

Muhammad M. Mollah, PhD
Assistant Professor of Marketing
College of Business and Economics
California State University Los Angeles

Department of Marketing
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A. EDUCATIONAL PERFORMANCE

A.1 ACADEMIC TRAINING:

Doctor of Philosophy, Marketing, and International Business 2023
Minor: Business Research Methods
Saint Louis University
Dissertation: Product Innovation, Marketing Alliances, and Firm Performance: Investigating the Effects of CEO Regulatory Focus and Individual and Structural Boundary Conditions

Master of Business Administration, Marketing 2017
Western Michigan University

Master of Business Administration, Marketing 2005
University of Rajshahi, Bangladesh

Bachelor of Business Administration, Marketing 2003
University of Rajshahi, Bangladesh

A. 2 ACADEMIC APPOINTMENT:

California State University, Los Angeles
Tenured-track Assistant Professor of Marketing, CBE Aug 2023 – Present

Saint Louis University, Missouri Aug 2019 -July 2023
Graduate Research and Teaching Assistant

Southeast University of Bangladesh May 2005 -Aug 2014
Assistant Professor of Marketing May 2008 -Aug 2014
Lecturer of Marketing May 2005 -Apr 2008

Green University of Bangladesh Nov 2004 -Apr 2005
Lecturer of Marketing

A. 3 PEDAGOGICAL TRAINING/ PROFESSIONAL DEVELOPMENT:

The CSU Symposium on Teaching and Learning (SoTL), <i>California State University, San Bernardino</i>	March 1, 2024
Mentor/mentee program , <i>California State University</i>	Oct 9, 2023
Teaching Certificate: (15 credit hours)	2019 - 2023
Certificate in University Teaching Skills (CUTS) from <i>Saint Louis University</i>	
Best Practices for Community Engagement (Virtual), CSU, LA	Feb. 9, 2024

A. 4 LIST OF COURSES TAUGHT

Assistant Professor of Marketing – California State University Los Angeles

Course	Course Title	Format	Semester	Evaluation
MKT 3100	Principles of Marketing	In-person	Fall 2023	4.50/5.00
MKT 3100	Principles of Marketing	In-person	Fall 2023	4.43/5.00
BUS 5140	Contemporary Issues of Global Business	In-person	Fall 2023	4.00/5.00

Instructor – Saint Louis University

Course	Course Title	Format	Semester	Evaluation
IB 2000	International Business	Online	Spring 2020	3.49/4.00
IB 2000	International Business	Online	Fall 2021	3.39/4.00
IB 2000	International Business	In-person	Spring 2022	3.32/4.00

Assistant Professor of Marketing – Southeast University of Bangladesh*

Course	Course Title	Format	Semester	Evaluation
MKT 3123	Marketing Management	In-person	Fall 2011	3.90/4.00
MGT 2133	International Business	In-person	Fall 2012	3.45/4.00
BUS 3122	Business Research	In-person	Summer 2012	3.50/4.00
MKT 4151	Consumer Behavior	In-person	Summer 2013	3.61/4.00
MKT 5134	Marketing Management (Grad level)	In-person	Spring 2013	3.65/4.00
MGT 5199	International Business (Grad level)	In-person	Spring 2014	3.91/4.00

Lecturer of Marketing – Green University of Bangladesh

Course	Course Title	Format	Semester	Evaluation
MKT 2133	Principles of Marketing	In-person	Fall 2004	N/A
BUS 3122	Business Research Methods	In-person	Spring 2004	N/A

* 5/5 loads for nine years; the list is a selection.

A. 5 SERVICE TO THE STUDENTS/CONSULTING:

Providing consultation to one of the students regarding his professional growth and business endeavors
Oct 26, 2023

B. PROFESSIONAL ACHIEVEMENT/ INTELLECTUAL CONTRIBUTION

B. 1 PUBLICATIONS: Peer Reviewed Journal Articles

B.1.1 ARTICLE PUBLISHED (Before joining CSULA)

2017 Consumer Perceptions of Sustainability: An Exploratory Study

Authors Ferguson, K., Hair Jr. Joe., Silva, Vinhas., Brochado Oliveira, & Muhammad M. Mollah

Journal International Journal of Business Marketing and Decision Science (IJBMDs), Vol. 10, No. 1. (2017); ISSN: 2769-7428

Publisher: EBSCO and Gale-Cengage databases

DOI/Link: <https://scholar.google.com/citations?user=OLQyd8oAAAAJ&hl=en&oi=ao>

B. 1. 2 MAUSCRIPTS UNDER REVIEW

2024 Post-recovery Behavioral Outcome in Service Recovery: A Conditional Mediation Perspective

Authors Ahasan Haru, Md Rokonuzzaman. & **Muhammad M. Mollah**

Status Under review, Journal of Marketing Intelligence & Planning (MIP)

2023 When Less is More for Sustainable Product Purchase Behavior: The Moderating role of Environmental Concern, and Consumer Demographics

Authors **Muhammad Mollah**, Kaushik Mukherjee, Ferguson, K., Mark Arnold, & Hair Jr. Joe.

