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| MEHREE IQBAL Senior Lecturer, Department of Marketing and International Business, School of Business and Economics, North South University, Bangladesh  Email: mehree.iqbal@northsouth.edu Phone: +880-2-55668200, Ext. 1719 (Office), +8801819406731 | |  |
| **EDUCATION:** | | | |
| *M.Sc.* **September 2010 - Sep 2011** | *International Business & Entrepreneurship* **University of Glasgow, Scotland, UK**  *Reward: Post-Graduate Excellence Scholarship*  *Result: Distinction*  *Thesis: Developing a Procedure for Effective Market Testing in the Context of Radical Innovation and Complex products.* | | |
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| *BBA* **June 2005 – December 2009** | *Marketing* **North South University, Dhaka, Bangladesh**  *Reward: Merit-based Scholarship*  *Result: 3.79/4*  *Dissertation: Developing an Effective Records Management Procedure for British American Tobacco Bangladesh.* | | |
| **EMPLOYMENT:** | | | |
| *February 2016 – Present* | ***Senior Lecturer*, Department of Marketing and International Business, School of Business and Economics, North South University, Bangladesh.** Teaching international business and international competitiveness in BBA Program. Supervising undergraduate intern students in preparing their internship reports. Conducting research on the consumer behavior, international business, and empirical research methods in international marketing, technology acceptance models and industry-specific case studies. | | |
| **ACADEMIC EXPERIENCE:** | | | |
| *September 2012 – January 2016* | ***Lecturer*, Department of Marketing and International Business, School of Business and Economics, North South University, Bangladesh.** Teaching international business, international competitiveness, entrepreneurship, international strategy and international marketing in BBA Program. Supervising undergraduate intern students in preparing their internship reports. Conducting research on the consumer behavior, international business, and empirical research methods in international marketing, technology acceptance models and industry-specific case studies. | | |
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| *January 2009 – August 2009* | ***Teaching Assistant,* School of Business and Economics, North South University, Bangladesh.** Provided tutorial sessions for students, assisted faculty members during advising and proctoring of exams and graded multiple choice and non-judgmental questions. | | |
| |  |  | | --- | --- | | *June 2004 – December 2004* | ***Junior Teacher,*** ***Peter Pan English Grammar School, Bangladesh.*** Taught and supervised basic Mathematics and English in standard one and two. Monitored and Marked the Examination scripts. Arranged class party and picnic. |   **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(2), (accepted), USA **(SCOPUS, ABDC Ranking: A).**  2. **Iqbal, M.,** Nisha, N. & Rashid, M. (2017). Beyond faith-based Islamic banking by the retail consumers in Bangladesh. International Journal of Bank Marketing, (accepted), UK **(SCOPUS, ABDC Ranking: B)**.  3. Nisha, N. & **Iqbal, M.** (2017). Halal ecosystem: Prospects for growth in Bangladesh. International Journal of Business and Society, (accepted), Malaysia **(SCOPUS).**   * **ACADEMIC JOURNALS** | | | |
| * + - 1. **Iqbal, M** (2017). Market Testing Procedures for B2C and B2B in Perspective of Radical Innovation. International Journal of Customer Relationship Marketing and Management, 8 (1), 15-29, USA. DOI: 10.4018/IJCRMM.2017010102  1. 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).** 2. 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**). 3. Ahmed, J.U**., Iqbal, M.,** Idrish, S. & Chowdhury, K.M. (2017). ‘Royal Tiger: Energy Drinks Marketing Strategy in Bangladesh’, *SAGE Business Cases*, SAGE Publications. http://dx.doi.org/10.4135/9781473994607 4. 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. 5. 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).** 6. **Iqbal, M.** (2015). Consumer Behavior of Organic Food: A Developing Country Perspective. *International Journal of Marketing & Business Communication*, 4(4), 59-68, India. 7. **Iqbal, M.** (2015). Developing a New Market Testing Procedure in the Context of Radical Innovation. *Communications*, 3 (5), 120-127, USA. doi: 10.11648/j.com.20150305.17 8. 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. **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).** 3. 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).** 4. **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). 5. **Iqbal, M.,** Chowdhury, K.M.K. & Hossain, M.Z. (2015). Organic Food in Bangladesh and How Do Different Customers React to Organic Food Market, in *Green Banking in Bangladesh and Beyond*, 183-200, Bangladesh. (ISBN: 978-9-843-38531-4). 6. Nisha, N., **Iqbal, M.,** Rifat, A. & Idrish, S. (2015). 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). 7. Ahmed, J.U., **Iqbal, M.,** Uddin, M.J. & Imran, M.S. (2014). Marshal Securities Limited: Security Service provider, in *Managing World Class Operations*, 306-17, Bloomsbury Publishing, New Delhi, India. | | | |
