

Nazmul K. Rony, Ph. D. MBA

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CURRENT POSITION

Assistant Professor of Communication (Tenure-Track), Department of Communication, College of Business, Slippery Rock University of Pennsylvania. *August 2018- Present.*

- Area of Expertise- Integrated Marketing Communication (IMC), Advertising, Public Relations, Digital Media, Social Media, Data Analytics.

TEACHING EXPERIENCE AT SLIPPERY ROCK UNIVERSITY

SPRING 2021

- Instructor of Record- Teaching one section of “Communication Research Methods” (COMM 310) class. *N= 44.*
- Instructor of Record- Teaching one section of “Social Media 2: Analytics and Strategies” (COMM 407) class. *N= 15.*
- Instructor of Record- Teaching two sections of “Social Media” (COMM 307) class. *N= 45.*

FALL 2020

- Instructor of Record- Taught one section of “Communication Research Methods” (COMM 310) class. *N= 42.*
- Instructor of Record- Taught one section of “Brand Management” (COMM 364) class. *N= 24.*
- Instructor of Record- Taught two sections of “Civil Discourse” (COMM 200) class. *N= 72.*

SPRING 2020

- Instructor of Record- Teaching one section of “Communication Research Methods” (COMM 310) class. *N= 39.*
- Instructor of Record- Teaching two sections of “Social Media” (COMM 307) class. *N= 46.*
- Instructor of Record- Teaching one section of “Civil Discourse” (COMM 200) class. *N= 27.*

FALL 2019

- Instructor of Record- Taught one section of “Communication Research Methods” (COMM 310) class. *N*= 34.
- Instructor of Record- Taught one section of “Social Media” (COMM 307) class. *N*= 22.
- Instructor of Record- Taught two sections of “Civil Discourse” (COMM 200) class. *N*= 54.

SPRING 2019

- Instructor of Record- Taught two sections of “Introduction to Public Relations (PR) and Integrated Marketing Communication (IMC)” (COMM 231) class. *N*= 63.
- Instructor of Record- Taught one section of “Social Media” (COMM 307) class. *N*= 22.
- Instructor of Record- Taught one section of “Civil Discourse” (COMM 200) class. *N*= 27.

FALL 2018

- Instructor of Record- Taught two sections of “Introduction to Public Relations (PR) and Integrated Marketing Communication (IMC)” (COMM 231) class. *N*= 66.
- Instructor of Record- Taught one section of “Social Media” (COMM 307) class. *N*= 22.
- Instructor of Record- Taught one section of “Civil Discourse” (COMM 200) class. *N*= 26.

COURSES DEVELOPED

COMM 407- SOCIAL MEDIA 2: ANALYTICS AND STRATEGIES

This course examines the concepts of social media networks and the process of collecting, analyzing, measuring, and visualizing data for organizations and businesses. The course emphasizes understanding the role of theories in social media analytics and the tools that help collect, analyze social media data, and prepare reports. As an advanced-level course, students are required to learn and apply data analytics software besides significant writing assignments, formal presentations.

COMM 364- BRAND MANAGEMENT

The main objective of this course is to provide insights on developing effective brand management strategies. This course is designed to offer essential concepts, frameworks, theories, practices, and skills required to create and manage profitable brands.

STUDENT ADVISING AT SLIPPERY ROCK UNIVERSITY

Academic Advisor, Department of Communication- Currently working as an academic advisor for 26 undergraduate students. *August 2018- Present.*

SERVICE TO THE UNIVERSITY

- Member, President's Sustainability Commission- Serving the commission to promote and facilitate the cooperative efforts of students, faculty, and staff to educate, develop values, share knowledge, and create a culture of sustainability across campus. *July 2020-May 2022.*
- Member, University Forum- Worked as the university forum representative for the Department of Communication. *August 2018- May 2019.*

SERVICE TO THE DEPARTMENT

- Chair, Health and Environment Communication Search Committee, Department of Communication- Major duties include preparing job posting, receiving and reviewing applications from prospective candidates, shortlisting candidates, preparing interview instruments, hosting campus interviews, and finalizing candidate recommendations for the department. *August 2019- May 2020.*
- Member, Curriculum Committee, Department of Communication- Major duties include receiving, reviewing, and preparing course curricula for the department. *August 2019-Present.*
- Chair, Assessment Committee, Department of Communication- Major duties include preparing course assessment rubric and assessing course outcomes for the department. *August 2020- Present.*
- Member, Scholarship Committee, Department of Communication- Major duties include receiving, reviewing, and awarding scholarships to the department students. *August 2018- Present.*
- Member, Technology Committee, Department of Communication- Current duties include organizing and maintaining the technology inventory of the department. *August 2018-Present.*
- Member, Advertising Concentration Development Task Force, Department of Communication- Major duties include preparing course works, policies, and procedures for a proposed "Advertising" concentration for the Communication department's undergraduate program. *August 2018- May 2021.*

