

Mahmud Hassan
Ph.D (Australia); DBA (Australia)

Associate Professor & Chair

Department of Marketing & International Business

Research Coordinator: School of Business & Economics

North South University, Dhaka, Bangladesh.

Office: +88 02 55668200; Ext 1703 Mobile: +88 01819382223

E-mail: mahmud.hassan01@northsouth.edu; mhapu@yahoo.com

Highlights of Background

More than 15 years of teaching and administrative leadership experience in the academia, and professional experience in the field of branding & consumer behaviour.

Two doctorates from Australia, one specializing in Qualitative method (Netnography) and the other with quantitative methods (experimental design).

Currently engaged in several research grants with both internal and external research bodies such as North South University and various ministries of Peoples republic of Bangladesh.

Engaged in consultancy projects with different brands and advertising firms.

Developed a detailed teaching pedagogy model where undergraduate students conduct and write a thesis- worthy of publishing in top quality journals in one semester.

Contribution to knowledge

I am the first researcher to introduce and define the concepts of *defending the brand* and *cheerleader* in the context of consumer behavior (papers published in Journal of Consumer Behaviour and Internet Research).

Empirically established new relationship between two variables: i.e., new product preannouncement and brand innovativeness (papers presented in Academy of Marketing Science Conference [AMS] 2021, American Marketing Association [AMA] Conference 2020 & Australia & New Zealand Marketing Academy [ANZMAC] Conference 2018).

Academic contribution

Publications in European Journal of Marketing (in progress), Journal of Consumer Behaviour, Internet Research & Spanish Journal of Marketing.

Editorial Board Membership

Journal of Innovations in Digital Marketing
Member, Editorial Board

Reviewer (ad hoc)

Internet Research, Journal of Consumer Behaviour, Spanish Journal of Marketing, Journal of Product and Brand Management, Journal of Business and Industrial Marketing, Journal of Innovations in Digital Marketing.

American Marketing Association (AMA), Academy of Marketing Science, Academy of International Business and ANZMAC conferences.

Data Analysis Skills

Developing causal research models by utilizing experiments (survey and lab); qualitative research method (netnography).

Developing manipulations/treatments; applying control variables and randomization to administer experiments.

Analysis using Hayes Process Models, PLS, SPSS, R, AMOS, Netnography, Ethnography, NVivo.

Education

Ph.D. 2022
University of Queensland (Ranked top 50 in the world; AACSB & EQUIS).

Doctor of Business Administration (DBA) 2013
Southern Cross University, Australia.

Master of Business Administration (MBA) North South University; Bangladesh.	2001
Bachelor of Business Administration (BBA) University of Madras, India. 1 st Class.	1997
Higher Secondary School Certificate (HSC) Ispahani Public School & College, Chittagong. 1 st Class	1992
Secondary School Certificate (SSC) Ispahani Public School & College, Chittagong. 1 st Class	1990

Awards & Scholarship University of Queensland Research Training Scholarship for the PhD program in **(Total value- 350,000 AUD)**. 2021

Post Graduate Student Research Support Funding from the University of Queensland in 2021 **(Total value: 7000 AUD)**.

Post Graduate Student Research Support Funding from the University of Queensland in 2019 **(Total value: 4000 AUD)**.

Received conference Support from the University of Queensland to attend ANZMAC conference in 2018 **(Total value: 2300 AUD)**.

Endeavour International Post Graduate Research Scholarship (EIPRS) for the DBA at SCU **(Total value: 150, 000 AUD)**.

Post Graduate Research Students Conference Allocation by Southern Cross University to attend Australian & New Zealand Marketing Academy conference ANZMAC in 2011 **(Total value: 1000 AUD)**.

Research Grants

Received a research grant (principal investigator) for the project titled “Evaluation of Public Perception on Police Response & Service Delivery Status at Police Stations: A Study on DMP” by Dhaka Metropolitan Police. **Total value: BDT 24 million.** 2024

Received a research grant (principal investigator) for the project titled “Realistic Evaluation of the Health Education Intervention Delivery Approach and Identification of the Challenges for Targeted Audience” by the Ministry of Health and Family Welfare. **Total value: BDT 190 million.** 2023

Received North South University Seed Grant as the principal investigator. **Total value: BDT half a million.** 2023.

Received a research grant (principal investigator) for the research grant project titled “Measuring the impact of L&HEP awareness initiatives” by the Ministry of Health and Family Welfare. **Total value: BDT 150 million.** 2023

Received North South University Seed Grant as the principal investigator. **Total value: BDT half a million.** 2022

Selected Publications

Hassan, M.; Pappu, R.; Kelly, S. (2023). New Product Preannouncement: A Systematic Review, and Research Agenda, European Journal of Marketing (1st round review in progress) **(SJR: Q1, ABDC: A*)**.

