

Muhammad Ismail Hossain

Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh.

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ACADEMIC APPOINTMENTS

- 2017-present Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh.**
- 2015-2017 Associate Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh.
- 2010-2015 Assistant Professor, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh.
- 2005-2010 Lecturer, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh.
- 2004-2005 Lecturer, Department of Business Administration, East West University, Dhaka, Bangladesh.
- 2003-2004 Lecturer, School of Economics and Commerce, Daffodil International University, Dhaka, Bangladesh.

NON-ACADEMIC APPOINTMENTS

- 2017-present Marketing Advisor, Global Communication Center, Grameen Communications.**
- 2015-present Marketing Advisor, BigBiz Limited, Local representative of Vinamilk Ltd., 3rd largest dairy product manufactures of the world.**
- 2002-2003 Manager, Marketing, Adora Pvt. Ltd., Bangladesh.
- 2001-2002 Executive, Marketing, Adora Pvt. Ltd., Bangladesh. A leading local advertising firm.

EDUCATION

- 2010-2014 **Doctor of Philosophy**, Faculty of Business & Economics, Monash University, Australia. **Title of the thesis:** 'Investigating the effect of consumption associated cues on disappointment, regret and post-consumption behaviours'.
- 2007-2008 **Master of International Business**, Faculty of Economics and Commerce, University of Melbourne, Australia. **Score- H2A (77% marks).**
- 2000-2001 **Master of Business Administration**, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh. **Score- CGPA 3.8/4.**
- 1996-2000 **Bachelor of Business Administration (Hons.)**, Department of Marketing, Faculty of Business Studies, University of Dhaka, Bangladesh. **Score- CGPA 4/4.**

- 1994-1996 **Higher Secondary Certificate Examination (Commerce)**, Notre Dame College, Dhaka, Bangladesh. **Score- 73% marks.**
- 1992-1994 **Secondary School Certificate Examination (Humanities)**, Sher-E-Bangla Nagar Govt. Boys High School, Dhaka, Bangladesh. **Score- 83% marks.**

AWARDS

- 2010 Awarded with **2010 Faculty of Business & Economics Postgraduate Research Scholarship** by the Faculty of Business and Economics & **Monash Graduate Scholarship** by Monash University, Melbourne, Australia.
- 2007 Awarded with **International Postgraduate Merit Scholarship** by the Faculty of Economics and Commerce, University of Melbourne, Australia.
- 2002 Awarded with **Gold Medal** from the Honourable Prime Minister of the Peoples Republic of Bangladesh for achieving the perfect C.G.P.A. of 4/4 in the BBA program.
- 2002 Inclusion of Name in the Deans Merit List and Honour's List for achieving second highest CGPA in the MBA program.
- 2001 Inclusion of Name in the Deans Merit List and Honour's List for achieving perfect CGPA in the BBA program.

TEACHING EXPERIENCE

A. Department of Marketing, Faculty of Business Studies, University of Dhaka

1. **Undergraduate:** Consumer Behaviour (MKT 321), Marketing Research (MKT 421), International Business (MKT 312), Entrepreneurship Development (MKT315), Integrated Marketing Communication (MKT415)
2. **Postgraduate:** Brand Management (MKT 533), Advanced Marketing Research (MKT 525)
3. **Evening program:** Brand Management (MKT 533), Business Communication (MKT509), Customer Relationship Management (MKT531), Consumer Behavior (MKT524), Services Marketing (528), Entrepreneurship Development (MKT540)
4. **Professional program:** Supply chain management (MPM206), Customer relationship management (MPM302)

B. School of Business, Independent University Bangladesh.

1. Postgraduate: International Business (MBA514)

C. Department of Business Administration, East West University, Dhaka, Bangladesh. (2005)

2. Undergraduate: Brand Management (BM 332), Principles of Marketing (MKT 311)
3. Postgraduate: Marketing Management (MKT 511)

D. School of Business IT and Logistics, RMIT University, Melbourne, Australia.

1. Undergraduate: OUA2184- Tourism Logistics- Semester 1, 2011.

TUTORING EXPERIENCE

A. Department of Marketing, Monash University, Australia

1. Undergraduate: Marketing Decision Analysis (MKF2131)- Semester 2, 2011
2. Undergraduate: International Marketing (MKF3531, MKC3220)- Semester 2, 2011-2014
3. Undergraduate: Consumer Behaviour (MKF 2111)- Semester 2, 2013.

