

## TEACHING EXPERIENCE

- Instructor of Record- Teaching a section of upper-level undergraduate class- Contemporary Problems in Advertising in Fall 2017.
- Instructor of Record- Taught a section of upper-level undergraduate class- Contemporary Problems in Advertising in Spring 2017. Spring 2017 Class Evaluation Rating: 4.18/5.00 (N=18).  
***Recipient of The 2017 Provost's Certificate of Distinction in Teaching Award.***
- Co-taught two sections of Contemporary Problems of Advertising and one section of Advertising Research with Dr. Fred Beard in the Gaylord College of Journalism & Mass Communication, University of Oklahoma as a TA in Fall 2016.
- Co-taught an undergraduate class (Public Relations Publications) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma as a TA in Fall 2014.
- Begum Rokeya University, Rangpur, Bangladesh. Lecturer (Department of Marketing), From September 2012 to Present (on Study leave).
- Bangladesh Open University, Part time instructor (School of Business), From September 2012 to July 2013
- Fulbari Government College, Dinajpur, Bangladesh. Lecturer (Department of Marketing) From August 2011 to September 2012

## EDUCATION SUMMARY

- 2018 (Spring, *Expected*): Ph.D. in Mass Communication. Doctoral candidate of Mass Communication (Strategic Communication) at the Gaylord College of Journalism & Mass Communication, OU. Major: Advertising
- 2017 (Fall). Successfully defended the General Exam and received the ABD status.
- 2015 (Summer), Master of Arts in Journalism & Mass Communication, Institution: Gaylord College of Journalism & Mass Communication, OU. Major: Advertising. CGPA: 3.91/4.00
- 2007, Masters of Business Administration (MBA), Institution: University of Dhaka, Major: International Business, CGPA: 3.60/4.0
- 2006, Bachelor of Business Administration (BBA), Institution: University of Dhaka, Major: Marketing, CGPA: 3.66/4.0

- Diploma Program:  
Course: E-governance, Information Communication Technology for Development  
Duration: August 2009- February 2010, Institution: Orebro University, Sweden.

## RESEARCH WORK

- Researcher: Working with Dr. Doyle Yoon in the Digital Media Research Group (DMRG) research project from Fall 2016. This group is conducting both academic and industry oriented research in the current field of digital media. Our research areas include: Digital Media, Virtual Reality (VR), Mobile Advertising.
- Research Assistant: Working with Dr. Fred Beard (Gaylord Family Research Professor, and Vice-Chair, University of Oklahoma IRB II) in historical and comparative advertising research project from Fall 2015.
- Research Volunteer: Worked with Dr. Glenn Leshner (Edward L. and Thelma Gaylord Chair) in OU PRIME (Psychological Research on Information and Media Effects) lab.

## GRADUATE ASSISTANTSHIP AND TEACHING ASSISTANTSHIP WORK

- Fall 2017: Assisting one undergraduate class (Advertising Research) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties include: grading.
- Spring 2017: Assisted one undergraduate class (Advertising Research) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties include: grading.
- Fall 2016: Assisted three undergraduate class (Advertising Research, Introduction to Advertising, and Contemporary Problems in Advertising) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties include: Preparing class materials, grading, mentoring students.
- Fall 2015- Spring 2016: Assisted three undergraduate class (Advertising Research, Introduction to Public Relations, and Crisis communication) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties include: Preparing class materials, grading, mentoring students.
- Spring 2015: Assisted an undergraduate class (Introduction to Public Relations) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties include: Preparing class materials, grading, mentoring students.
- Spring 2013: Worked as a Graduate Assistant (GA) in the Graduate Office of Gaylord College, OU. Worked with the Graduate Director in the Graduate Office of Gaylord College. I was engaged in creating forms, designing posters, creating databases, and other daily operations during my service.

- Fall 2013: Worked with renowned war journalist Mike Boettcher in his new research projects. I helped him in research for his ongoing satellite newsgathering project with Digital Globe, Yahoo News, and ABC News.

## EXPERIENCE IN MARKETING AND MEDIA

- Holcim (Bangladesh) Ltd., Dhaka, Bangladesh. Executive (Brand & Communication) From July 2010 to August 2011
- Square InformatiX Ltd., Square Group, Dhaka, Bangladesh. Executive (Marketing) From December 2009 to July 2010
- The World Bank Bangladesh, Dhaka, Bangladesh. Short Term Temporary (External Affairs Department) From November 2007 to June 2008.

