

NEWSLETTER

DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS



Volume 3 / Issue 1

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MESSAGE FROM THE CHAIR

Dear Colleagues,

As Spring 2017 comes to an end, we are delighted to share our activities with all of you. As usual, our department has been exceedingly busy with a myriad of events throughout the semester.

After a year of persistent hard work, we are finally launching our course on Digital Marketing. The International Business Major is also revamped with two new courses, to keep up with global curriculum standards. The Self Assessment Committee for IQAC had their first workshop and are ready with the groundwork for survey in the upcoming semester.

On the research front, our research committee hosted a session on qualitative research and SPSS, as part of IQAC requirement. Three of our colleagues received research grants from NSU for their research

projects. We are now working very closely on the departmental research focus, to elevate our research standards.

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.

Both the co-curricular clubs The Marketing Club (TMC) and International Business Club (IBC) successfully hosted their signature events, Hashtag Marketing and Globescope, respectively. The Outreach Committee also hosted an alumnus in an effort to bridge the gap between industry and academia.

A big congratulations to our colleagues who got promoted this semester, Dr. Tamgid Ahmed Chowdhury, Dr. M. Sabbir Rahman, Ms. Sherina Idrish and Ms. Narmin Tartila. The department is also extremely sad to bid farewell to one of our dearest colleagues, Mr. Varqa Shamsi Bahar who is off to Auckland for his PhD.

Wishing everyone happy holidays and see you in Summer 2017! Enjoy the newsletter!

Zarjina Tarana Khalil

Chair in Charge

Department of Marketing & International Business

PROMOTIONS



**Dr. Tamgid
Ahmed
Chowdhury**

Associate
Professor



**Dr. M. Sabbir
Rahman**

Associate
Professor



**Ms. Sherina
Idrish**

Senior Lecturer



**Ms. Narmin
Tartila Banu**

Senior Lecturer

IN THE DEPARTMENT

IQAC Focus: Workshop on Team Building

The Self-Assessment Committee (SAC) at the Department of Marketing and International Business organized and conducted its first team building workshop. The purpose of this workshop was to introduce Institutional Quality Assurance Cell (IQAC), its objectives, self-assessment process and the outcomes to the department. Each SAC is working under IQAC at the department level and



is responsible for conducting the self-assessment procedures, preparing a self-assessment report, and finally delivering an improvement plan for the department. The end goal of IQAC is to establish a quality assurance mechanism in Bangladesh's higher education institutions. Through their first workshop, the SAC team unveiled the progress of their work so far, future plans and also shared how the faculty members can contribute at the departmental level to meet the IQAC outcomes.



IN THE CLASSROOM

Visit by Mr. Manas Paul



Mr. Manas Paul, Associate Director at Asiatic EXP, was invited to speak to NSU SBE students. He spoke from his decade of experience spanning organizations such as Banglalink, Spellbound and Interspeed, and he did a fabulous job helping students understand how theories learnt in class are applied in real life. His take on topics of STP and ATL/BTL promotions drew a lively participation from the students of Strategic Marketing (MKT 460). The session was facilitated by Ms. Narmin Tartila Banu and attended by Mr. Varqa Shamsi Bahar and Ms. Mehnaaz Samantha Kamal, along with a host of students.



Mr. Manas Paul demonstrating application of theoretical concepts in real life

Workshop on pricing and forecasting

Mr. Syed Ibrahim Sajeed, a specialist in pricing strategy from Grameenphone Limited, conducted a workshop on the topics of pricing and forecasting for students of MKT 460. Facilitated by Mr. Varqa Shamsi Bahar, the 1.5 hour long workshop focused heavily on practical applications. Students learnt how to set the right price for products in a practical context and were shown how to come up with correct sales projections. Different scenarios and cases were practiced in the class in order to develop their skills in pricing and forecasting.

Visit by Ms. Khadija Rahman



Ms. Khadija Rahman, Design Consultant for Aarong, visited a section of Brand Management (MKT 465) on April 26, 2017. Ms. Rahman, a designer based in London, is on a one year assignment to Dhaka, designing men's wear for Aarong. She was particularly interested in gathering feedback from the students regarding their tastes and preferences, shopping behavior and brand loyalty. It was a very interesting discussion with enthusiastic participation from the male students. They seemed particularly excited at the prospect of being part of the formation of a new brand. The visit was facilitated by the course instructor, Ms. Zarjina Khalil.