| **BOOK:**   1. **Iqbal, M**. (2015). *Radical Innovation: A Paradigm For The New Market Testing Procedure*, Germany: LAP LAMBERT Academic Publishing (ISBN-13: 978-3659804472).   **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.   **WORKING PAPERS:**   1. “Integration of Performance Metrics in Microfinance: A Comparative Study of Grameen Bank vs. Co-operative Bank”, with Nisha, N. & Rifat A., International Journal of Business Performance Management, (under review), UK. 2. “Innovativeness, Privacy and Trust as Determinants of Electronic Tax Filing: An Empirical Investigation and New Research Agenda”, with Nisha, N. & Rifat, A., In M Khosrow-Pour (Ed.), Optimizing Current Practice in E-services and Mobile Applications, (under review), USA. 3. “Acceptance of Green Banking Framework in Bangladesh: The Case of Islamic Banks”, with Rifat, A., Nisha, N. & Sharif, A., Journal of Islamic Economics, Banking and Finance, (under review), Bangladesh. 4. “Green Banking: Client Perceptions and Intentions in Emerging Economies”, with Nisha, N, Rifat, A. & Panda, P., International Journal of Asian Business and Information Management, (under review), India. 5. “Green Banking Adoption: Exploring State-Owned Banks of Bangladesh”, with Ordóñez de Pablos, P., Nisha, N. & Rifat, A., IIMB Management Review, (under review), India. | | | |
| **REVIEWER:** | | | |
| 1. International Journal of Asian Business and Information Management (IJABIM), USA. 2. International Journal of Emerging Markets, Emerald Publishing Limited 3. International Journal of Islamic and Middle Eastern Finance and Management, Emerald Publishing Limited. 4. Encyclopedia of Information Science and Technology (Book), USA. 5. Managerial Strategies and Solutions for Business Success in Asia, (Book), USA. | | | |
| **UNIVERSITY SERVICES:** | | | |
| *January 2017 – May 2017* | ***Team Coordinator, INB355 (Country Risk Analysis)***  Responsibilities: Assisting the Department of Marketing and International Business by preparing various deliverables to comply with the requirements of the accreditation process for the course of INB355, including student learning outcomes, assessment tests and question bank for the tests, a number of coordination and team effort reports etc. | | |
| *October 2015 – Present* | ***Member, Research Committee***  Responsibilities: Enhancing the research culture within the department. Encouraging research collaboration and quality publications. Supporting faculties to attract internal and external grants. Undertaking a number of initiatives such as organizing periodic seminars, developing a research bulletin etc. under the School of Business and Economics. | | |
| *March 2015 – Present* | ***Core Team Member,* ACBSP Standard 3 Team**  Responsibilities: Assisting the Standard Bearer and Coordinator of Standard 3 for ACBSP self study report by preparing deliverables and collecting evidence related to departments, students and administration of the School of Business and Economics. | | |
| *September 2015 – April 2016* | ***Team Coordinator, MKT382 (International Marketing)***  Responsibilities: Assisting the Department of Marketing and International Business by preparing various deliverables to comply with the requirements of the accreditation process for the course of MKT382, including student learning outcomes, assessment tests and question bank for the tests, a number of coordination and team effort reports etc. | | |
| *October 2014 – Present* | ***Team Coordinator,* INB410 (International Competitiveness)**  Responsibilities: Assisting the Department of Marketing and International Business by preparing various deliverables to comply with the requirements of the accreditation process for the course of INB410, including student learning outcomes, assessment tests and question bank for the tests, a number of coordination and team effort reports etc. | | |
| *May, 2013* | ***Member*, Corporate Relation Team, 8th National Career Fair**  Responsibilities: Facilitated initiatives to increase student involvement with external stakeholders and vice versa (the industry, public and private institutions, non-profit sector, etc.), thereby bringing prospective employers and to-be graduates on the same platform. | | |
| **PROFESSIONAL EXPERIENCE:** | | | |
| *January 2011 – May 2010* | ***Graduate Consultant*, ClydeSpace Ltd, United Kingdom**  Responsibilities: Carrying out market research for specific radical innovative product through secondary analysis and primary analysis of the satellite industry globally. Communicated with the company’s existing and potential customers. | | |
| *February 2010 – July 2010* | ***Junior Program Support Officer,* Organization for Rural and Nature Oriented Bangladesh (ORNOB), Bangladesh**  *Responsibilities: Demonstrated interpersonal skills through effective coordinate and communicate across a diverse community network. Administered and conducted formal meetings with the foreign delegates. Coordinated the communication between the foreign delegates and local workers in the NGO. Provided general office administrative support to successfully complete assigned tasks* | | |
| *October 2009 – January 2010* | ***Intern, Secretariat and Records Management Department ,*** ***British American Tobacco, Bangladesh***  *Responsibilities: Providing administrative support specifically in Records Management Department. Arranging Records Management Audit in various departments within and outside Head office. Worked in arranging the event “Battle of Minds”, one of the most prestigious inter university competition in Bangladesh organized by British American Tobacco Bangladesh.* | | |