## OTHER JOB EXPERIENCE

- The Oklahoma Scholastic Media Initiative (OSMI) (<http://www.osm-oipa.org/>), Instructor of Photography, October 2015.
- Oklahoma Institute for Diversity in Journalism (OIDJ) (<http://www.oidj.org/>), Peer Counselor, Summer 2015.
- The Daily Prothom Alo, Contributing Reporter (Part Time), From March 2004 to August 2006.
- The Daily Star, Contributing Reporter (Part Time), From January 2004 to December 2006.

## MANUSCRIPTS UNDER REVIEW

- Yoon, D., **Rony, N. K.**, Ahmed, R., Sun F., & Seol, E. (Under Review). *Do Sensation Seekers Seek for Immersive VR Ads? Effects of Virtual Reality Commercials on Consumers' Telepresence and Responses to the Brand*. Paper currently under review in the International Journal of Advertising.
- Ahmed, R., Yoon, D., Kim, S., & **Rony, N. K.** (Under Review). *Are Native Ads on Online News Media Effective? Examining Advertising's Dual Mediation Hypothesis in Contexts of Native Ads*. Paper currently under review in the Journal of Interactive Advertising.
- **Rony, N. K.** & Ahmed, R. (Under Review). *Fake News Conversation Network in Twitter: User type, Emotional Appeals and Motives in Network Formation*. Paper currently under review in the Social Media + Society.
- Ahmed, R. & **Rony, N. K.** (Under Review). *Branding Competitive Identities of South Asian Nations in the USA: A Content Analysis of Embassy Websites*. Paper currently under review in the Journal of Global Affairs.

- **Rony, N. K.** & Ahmed, R. (Under Review). *Sports Diplomacy Opportunities, Challenges, and Strategies: The Case of Qatar World Cup Football 2022*. Paper currently under review in the Journal of Global Affairs.

## CONFERENCE PRESENTATION

- Yoon, D., **Rony, N. K.**, Ahmed, R., Sun F. & Seol, E. (2017, November). *Do Sensation Seekers Seek for Immersive VR Ads?* Competitively selected paper presented at the 2017 Korea Advertising Society (KAS) Fall conference, Gangneung, S. Korea.
- **Rony, N. K.**, & Ahmed, R. (2017, October). *Fake News Conversation Network in Twitter: User Type, Emotional Appeals and Motives in Network Formation*. Competitively selected paper presented at the Southwest Education Council for Journalism and Mass Communication (SWECJMC) annual symposium, Phoenix, AZ.
- Miranda, S., Ahmed, R., & **Rony, N. K.** (2017, August). *Academics versus Athletics and Rhetorical Mechanisms Used by Business Schools in Brand Promotion on Social Media*. Competitively selected paper presented at the AEJMC annual conference, Chicago, IL.
- **Rony, N. K.**, & Ahmed, R. (2017, August). *Evaluating Social Media Performance of South Asian Embassies in the USA: An analysis of Audience Exposure, Engagement and Insights on Twitter*. Competitively selected paper presented at the AEJMC annual conference, Chicago, IL.
- Beard, F. K., & **Rony, N. K.** (2017, May). *Identifying Competitors in Advertising: Comparing the Views of U.S. Corporate and Ad Agency Professionals*. Competitively selected paper presented at the 15th Annual International Conference on Communication and Mass Media, Athens, Greece.
- Ahmed, R., Yoon, D., Kim, S., & **Rony, N. K.** (2017, March). *Are Native Ads on Online News Media Effective? Examining Advertising's Dual Mediation Hypothesis in Contexts of Native Ads*. Competitively selected paper presented at the American Academy of Advertising (AAA) annual conference, Boston, MA.
- Ahmed, R., & **Rony, N. K.** (2016, November). *Transparency Matrix of Native Advertising (TMNA): Enhancing Transparency in Online News Media*. Competitively selected paper presented at the NCA annual convention, Philadelphia, PA.
- Ahmed, R., Yoon, D., & **Rony, N. K.** (2016, November). *Apps vs. Websites: Differences in Users' Motivational and Technological Factors on the Usages of Branded Apps and Websites in Smartphone*. Competitively selected paper presented at the NCA annual convention, Philadelphia, PA.
- Kim, S., Yoon, D., **Rony, N. K.**, Ahmed, R., & Pedersen, J. (2016, August). *The Effects of Native Advertising on Journalism Values*. Competitively selected paper presented at the AEJMC annual conference, Minneapolis, MN.

