

## **MOLLIKA GHOSH PhD**



### **Assistant Professor (Marketing)**

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Bangladesh Open University (BOU),  
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### **About Mollika Ghosh PhD**

Mollika Ghosh PhD has been working at Bangladesh Open University as an assistant professor in Marketing. She accomplished her PhD degree at the Department of Marketing, Faculty of Business Studies (FBS), University of Dhaka on Facebook advertisement on millennials purchase intention. Her research passion encompasses social media influencer marketing, Facebook advertising, millennial consumer's purchase behavior and ride-sharing applications effectiveness. She has published several international peer reviewed articles and presented several international conference papers. The author's one of the international papers won "Outstanding Paper Award" in Emerald Literati Award 2023 from Emerald Publications and published several articles in impact factor journals in Marketing domain. Her conference papers won the "Outstanding Paper Award" in 2019. Mollika Ghosh can be contacted at: [mollikag.du@gmail.com](mailto:mollikag.du@gmail.com)

### **Area of Specialization/Research Interest**

Social media advertising, Influencer Marketing, Ride-sharing services, E-commerce, Services marketing, Consumer Behavior, Integrated marketing communication.

### **Educational Qualifications**

<b>Degree</b>	<b>Year</b>	<b>Institution</b>	<b>CGPA</b>
<b>PhD</b>	2024	University of Dhaka, Department of Marketing	<b>N/A</b>
<b>M.Phil. (1<sup>st</sup> part)</b>	Session: 2015-2016	University of Dhaka, Department of Marketing	<b>3.95 (Transferred to Ph.D.)</b>
<b>MBA</b>	2013	University of Dhaka, Department of Marketing	<b>3.81 (4<sup>th</sup> position by merit)</b>
<b>BBA</b>	2012	University of Dhaka, Department of Marketing	<b>3.81 (6<sup>th</sup> position by merit)</b>
<b>HSC</b>	2007	Willes Little Flower School and College, Business Studies	<b>4.80</b>
<b>SSC</b>	2005	Willes Little Flower School and College, Business Studies	<b>5.00</b>

### **Professional Experience**

<b>Institution</b>	<b>Position</b>	<b>Tenure</b>
Bangladesh Open University	Assistant Professor (Marketing)	<b>22 March 2021 - Present</b>
Bangladesh Open University	Lecturer (Marketing)	18 May 2017- 21 March, 2021
Daffodil International University	Lecturer (Marketing)	04 October 2016- 17 May, 2017
Primeasia University	Lecturer (Marketing)	15 October 2015 - 03 October, 2016
Royal University of Dhaka	Lecturer (Marketing)	20 January 2015 – 14 October, 2015
Standard Bank Ltd.	Intern (General Banking)	03 July 2014- 15 January, 2015

## **Publications and Papers**

	<b>Author(s) and Title</b>	<b>Journal</b>	<b>Year</b>
1.	Ghosh, M. and Islam, ABM.S. (2023). <b>“Homefluencers' endorsement of millennial consumers' purchase intention in new normal”</b>	<i>International Marketing Review</i> , (Impact Factor: 5.504, ABDC Indexed Journal), Emerald Publishing Services, 40(5), December-2023, ISSN: 0265-1335, 1188-1212	<b>2023</b>
2.	Ghosh, M., (2020). <b>"Product Placement by Social Media Homefluencers during New Normal: An Analysis of User-generated contents"</b>	<i>South Asian Journal of Marketing</i> , (Won Outstanding Paper Award in 2023 from Emerald Literati Award), Emerald Publishing Services, 3(1), December-2021, ISSN: 2719-2377, 21-37.	<b>2022</b>
3.	Ghosh, M. (2019). <b>“Toward an Integrated Framework for Facebook Influencers Characteristics Impacting Millennial Consumers Engagement: A Review”</b>	<i>Prestige International Journal of Information Technology and Management-SANCHAYAN</i> , India, 9(2), 11-44, December-2020, ISSN: 2277-1689 (Print), 2278 - 8441 (Online)	<b>2020</b>
4.	Ghosh, M. (2020). <b>“Ascertaining Service Offerings, Performance Measurement and Performance Indicators of App-based Ride-sharing Services: An Implication for Pathao Rides in Dhaka City”</b>	<i>Bangladesh Open University Journal of Business Studies (BOUJBS)</i> , 6(1&2), Under Review, ISSN 1811-1556	<b>2020</b>
5.	Ghosh, M. (2020). <b>“E-learning Ecosystem: A Relationship Marketing Approach”</b>	<i>Central Journal of Bangladesh Open University</i> , 5(2), 2019-2020, ISSN: 2664-3464	<b>2020</b>
6.	Ghosh, M. and Islam, ABM.S. (2019). <b>“Unlocking the Impact of Facebook Influencer Marketing on Consumer Engagement of Bangladeshi Millennials”</b>	<i>Dhaka University Journal of Marketing (DUJM)</i> , 22-23(1), December-2019, Under Review, ISSN-1996-3319	<b>2019</b>

