

NABILA NISHA

Senior Lecturer, Department of Accounting & Finance,
School of Business and Economics, North South University, Bangladesh

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EDUCATION:

- Banking & Finance*
University of Essex, Colchester, UK
M.Sc.
September 2011
Thesis: *Impact of macroeconomic variables on stock returns: Evidence from Bangladesh and a cross-country comparison with India.*
Result: *Distinction*
- Finance & Accounting; Marketing (Dual Major)*
North South University, Dhaka, Bangladesh
BBA
April 2010
Result: *CGPA 3.80 (on a scale of 4.00)*

EMPLOYMENT:

- Senior Lecturer (Full-time), School of Business and Economics, North South University, Bangladesh.**
February 2016 – Present
Teaching intermediate financial accounting and advanced managerial accounting classes in BBA Program. Supervising undergraduate intern students in preparing their internship reports.
- Lecturer (Full-time), School of Business and Economics, North South University, Bangladesh.**
September 2012 – January 2016
Teaching introductory and advanced financial accounting and managerial accounting classes in BBA Program. Supervising undergraduate intern students in preparing their internship reports.

ACADEMIC EXPERIENCE:

- Lecturer (Part-time), School of Business and Economics, North South University, Bangladesh.**
January 2012 – August 2012
Taught introductory managerial accounting to undergraduate classes in BBA Program.
- Teaching Assistant, School of Business and Economics, North South University, Bangladesh.**
January 2009 – December 2009
Provided tutorial sessions for students, assisted faculty members during advising and proctoring of exams and graded multiple choice and non-judgmental questions.

PUBLICATIONS:

❖ FORTHCOMING

1. **Nisha, N.**, Iqbal, M. & Rifat, A. (2019). The changing paradigm of health and mobile phones: An innovation in the health care system. *Journal of Global Information Management*, 27(1), (accepted), USA (**SCOPUS, ABDC Ranking: A**).
2. Iqbal, M., **Nisha, N.** & Rashid, M. (2018). Beyond faith-based Islamic banking by the retail consumers in Bangladesh. *International Journal of Bank Marketing*, 36(4), (accepted), UK (**SCOPUS, ABDC Ranking: B**).
3. **Nisha, N.** & Rifat, A. (2018). The influence of tax manipulation upon financial performance: Evidence from Bangladesh. *Afro-Asian Journal of Finance and Accounting*, (accepted), UK (**SCOPUS, ABDC Ranking: C**).
4. Iqbal, M., **Nisha, N.**, Rifat, A. & Panda, P. (2018). Exploring client perceptions and intentions in emerging economies: The case of green banking technology. *International Journal of Asian Business and Information Management*, 9(3), (accepted), USA (**SCOPUS**).
5. **Nisha, N.**, Iqbal, M. & Rifat, A. (2018). Service quality and knowledge as determinants of mobile health services: Empirical investigation and further considerations. In M. Khosrow-Pour (Ed.), *Entrepreneurship, Collaboration, and Innovation in the Modern Business Era* (accepted), Hershey, PA: IGI Global.