New courses

Starting from Summer 2017, the Department of Marketing and International Business will offer three new courses for students from the School of Business and Economics. MKT/MIS 330: Digital Marketing and Social Networking for Business is a course aimed at acquainting marketing majors with the growing field of digital marketing, which is a vital tool in the repertoire of any contemporary marketer in today's increasingly tech-savvy workplace. Furthermore, for students majoring in International Business, INB 400: International Trade & Finance will look at the financial and economic implications of international trade while INB 490: Cross-Cultural Management will examine how to navigate between and manage people from a cross-cultural perspective. The new courses are expected to equip students with the skills that they need to excel in their careers and also serve to maintain global curriculum standards.

INTRODUCING FOR THE VERY FIRST TIME....
THE COURSE
DIGITAL MARKETING
AT NSU FOR THE SEMESTER
SUMMER 2017

THE DEPARTMENT OF MARKETING AND INTERNATIONAL BUSINESS
OFFERS **MKT330/MIS330** AS AN OPEN ELECTIVE FOR MAJOR IN MARKETING AND MANAGEMENT INFORMATION SYSTEM

TMC The Marketing Club of North South University
NSU SBE

INTRODUCING
2 New Major
Core Courses

INB400
International
Trade & Finance

INB490
Cross-Cultural
Management

for **INB Majors**

For further information, contact -
RABBI (rabikh93@gmail.com)
ALI (aliasger.ali@gmail.com)

NSU SBE AACSB

OUTREACH ACTIVITIES

The New Spin



It is an unspoken expectation that if a university student embarks upon a specific career path, s(he) has to religiously follow that path. What

most of us fail to understand is that unlike horses with blinkers, we are human beings with the special ability to explore and question things around us. Keeping this in mind, the Outreach Committee (chaired by Mr. Faiz Hossain) initiated a session titled “The New Spin” where Mr. Razit Zulfiqer, alumnus of Class of 2009, was invited as the guest speaker. Mr. Emran Mohammad, Lecturer, MIB hosted the event.

Mr. Zulfiqer is a marketing major, and is currently working with the Korean mobile giant, Samsung. Instead of managing the brand portfolio of Samsung (as per the expected career norm), Mr. Zulfiqer has assumed the role of Training and Development Manager in the IT department. He was formerly consulting for Google. The most orthodox yet the most accepted belief is, that a business graduate has to follow a business path. However, this was very beautifully defied by Mr. Zulfiqer.



There were two main takeaways from his presentation: networking and getting out of one’s comfort zone. He mentioned that the term networking is used so often yet people habitually misapprehend the gravity of this big word. Networking and building relations with people in diverse areas is one of the biggest assets an individual can create for himself/herself and leverage when required.

The second takeaway was, as he put it, “finding your comfort zone and breaking it brutally”. He clearly implied that if we stay within the boundaries of our comfort zone and never try to step outside in the fear of “what ifs”, we will never realize our true potential. If Mr. Zulfiqer had not challenged himself and had not taken a chance, he would still probably be trapped in a job that he would not enjoy or be interested to put in his best effort. However, only because he dared to defy the conventional belief, he discovered a passion and a zeal to do something through which he could actually create an impact on society.

CLUB ACTIVITIES

Hashtag Marketing V2.0

The Marketing Club of North South University (TMC) launched its event “#marketing V.2” on 12th February with the aim of inviting creative digital marketing campaigns to solve business problems effectively. The event kick started with a booth inviting participants and a workshop conducted by Abir Mazumder, Managing Partner & Co-Founder of Beatnik Designs. Having armed the participants about the tenets of digital marketing, TMC put the participating teams through three rounds of increasing rigor, filtering out groups from a pool of over hundred participating teams and leaving the seven best teams for the final round.