B. School of Management & School of Business IT & Logistics, RMIT University, Australia

1. Undergraduate: International Management (BUSM1222)- Semester 2, 2007
2. Undergraduate: The Entrepreneur in Society (BUSM1324)- Semester 2, 2008
3. Undergraduate: Geography of Distribution System (OMGT2149)- Semester 2, 2008, Semester 2, 2010.
4. Postgraduate: Transport & Physical Distribution (OMGT 1012)- Semester 1 & 2, 2010-2014.

CONSULTING EXPERIENCE- OVERSEAS

A. Completed: School of Management & School of Business IT & Logistics, RMIT University, Australia

1. Worked as Research Assistant for Professor Prem Chhetri, Deputy School Head, School of Business IT and Logistics, College of Business, RMIT University, Australia and assisted him in developing two Australian Research Council (ARC) proposals:
 - Understanding the emerging tourism labour market in Australia: Components, Characteristics and Change, (2008);
 - Evaluating the Effectiveness of Fire Safety Programs in emergency services management, (2011).
2. Worked as Research Assistant for Professor Prem Chhetri, Deputy School Head, School of Business IT and Logistics, College of Business, RMIT University, Australia and assisted him in the following research project:
 - Understanding the patterns, characteristics and trends in the housing sector labour force in Australia (2010).
3. Worked as Research Assistant for Dr. Victor Gekara, Senior Lecturer, School of Business IT and Logistics, College of Business, RMIT University, Australia and assisted him in the following research projects:
 - Training and Workforce Productivity in the Transport and Warehousing sub-sectors (2012).
 - Assessing the situation and implications of ageing workforces in the Australian transport and logistics industry (2014).

B. Ongoing: Joint research project by Toyota Corporation, Japan, Kyushu University and Global Communication Center

1. Working as a member in the research and implementation team of a project titled ‘Generation and Management of Community BigData to increase Mobility and Social Values’.

CONSULTING EXPERIENCE- BANGLADESH

A. Completed

1. Concept paper preparation and presentation on behalf of International Business Forum Bangladesh (IBFB)
 - A concept paper on ‘Overseas investment by Bangladeshi Entrepreneurs’ (2015)
 - A concept paper on ‘An Advocacy Plan for Relaxing the Restriction on Overseas Investment by Bangladeshi Entrepreneurs’ (2016).
 - A concept paper on ‘Relaxing the FDI barriers for Bangladeshi Entrepreneurs’ (2016).
2. A feasibility study is designed and conducted on behalf of SOS Children’s Village Bangladesh to explore the possibility of leveraging their work in Bosila, Mohammadpur (2015).
3. A feasibility study on ‘the potential sector for investment’ is designed and conducted as lead researcher on behalf of NewVision Ltd. for Sumitomo Corporation, Japan (2017).
4. A national study aiming to curb down the violent extremism activities in the northern territories of Bangladesh funded by Ministry of Home Affairs, People’s Republic of Bangladesh (2016-2018).
5. A research project aimed at identifying the expatriate skills sets and their alternatives in the RMG sector of Bangladesh conducted by FBS, DU in favour of CEBAI and funded by ILO (2017-2018).

B. Ongoing

1. Working as a researcher at a national project aiming to study the entire furniture sector of Bangladesh funded by Small and Medium Enterprise Foundation (SMEF), People’s Republic of Bangladesh.
2. Working as a researcher in a research project titled ‘assessment of the EK-Shop E-Commerce Platform’ conducted by FBS, DU in favour of A2i and funded by some donor agencies working in Bangladesh.
3. Working as a researcher in a research project titled ‘case studies on SME based entrepreneurs’ funded by Small and Medium Enterprise Foundation (SMEF), People’s Republic of Bangladesh.

