

# NEWSLETTER

## DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 3 / Issue 2

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### MESSAGE FROM THE CHAIR

Dear Colleagues,

It is the end of Summer 2017 and as always, we are delighted to share our activities with all of you. The semester started on an auspicious note with the 25<sup>th</sup> Anniversary Celebrations of North South University. Things slowed down a bit during Ramadan but right after the Eid Ul Fitr break, our activities gained momentum.

The Self Assessment Committee for IQAC was exceptionally busy this semester with all the required surveys, visitors and sessions for the Self-Assessment Report. On the research front, our Research Committee hosted the second session of the research series, focusing on quantitative research.

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.

In an effort to help students become better human beings, we had a session on the importance of dignity in business curriculum. Following the recent changes in the International Business curriculum, a session was dedicated to students for clarifying their queries and helping them spot opportunities in this major. A group of experts also spoke to our students about the importance of technology in business - the details of which follow.

Despite Ramadan and both Eid breaks falling within Summer 2017, Team MIB was in high spirits and managed to organize events that add value to our key stakeholders, our students. I would like to take this opportunity to congratulate Dr. Tayeenul Hoque, our new member and the incoming Chairman of the Department of Marketing and International Business, Dr. Tamgid Ahmed Choudhury for his new role as the Director of MBA/EMBA programs, Ms. Shahneela Naheed and Ms. Adina Malik on the birth of their baby boys.

Wishing everyone happy holidays!

**Zarjina Tarana Khalil**

Chair in Charge

Department of Marketing & International Business

## NEW RECRUIT



**Dr. Mohammad  
Tayeenul Hoque**

Assistant Professor  
Ph.D.,

University of East Anglia,  
UK

M.Sc.,

The University of Hull, UK

## NEW ROLE



**Dr. Tamgid Ahmed  
Chowdhury**

Associate Professor &  
Director, MBA &  
EMBA Programs

Ph.D.,

Macquarie University,  
Australia

## IN THE DEPARTMENT

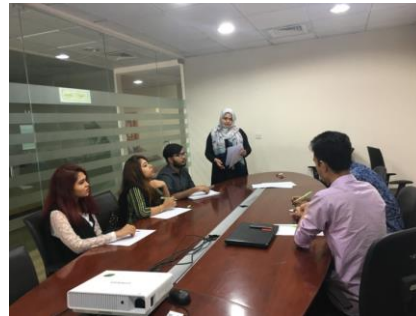
### IQAC Workshops

As per the requirement of the Internal Quality Assurance Cell (IQAC), the Self-Assessment Committee (SAC) from the Department of Marketing and International Business (MIB) conducted seven different workshops between July 9, 2017 and August 20, 2017.

**Workshop 1** and **Workshop 2**, held on July 1, 2017 and July 10, 2017 respectively, were the first focus group workshops of SAC, MIB consisting of undergraduate (UG) students. The purpose of these workshops was to introduce IQAC and its objectives and



action plan for the department and university. The participants



undertook a survey designed to identify the areas of strengths, weaknesses, opportunities, threats (SWOT) and emerging changes needed at the departmental level from the perspectives of UG students.

Workshop 2 focused on the action plans for the SWOT analysis done in Workshop 1.

**Workshop 3** and **Workshop 4** were held on July 27, 2017 and July 29, 2017 respectively among graduate students. These workshops were held to adhere to the mandates of IQAC including performance evaluation and assessment of teaching quality, which will result in higher accreditation from IQAC.





**Workshop 5** was held among various employers and took place on August 10, 2017. The participants undertook a survey to identify and understand the challenges faced by graduates and the skills employers were looking for in new graduates. While addressing these issues, the discussion also concentrated on identifying the strengths, weaknesses, opportunities and threats of the department and the graduates. Moreover, the gaps within

the department in accordance with the Higher Education Quality Enhancement Project (HEQEP) mandates, such as promoting academic innovation, building institutional capacity and raising the connectivity capacity of the higher education sector were also addressed.