The final was a challenging affair, with the judges demanding a deeper understanding and practical application of the ideas that the finalists put forth. After building up suspense for seven whole days, the winner and runners-up were announced in a ceremony which was graced by the presence of the honorable Pro Vice Chancellor Prof. Dr. G.U. Ahsan, the Dean of School of Business and Economics, Prof. Dr. Mohammad Mahboob Rahman, and Ms. Zarjina Tarana Khalil, Chair-in-charge of the Department of Marketing and International Business. The ceremony included a panel of distinguished guests, Mr. Iresh Zaker, Executive Director, Asiatic 360°, Mr. Utsav Agarwal, Launcher EMEA at

Uber Bangladesh and India, and Ms. Zakia Zerine, Head of App Eco System, Grameenphone. The ceremony ended with a huge photo session and a grand dinner party.

TMC turns Two



The Marketing Club of North South University (TMC) turned two on March 8, 2017. To celebrate the occasion, TMC had a small birthday party which was graced by the presence of the Chair-in-charge of the department, Ms. Zarjina T. Khalil, the founding faculty advisor Ms. Narmin Tartila, the outgoing faculty advisor Mr. Tashfeen F. Saeed, and last but not the least, the current faculty advisor Mr. Mohammed Abdul Mumin Evan. The celebration unfolded as the faculty members cut a delicious cake, designed in the shape of a shield representing the club's official logo, surrounded by the members of TMC. We hope that the club will continue its journey and promote experiential learning going forward.

Globescope 2.0

The International Business Club (IBC) is just a year old but made its mark in the club society of NSU with its first ever event called 'Globescope' in May 2016. It was a seminar encompassing many corporate world icons from institutions such as Standard Chartered Bank, Apex Footwear Ltd. and Rancon Motors. This year NSUIBC organized the second season of this interactive event called 'Globescope 2.0'. The speakers from different multinational



companies such as MGH Group, Telenor Health and British American Tobacco took to the stage to discuss issues related to international business and share their own success stories. Interminable discussions prevailed on topics such as the importance of affiliation and partnerships in global businesses, contributions of imports in operating a vast business, and upholding the brand value in order to make companies recognizable internationally. The purpose of this seminar was to lodge into the audience's mind that the entire

corporate world has gone global and therefore the concept of international business is as important as any other constituent of commerce.

IBC Turns One

The International Business Club (IBC) is a co-curricular club under the Department of Marketing and International Business, which started its journey on February 14th, 2016. This year the club surpassed the one year mark and to commemorate this milestone, it celebrated its



first birthday with the amazing members of the department. Within its one year life span, IBC successfully organized two seasons of its seminar 'Globescope' and the Global Village. A notable mention goes to Mr. Ehfaz Nowman for his hard work and adept management of the club as its faculty advisor. Additionally, IBC received significant support from the Department of Marketing and International Business and its faculty members during its tenure.

RESEARCH FOCUS

Research Methods & Techniques

As part of conforming to quality standards put forth by IQAC, the Department of Marketing and International Business (MIB) organized a four-hour workshop on **Research Methods & Techniques: Series I** on April 13th, 2017. This workshop was also an endeavor towards fostering research skills among the researchers of the School of Business and Economics (SBE) and was the



first research workshop hosted by MIB Research Committee with the purpose of sharing comprehensive research methods. The workshop focused on both qualitative and quantitative methods at a primary level.

The session kicked off with the MIB Research Committee Chair Dr. M. Sabbir Rahman delineating the differences between qualitative and quantitative methodology from a philosophical perspective, referring to several theories in the process. This was followed by a qualitative session conducted by Mr. Mahmud Habib Zaman, who briefly touched upon the universal methods used in qualitative research and the tools used to conduct this category of research.



In the second session, quantitative methods were discussed by Mr. Mahfuz Mannan. Mr. Mannan went through several aspects of quantitative research including various statistical tests, data analysis techniques and forecasting tools. The participants were given a hands-on approach in the lab in order to acquaint themselves better with the techniques being taught. The session concluded with the Department Chair in Charge, Ms. Zarjina Tarana Khalil thanking the participants and the research committee for sharing their valuable insights. We hope this workshop will be of great value to aspiring researchers in our department.