KEYNOTE PAPER PREPARATION AND PRESENTATION- BANGLADESH

1. ‘Critical Review of Industrial Policy 2016’, **Dhaka Chamber of Commerce and Industry**, (2016).
2. ‘Challenges of Branding and Export’, **Export Promotion Bureau**, (2017).
3. ‘Branding’, a strategic mindset for sustainable growth of Bangladesh ceramic products in global market’, Ceramic Expo, Bangladesh-2019, **Bangladesh Ceramic Manufacturers & Exporters Association**, (2019).

4. 'Challenges of Ceramic Branding and Export: Role of Government and Entrepreneurs', Ceramic Expo, Bangladesh-2017, **Bangladesh Ceramic Manufacturers & Exporters Association**, (2017).

PUBLICATIONS

A. Book

1. Rydén, P., Skare, V., **Hossain, M.I.**, and Kottika, E. (2020). *Social Media Storms: Empowering Leadership Beyond Crisis Management*. Oxford, UK: Routledge, Taylor & Francis Group.

B. Research Monograph

1. **Hossain, M.I.** and Akter, N. (2019). Modeling the intention to use E-learning Management System in higher education, Research Monograph to be published by University Grants Commission Bangladesh.
2. **Hossain, M.I.**, Islam, M.T., and Tareq, M. (2018). Employment of expatriates and its alternatives in the RMG sector of Bangladesh. Research Monograph published by Centre of Excellence for Bangladesh Apparel Industry CEBAI, Dhaka, Bangladesh.
3. Islam, M.T., **Hossain, M.I.**, Debashish, K., Muntasir, M., and Ullah, M. S. (2018). An assessment of the socio-cultural and political factors driving 'religion-based' violent extremism in some selected northern districts of Bangladesh. Research Monograph to be published by Rapid Action Battalion (RAB), Ministry of Home Affairs, Government of the Peoples Republic of Bangladesh.
4. Akter, N. and **Hossain, M.I.** (2017). Investigating the intention to use online shopping platform: Bangladesh Perspective. Research Monograph published by Bureau of Business Research, University of Dhaka, Bangladesh.
5. **Hossain, M.I.** and Akter, N. (2013). Inter-generational consumption patterns: Reflection of the 'capital city' of a developing country, Research Monograph published by Bureau of Business Research, University of Dhaka, Bangladesh.

C. Book Chapter

1. Akter, S., **Hossain, M.I.**, Lu, S., Aditya, S., Hossain, T.M.T. and Kattiyapornpong, U. (2019). Does service quality perception in omnichannel retailing matter? A systematic review and agenda for future research. In Piotrowicz, W. and Cuthbertson, R. (Eds.), *Exploring omnichannel retailing: Common expectations and diverse realities* (pp. 71-97), Springer, DOI: <https://doi.org/10.1007/978-3-319-98273-1>.
2. **Hossain, M.I.**, Oppewal, H., and Tojib, D. (2016). Coping with negative consumption experiences: How attribution influences disappointment, regret, word of mouth and complaining behaviours. *Looking forward, looking back: Drawing on the past to shape the future of marketing*. Springer. ISBN Print: 978-3-319-24182-1, ISBN Digital: 978-3-319-24184-5.

