



NEWSLETTER VOLUME 2, ISSUE 1

DEPARTMENT OF MARKETING & INTERNATIONAL BUSINESS

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Dear Colleagues,

As we officially end spring on the last day of Boshonto, the soaring temperatures and the white and red festivities are already bringing in the flavors of Boishakh. Shubho Noboborsho to all of you!

Spring 2016 went by in a jiffy. However, as always, the Department of Marketing and International Business has been busy with various events, activities and seminars. We had our regular sessions on **Alum Talks**, where we bring in Alumni into the department, and **Digibuzz**, which is our usual session on Digital Marketing. Our co-curricular club The Marketing Club (TMC) had their second big event Elemental.



Our colleagues have also taken up roles in administration. We have three new faculty advisors, Mr. Faiz Hossain for North South University Social Services Club (NSUSSC), Mr. Tashfeen Ferdous Saeed for The Marketing Club (TMC) and Mr. Ehfaz Nowman for the International Business Club (IBC). Mr. Omar N Abdullah joined the Proctor's Office as an Assistant Proctor, further strengthening the proctorial body.

A warm welcome to the four new faces of our team, Mr. Mahmud Habib Zaman, Ms. Fairuze Chowdhury, Mr. Abdul Mumin Evan and Mr. Afnan Hossain.

With more events and activities coming up in Summer 2016, MIB is all set to enjoy the small break and come back for the next semester. Enjoy the newsletter!

Zarjina Tarana Khalil

Chair in Charge

Department of Marketing & International Business

In the Department

The Future of Business Analytics

The first week of 2016 kicked off with a seminar session on “The Future of Business Analytics” organized by the Research Committee of our department. Hosted by Dr. Shahriar Akter, Senior Lecturer and Head of Undergraduate Program at the University of Wollongong, Australia, the seminar was directed



towards faculty members of SBE and provided valuable insights regarding the scope of business analytics and how analytics can pave the way forward for marketing managers in contemporary times. Dr. Akter provided illustrative examples of the use of Big Data in the current business landscape and how firms such as Google, Facebook, Twitter and Amazon are transforming their business models to address this issue and capture higher customer value. Dr. Akter concluded the session by answering questions from the participants regarding research areas related to data analytics that academics and researchers of SBE can pursue.

Fashion Marketing



A seminar on “Fashion Marketing” was organized by The Student and Engagement Support Committee and facilitated by our colleague Mr. Varqa Shamsi Bahar. The seminar was mainly targeted towards marketing students, especially those taking MKT 465 (Brand Management).

Led by Mr. Abrar Hossain Sayem, Managing Director, Plaire by Sayem and Mr. Shaon, the Brand Manager of the company, the seminar highlighted the need for a fashion brand in Bangladesh and the opportunities that exist. The speakers discussed multiple topics including

Plaire's strategy to build brand equity and its global vision. They also distributed their company brochures among the audience and shared video clips of the launching and making of Plaire during the presentation. The session concluded with a "Guess the Brand" game where participants had to identify different brands from their logos. In the end, survey questionnaires were circulated among the students to gauge their feedback on learning and usefulness of the seminar.

Farewell to TMT and GPB

With heavy hearts, this semester we bid adieu to two of our colleagues, Mr. Tasnim M. Taufique Hossain (TMT) and Mr. Gopal Biswas (GPB), who left to pursue their PhDs in Australia. As a token of our appreciation, we arranged a small farewell in our conference room where the two outgoing members shared their thoughts about their NSU experiences and about what lies ahead. To commemorate these outstanding individuals, their students created handmade gift cards with scribbled notes showing how much these students had learned from them and how much they appreciated them.

We wish our outgoing colleagues the very best of luck in their pursuits of higher academic excellence. Truly, it will take simply more than just two new faces to fill the void left by them amidst our ranks.