Status Under review, Journal of Consumer Marketing (JCM)

B. 1. 3 WORKING PAPERS

2024 Exploring the Role of CEO Regulatory Focus on Firms' International Diversification.

Authors Muhammad Mollah, Mark Arnold, Saim Kashmiri, Nitish Singh, & Chin-Chun, Hsu

Status Rejected from Journal of Marketing Research (JMR). Now, manuscript is ready and will *submit it by next week*

Target Journal of International Marketing

2024 Impact of Early Social Media Adoption on Individual Characteristics and Abilities

Authors Narendra Bosukonda, & Muhammad M. Mollah

Status *Accepted* to present in the Academy of Marketing Science (AMS) Conference, Carol Gables, Florida, on May 22-24

Target Journal of Consumer Research (JCR), Spring, 2024

2024 Innovation for Economically Disadvantaged Customers and Shareholder Value: Exploring the role of Marketing, Corporate Governance, and Corporate Citizenship

Authors Muhammad M. Mollah & Siam Kashmiri

Status Preliminary results and manuscript available, data collection in progress

Target Journal of the Product Innovation and Management (JPIM), Spring, 2024

2024 Efficacy of Social Media Networks and Celebrity Endorsers for Green Consumption Intention: A Mediated Moderated Perspective

Authors Muhammad M. Mollah, & Abul Kalam

Status Conceptually developed and data collection completed

Target Journal of Business Ethics, Summer, 2023

2024 Examining Spillover Effects of NHTSA Safety Investigation Announcements on Automotive Suppliers' Shareholder Wealth

Authors Muhammad M. Mollah, & George D. Deitz

Status Preliminary results and manuscript available

Target Journal of Academy of Marketing Science, Spring, 2024

2024 Consumers' Perceptions of Luxury Brands' CSR Initiatives & their Identification: New Insights from the Customers' Trait & State Factors

Authors Muhammad M. Mollah & Mark J. Arnold

Status Preliminary results and manuscript available, designing a second study

Target Marketing Letters, Summer, 2024

2023 CEO Regulatory Focus, New Product Innovations, and Firm's Performance and Risk" (Based on dissertation)

Authors Muhammad M. Mollah & Mark J. Arnold

Status Conceptualization complete, data collection in progress

Target Journal of Marketing, Fall, 2024

2023 CEO Personality traits, Marketing Alliances, and Firm's Performance (Based on dissertation)

Authors Muhammad M. Mollah & Mark J. Arnold

Status Conceptualization complete, data collection in progress

Target Journal of Marketing Research, Fall, 2024

B. 2 CONFERENCE PRESENTATION

- 2024 Narendra Bosukonda, & **Muhammad M. Mollah**: “Impact of Early Social Media Adoption on Individual Characteristics and Abilities” has been **accepted to present** in the *Academy of Marketing Science (AMS) Conference* in Carol Gables, Florida, in May 22-24, 2024.
- 2023 Md Shahidul Islam, & **Muhammad M. Mollah**: “SmartPLS Application: Formulating Effective Policy Guidelines Against Luxury Brand Counterfeiting” has been accepted and presented in the *Society for Marketing Advances (SMA) Conference 2023* at Fort Worth in Texas, in November 8-11, 2023.
- 2023 Mollah, M. Muhammad, **Kaushik Mukherjee**, Ferguson, K., & Hair Jr. Joe. "Sustainable Product Purchase: Role of Eco-labeling, Environment Concern, Consumer Demographics", has been accepted for presentation at the 83rd Annual Conference 2023 in the ‘*Academy of Management (AOM)*’, Boston, Massachusetts, in August 2023.
***** Best Paper Award.**
- 2022 **Mollah, M. Muhammad**; Arnold, J. Mark; Kashmiri, Saim; Nitish, Singh, & Chin-Chun, Hsu: Exploring the Role of CEO Regulatory Focus on Firms' International Diversification. *AMA Summer Conference, 2022*, Chicago, August 12-14, 2022.
- 2022 **Mollah, M. Muhammad**, & George D. Deitz: Examining Spillover Effects of NHTSA Safety Investigation Announcements on Automotive Suppliers’ Shareholder Wealth. *The Academy of Marketing Science Annual Conference, Monterey, California, May 25-27, 2022*.
- 2022 **Mollah, M. Muhammad**, & Thompson, Scott. Should I Stay or Should I Go: The Impact of Merger and Acquisition (M&A) Activities on Brand Communities. *AMA Educators’ Conference (Winter), Las Vegas, 2022*.
- 2022 **Mollah, M. Muhammad**, Ferguson, K., & Hair Jr. Joe.. Sustainable Product Purchase Behavior: Are Consumers Still Concerned? *AMA Marketing and Public Policy Conference, 2022, Austin, Texas, June 9-11*.
- 2021 **Xixi, Li**, Mollah, M. Muhammad, & Chuandi, J.. The Impact of Corporate Social Responsibility (CSR) Initiatives to Covid-19 on Consumer Visit Intentions: The Role of