SERVICE TO THE UNION

- Member, Global Engagement Committee, APSCUF Slippery Rock University Chapter. *Fall 2019- Spring 2021.*

- Member, Membership Committee, APSCUF Slippery Rock University Chapter. *Fall 2018-Present.*
 - Helped to organize the APSCUF Fall 2018 Celebration of the Wilma Cavill Service Award Winner and Retires.
 - Working on the APSCUF SRU Chapter recommitment effort and enrolling more new members.

SERVICE TO THE SCHOLARSHIP

- Editorial Review Board Member, The International Communication Research Journal (ICRJ). ICRJ is a publication of the International Communication Division (ICD) of the Association for Education in Journalism and Mass Communication (AEJMC). As a member, my job is to review research papers and recommended the reviews to the journal editor. I also support the editor in promoting the journal to communication scholars. *Fall 2019-Present.*

TEACHING EXPERIENCE AT THE UNIVERSITY OF OKLAHOMA

- Instructor of Record- Taught a section of upper-level undergraduate class- Contemporary Problems in Advertising in Fall 2017. Fall 2017 Class Evaluation Rating: 4.66/5.00 (N=5).
- 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.

PREVIOUS TEACHING EXPERIENCE IN BANGLADESH

- Begum Rokeya University, Rangpur, Bangladesh. Lecturer (Department of Marketing), From September 2012 to June 2013.

Class Taught: Principles of Marketing, Marketing Management, International Marketing, Marketing Research, Marketing for Banks and Financial Institutions, Brand and Product Management.

- Bangladesh Open University, Part-time instructor (School of Business), From September 2012 to July 2013.

Class Taught: Industrial & Company Law.

Fulbari Government College, Dinajpur, Bangladesh. Lecturer (Department of Marketing) From August 2011 to September 2012.

Class Taught: Principles of Marketing, Marketing Management.

EDUCATION SUMMARY

- 2018 (Summer): Ph.D. in Mass Communication. **Emphasis:** Strategic Communication (Advertising), Gaylord College of Journalism & Mass Communication, University of Oklahoma. **Major:** Advertising. **CGPA:** 3.86/4.00

Dissertation: *Online Behavioral Advertising (OBA): The influence of reciprocity, personalization, and ad content type on consumers' attitude and intention.*

Chair: Dr. Doyle Yoon

Committee Members: Dr. Fred Bread, Dr. Glenn Leshner, Dr. Elanie Steyn, Dr. Jorge Mendoza

- 2015 (Summer), Master of Arts in Journalism & Mass Communication, Institution: Gaylord College of Journalism & Mass Communication, University of Oklahoma. **Major:** Advertising. **CGPA:** 3.91/4.00
- 2007, Master 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 projects 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. Conducted research on E-cigarette advertising and PSA.

GRADUATE ASSISTANTSHIP AND TEACHING ASSISTANTSHIP WORK

- Spring 2018: Assisting one undergraduate class (Advertising Research) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties included: grading.
- Fall 2017: Assisted one undergraduate class (Advertising Research) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties included: grading.
- Spring 2017: Assisted one undergraduate class (Advertising Research) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties included: grading.
- Fall 2016: Assisted three undergraduate classes (Advertising Research, Introduction to Advertising, and Contemporary Problems in Advertising) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties included: Preparing class materials, grading, mentoring students.
- Fall 2015- Spring 2016: Assisted three undergraduate classes (Advertising Research, Introduction to Public Relations, and Crisis communication) in the Gaylord College of Journalism & Mass Communication, University of Oklahoma. Major duties included: 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 included: 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.
Primary Duties: Designing and preparing branding and PR materials, maintaining relationships with the sales channel, and the vendors, conducting promotional campaigns in different parts of the country, hosting large dealer and retailer meets, giving lectures about the products, etc.
- Square InformatiX Ltd., Square Group, Dhaka, Bangladesh. Executive (Marketing) From December 2009 to July 2010.
Primary Duties: Executing marketing and sales operations of data communication (through VSAT/WiMAX/Radio/Fiber), Internet (ISP), and Disaster Recovery (DR) Site Service.
- The World Bank Bangladesh, Dhaka, Bangladesh. Short Term Temporary (External Affairs Department) From November 2007 to June 2008.
Primary Duties: Maintaining the Public Information Center (PIC), providing support for the researchers, maintaining liaisons with government and NGOs, providing communication and PR support.