DigiBuzz

A Digital Session with Cookie Jar

Keeping in mind the increased prominence and significance of digital marketing, our colleague Ms. Narmin Tartila Banu invited Mr. Drabir Alam, Head of Business at Cookie Jar, to expound the benefits of digital marketing in leveraging a brand in Bangladesh. The session was targeted towards students of MKT 465: Brand Management, so that they could gauge the importance of using digital marketing tools in managing a brand to give it a competitive edge in today's increasing communication clutter.

The session kicked off with Mr. Alam engaging the participants into the world of digital marketing, by portraying how digital marketers use a combination of data analytics and human psychology to offer their products on social media. He explained how digital marketing differs from traditional marketing and the key characteristics that give brands an edge in the digital space. Mr. Alam further added how to target customers effectively using digital marketing tools.

Finally, Mr. Alam concluded the session by providing a fascinating live demonstration of how to use Google Trends and Facebook Audience insights in analyzing marketing insights and targeting customers effectively. The session was a real eye-opener for all participants and we hope they have at least opened their minds to the limitless possibilities of digital marketing.



Alum Talk

NSU Legends

The very first NSU Legends, organized by the Outreach Committee of our department, was held on 23rd February, 2016. The main purpose of the event was to create a platform where various NSU alumni shared their personal knowledge regarding the experiences in their respective corporate fields. This event in no way was a traditional presentation session; rather, the main aim of the event was to be an interactive workshop which was designed to assist the current students to seamlessly proceed into the business world from their academic life.



The event was led by Mr. Sabirul Islam, the brand ambassador of EverJobs.com and the author of the bestseller "Inspire One Million". The other speakers from NSU Alumni were

- Mr. Kashef Rahman, CEO of Travel Booking Bangladesh
- Mr. Asif Newaz, Entrepreneur
- Ms. Sharmin Jahan, Manager at MGH
- Mr. Emran Mohammad, Lecturer, North South University

Based on the positive feedback and popular demand of NSU Legends, the Outreach Committee is planning to continue it as an annual event so that students can learn from these successful alumni on what it takes to reach the pinnacle of the corporate ladder.

International Business in Action

Trade Based Money Laundering and International Trade

A seminar on “Trade Based Money Laundering and International Trade” was organized by The Student and Engagement Support Committee and facilitated by our colleague Mr. Varqa Shamsi Bahar. The seminar was primarily designed for the students taking International Business courses INB 355 (Country Risk Analysis) and INB 372 (International Business) and the objective was to portray the exposure of money laundering and the strategies to combat this issue.



Mr. M. Asheq Rahman, Country Head of Financial Crime Compliance & Money Laundering Reporting Officer at Standard Chartered Bank was the speaker of the event. He spoke about international trade, the concept of money laundering and the reasons behind it, money laundering techniques in trade finance, bank regulations, loan sanctioning committees and the approaches to battle money laundering. Mr. Rahman also showed video clips on how money is laundered and why it is regarded as an unethical practice.

It was an interactive session with a room full of approximately 50 students, the department Chair and faculty members. The speaker not only engaged the students during the event but also encouraged them to participate. The event provided much needed practical exposure to students of the international business wing of our department.

Elemental by The Marketing Club (TMC)

The Marketing Club (TMC) organized its second event, **Elemental** over the course of two days. Within those two days there were six sessions with renowned industry leaders, including heavyweights such as Gousul Alam Shaon (Country Head, Grey Bangladesh), Shah Masud Imam (COO, Polar Ice Cream) and Ashfaq Uzzaman Bipul (Film Director, Half Stop Down), among others. The motto of the event was to give our students a crystal clear idea about marketing; as such, it was structured as an interactive grooming session designed to groom young minds so that they can understand what the corporate world today really expects from fresh graduates.



A snapshot from one of the Elemental sessions

Each of the sessions covered a key topic that is needed in marketing professionals, including some oft-overlooked issues in academia such as the roles of design and

video making in marketing. The sessions were truly insightful in the sense that it provided key information about the current business landscape as well as future issues in the world of marketing (including the increased prominence of digital marketing).