Research Grants



This semester, three of our colleagues received research grants from North South University to support their research activities in their designated topics. The lead authors who received the grants are Dr. Tamgid Ahmed Chowdhury for his paper “Multidimensional Political Mix Model for Developing Countries: An Empirical Investigation”, Ms. Narmin Tartila Banu for

“Purchase Behavior through F-Commerce: An Empirical Assessment”, and Dr. M. Sabbir Rahman for “Constructing Knowledge Sharing Behavior among the Academic Staff in Institutions of Higher Learning: Cross-Country Perspective”. We hope that the grants will lead to outstanding research outputs from these researchers and inspire further research efforts by others.

RECENT PUBLICATIONS

Mehree Iqbal

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.

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.

Mahafuz Mannan

Mannan, Mahafuz., Mohiuddin, Fazla., Chowdhury, Nusrat. & Sarker, Priodorshine (Accepted) 'Customer Satisfaction, switching intentions, perceived switching costs, and perceived alternative attractiveness in Bangladesh mobile telecommunications market'. South Asian Journal of Business Studies (**Emerald Publishing Group: ABDC ranking-C**)

Dr. Muhammad Sabbir Rahman

Rahman, Sabbir, M., Daud, Mat, N & Hassan, H (2017), "Generation “X” and “Y” knowledge sharing behaviour: The influence of motivation and intention on non-academic staff of higher learning institutions", Journal of Applied Research in Higher Education, Vol. 9 Issue: 2, pp.325-342, doi: 10.1108/JARHE-05-2016-0039 (Thomson Reuters' Emerging Sources Citation Index, Scopus) (**Emerald Publisher**).

Rahman, Sabbir, M., Hassan, H., Osman-Gani A., Fattah, Muniem, Abdel, F. & Aftab Anwar, Aftab, M (Accepted, 2017), “Edu-Tourist’s Perceived Service Quality and Perception – The Mediating Role of Satisfaction from Foreign Students’ Perspectives”, Tourism Review (ABDC- B; Scopus), (**Emerald**).

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

FUN ACTIVITIES

Despite a hectic schedule, Team MIB managed to squeeze in a few moments of fun and extra-curricular activities. Right at the beginning of the semester, Team MIB enjoyed a fun-filled retreat at Ashulia. Mr. Evan graciously hosted the team at his family farmhouse. The day was actually a trip down school days, filled with lots of food, games, chit-chat and relaxation.



Towards the end of the semester, several of our colleagues partook in the badminton tournament organized by NSU Athletics Club. Mr. Rafsan Elahi and Ms. Narmin Tartila ended up clinching the champion's trophy in the Mixed Doubles category, while Ms. Narmin Tartila and Ms. Zarjina Khalil were champion and runner-up respectively in the Ladies Singles category.