OTHER JOB EXPERIENCE

- Bornomala News Portal (www.bornomalaneews.com), Online Researcher, from July 3, 2018 to August 15, 2018. I assisted the advisory editor in his research on a voluntary basis.
- 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.

PUBLICATION

- **Rony, N. K.**, & Ahmed, R. (in press). Fake News Conversation Network in Twitter: User Type, Emotional Appeals and Motives in Network Formation. *The Journal of Social Media in Society*.

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.

CONFERENCE PRESENTATION

- Dolan, E. A., & **Rony, N. K.** (2021, June). *We are All in this Together: Examining Heuristic and Systematic Framing to Understand Brand Communication Styles during the COVID-19 Pandemic*. Competitively selected paper presented at the Popular Culture Association Virtual Conference.
- A Leshner, G., Sun, F., Kim, N., Ma, H., Seo, J., **Rony, N. K.**, Ruedinger, B., Hahn, K., Kim, S., Ahmed, R., Thapaliya, T., Nguyen, T., Cantrell, J., & Cohn, A (2020, May). *Impact of e-cigarettes Ads and PSAs on Cigarette Smokers' Cognitive and Emotional Processing*. Competitively selected paper presented at the International Communication Association Conference (ICA) annual conference, Gold Coast, Australia
- Ahmed, R., & **Rony, N. K.** (2020, April). *Framing Organizational Crisis on Twitter: A Content Analysis*. Competitively selected paper to be presented at the Eastern Communication Association (ECA) annual conference, Baltimore, MD. (Conference canceled)
- **Rony, N. K.**, & Yoon, D. (2020, March). *Online Behavioral Advertising (OBA): The Mediating Role of Perceived Intrusiveness, Perceived Privacy Concern, and Reactance on Consumers' Attitudes and Intentions*. Competitively selected paper presented at the American Academy of Advertising (AAA) annual conference, San Diego, CA.
- **Rony, N. K.** (2019, October). *Communicating with Adolescent Smokers: Perspectives from Two Theories*. Competitively selected paper presented at the New York State Communication Association (NYSCA) annual conference, Callicoon, NY.

- Ahmed, R., **Rony, N. K.** (2019, August). *The Extent of Information Sensitivity: A Proposed Study to Understand Online Personalization-Privacy Paradox in Bangladesh*. Competitively selected paper presented at the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
- **Rony, N. K.** (2018, May). *Sports Diplomacy Opportunities, Challenges, and Strategies: The Case of Qatar World Cup Football 2022*. Competitively selected paper presented at the ICA annual conference, Prague, Czech Republic.
- Ahmed, R., Yoon, D., **Rony, N. K.**, & Kim, S. (2018, March). *Native Advertising: How Attitude Toward Online News Media and Content Relevance are linked to the Brand Evaluation and Behavioral Intentions*. Competitively selected paper presented at the American Academy of Advertising (AAA) annual conference, New York, NY.
- 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 4th international conference on crisis communication in the 21st 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.

CONFERENCE PANEL

- **Rony, N. K.** (2021, February). *Building a Positive New Normal with Brands*. The ANA Education Foundation (AEF)- Center for Positive Marketing (CPM) Joint Conference. The Conference for Positive Marketing. Center for Positive Marketing at Gabelli School of Business, Fordham University, New York City, NY.

INVITED PANEL

- **Rony, N. K.**, Hill, D. N., & Wilderman, M. G. (2019, April). *Preparing for a Career after Ph.D.* Participated via Skype in Dr. Elanie Steyn's Ph.D. Seminar class. University of Oklahoma. 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.

PROFESSIONAL DEVELOPMENT

- Effective Teaching Practices, Center for Teaching and Learning (CLT), Slippery Rock University, *August 2018- July 2019*. Completed.
- Fall 2019 Faculty Learning Community (FLC), Slippery Rock University: Completed Fall FLC on Collaborative Learning by Professor Barbara Westman.
- Fall 2018 Faculty Learning Community (FLC), Slippery Rock University: Completed Fall FLC on Multimodal Teaching and Assessment (*aka Mad About Multimodal Assessment*) facilitated by Dr. Tim Oldakowski.