Faculty Advisor, TMC, Tashfeen F. Saeed, handing over a crest to Dr. Mahboob Rahman, Dean, SBE

The event concluded with an elegant gala dinner, attended by the guest speakers and graced by the presence of Vice Chancellor, Professor Atiqul Islam, Director Student Affairs, Dr. Emdadul Haq and Dean, School of Business and Economics, Dr. M. Mahboob Rahman. The gala dinner honored all the session speakers and the honorary guests as well as the outgoing Executive Body members, who were given a formal farewell for all their past contributions to TMC, which made Elemental possible.



Participants of Elemental pose with Shah Masud Imam, COO, Polar Ice Cream after the end of his session on Branding.

Recent Publications

Samy Ahmed

Ahmed, Samy and Dr. Md Wahidul Habib (Published), Ecotourism for Community: Well-beings in Terengganu, Malaysia International Conference on Business and Social Science Research ICBSSR 2015, Vol. 1, No. 1, p. 5

Ahmed, Samy, Md. Mosadedek Khan Chowdhury, and Kamrul Haque Maruf, Evaluating the visitor experience at Nandan Park: An Empirical Investigation of Key Attributes, Independent Business Review 7.01 n. page. Print.

Mehree Iqbal

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), (forthcoming), USA.

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), (forthcoming), USA.

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

Event Calendar

Event	Date	Organizing Body	Venue
The Future of Business Analytics	Wednesday, 6 th January 2016	Research Committee Facilitated by Mr. Taufique Hossain	NAC 514
Fashion Marketing	Wednesday, 27 th January 2016	Student and Engagement Support Committee Facilitated by Mr. Varqa Shamsi Bahar	NAC 514
Farewell to TMT and GPB	Sunday, 7 th February 2016	Department of Marketing & International Business	MIB Conference Room
Trade Based Money Laundering and International Trade	Sunday, 14 th February 2016	Student and Engagement Support Committee Facilitated by Mr. Varqa Shamsi Bahar	NAC 514
Alum Talk: NSU Legends	Tuesday, 23 rd February 2016	Outreach Committee Facilitated by: Mr. Faiz Ibne Hossain	AUDI 801
DigiBuzz: Digital Marketing and its Evolution	Tuesday, 1 st March 2016	Facilitated by: Ms. Narmin Tartila Banu	NAC 508
Elemental by TMC	Tuesday, 15 th March 2016 – Wednesday, 16 th	The Marketing Club Moderated by: Mr. Tashfeen	AUDI 801

Food, Fun and Frolic



Even with a busy schedule, Team MIB managed to have a group lunch out, a movie evening and a one dish party. The events were attended and enjoyed by all.

Upcoming Conferences

Conference	Dates	Location	Website Link	Abstract Deadline
Global Conference on Marketing and Multidisciplinary Issues	22nd to 23rd August 2016	Manila, Philippines	http://www.abmconferences.com/23-GCMMI-2016.php	20th May 2016
2nd International Conference on Advanced Research in Business and Social Sciences 2016 (ICARBSS 2016)	7th to 8th September 2016	Bali, Indonesia	http://www.icarbss.com/	31st May 2016
3rd International Conference on Marketing, Business and Management (ICMBM 2016)	9th to 11th October 2016	Bangkok, Thailand	http://www.icmbm.org/	15th June 2016

Message from the Editor



That wraps it up for Spring 2016. We couldn't have asked for a busier start to the year, what with all our departmental events as well as our participation in the broader spectrum of activities going on within the NSU atmosphere itself! We do have big plans on augmenting the activity list in Summer 2016, but we think this semester break is a timely intervention to help us reenergize and refocus after a very busy three months. We hope to see you all back on campus next month. Until then, Shubho Noboborsho and enjoy the break!

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