❖ ACADEMIC JOURNALS

1. **Nisha, N.** & Ghosh, B. (2018). Causal relationship between leverage and performance: Exploring Dhaka Stock Exchange (DSE). *International Journal of Business and Globalization*, 20(1), 31-49, UK (**SCOPUS, ABDC Ranking: C**).
2. Sharif, A., Afshan, S. & **Nisha, N.** (2017). Impact of tourism on CO2 emission: Evidence from Pakistan. *Asia Pacific Journal of Tourism Research*, 22(4), 408-421, UK (**SCOPUS, ABDC Ranking: B**).
3. **Nisha, N.** & Iqbal, M. (2017). Halal ecosystem: Prospects for growth in Bangladesh. *International Journal of Business and Society*, 18(S1), 205-222, Malaysia (**SCOPUS**).
4. Rifat, A., Iqbal, M., **Nisha, N.** & Sharif, A. (2017). Acceptance of green banking framework in Bangladesh: The case of Islamic banks. *Journal of Islamic Economics, Banking and Finance*, 13(2), 152-178, Bangladesh (**SCOPUS, ABDC Ranking: C**).
5. 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(2), 1-21, USA (**SCOPUS, ABDC Ranking: C**).
6. **Nisha, N.** (2017). An empirical study of the balanced scorecard model: Evidence from Bangladesh. *International Journal of Information Systems in the Service Sector*, 9(1), 68-84, USA (**SCOPUS**).
7. **Nisha, N.** (2016). Secret reserve accounting: A case study of Bangladesh. *International Journal of Accounting & Finance*, 6(4), 255-277, UK (**ABDC Ranking: C**).
8. Rifat, A., **Nisha, N.**, Iqbal, M. & Suvittawat, A. (2016). The role of commercial banks in green banking adoption: A Bangladesh perspective. *International Journal of Green Economics*, 10(3/4), 226-251, UK (**SCOPUS, ABDC Ranking: C**).
9. **Nisha, N.** (2016). Macroeconomic determinants of the behavior of Dhaka Stock Exchange (DSE). *International Journal of Asian Business and Information Management*, 7(1), 1-17, USA (**SCOPUS**).
10. **Nisha, N.**, Iqbal, M., Rifat, A. & Idrish, S. (2016). Exploring the role of service quality and knowledge for mobile health services. *International Journal of E-Business Research*, 12(2), 45-64, USA (**SCOPUS**).
11. **Nisha, N.** (2016). Exploring the dimensions of mobile banking service quality: Implications for the banking sector. *International Journal of Business Analytics*, 3(3), 60-76, USA.
12. **Nisha, N.**, Iqbal, M., Rifat, A. & Idrish, S. (2016). Adoption of e-Government services: Exploring the case of electronic tax filing. *International Journal of E-Services and Mobile Applications*, 8(3), 53-70, USA (**SCOPUS**).

13. **Nisha, N.** (2016). Relevant costing: Can the method coincide with different industries?. *Journal of Commerce & Accounting Research*, 5(2), 1-6, India.
14. **Nisha, N.** (2016). Stock market and macroeconomic behavior: Evidence from Karachi Stock Exchange (KSE). *International Journal of Applied Behavioral Economics*, 5(2), 12-30, USA.
15. **Nisha, N.** (2016). Global financial crisis: Exploring the special role of U.S. banks and regulations. *International Journal of Banking, Risk and Insurance*, 4(1), 53-63, India.
16. **Nisha, N.** (2015). Impact of macroeconomic variables on stock returns: Evidence from Bombay Stock Exchange (BSE). *Journal of Investment and Management*, 4(5), 162-170, USA.
17. **Nisha, N.** (2015). Inventory valuation practices: A developing country perspective. *International Journal of Information Research and Review*, 2(7), 867-874, India.
18. **Nisha, N.,** Iqbal, M., Rifat, A. & Idrish, S. (2015). Mobile health services: A new paradigm for health care systems. *International Journal of Asian Business and Information Management*, 6(1), 1-18, USA (**SCOPUS**).