D. Referred Journal Articles

1. Rydén, P., Kottika, E., Hossain, M.I., Skare, V., and Morrison, A. M. (2019). Threat or treat for tourism organizations? The Copenhagen Zoo social media storm. *International Journal of Tourism Research*. DOI: <https://doi.org/10.1002/jtr.2322>
2. Akter, N. and **Hossain, M.I.** (2018). The role of stakeholders in reverse supply chain of EOL mobile phone recycling for developing sustainable e-waste management: Bangladesh perspective. *Dhaka University Journal of Business Studies*. Accepted for publication.
3. Akter, N. and **Hossain, M.I.** (2016). Investigating the nature of plastic recycling supply chain: Bangladesh perspective. *Dhaka University Journal of Marketing*, Vol. 18-19, pp. 1-24.
4. Chhetri, P., Hossain, M.I. and Broom, A. (2014). Examining the generational differences in consumption patterns in South East Queensland. *Journal of City, Culture and Society*, Elsevier, Vol.5, No. 4, pp. 1-9.
5. Chhetri, P., Odgers, J., Kiwan, R., and Hossain, M.I. (2014). Modelling journey to work patterns in South East Queensland, Australia. *Journal of Geography and Geology*, Vol. 6, No.1, pp. 1-14.
6. Akter, N. and Hossain, M.I. (2014). How Attractive is the Online Retailing Industry for a Market Leader: A Study on Amazon. *Dhaka University Journal of Marketing*, Vol. 15, pp. 31-48.
7. Hossain, M.I. and Akter, N. (2013). The process of transnationalization in the automobile industry: the case of Toyota. *Dhaka University Journal of Marketing*. Vol. No. 14, pp. 17-36.
8. Hossain, M.I., Rahman, M. and Akter, N (2011). Customer satisfaction to supermarkets: Bangladesh perspective. *Dhaka University Journal of Marketing*. Vol. No. 12, pp. 1-20.
9. Hossain, M.I., Yasmin, S. and Akter, N (2010). The Extension; Line or Brand: Trends and Applicability in the Toiletries Sector of Bangladesh. *Dhaka University Journal of Marketing*. Vol. No. 11, pp. 49-73.
10. Hossain, M.I. and Akter, N. (2006). Electronic Means in Tourism: Applicability and Challenges for Bangladesh, *Journal of the Institute of Bangladesh Studies*. Vol. No. 29, pp.7-24.
11. Ali, M. and Hossain, M.I. (2006). Application of Geographic Information System in Marketing: Bangladesh Perspective. *Dhaka University Journal of Marketing*. Vol. No. 9 June, pp. 35-54.
12. Khan, M.H., Hossain, C.G., and Hossain, M.I. (2005). m-Marketing: Customer Segmentation Framework of Specialty Product for Bangladesh's Market, *Dhaka University Journal of Business Studies*. Vol.26, No. 1, pp.260-279.

E. Newspaper article

1. Akter, N. and Hossain, M.I. (2019). Time to formalise e-waste management in Bangladesh. *The Daily Star*, December, 18, 2019. Available at: <https://www.thedailystar.net/business/news/time-formalise-informal-e-waste-management-bangladesh-1841734>
2. Akter, N., Rahman, F.N. and Hossain, M.I. (2019). Transforming ride-sharing into sustainable business. *The Daily Star*, October, 29, 2019. Available at: <https://www.thedailystar.net/business/news/transforming-ride-sharing-sustainable-business-1820065>

3. Hossain, M.I. and Akter, N. (2018). Are we ready to compete with global e-commerce giants? *The Daily Star*, October, 30, 2018. Available at: <https://www.thedailystar.net/business/news/are-we-ready-compete-global-e-commerce-giants-1653682>

