreneurs", *World Review of Entrepreneurship, Management and Sust. Development* (Indexed by Scopus, Publisher Inderscience)

Rahman, M.S., Osmangani, A.M and Raman, M (Accepted 2016), "Destination Selection for Education tourism: Service Quality, Destination Image and Perceived Spirituality Embedded Model" *Journal of Islamic Marketing* (Indexed by Scopus, Publisher Emerald)

Rahman, M.S., Anwar, Afrin, M.A. S (Accepted 2016), "Assessing the Scale of Trust from Knowledge Sharing Perspective: CFA Approach", *The Business Review* (ISSN 1996-3637). (Publisher: School of Business, Uttara University, Bangladesh)

Ph.D. Thesis As an External Examiner:

Student Name: Dahlia Binti Ibrahim

PhD Thesis Title: Antecedents and Benefits Outcomes of Internet Portal Utilization in Knowledge Sharing, Information Management and Self Service Support in Malaysia Research University: Employee Satisfaction as Mediator

Role: External Examiner

University Name: University of Science, Malaysia

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

EVENT CALENDAR

Event	Date	Organizing Body	Venue
Formation of IBC	Tuesday, February 23, 2016	International Business Club	-
Globescope by IBC	Wednesday, May 25, 2016	International Business Club Facilitated by: Mr. Ehfaz Nowman	AUDI 801
MBA speakers	Throughout the semester	BUS 700 Facilitated by: Ms. Narmin Tartila Banu	NAC 601
Annual Iftar by TMC	Friday, June 17, 2016	The Marketing Club Facilitated by: Mr. Tashfeen Ferdous Saeed	Mughal Kitchen
Farewell to MdH and SKF	Sunday, July 31, 2016	Department of Marketing & International Business	MIB Conference Room
MIB participates in anti-terrorism human chain	Monday, August 1, 2016	North South University	In front of NSU Premises
DigiBuzz: Digital Session with Madly	Wednesday, August 3, 2016	Facilitated by: Ms. Narmin Tartila Banu	NAC 410

MESSAGE FROM THE EDITOR

One of the principal strengths of NSU is the diverse community of talented individuals that we have. It was an incredible experience this semester to observe how the entire community was galvanized and united in achieving goals for the greater good, be it sending anti-terrorism messages to the nation or helping one of our own students reach Silicon Valley, the pinnacle of technological entrepreneurship. With every setback comes an upside and the beautiful harmony and unity that we witnessed is the most heartening takeaway from this flurry of events for me. Hopefully, this will be a harbinger of further positivity to come in the future!



Tashfeen Ferdous Saeed

Lecturer & Faculty Advisor, TMC

Department of Marketing & International Business