❖ **BOOK CHAPTERS**

1. Iqbal, M., **Nisha, N.** & Rifat, A. (2018). E-government service adoption - The impact of privacy and trust. In M. Khosrow-Pour (Ed.), *Encyclopedia of Information Science and Technology, Fourth Edition*, (pp. 3579-3590). Hershey, PA: IGI Global (ISBN: 978-1-522-52255-3).
2. **Nisha, N.,** Iqbal, M. & Rifat, A. (2018). Innovativeness, privacy and trust as determinants of electronic tax filing: An empirical investigation and new research agenda. In M. Khosrow-Pour (Ed.), *Optimizing Current Practices in E-services and Mobile Applications* (pp. 181-202). Hershey, PA: IGI Global (ISBN: 978-1-522-55026-6).
3. Idrish, S., Rifat, A., Iqbal, M. & **Nisha, N.** (2018). Mobile health technology evaluation: Innovativeness and efficacy vs. cost effectiveness. In *Health Economics and Healthcare Reform: Breakthroughs in Research and Practice* (pp. 20-41). Hershey, PA: IGI Global (ISBN: 978-1-522-53168-5).
4. **Nisha, N.** (2017). An empirical study of the balanced scorecard model: Evidence from Bangladesh. In *Decision Management: Concepts, Methodologies, Tools, and Applications* (pp. 838-855). Hershey, PA: IGI Global (ISBN: 978-1-522-51837-2).
5. **Nisha, N.** (2017). Green investments and returns: A developing country perspective. In M. Mieila (Ed.), *Measuring Sustainable Development and Green Investments in Contemporary Economies* (pp. 1-21). Hershey, PA: IGI Global (ISBN: 978-1-522-52081-8) (**SCOPUS**).
6. **Nisha, N.** & Rifat, A. (2017). Reducing poverty and sustaining growth: A microfinance approach. In M. Mieila (Ed.), *Measuring Sustainable Development and Green Investments in Contemporary Economies* (pp. 50-75). Hershey, PA: IGI Global (ISBN: 978-1-522-52081-8) (**SCOPUS**).
7. Iqbal, M., **Nisha, N.** & Raza, S.A. (2017). 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* (pp. 1-20). Hershey, PA: IGI Global (ISBN: 978-1-522-51886-0) (**SCOPUS**).
8. Rifat, A., Iqbal, M. & **Nisha, N.** (2017). Determinants of adoption of location-based services in Bangladesh. In P. Ordóñez de Pablos (Ed.), *Managerial Strategies and Solutions for Business Success in Asia* (pp. 79-101). Hershey, PA: IGI Global (ISBN: 978-1-522-51886-0) (**SCOPUS**).
9. Iqbal, M. & **Nisha, N.** (2016). The role of religion on purchase behavior of Muslim consumers: The context of Bangladesh. In D. Mutum, M.M. Butt & M. Rashid (Eds.), *Advances in Islamic Finance, Marketing and Management: An Asian Perspective* (pp. 245-270). UK: Emerald Group Publishing Limited (ISBN: 978-1-78635-899-8).
10. **Nisha, N.,** Iqbal, M., Rifat, A. & Idrish, S. (2016). Mobile health services: A new paradigm for health care systems. In *E-Health and Telemedicine: Concepts, Methodologies, Tools, and Applications* (pp. 1551-1567). Hershey, PA: IGI Global (ISBN: 978-1-466-68756-1).

11. **Nisha, N.**, Idrish, S. & Hossain, M.Z. (2015). Consumer acceptance and use of mobile banking services in Bangladesh. In *Green Banking in Bangladesh and Beyond* (pp. 155-182). Bangladesh: Zaman Printing and Packaging (ISBN: 978-9-843-38531-4).
12. Hossain, M.Z., Ahmed, M. & **Nisha, N.** (2015). Consumer attitudes and perception towards green banking in Bangladesh, In *Green Banking in Bangladesh and Beyond* (pp. 48-76). Bangladesh: Zaman Printing and Packaging (ISBN: 978-9-843-38531-4).

❖ BUSINESS CASE STUDIES

1. Ahmed, J.U., Rifat, A., **Nisha, N.**, Manirujjaman, M. & Shrensky, R. (2016). Beyond the border: Yellow goes international. *Global Business Review*, 17(5), 1-13, India (**SCOPUS, ABDC Ranking: C**).
2. Ahmed, J.U., **Nisha, N.** & Chowdhury, M.F. (2016). Driving sales through disintermediation approach: A case of RFL Plastics Limited in Bangladesh. *International Journal of Supply Chain and Operations Resilience*, 2(4), 345-357, UK.
3. Ahmed, J.U., Ashikuzzaman, N.M. & **Nisha, N.** (2016). Understanding operations of floating schools: A case of Shidhulai Swanirvar Sangstha in Bangladesh. *South Asian Journal of Business and Management Cases*, 5(2), 221-233, India.
4. Ahmed, J.U., **Nisha, N.** & Rifat, A. (2016). The Dhaka Mercantile Co-operative Bank Limited: A case of Islamic Shari'ah banking in Bangladesh. *International Journal of Financial Innovation in Banking*, 1(1/2), 62-79, UK.
5. Ahmed, J.U., **Nisha, N.**, Rifat, A. & Shimul, M.A.S. (2016). Challenges for Atomix System Ltd.: The ITES industry in Bangladesh. *SAGE Business Cases* (ISBN: 978-1-473-97512-5), USA.
6. Ahmed, J.U., Rifat, A., **Nisha, N.** & Uddin, M.J. (2015). Deshi Dosh: The case on integration of ten rivals in the fashion industry of Bangladesh. *DECISION*, 42(1), 87-103, India.