F. Conference publications and presentations:

1. Rydén, P., Skare, V., Hossain, M.I., and Kottika, E. (2019). How marketing managers sense and seize social media storms. Paper presented at 6th International GSOM Emerging Markets Conference: Management in Digital Age. St. Petersburg, Russia: 2019
2. Rydén, P., Skare, V., Hossain, M.I., and Kottika, E. (2019). The resilient versus the resistant approach to social media storms. Paper presented at 79th Annual Meeting of the Academy of Management, Boston, Massachusetts, USA, 09-13 August, 2019. DOI: <https://doi.org/10.5465/AMBPP.2019.17847abstract>
3. Rydén, P., Skare, V., Hossain, M.I., and Kottika, E. (2018). Social media storms and the marketing manager's mindset. Paper accepted for presentation at the 9th European Marketing Academy Regional Conference, Prague, Czech Republic, 12-14 September, 2018.
4. Rydén, P., Skare, V., Hossain, M.I., and Kottika, E. (2016). Don't blame it on the customers! An investigation of the strategy implications of companies' response to shitstorms. Paper presented at the 45th European Marketing Academy Conference, Oslo, Norway, 24-27 May, 2016.
5. Skare, V., Rydén, P., Hossain, M.I., Wilcox, K. and Kottika, E. (2016). Consumer empowerment empowering the brand: challenges and opportunities. Paper presented at the 4th International Conference on Contemporary Marketing Issues, Heraklion, Greece, 22-24 June, 2016.
6. Rydén, P., Kottika, E., Hossain, M.I., and Skare, V. (2015). Calming the Waters or Riding the Waves: Understanding Why and How Companies Can Leverage Anger to Empower the Brand. Poster presented at the 44th European Marketing Academy Conference, Leuven, Belgium, 26-29 May, 2015.
7. Hossain, M.I., Oppewal, H. and Tojib, D. (2014). Investigating the effects of expectations on disappointment, regret, and post-consumption behaviours. *Paper presented at the 43rd European Marketing Academy Conference*, Valencia, 3-6 June, 2014.
8. Hossain, M.I., Oppewal, H. and Tojib, D. (2013). Coping with negative consumption experiences: how attribution influences disappointment, regret, word of mouth and complaining behaviours. *Paper presented at the 16th Biennial World Marketing Congress*, 17-19 July, Melbourne, Australia.
9. Hossain, M.I. (2012). The effect of regret on consumers coping strategies. *Paper presented at the Melbourne-Monash Joint Doctoral Colloquium*, 2nd November, 2012.
10. Hossain, M.I., Oppewal, H. and Tojib, D. (2011). The effect of product failure induced regret and disappointment on consumers' disadoption behaviours. *Paper presented at the ANZMAC Doctoral Colloquium*, Perth, 12th August, 2011.
11. Chhetri, P., Hossain, M.I. and Broom, A. (2009). Understanding the Inter-generational Consumption Patterns in South East Queensland. *Australia and New Zealand International Business Academy (ANZIBA) Conference*, Brisbane, 16-18 April, 2009.
12. Chhetri, P., Hossain, M.I. (2009). Does Greater Consumption Produce Better Quality of Life? Evidence from South East Queensland, Australia. *Paper presented at the Second International Conference of Global Business and Management Forum, Conference 2009*, Dhaka, Bangladesh, 22-23 December, 2009.

G. Working Papers:

1. Hossain, M.I., Oppewal, H., and Tojib, D. Investigating the effects of expectations on disappointment and post-consumption coping behaviors. (Preparing for a *Leading Marketing Journal*).
2. Rydén, P., Hossain, M.I., Kottika, E., and Skare, V. Managerial approach to social media storm. (Preparing for a *Leading Practitioner Business Journal*).
3. Hossain, M.I. and Japutra, A. “Mindset and tourism”. (Preparing for a *Leading Tourism Journal*).
4. Azadegan, A., Hossain, M.I. and Ali, M. “Coordination in humanitarian supply chain”. (Preparing for a *Leading Supply Chain Management Journal*).
5. Hossain, M.I. and Akter, N. ‘The effects of migration on online shopping- Bangladesh perspective’.
5. Hossain, M.I. and Akter, N. ‘Exploring people’s intention to adopt social business as an alternative business model: Prospective Bangladeshi entrepreneurs perspective’.
6. Hossain, M.I. and Akter, N. ‘Investigating intergenerational differences in life values and brand equity across product and service brands’.

H. Working Academic Research Projects:

1. Prayag, G., Chowdhury, M. and Hossain, M.I. Effect of mega events on local community. (Aiming to produce at least 3 papers for A* ranked tourism journals).
2. Chowdhury, M., Guo, Brian and Hossain, M.I. Effect of organizational health and safety on performance (Aiming to produce at least 2 papers for top ranked health and safety research based journals).
3. Azadegan, A., Hossain, M.I. and Ali, M. Increasing the efficiency and effectiveness of Humanitarian Supply Chain (Aiming to produce at least 2 papers for top ranked supply chain management journals).