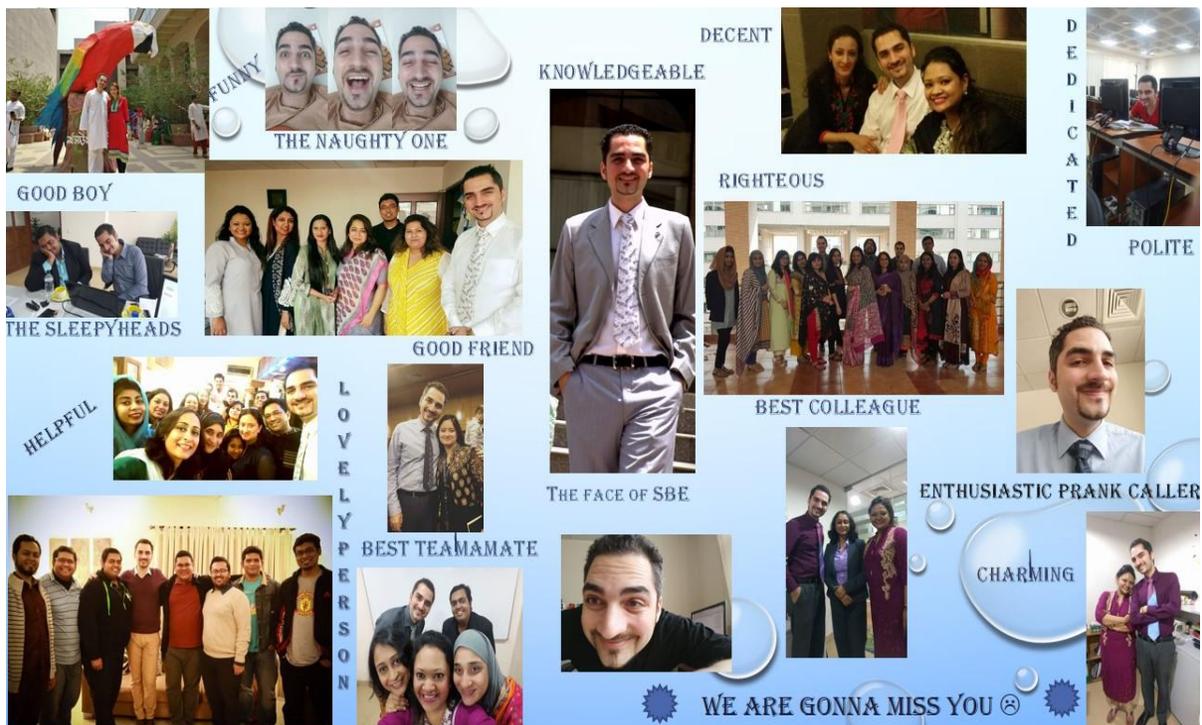


The team capped off the semester with a sumptuous dinner at The Great Kabab Factory at Jamuna Future Park, where everyone unwound over good food and good company

FAREWELL VSB!

With a very heavy heart, Team MIB bids farewell to one of its most exceptional colleagues, Mr. Varqa Shamsi Bahar. Mr. Bahar joined the department in 2012 and over the last five years, became an integral part of the team. He always preached and practiced excellence and set examples for others to follow. For those of us who do not know him, he is one of the most prominent faces adorning the SBE walls. Member of numerous committees, Mr. Varqa has been a diligent and dedicated individual, loved by both staff and students. The corridors of MIB will miss his smile, his pranks, his soft demeanor, and all of us, his colleagues, will miss out on a good friend.

Mr. Varqa is off to pursue his PhD at the University of Auckland, New Zealand. We wish him all the best for his endeavors and sincerely hope to have him back amongst us, soon.



At the end of semester dinner, Team MIB also made a small arrangement to say bye to Mr. Varqa

EVENT CALENDAR

Event	Date	Organizing Body	Venue
IQAC Workshop on Team Building	Thursday, February 23, 2017	Departmental Self-Assessment Committee Facilitated by: Mr. Mahmud H Zaman, Mr. Riasat M. Amir and Ms. Fairuze Chowdhury	SBE Dean's Conference Room
Hashtag Marketing V2.0	Sunday, February 12 – Thursday, March 16, 2017	The Marketing Club of North South University	AUDI 801
Visit by Mr. Manas Paul	Tuesday, March 7, 2017	Facilitated by: Ms. Narmin Tartila Banu	NAC 991
Workshop on pricing and forecasting	Tuesday, March 21, 2017	Facilitated by: Mr. Varqa Shamsi Bahar	NAC 308
Globescope 2.0	Tuesday, April 4, 2017	International Business Club	AUDI 801
The New Spin	Monday, April 10, 2017	Outreach Committee Hosted by: Mr. Emran Mohammad Facilitated by: Mr. Faiz Hossain	AUDI 801
Research Methods & Techniques: Series I	Thursday, April 13, 2017	Research Committee Facilitated by: Dr. M. Sabbir Rahman & Mr. Mahafuz Mannan	MIB Conference Room
Visit by Ms. Khadija Rahman	Wednesday, April 26, 2017	Facilitated by: Ms. Zarjina Tarana Khalil	NAC 619

MESSAGE FROM THE EDITOR

With Spring 2017 drawing to its coda, a modicum of retrospection on what we have achieved collectively will no doubt increase our morale. The fact that most of us at NSU have balanced our teaching and research responsibilities with such a diverse array of activities including the convocation, club events and departmental events – not to mention the exceedingly difficult job of course coordination - goes to affirm that our true strength lies in unity and synchronization. Here's to an optimistic outlook of further collaboration, as well as individual and communal achievements!



Tashfeen Ferdous Saeed

Lecturer

Department of Marketing & International Business