The goal of **Workshop 6** was to identify the gaps within the department in accordance with the



Higher Education Quality Enhancement Project (HEQEP) mandates, such as promoting academic innovation, building institutional capacity and raising the connectivity capacity of the higher education sector. Moreover, the need to address employers to understand the challenges faced by graduates and the skills employers were looking for in new graduates were addressed in the workshop. This workshop was held among various employers on August 17, 2017. Ms. Farheen Hassan, Associate Professor and Director, BBA Program of American International University-Bangladesh (AIUB) as well as Additional Director of IQAC, was invited as guest speaker to impart insights from her area of expertise to the audience.

**Workshop 7** was held on August 20, 2017 with the non-academic staff of the MIB Department. The workshop consisted of staff from both the BBA and MBA program. The purpose of the workshop was to introduce IQAC, its objectives and action plan for the department and university to the department staff. The discussion was centered on the initial feedback of the staff with respect to the questionnaire. The goal of this workshop was to identify the gaps within the department with accordance with the Higher Education Quality Enhancement Project (HEQEP) mandates and suggest action plan for improvements needed.



## IN THE CLASSROOM

### Visit by Dr. Ritu Chhikara



Dr. Ritu Chhikara from the BML Munjal University (Delhi, India) delivered a session for MKT-625 (Distribution Management module in MBA program) on July 15, 2017. She discussed several methods of distribution systems together with the concept of sensory marketing and when marketing specialists apply this strategy. In her session, she introduced the significance of marketing research on selecting transportation options, as firms spend a significant share of costs on transportation services. At the end of the session, she demonstrated the dynamism of sensory marketing for brand development process, in which the importance of experimental research was emphasized. The session was facilitated by Dr. Mohammad Tayeenul Hoque and drew a lively participation from students.

### Brand Management in the Digital Era

Google Business Group Sonargaon (GBGS), in association with North South University School of Business and Economics (NSUSBE), organized a session titled “Brand Management in the Digital Era: Learn from the Experts”. The session, held at North South University on August 5, 2017, was aimed at marketing students to familiarize them with contemporary marketing trends and practices in the industry.

Mr. Tarek Abdullah Al-Munim, Head of Marketing, Beximco Communications Ltd, was the first speaker in the session, providing a strategic overview of brand management. This session was followed by one from Mr. Drabir Alam, Director and COO of the ‘X’, who discussed the utilization of digital media to build brand equity. Finally, Mr. Saqiful Alam, Lecturer, NSUSBE, provided a practical overview on how digital media data can be mined for meaningful information for better decision making by brand managers.



Mr. Saqiful Alam, Lecturer, NSUSBE, provided a practical overview on how digital media data can be mined for meaningful information for better decision making by brand managers.

The session was facilitated by Ms. Narmin Tartila and Mr. Omar Nasif Abdullah, faculty members at the Department of Marketing and International Business at NSUSBE. Both faculty members emphasized the importance of maintaining industry relations and staying updated on current business practices for maintaining a competitive edge to the audience.

Representatives from GBGS, Mr. Ehsanul Hoque and Mr. Rafiul Islam expressed an interest to host more programs of similar stature that would continue to empower communities with technological advances. The two-hour long session was followed by a mentoring and networking session when students had a chance to interact with the industry personnel. The event was funded by the Institutional Quality Assurance Cell (IQAC).

### **Visit by Mr. Moinur Rahman Tuhin**

The bridge between academia and the corporate world is often a nebulous one. Students come up with grandiose ideas during their academic lives, only to realize that such ideas may not always be feasible in the real world. To address this issue, Mr. Omar Nasif Abdullah invited Mr. Moinur Rahman Tuhin, Business Manager, Food & Commodities of ACI Consumer Goods Ltd., to preside over the presentations given by the students of MKT 465: Brand Management. The session was an eye-opener, to say the least; students coming up with quixotic concepts were cross-examined by Mr. Moinur Rahman and Mr. Omar Nasif on the practicality of their ideas and were asked to make necessary modifications to enhance real-life applicability. Finally, Mr. Moinur Rahman addressed the audience and spoke about what the industry expects from new graduates.