Hassan, M.; Hasan, R. (2020). Who says waiting is boring? How consumer narratives within online communities’ help reduce stress while waiting Spanish Journal of Marketing. Vol. 24 (3). **(SJR: Q2; ABDC: B)**

Hassan, M.; Casalo, L. (2016). Consumer devotion to a different height: How consumers are defending the brand within Facebook brand communities; Internet research, Vol. 26 (4). **(SJR: Q1; ABDC: A)**.

Hassan, M.; Pervan, S.; Kortt, M.; Mydock, S. (2016) Facebook and Self-Disclosure: Identifying Value Creating Behaviour. Journal of Consumer Behaviour. Vol. 15 (6). **(SJR: Q1; ABDC: A)**

Islam, A.; **Hassan, M**; Chowdhury, R. (2006): Understanding customer expectation and perceptions of Service Quality through SERVQUAL: A Study of Multinational Banks in Chittagong City. *Journal of Business Administration*. Vol. 32 (1).

Hassan, M.; Azim, T.; (2004). Relationship Marketing: Understanding and implementing the concept, *Journal of Business Administration*, 30 (1).

Islam, A.; **Hassan, M.** (2003). Product Positioning: A study of Chips Industry in Chittagong City, *Journal of Business Administration*. Vol. 29 (3).

Azim, T.; **Hassan, M.** (2002). Strategic Alliance: A conceptual framework, *Journal of Business Administration*, Vol. 28 (1).

Conferences

Hassan, M; Hossain, S. Khan, H, F. (2024). Are these CSR activities important for me? CSR relevance and its impact on consumers' behavioral outcomes. American Marketing Association's (AMA) Winter Educators Conference, Florida, USA.

Hassan, M., Nahid, S. (2024). How green claims influence consumers perceptions of brand innovativeness, British Academy of Management (BAM) Conference, Nottingham, UK.

Hassan, M., Faiyaz, T, A., Chowdhury, N, A., Jahin, M., (2024). Examining the nature of the relationship between brand ethicality and purchase intention, ISMS Marketing Science Conference, Sydney, Australia.

Pritha; K, C., Hassan, R., Quader, M., Chowdhury, R A., **Hassan, M** (2022). How E-Commerce brands can improve their brand innovativeness perception: Mediating Role of Perceived Quality, Australia & New Zealand Marketing Academy Conference (ANZMAC), Perth, Australia.

Hassan, M.; Pappu, R.; Kelly, S. (2021). New product preannouncement and brand innovativeness: Structured Abstract. Academy of Marketing Science Annual Conference, USA.

Hassan, M.; Pappu, R.; Kelly, S. (2020). New product preannouncement effects on brand innovativeness: the mediating role of perceived risk. American Marketing Association's (AMA) Summer Educators Conference, San Francisco, USA.

Hassan, M.; Pappu, R.; Kelly, S. (2018). How new product preannouncement influence brand's innovativeness, Australia & New Zealand Marketing Academy Conference (ANZMAC), Adelaide, Australia.

Hassan, M.; Pappu, R.; Kelly, S. (2018). The role of new product pre-announcements in shaping brand innovativeness: an empirical examination. Australia & New Zealand Marketing Academy Conference (ANZMAC), Adelaide, Australia.

Hassan, M.; Casalo, L.; Belanche, D. (2016). The relevance of empathy on Facebook Brand Communities; AEMARK Spanish Marketing Conference, Leon, Spain.

Hassan, M.; Casalo, L. (2015). Understanding waiting behavior: How other consumers help relieve stress within online communities; International Conference on Business, Finance and Administrative Sciences, Las Vegas, USA.

Casalo, L.; **Hassan, M.** (2015). LA DEVOCIÓN DEL CONSUMIDOR Y SU DEFENSA A LAS MARCAS EN COUNIDES MARCA EN FACEBOOK; AEMARK Spanish Marketing Conference, Pamplona, Spain.

Hassan, M.; Pervan, S.; Chowdhury, R. (2014). Customer-to-customer helping behavior and its implications to the marketers within brand communities of Facebook, American Marketing Association's (AMA) Summer Educators Conference, San Francisco, USA.

Hassan, M.; Pervan, S. (2011). Brand Community Practices: How do they create value? Australia & New Zealand Marketing Academy (ANZMAC) Conference, Perth, Australia.

Hassan, M.; Islam, A., Chowdhury, R. (2005). Corporate Social Responsibility: A Case Study of British American Tobacco. 2nd International Business Research Conference; University of Technology (UTS), Australia.

Islam, A.; **Hassan;** M.; Chowdhury, R. (2004) Gaining Customer Knowledge through SERVQUAL, 5th European Conference on Knowledge Management, Paris, France.