7.	Ghosh, M. and Islam, ABM.S. (2019). “Analyzing the Effects of E-servicescape of Facebook Brand Pages on Millennials’ Purchase Intention: An Empirical Evidence from Bangladesh”	<i>Dhaka University Journal of Business Studies (DUJBS)</i> , 40(1), December-2020, ISSN-1682-2498	2019
8.	Ghosh, M. (2019). “Tools and Approaches of Integrated Marketing Communication Driving E-Learning promotional Campaigns’ Effectiveness”	<i>Bangladesh Open University Journal of Business Studies (BOUJBS)</i> , 5(1), 81-93. January-June 2019, ISSN 1811-1556	2019
9.	Ghosh, M. (2019). “The Effects of Facebook Advertising Boosting Strategy Integration in Triggering Online Impulsive Buying Behavior”	<i>ASA University Review</i> , 13(1), 24th Issue, 43-62, January-June, 2019, ISSN 1997-6925	2019
10.	Ghosh, M. and Roy, S. (2018). “Stimulating Consumer Engagement with E-Servicescapes’ Role: A Study with A Sample of Bangladeshi Food Review Group in Facebook with the Mediating Effect of Online Customer Review”	<i>Journal of Business Studies</i> , 11(2), 71-87, July-December 2018, University of Rajs hahi, ISSN 2303-9884	2018
11.	Ghosh, M. and Roy, S. (2018). “Influencer Marketing Adoption on Facebook Advertising: A Study on Millennials in Bangladesh”	<i>Journal of Business Studies</i> , 11(1), 71-87, January-June, 2018, University of Rajs hahi, ISSN 2303-9884	2018
12.	Ghosh, M. (2018). “Customers’ Expectations Meet Perceptions or Not: App-Based Ride-Sharing Services by Uber and Pathao in Dhaka City”	<i>ASA University Review</i> , 12(2), 23rd Issue, 29-50, July-December 2018, ISSN 1997-6925	2018

### International Conferences

	Title of the Paper	Conference Details	Year
1.	“Homefluencers Endorsement on Millennial Consumers Purchase Intention in New Normal: The Mediating Role of Advertising Recognition”	<i>Conference Proceedings on 4th International Conference on Business and Economics (ICBE) 2021, Faculty of Business Studies (FBS), University of Dhaka, 25-26 September, 2021</i>	2021
2.	“Exploring the Effectiveness of Facebook Group on Students’	<i>Conference Proceedings on International Conference on Education</i>	2020