## OUTREACH ACTIVITIES

### **The Importance of Dignity in the Business Curricula**

The Department of Marketing and International Business at NSUSBE hosted a unique session titled 'The Importance of Dignity in the Business Curriculum' on July 30, 2017 in AUDI 801 at North South University. The objective of the session was to instill and nurture moral values within the youth in conjunction with the regular academic curricula. The event highlighted the importance of dignity as has been conceptualized by Global Dignity and Friendship Hospital, and was also the launch pad for a program, Building an Ethical Altruistic Courageous and Outstanding Nation (BEACON), highlighting the incorporation of dignity related activities at the tertiary education level.

Ms. Runa Khan, Founder and Executive Director of Friendship, and Board Member and Country Chair of Global Dignity International, attended the session as the Special Guest. It is worth noting that throughout her illustrious career as a social entrepreneur spanning the past decade, Ms. Runa Khan has made incredible contributions to the marginalized population of the country. Her NGO, Friendship, serves people living in the 'char' areas through education, health and economic empowerment. Ms. Runa Khan has won many international accolades for her endeavors including the Rolex Award. She has also won fellowships from the Schwab Foundation and Ashoka Foundation.



The one-and-a-half-hour-long session started off at 1.30pm with the introduction of BEACON, a platform for university level students to share good practices and spread the word of dignity. Throughout the session there were speeches, student engagement, story sharing, and audio visuals. Ms. Runa Khan stressed the importance of instilling and nurturing the concept of dignity in the young generation and displayed how Global Dignity is spreading this throughout the world. Ms. Zarjina Tarana Khalil, Chair in Charge, Department of Marketing and International Business, was also in attendance and stressed the importance of embracing dignity for a better life. Over 100 students of NSUSBE and a team from Friendship participated in the event. The session was facilitated by Ms. Narmin Tartila and Mr. Faiz Hossain, faculty members at the Department of Marketing and International Business, with assistance from North South University Social Services Club (NSUSSC) and funding from IQAC.

## STUDENT ENGAGEMENT ACTIVITIES

### Follow the Yellow Brick Road



The Student Engagement Committee at the Department of Marketing and International Business hosted a session titled “Follow the Yellow Brick Road” on August 1, 2017. The overall purpose of this short seminar was to allow participants and students who are willing to take International Business as a major to be exposed to the international business environment and global practices.

Consequently, students were acquainted about their future prospects if they take International Business as their major. The speakers were our very own

department faculty members, Ms. Farzana Choudhury and Ms. Samira Rahman, along with guest speaker Ms. Anika Shams, an NSU alumna and the current talent hunt executive from Coats Bangladesh.



Facilitated by Mr. Emran Mohammad, with assistance from International Business Club (IBC) and funding from IQAC, it was an interactive session with students clarifying queries in a range of topics including the future of international business in our country, international business major success stories, corporate recruitment processes in terms of international business majors, and course curriculum related questions. Following the recent changes in International Business curriculum and the growing interest amongst students for this major, the session was pertinent in addressing several crucial queries.

## CLUB ACTIVITIES

### TMC Annual Iftar



The idea of the TMC Annual Iftar was conceived in 2016 as a means to bridge the invisible power distance gap between students and their mentors, the faculty members, and to celebrate the joy of having Iftar together. Organized by The Marketing Club of North South University (TMC), this year’s Iftar was held on June 9, 2017 at the Mirage with TMC members and faculty members of the Department of Marketing and International Business.

The spirit of family and togetherness was vivid as club and faculty members congregated at the venue well before Iftar and started interacting with each other. With the peace and serenity of Azan, everyone broke their fast and had their meals. After the Iftar, the faculty advisor Mr. Mohammed Abdul Mumin Evan, with the help

of the existing Executive Body members, handed out honorary certificates and gifts to the alumni members of the club for their contributions to TMC during their stints.

No occasion ends until the whole family is captured in a single frame and the annual Iftar was no exception. A beautiful photograph was captured of the event, and the students and faculty members went home with a new bond between them.

## RESEARCH FOCUS

### Research Methods & Techniques: Series - II



On July 19, 2017, the Research Committee at the Department of Marketing and International Business (MIB) organized a five hour Workshop on “Research Methods & Techniques: Series II” as an endeavor towards fostering research skills among the researchers of School of Business and Economics (SBE). This was the second research workshop hosted by MIB Research Committee at the departmental level, following the first module conducted last semester. The purpose of the workshop was to share comprehensive research understanding through qualitative and quantitative paradigms.