Current projects

Hassan, M.; Pappu, R.; Kelly, S. (2023). New product preannouncement effects on brand innovativeness: Examining the mediating role of perceived risk and moderating role of brand credibility. Paper to be submitted in Journal of Business Research. **(SJR: Q1, ABDC: A).**

Hassan, M.; Pappu, R.; Kelly, S. (2021). New product preannouncement effects on brand innovativeness: Examining the mediating role of quality and moderating role of country innovativeness. Paper to be submitted in Journal of Business Research. **(SJR: Q1, ABDC: A).**

Academic Roles

Associate Professor Since 2022
Department of Marketing & International Business, North South University

Lecturer 2018-2021
School of Management and Enterprise, University of Southern Queensland

Associate Professor 2016- 2017
School of Business, Chittagong Independent University (CIU)

Assistant Professor 2014-2016
School of Business, Chittagong Independent University (CIU)

Lecturer & Research Assistant 2009-2013
Graduate College of Management, Southern Cross University.

Lecturer 2002- 2009
School of Business, Independent University Bangladesh (IUB).

Junior Lecturer 2001- 2002
School of Business, Independent University Bangladesh (IUB).

Courses Taught

Principles of Marketing, Principles of Management, Marketing Management (Australia & Bangladesh), Consumer Behavior (Australia & Bangladesh), Brand Management (Bangladesh), International Marketing, Services Marketing, Marketing Communications, Product and Pricing Policies, Marketing Research (Australia & Bangladesh), Advertising and Promotions, Leading and Managing People (Australia), Knowledge Management (Australia) and Strategic Management (Australia and Bangladesh).

Leadership Roles

Chairman Since January 2023
Department of Marketing & IB. NSU

Provides leadership and coordination of all academic and administrative activities for the department. Supervise approximately 50 full-time and part-time faculty, administrative, professional, and support staff. Hired 4 new full-time faculty and 15 new adjunct faculty members. Provides direction and support for strategic planning, assessment, and accreditation. Manages marketing, recruitment, admissions, and retention of students. Supervise student advising and academic support services.

Develops academic schedule and assign faculty members. Conducts performance appraisals for faculty and staff. Promote positive campus morale and ensured adequate internal/external communication. Foster diversity, inclusiveness, and internationalization. Provide support for online and virtual learning. Plans,

Dr. Mahmud Hassan

implements and evaluates academic courses and programs. Reviews and recommends revisions of policies, procedures, and protocols. Ensures adequate facilities, equipment, and supplies for classes. Assures academic advisement of students during registration periods and orientation. Hires and supervises teaching and research assistants. Provides professional development programs for faculty and staff. Fosters community relations, outreach, and networking. Develops and maintains alumni relations, and fosters fundraising. Provides support for mentoring of student clubs and organizations.

Research Coordinator

Since March 2023

School of Business & Economics, NSU.

Provides leadership to 140 faculty members within the college. Fosters faculty research and development programs. Encourage and facilitates grant writing, research, scholarship, creative endeavours, and professional service. Identifies public and private agencies and other potential funding sources. Encourage communication among various units engaging in research and creative projects, and facilitates collaborative endeavours. Works with the Dean of the School to facilitate adequate support and resources for faculty research and creative endeavours. Organize workshops, seminars, and conferences. Increase productivity in grant writing, research, and creative endeavours. Works with research directors from other colleges to identify areas of collaboration.

Head of the Department

2015-2017

Department of Marketing, Chittagong Independent University

Provided leadership and coordination of all academic and administrative activities for the department. Supervised all fulltime and part-time faculty, administrative, professional, and support staff. Developed and maintained budget throughout the fiscal year. Provided direction and support for strategic planning, assessment, and accreditation. Oversaw marketing, recruitment, admissions, and retention of students.

Director

2015- 2017

Centre of Excellence for Teaching and Learning (CETL); Chittagong Independent University.

Provided vision and leadership to foster excellence in teaching and research for the faculty members. Fostered faculty research and development. Organized workshops, seminars, and conferences. Increased productivity in grant writing, research, and creative endeavors. Encouraged and facilitated grant writing, research, scholarship, creative endeavors, and professional service. Identified public and private agencies and other potential funding sources. Provided leadership and support for policy formation and curriculum development. Encouraged communication among various units engaging in research and creative projects, and facilitated collaborative endeavors. Worked with the College Dean to facilitate adequate support and resources for faculty research and creative endeavors.

Memberships

Member, American Marketing Association.
Member, Academy of Marketing Science.
Member, Marketing Science Institute.
Member, Academy of International Business
Member, Australia and New Zealand Marketing Academy (ANZMAC).
Life member, Southern Cross University Alumni Association.
Director: Independent School and College.
Director: Sunny Corporation.

References

Dr. Ravi Pappu, Associate Professor, University of Queensland, Australia.

e-mail: r.pappu@business.uq.edu.au

Dr. Luis V. Casalo, Professor, University of Zaragoza, Spain.

e-mail: lcasalo@unizar.es