- Ahmed, R., Yoon, D., & **Rony, N. K.** (2016, March). *A theoretical explanation of forming implicit and explicit brand attitudes toward viral video advertising: Effect of content and brand familiarity in messages.* Competitively selected paper presented at the AEJMC midwinter conference, Norman, OK.
- **Rony, N. K.**, Yoon, D., & Ahmed, R. (2016, March). *The effects of alcohol-related Facebook post framing and peer influence on underage drinking attitude and intention.* Competitively selected paper presented at the AEJMC midwinter conference, Norman, OK.
- Ahmed, R., Yoon, D., & **Rony, N. K.** (2016, March). *Forming implicit and explicit brand attitudes toward viral video advertising: Effect of perceived source credibility and message content.* Competitively selected paper presented at the AEJMC midwinter conference, Norman, OK.
- Ahmed, R., Yoon, D., & **Rony, N. K.** (2016, March). *A theoretical explanation of psychological reactance toward anti-e-cigarette messages on health websites: Effect of Perceived Message Sensation Value (PMSV) and number of threats to freedom.* Competitively selected paper presented at the AEJMC midwinter conference, Norman, OK.
- **Rony, N. K.**, & Ahmed, R. (2015, November). *Sharing Viral Video Advertising: Building Theoretical Framework for the New Media Communication.* Competitively selected paper presented at the NCA annual convention, Las Vegas, NV. **Received top paper award in the Communication and Future division.**
- Ahmed, R., Yoon, D., **Rony, N. K.**, & Kim, S. (2015, November). *Engaging consumers in the new media: A content analysis of the websites and mobile applications of the Fortune 500 companies.* Competitively selected paper presented at the NCA annual convention, Las Vegas, NV. **Received top paper award in the Association for the Business Communication division.**
- Hill, D. N., Kochigina, A., & **Rony, N. K.** (2015, October). *Diversity and danger: Risk communication in the heartland.* Competitively selected paper presented at the 4<sup>th</sup> international conference on crisis communication in the 21<sup>st</sup> century, Lund, Sweden.
- **Rony, N. K.**, & Yoon, D., Kim, S., & Ahmed, R. (2015, August). *“Wow! I want to share this with my twitter followers”: influencing factors on intention to retweet of branded tweet.* Competitively selected paper presented at the AEJMC annual conference, San Francisco, CA.
- **Rony, N. K.**, Yoon, D. & Ahmed, R. (2015, May). *Effects of twitted commercial messages on twitter users’ retweet and purchase intention.* Competitively selected paper presented at the ICA annual conference, San Juan, PR.
- Kim, S., Yoon, D., **Rony, N. K.**, & Ahmed, R. (2015, March). *Online news sites and native advertising.* Competitively selected paper presented at the AEJMC midwinter conference, Norman, OK.

## INVITED PRESENTATION

- **Rony, N. K.** (2017, April). *Social Media Analytics*. Presented in JMC 3363- Advertising Media Class. University of Oklahoma. Norman, OK.
- **Rony, N. K.** (2016, September). *How to Choose a Sample*. Presented in JMC 3333- Advertising Research Class. University of Oklahoma. Norman, OK.
- **Rony, N. K.** (2016, December). *Native Advertising: Ethical Dilemma and the Need for Transparency*. Presented in JMC 4333- Contemporary Problems in Advertising Class. University of Oklahoma. Norman, OK.

## AWARD, RECOGNITION, GRANT, SCHOLARSHIP, AND FUNDING

- 2017: The Provost's Certificate of Distinction in Teaching Award. University of Oklahoma.
- 2017: Finalist- The Creatives Award for the Best Portfolio (Student Category for [www.nazmulrony.com](http://www.nazmulrony.com)). Center for Teaching Excellence, University of Oklahoma.
- 2017-2018: Lachenmeyer Scholarship. Gaylord College of Journalism & Mass Communication, University of Oklahoma.
- 2016: NCA Caucus Student Travel Grant, National Communication Association (NCA).
- 2016-2017: Gaylord College Memorial Scholarship. Gaylord College of Journalism & Mass Communication, University of Oklahoma.
- 2015: NCA Caucus Student Travel Grant, National Communication Association (NCA).
- 2015: Top paper award, Communication and Future Division, National Communication Association (NCA).
- 2015: Top paper award, Association for the Business Communication Division, National Communication Association (NCA).
- 2015-2016: Fayette Copeland Memorial Scholarship. Gaylord College of Journalism & Mass Communication, University of Oklahoma.
- 2015: Lissa & Cy Wagner Sooner Heritage Scholarship. University of Oklahoma.
- 2015: Robberson Conference Presentation & Creative Exhibition Travel Grant, Graduate College, University of Oklahoma.
- 2014-2015: Chester Westfall Scholarship, Gaylord College of Journalism & Mass Communication, University of Oklahoma.
- 2014-2015: Will & Helen Webster Sooner Heritage Scholarship, University of Oklahoma.
- 2013-2014: General Sooner Heritage Scholarship, University of Oklahoma.
- 2013: Bangladesh-Sweden Trust Fund (BSTF) Travel Grant. Government of Bangladesh.

