

EDUCATION

Doctor of Business Administration

Grenoble Ecole de Management (Triple Crown Accredited: AACSB, EQUIS, AMBA)
Grenoble, France, 2020, Major: Marketing

Doctor of Business Administration

Alliant International University (ACBSP Accredited)
San Diego, California, 2013, Major: Marketing

Master of Business Administration

St. Cloud State University (AACSB Accredited)
St. Cloud, Minnesota, 1997, Major: Business Computer Information System

Master of Commerce

University of Dhaka, Bangladesh, 1994, Major: Accounting

Bachelor of Commerce (with Honors)

University of Dhaka, Bangladesh, 1993, Major: Accounting

TEACHING INTERESTS

Marketing Management/ Strategies
Marketing/Data Analytics
Marketing Research
Marketing Simulation

Digital, Mobile & Social Media Marketing
International Marketing
Principles of Marketing
Consumer Behavior

RESEARCH INTERESTS

Digital Marketing
Customer Relationship Management

Cross-Cultural Marketing
Consumer's Technology Adoption

TEACHING EXPERIENCE

Tennessee State University, Nashville, Tennessee
Assistant Professor of Marketing, Tenure Track

(August, 2021 – Present)

Courses Taught

Marketing Management (MKTG6050-MBA)
Procurement Management (MGMT6220-MBA)
Retailing Marketing (MKTG4250-BBA)
Consumer Behavior (MKTG4050-BBA)
Procurement (MKTG4300-BBA)
Business Ethics (MKTG3400-BBA)

Alliant International University, San Diego, California

(March, 2014 – Aug., 2021)

Position: Lead Faculty of Marketing

Modality: On-ground, online & hybrid

Courses Taught

Advanced Consumer Behavioral Marketing (MKT8022 - DBA)
Digital Marketing (BUS7999 – DBA)
Social Media Marketing (BUS 7999 – DBA)
Social Media & Leadership (LDR 9600 – PhD in Leadership)
International Marketing Management (MKT6000 - MBA)
Strategic Marketing Management (MKT6001 - MBA)
Marketing Research & Data Analytics (MKT6036-MBA)
International Consumer Behavior & Culture (MKT6026-MBA)
Marketing Research & Data Analytics (MKT6036-MBA)
International Integrated Marketing & Communications (MKT6046 -MBA)
Strategic and Tactical Marketing in a Global Society (MKT6016-MBA)
Digital Channel and Sales Management (MKT6022 - MBA)
Digital and Social Media Marketing (MKT6056 - MBA)
Management & Marketing Models for Managerial Decision Making (MGT 6015-MBA)
Integrated Marketing Communications: Global Cases & Campaigns (IMC4000 -BSBA)
Consumer Behavior (MKT4015-BSBA)
Digital Marketing (MKT4025-BSBA)
Social Media and Mobile Marketing (MKT4035 - BSBA)
Principles of Marketing (MKT3010 - BSBA)
Data Analytics (IST4045-BSBA)

Colorado Technical University, Colorado Springs, Colorado

(Jan., 2018- Aug., 2021)

Position: Adjunct Faculty

Modality: Online

Courses Taught

Data Analytics for Business (BADA610 – MBA)
Applied Managerial Marketing (MKTG630 – MBA)
Marketing Research Methods (MKTG618 - MBA)
Consumer Behavior Fundamentals (MKT325 - BBA)
New Media Marketing Analysis (DMKT310-BBA)
Introduction to Internet-Based Business Strategy (DMKT300-BBA)
Internet Data Analysis for Business (DMKT305-BBA)
Data Analytics for Digital Marketing (DMKT315-BBA)
Search Engine Optimization & Web Design (DMKT320-BBA)
Branding and Visual Marketing (DMKT325-BBA)

University of Maryland Global Campus, San Diego, California (May, 2019 – Aug., 2021)

Position: Adjunct Associate Professor

Modality: On-ground, online & hybrid

Courses Taught

Marketing Fundamentals (MRKT310 – BBA)

Digital Marketing (MRKT457 - BBA)

National University, San Diego, California

(May, 2014 – Sept., 2021)

Position: Certified Core Adjunct Faculty

Modality: On-ground

Courses Taught

Marketing Management (MKT602 – MBA)

Strategic Marketing Simulations (MKT660 – MBA)

Introduction to Global Marketing (MKT430 – BBA)

Marketing Fundamentals (MKT302A – BBA)

Principles of Consumer Behavior (MKT420 - BBA)

Florida Institute of Technology, Melbourne, Florida

(Summer, 2015- Fall 2017)

Position: Adjunct Faculty

Modality: Online

Courses Taught

Internet Marketing (BUS 5621 - MBA)

Technologies of Internet Marketing (BUS 5623 - MBA)

Integrated Internet Strategies (BUS 5629 - MBA)

International Marketing (EMK 4063 – BBA)

Virginia International University, Fairfax, Virginia

(Spring, 2015-16)

Position: Adjunct Faculty

Modality: Online

Courses Taught

International Marketing (BUSS 442 – MBA)

PUBLICATIONS

Galib, M. H. (2023). Who are the right customers for mobile and paper coupons? *International Journal of Marketing and Advertising*, Accepted, currently is in the publication queue.