	<b>Engagement for E-learning Programs: Evidence from Higher Education Students from Dhaka City in Bangladesh</b>	<i>in the Twenty First Century (ICE21C) at Regional Institute of Education (RIE), Bhubaneswar, India, 21-23 February, 2020.</i>	
3.	<b>“Analyzing the Effects of E-servicescape of Facebook Brand Pages on Millennials’ Purchase Intention: An Empirical Evidence from Bangladesh”</b>	<i>Conference Proceedings on 4th International Conference on Business and Economics (ICBE) 2019, Faculty of Business Studies (FBS), University of Dhaka, 29-30 October, 2019</i>	<b>2019</b>
4.	<b>“Service Offerings, Performance Measurement and Performance Indicators of Pathao Rides in Dhaka City”</b>	<i>Conference Proceedings on 2nd International Conference on Business and Management (ICBM) 2019 at BRAC Business School, BRAC University, Dhaka, Bangladesh, 25-27 April, 2019</i>	<b>2019</b>
5.	<b>“Exploring the Factors Influencing Millennials Intention-to-Purchase of Facebook Advertising in Bangladesh”</b>	<i>Conference Proceedings on 10th International Conference on Digital Strategies for Organizational Success at Prestige Institute of Management (PIMG), Gwalior, India, 05-07 January, 2019.</i>	<b>2019</b>
6.	<b>“Adoption of Influencer Marketing on Facebook Advertising: A Study on Millennials in Bangladesh”</b>	<i>International Conference on Business and Management Research and Practice (iCBMRP – 2019) under the Conference of 4th International GCSTMR Congress 2019, Dhaka, Bangladesh, The University of Dhaka, 20-22 January, Dhaka, Bangladesh.</i>	<b>2019</b>
7.	<b>“Stimulating Online Impulsive Buying Behavior through Facebook Advertisings’ Boosting Strategy Integration”</b>	<i>Conference Proceedings on 3rd International Conference on Business and Economics (ICBE) 2018, Faculty of Business Studies (FBS), University of Dhaka, 09-10 October, 2018. [Achieved ‘Outstanding Paper with Special Mention’]</i>	<b>2018</b>

### Workshops

<b>Title of the Workshop</b>	<b>Organization</b>	<b>Year</b>
<b>“Technology to Reach and Teach the Learners During COVID-19”</b> from May 21-25, 2020 (Virtually conducted)	Schools of Computer Science and IT and Vocational Studies, Uttarakhand Open University (UOU), Haldwani, Supported by: Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi, India.	<b>2020</b>
<b>“Research Process and Doing Research with Structural</b>	Department of Marketing, University of Dhaka	<b>2020</b>

<b>Equation Modeling”</b> from January 08-10, 2020		
<b>“Objective Based Education”</b> from 05-06 December, 2018	Institutional Quality Assurance Cell (IQAC), Bangladesh Open University (BOU)	<b>2018</b>
<b>“Achieving Excellence in Academic Research”,</b> 24th February, 2018	IUBAT – International University of Business Agriculture and Technology on 13th International Knowledge Globalization Conference, 23-26 February, 2018	<b>2018</b>
<b>“E-Learning- Use of Moodle: Level – 1”,</b> 25th February, 2018	IUBAT – International University of Business Agriculture and Technology on 13th International Knowledge Globalization Conference, 23-26 February, 2018	<b>2018</b>

### **Trainings**

<b>Title of the Training</b>	<b>Organization</b>	<b>Year</b>
<b>SPSS for Professionals &amp; Students”,</b> April – May 2018	Department of Statistics, University of Dhaka	<b>2018</b>
<b>“Hands on Training on G Suite”,</b> 30th September – 01st October, 2018	Daffodil International University	<b>2018</b>
<b>“Teaching – Learning, Curriculum and Quality Assurance”,</b> 27th August – 28th August, 2016	Institutional Quality Assurance Cell (IQAC), Primeasia University.	<b>2018</b>

### **Module Writings**

1. Ghosh, M. (2019). *Consumer Behavior*, School of Business’s Publication for BBA Students, BangladeshOpen University, Gazipur

### **Administrative Experiences**

1. Joint Coordinator (2019 – Present), PGDM Program, School of Business, Bangladesh Open University

### **Awards and Certificates**

1. Outstanding Paper Award from Emerald Literati Award for the Paper: “Product Placement by Social Media Homefluencers” in 2023.
2. Meritorious Scholarship fund for BBA result from Faculty of Business Studies, University of Dhaka in 2013.
3. GPA-5 monthly scholarship for SSC result from Willes Little Flower School & Collegein 2005.

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