## PROFESSIONAL SERVICE

- Reviewer- National Communication Association (NCA)'s Annual Convention 2016

## MAJOR COURSEWORK

- Social Influence (Persuasion and Attitude Change)
- Social Network Analysis (Advanced Topic in Communication)
- Seminar in Cognitive Sciences (*aka* Decision Theory & Risk Science)
- Psychological Statistics II
- Social Analytics
- Data Science & Media
- Experimental Method of Psychology
- Advanced Topic in Public Relations- Public Behavior
- Teaching in Mass Communication
- Factor Analysis and Structural Equation Modelling
- Advanced Qualitative Research Methods
- News and Information (*aka* Information Processing)
- Psychological Statistics I
- Current Theories in Social Psychology
- Contemporary Problems in Advertising
- Brand Experience in Media/Marketing (*aka* Advertising Experience & Relationship Building)
- Mass Communication Theory
- Conceptual Issues
- Advertising Copy and Layout
- Introduction to Research Methods
- Quantitative Research Methods
- Global Market Analysis and Branding
- International Organization of Global Economy
- Business Communication
- International Operations Management
- International Strategic Management
- Product and Brand Management
- Advertising and Public Relations

## TRAINING

- Professional Ethics Training. Organized by Graduate College, OU. September 20-21, 2013.
- Development of International Teaching Assistant (DITA). Organized by Center for Teaching Excellence, OU. August 5-7, 2013.
- Teaching Assistant Orientation (TAO). Organized by Center for Teaching Excellence, OU. August 12-13, 2013.
- Computer Training: Microsoft Office, Visual Basic, Oracle Database: Organized by the Department of Marketing Computer Center, University of Dhaka, 2004 (for 3 months).
- Internship training: On the job comprehensive training on several departments (Knitting, Dyeing, Testing Lab, Washing, Finishing, Accessories, Sewing, etc.) to accommodate with the merchandising responsibilities in Viyellatex Bangladesh, Gazipur, 2009 (for 3 months).
- Training on Marketing Excellence: Negotiation Techniques, Team Work, Marketing ROI, Positioning, Customer Service. Organized by Square Pharmaceuticals Limited Bangladesh Dhaka, 2010 (for 2 Days).
- Local Induction Training: All the Functional Overviews. Organized by Holcim (Bangladesh) Ltd Bangladesh Dhaka, 2010 (for 2 Days).
- Graphic Design Course: Basic Drawing Course, Photoshop, Illustrator. Organized by New Horizons Computer Learning Center, 2010 (for 3 months).

## SOFTWARE SKILL

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|----------------|---------------------|
| • NodeXL Pro   | • SPSS              |
| • R            | • Adobe Photoshop   |
| • LIWC         | • Adobe Illustrator |
| • WEKA         | • Adobe InDesign    |
| • Visual Basic | • Final Cut Pro     |
| • SAS          | • Wordpress         |

## VOLUNTEER EXPERIENCE

- I volunteered as Math Olympiad Volunteer (MOVER) of Bangladesh Math Olympiad Committee, jointly organized by The Daily Prothom Alo and Dutch Bangla Bank Limited for the year 2003, 2004, 2005 and 2006 respectively.
- I also worked as the *Media Coordinator* in one of the biggest musical concerts of Bangladesh; “*Ampfest*” organized By British American Tobacco (BAT), Bangladesh in 2005.



## **CO-CURRICULAR ACTIVITY**

- Was involved with Scouts in school level.
- Published Cantonment Public School & College magazine.
- Participated in regional & national science fair with self-made projects several times.
- Organized Film Festivals on behalf of the Dhaka University Film Society (DUFFS).
- Participated in World Cup Football Quiz Contest in “Banglavision” TV channel.
- Contributed in the Holcim’s sustainable development website (<http://www.holcimgreenbuiltbd.com>)
- Worked as a manager of football team, Department of Marketing, BRU.
- Google certified search expert.

## **AFFILIATION**

- Member: American Academy of Advertising (AAA)
- Member: Association for Education in Journalism and Mass Communication (AEJMC)
- Member: International Communication Association (ICA)
- National Communication Association (NCA)
- Life Registered Graduate: University of Dhaka.
- Life Member: Dhaka University Alumni Association (DUAA).
- Member: Bangladesh Open Source Network (BdOSN).
- Member: Internet Society (ISOC).
- Member: International Supply Chain Education Alliance (ISCEA).

## **COUNTRY VISITED**

- Malaysia
- Nepal
- Sweden
- USA
- Puerto Rico