AWARD, RECOGNITION, GRANT, SCHOLARSHIP, AND FUNDING

- 2021: Center for Positive Marketing and the ANA Educational Foundation Grant for Proposed Research on Positive Marketing. Gabelli School of Business, Fordham University, New York, NY.
- 2020: Virtual Immersion Session: Creativity Can Change the World. Visiting Professor Program, The ANA Education Foundation, Association of National Advertisers, New York, NY.
- 2020: Visiting Professor. Visiting Professor Program, The ANA Education Foundation, Association of National Advertisers, New York, NY.
- 2018: Robberson Research and Creative Endeavors Grant. Graduate College, University of Oklahoma. **Amount: \$1000.**
- 2017: The Provost's Certificate of Distinction in Teaching Award. University of Oklahoma.
- 2017: **Finalist**- The Creaties Award for the Best Portfolio (Student Category for www.nazmulrony.com). Center for Teaching Excellence, University of Oklahoma.
- 2017-2018: Lachenmeyer Scholarship. Gaylord College of Journalism & Mass Communication, University of Oklahoma. **Amount: \$1000.**
- 2016: NCA Caucus Student Travel Grant, National Communication Association (NCA). **Amount: \$200.**
- 2016-2017: Gaylord College Memorial Scholarship. Gaylord College of Journalism & Mass Communication, University of Oklahoma. **Amount: \$1500.**
- 2015: NCA Caucus Student Travel Grant, National Communication Association (NCA). **Amount: \$275.**

- **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. **Amount: \$1500.**
- **2015**: Lissa & Cy Wagner Sooner Heritage Scholarship. University of Oklahoma. **Amount: \$700.**
- **2015**: Robberson Conference Presentation & Creative Exhibition Travel Grant, Graduate College, University of Oklahoma. **Amount: \$1000.**
- **2014-2015**: Chester Westfall Scholarship, Gaylord College of Journalism & Mass Communication, University of Oklahoma. **Amount: \$500.**
- **2014-2015**: Will & Helen Webster Sooner Heritage Scholarship, University of Oklahoma. **Amount: \$700.**
- **2013-2014**: General Sooner Heritage Scholarship, University of Oklahoma. **Amount: \$700.**
- **2013**: Bangladesh-Sweden Trust Fund (BSTF) Travel Grant. Government of Bangladesh. **Amount: \$450.**

PROFESSIONAL SERVICE

- Editorial Review Board Member- International Communication Research Journal:
December 2019- Present
- Reviewer- International Communication Association (ICA)'s Annual Conference 2020
- 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 three months).
- Internship training: On the job comprehensive training on several departments (Knitting, Dyeing, Testing Lab, Washing, Finishing, Accessories, Sewing, etc.) to

accommodate the merchandising responsibilities in Viyellatex Bangladesh, Gazipur, 2009 (for three months).

- Training on Marketing Excellence: Negotiation Techniques, Team Work, Marketing ROI, Positioning, Customer Service. Organized by Square Pharmaceuticals Limited Bangladesh Dhaka, 2010 (for two days).
- Local Induction Training: All the Functional Overviews. Organized by Holcim (Bangladesh) Ltd Bangladesh Dhaka, 2010 (for two days).
- Graphic Design Course: Basic Drawing Course, Photoshop, Illustrator. Organized by New Horizons Computer Learning Center, 2010 (for three months).

MEDIA APPEARANCE

- Zackal, J. (2020, Feb 4). *SRU professor discusses changes as Facebook platform turns "Sweet 16."* Slippery Rock University Communication and Public Affairs. Retrieved from <https://www.sru.edu/news/020420a>

SOFTWARE SKILL

- NodeXL Pro
- R
- Gephi
- Orange
- LIWC
- WEKA
- Visual Basic
- SAS
- SPSS
- Adobe Suite
- Final Cut Pro
- 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 years 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 at the 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 (DUFS).
- Participated in World Cup Football Quiz Contest in the “Banglavision” TV channel.
- Contributed to the Holcim’s sustainable development website (<http://www.holcimgreenbuiltbd.com>)
- Worked as a manager of the football team, Department of Marketing, BRU.
- Google certified search expert.

AFFILIATION

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