RESEARCH GRANT

1. As part of a team received a research fund to produce academic articles for leading development journals from Institute of Advance Research, UIU, Bangladesh (2019). Prof. Hossain is the co-researcher in that team. The fund amount is around BDT 24,50,0000.
2. As part of a team received a research fund to prepare case studies on successful SME based entrepreneurs from SMEF Bangladesh (2019). Prof. Hossain is the lead researcher in that team. The fund amount is around BDT 4,00,0000.
3. A research fund received from Access to Information (a2i) to assess the performance of its Ek-shop e-commerce platform (2019). Prof. Hossain is the principal researcher in that team. The fund amount is BDT 9,00,000.
4. As part of a team received a research fund from SMEF Bangladesh to conduct a sectoral study on the furniture sector of Bangladesh (2018-2019). Prof. Hossain is one of the co-researchers in that team. The fund amount is BDT 19,50,0000.

5. A research fund received from International Labor Organization (ILO) to investigate the employment of expatriates and its alternatives in the RMG sector of Bangladesh (2017). Prof. Hossain was the principal researcher in that team. The fund amount was BDT 16,66,500.
6. As part of a team received a research fund from Ministry of Home Affairs, GOB to conduct a study on the drivers of religion based violent extremism in some selected northern districts of Bangladesh (2017-2018). Prof. Hossain was one of the co-researchers in that team. The fund amount was BDT 11,78,0000.
7. Received a research grant from University Grants Commission, for a project titled 'Modeling the intention to use E-learning Management System (ELMS) in higher education in Bangladesh (2017-2018). Prof. Hossain was the lead researcher in that team. The grant was worth about BDT 1, 67,000.00.
8. A research fund received from Dhaka Chamber of Commerce and Industries (DCCI) to critically review the industrial policy 2016 (2016). Prof. Hossain was the principal researcher in that team. The fund amount was BDT 1,00,000.
9. Received a research grant named "BRB Research Grant-2018" from Bureau of Business Research, FBS, DU, Bangladesh for a project titled 'E-waste management in Bangladesh: The role of stakeholders in reverse supply chain for developing a sustainable e-waste management'. Prof. Hossain is one of the co-researchers in that team. The grant is worth about BDT 1, 00,000.00.
10. Received a research grant named "BRB Research Grant-2015" from Bureau of Business Research, FBS, DU, Bangladesh for a project titled 'Investigating the intention to use online shopping platform- a developing country perspective'. Prof. Hossain was one of the co-researchers in that team. The grant was worth about BDT 1, 00,000.00.
11. Received a research grant named "BRB Research Grant-2009" from Bureau of Business Research, FBS, DU, Bangladesh for a project titled 'Inter-generational consumption patterns- a developing country perspective'. Prof. Hossain was the lead researcher in that team. The grant was worth about BDT 1, 00,000.00.

LANGUAGES

Bengali (Native or bilingual proficiency)
 English (Full professional proficiency)
 French, Hindi (Elementary proficiency)

SKILLS & EXPERTISE

University Teaching, Higher Education, Lecturing, Research, Research Design, Qualitative Research, Quantitative Research, Statistics, Market Research, Data Analysis, Public Speaking, Curriculum Design, Analysis.

INTERESTS

University Teaching, Conducting experimental, survey and interview based research to explore the dynamics of human/consumer consumption and social behaviour.

REFERENCES

1. Professor Harmen Oppewal, Head of the Department, Department of Marketing, Monash University, Australia. Email: harmen.oppewal@monash.edu

2. Professor Prem Chhetri, School of Business IT and Logistics, RMIT University. Australia.
Email: prem.chhetri@rmit.edu.au
3. Professor Shibli Rubaiyat Ul Islam, Dean, Faculty of Business Studies, University of Dhaka.
Email: shibli@du.ac.bd