The session kicked off with the MIB Research Committee chair, Dr. Muhammad Sabbir Rahman expounding on the hallmarks of scientific research. The session explored multiple theories required for research, including aspects of rigor, testability, replicability, precision, objectivity, and generalizability, amongst a host of other theories.

In the second session, Mr. Mahafuz Mannan and Md. Afnan Hossain introduced the participants to quantitative methods used in research. The trainers explained and showed the participants various aspects of quantitative data handling techniques with SPSS such as Descriptive Statistics, T-tests, Correlation and ANOVA. The hands-on approach provided a more thorough understanding of how to handle large data sets and make meaning out of collected data to glean insights and draw conclusions.





The session concluded with the department chair Ms. Zarjina Tarana Khalil presenting her concluding remarks and thanking the participants along with the research chair and trainers.



## RECENT PUBLICATIONS

**Md. Afnan Hossain**, Mahmud Habib Zaman, Mohammed Abdul Mumin Evan, Muhammad Sabbir Rahman (2017), Assessing Service Experience in Customer's Care Center, North South Business Review (NSBR)

### **Narmin Tartila Banu**

Mahmood, I., Dieleman, M., & **Banu, N.** (Published) 'bKash: Financial Technology Innovation for Emerging Markets', IVEY Publishing. 9B17M097.

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

## FUN ACTIVITIES

In the midst of a very hectic semester, Team MIB managed to squeeze in time for an Iftar get-together. Coordinated by Ms. Narmin Tartila Banu, the event took place at Absolute Thai on June 18, 2017. The Iftar was followed by a coffee session which allowed colleagues to unwind and share some much-needed laughs and conversation amongst themselves.



## EVENT CALENDAR

Event	Date	Organizing Body	Venue
<b>TMC Annual Iftar</b>	Friday, June 9, 2017	The Marketing Club of North South University <b>Facilitated by:</b> Mr. Mohammed Abdul Mumin Evan	The Mirage
<b>IQAC Workshops</b>	Sunday, July 9, 2017 - Sunday, August 20, 2017	Departmental Self-Assessment Committee <b>Facilitated by:</b> Mr. Mahmud H Zaman, Mr. Riasat M. Amir and Ms. Fairuze Chowdhury	MIB Conference Room/SBE Dean's Conference Room
<b>Visit by Dr. Ritu Chhikara</b>	Saturday, July 15, 2017	<b>Facilitated by:</b> Dr. Mohammad Tayeenul Hoque	NAC 602
<b>Research Methods &amp; Techniques: Series II</b>	Wednesday, July 19, 2017	Research Committee <b>Facilitated by:</b> Dr. M. Sabbir Rahman, Mr. Mahafuz Mannan & Mr. Md. Afnan Hossain	NAC 513/MIB Conference Room
<b>The Importance of Dignity in the Business Curricula</b>	Sunday, July 30, 2017	The Outreach Committee <b>Facilitated by:</b> Ms. Narmin Tartila Banu & Mr. Faiz Hossain	AUDI 801
<b>Follow the Yellow Brick Road</b>	Tuesday, August 1, 2017	The Student Engagement Committee <b>Facilitated by:</b> Mr. Emran Mohammad	AUDI 801
<b>Brand Management in the Digital Era</b>	Saturday, August 5, 2017	<b>Facilitated by:</b> Ms. Narmin Tartila Banu & Mr. Omar Nasif Abdullah	NAC 517
<b>Visit by Mr. Moinur Rahman Tuhin</b>	Wednesday, August 30, 2017	<b>Facilitated by:</b> Mr. Omar Nasif Abdullah	NAC 601

## MESSAGE FROM THE EDITOR

Summer time is always marked by a frenzy of activity and this semester has been no exception. As we put the finishing touches on an exceedingly busy four months, let us utilize the accompanying recess to reflect on ourselves, our goals, and the progress we have made, both on professional and personal levels. It is quite easy to lose track of our self-growth; however, acknowledging our accomplishments – no matter how small – will make us stronger and let us craft bigger goals for the future. Au revoir until Fall 2017!

### **Tashfeen Ferdous Saeed**

Lecturer

Department of Marketing & International Business