❖ BOOKS

1. **Nisha, N.** (2015). *Sensitivity Analysis of Macroeconomic Variables and Stock Returns: A Cross-Country Comparison between Bangladesh and India*, Germany: LAP LAMBERT Academic Publishing (ISBN: 978-3-659-81252-1).
2. **Nisha, N.** (2015). *Transaction Banking Services: The Case of Bangladesh*, Germany: LAP LAMBERT Academic Publishing (ISBN: 978-3-659-81836-3).

❖ CONFERENCE PROCEEDINGS

1. Idrish, S., Iqbal, M., **Nisha, N.**, Chowdhury, K.M.K. & Malik, A. (2014). *Consumer behavior towards instant noodles as a quick meal option in Bangladesh*, paper presented at SenseAsia 2014: The Asian Sensory and Consumer Research Symposium, Food Choice and Consumer Behavior, 11-13 May, Singapore.

❖ NEWSPAPER ARTICLES

1. Rashid, M., **Nisha, N.** & Iqbal, M. (2017). Earning your PhD. Career Advice, Regency Hospitality Training Institute.

PROFESSIONAL ACTIVITIES:

Peer Reviewer

1. International Journal of Applied Behavioral Economics, USA.
2. International Journal of Asian Business and Information Management, USA.
3. Encyclopedia of Information Science and Technology, USA.

TEACHING AREAS/COURSES TAUGHT:

School of Business and Economics, North South University, Bangladesh (2012-Present)

Undergraduate Class: BBA Program

1. ACT 333: Managerial Accounting
2. ACT 330: Intermediate Accounting
3. ACT 202: Introduction to Managerial Accounting
4. ACT 201: Introduction to Financial Accounting
5. BUS 498: Internship Projects (supervising undergraduate internship students)

UNIVERSITY SERVICES:

October 2016 – May 2017

Member, Assessment and Curriculum Planning Committee

Reviewing and revising student learning outcomes and rubrics in graduate and undergraduate courses of the Department of Accounting & Finance, writing assessment reports and recommending revisions to curriculum of other programs of the School of Business and Economics, North South University.

September 2015 - May 2017

Member, Community Outreach Committee

Encouraging and facilitating initiatives to increase faculty involvement with external stakeholders in order to enhance faculty contribution to community service and further the impact and visibility of the Department of Accounting & Finance, North South University.

October 2014 – August 2015

Member, Faculty Search and Recruitment Committee

Searching, screening and recommending suitable candidates for the hiring and selection process at the Department of Accounting & Finance under the School of Business and Economics, North South University.

March 2015 – December 2015

Core Team Member, ACBSP Standard 6 Team

Assisting the Standard Bearer and Coordinator of Standard 6 for ACBSP documentation by preparing deliverables and collecting evidence related to education and business processes of the School of Business and Economics.

September 2014 – December 2015

Team Coordinator, ACT 333 (Managerial Accounting)

Assisted Department of Accounting & Finance by preparing various deliverables to comply with requirements of the accreditation process for the course of ACT 333, including student learning outcomes, assessment tests and question bank for the tests, number of coordination team effort reports, etc.

Deputy Team Coordinator, ACT 330 (Intermediate Accounting)

February 2015 – May 2015

Assisting Department of Accounting & Finance and Team Coordinator by preparing various deliverables to comply with the requirements of the accreditation process for the course of ACT 330, including student learning outcomes, assessment tests and question bank for the tests, number of coordination team effort reports, etc.

Member, Corporate Relation Team, 8th National Career Fair

May, 2013

Facilitated initiatives to increase student involvement with external stakeholders and vice versa, thereby bringing prospective employers and to-be graduates on the same platform.