Galib, M. H. (2023). A comparative study between mobile and paper coupons, *International Journal of Electronic Commerce Studies*. Accepted, currently is in the publication queue.

Galib, M. H. & Paymae, H. (2022). Sponsored advertisement: Does it contribute to brand equity? *International Journal of Sales, Retailing and Marketing*. 11(1)

Al-Haddad, H. & **Galib, M. H.** (2020). A Comparative Analysis of Mobile Marketing Adoption in the Light of Hofstede's Cultural Dimensions, *International of Journal of Online Marketing*.10(3), DOI: 10.4018/IJOM.2020070105

- Galib, M. H.**, Hammou, K. & Steiger, J. (2018). Predicting Consumer Behavior: An Application of Technology Acceptance Model, *International Journal of Marketing Studies*, 10(3).
- Galib, M. H.** (2016). An Empirical Study on Social Customer: Evidence from Social CRM, *International Journal of Customer Relationship Marketing and Management*, 7 (1).
- Hammou, K., Steiger, J., & **Galib, M.** (2014). The Effect of National Culture on Strategic Behavior and Financial Performance: Evidence from the Cement Industry in Morocco and the United States of America,” *Journal of Management Research*, 6(1).
- Steiger, J., Hammou, K., & **Galib, M.** (2014). An Examination of the Influence of Organizational Structure Types and Management Levels on Knowledge Management Practices in Organizations, *International Journal of Business and Management*, 9(6).
- Hammou, K., **Galib, M.**, & Melloul, J. (2013). The Contributions of Neuromarketing in Marketing Research, *Journal of Management Research*, 5(4).

MANUSCRIPTS UNDER REVIEW

- Galib, M. H.**, Haddad, H., Bazi, S., & Amjad, A. (2023). Attitudinal and behavioral loyalty: Impact of Instagram advertisement, Under review with the *International Journal of Marketing and Advertising*.
- Galib, M. H.**, Haddad, H., Amjad, A., Khaled, H., Bazi, S. (2023). Determinants of Customer Engagement: Role of User-Generated Content, Under review with the *Electronic Commerce Research*
- Unni, R., **Galib, M. H.**, Baker, D. (2023). Relationship Between Airline Service Performance and Customer Complaints for Legacy Network carriers and Low-Cost Carriers, Under review with the *International Journal of Sales, Retailing and Marketing*.

WORKING PAPERS

Millennial’s perception towards participation of proximity marketing, Data collection in progress.

BOOK CHAPTERS IN EDITED VOLUMES

- Galib, M. (2018), Chapter title: “Social CRM: A View Through the Eyes of Customers,” published in the book *Diverse Methods in Customer Relationship Marketing and Management* (IGI Global, Hershey, PA, USA), ISBN-13:978-1522556190; ISBN-10:1522556192, Chapter 4, pp: 61-79, DOI:10.4018/978-1-5225-5619-0.ch004

PEER-REVIEWED CONFERENCE PROCEEDINGS

- Galib, M. (2023), “Contribution of user-generated contents towards brand equity: An empirical study of online gaming.” The 21st International Business and Economy Conference, January 4-6, 2023, Nashville, TN, USA

EDITORIAN BOARD MEMBER

Member of Editorial Review Board of the *Journal of Electronic Commerce in Organizations*

SUPERVISOR OF DISSERTATION COMMITTEES

- Peymaei, Hamed (2019). An investigation on the impact of social media advertising on the brand equity. Alliant International University. Dissertation Supervisor.
- Caze, Patrick (2018). Authentic leadership: Motivation and perceived racial similarity. Alliant International University. Dissertation Supervisor.
- Haddad, Hadeel (2017). Factors affecting the consumers' intentions to participate in mobile marketing. Alliant International University. Dissertation Supervisor.

CERTIFICATION

Certificate of Research in Management Science by Grenoble Ecole De Management, 2019

AWARDS

Received Alliant University BITAP Scholarship, AIU, CA, 2011-2012.
Received Graduate Assistantship, St. Cloud State University, MN. 1996-1997.
Received Bangladesh Government Merit Scholarship, 1989-1993.

RECOGNITION

Distinguished Faculty of the year in 2020 and 2021 at Colorado Technical University