Perceived Motivation, Perceived CSR Fit, and Cultural Values, *Academy of International Business Southeast (AIBSE)*, Virtual Conference, 2021.

*** **Best Paper Award.**

2020 **Mollah, M. Muhammad**, Kashmiri, S., & Carlson D. Brad. Innovation for Economically Disadvantaged Customers and Shareholder Value: Exploring the role of Marketing, Corporate Governance, and Corporate Citizenship. *The Academy of Marketing Science Annual Conference*, Coral Gables, Florida, May 20-22, 2020.

2017 Ferguson, K., Hair Jr. Joe., Silva, R. Vinhas., Brochado A. Oliveira & **Mollah, M. Muhammad** (2017). Consumer Perceptions of Sustainability: An Exploratory Study. *The International Academy of Business and Public Administration Disciplines(IABPAD)*, Orlando, Florida. January 2-5, 2017.

(Note: Name in **Bold** = *Presenter*)

B. 3 CBE BRAWN BAG SERIES PRESENTATION, California State University, Los Angeles

2023 **Mollah, M. Muhammad**, Kaushik Mukherjee, Ferguson, K., Mark Arnold, & Hair Jr. Joe. Willingness to Buy More for Sustainable Products: The Interplay of Eco-labeling, Environmental Concern, and Consumer Demographics, Sep. 27, 2023.

B. 4 HONORS AND AWARDS

Research Award

2023 **Mollah, M. Muhammad**, Kaushik Mukherjee, Ferguson, K., & Hair Jr. Joe. (2023). "Sustainable Product Purchase: Role of Eco-labeling, Environment Concern, Consumer Demographics", has been accepted for presentation at the 83rd Annual Conference 2023 in the '*Academy of Management (AOM)*', Boston, Massachusetts, in August 2023.

*** **Best Paper Award**

2021 Xixi, Le, **Muhammad M. Mollah**, & Jiang, C. (2021): The Impact of Corporate Social Responsibility (CSR) Initiatives to Covid-19 on Consumer Visit Intentions: The Role of Perceived Motivation, Perceived CSR Fit, and Cultural Values, *Academy of International Business Southeast (AIBSE)*, Virtual Conference, October 21-22, 2021. Prize money is \$255 dollar.

*** **Best PhD Student Paper Award.**

Academic Awards

- 2006 **Prime Minister Gold Medal Award (2005)** through University Grants Commission (UGC) - awarded to top 1% of 3200 graduate students (holding first position in the entire university), University of Rajshahi, Bangladesh
- 2006 **University Award, 2001** – awarded to top 1% of 100 graduate and undergraduate students (holding first position) in the Department of Marketing at the University of Rajshahi, Bangladesh
- 2006 **Akbar Hossian Scholar Award** – awarded to top 1% of 3200 graduate students (holding first position in the entire university) at the University of Rajshahi, Bangladesh.
- 2006 **Agarani Bank Gold Medal, 2001** - awarded to top 1% of 500 undergraduate students (faculty first position in business school) at the University of Rajshahi, Bangladesh.
- 2006 **Nurjahan Nessa Award, 2001** – awarded to top 1% of 3200 graduate students (holding first position in the entire university) at the University of Rajshahi, Bangladesh.

B. 5 PROFESSIONAL DEVELOPMENT

Mentor/mentee program *California State University, Los Angeles* Oct 9, 2023

B. 6 PROFESSIONAL MEMBERSHIP & AFFILIATIONS

Academy of Marketing Science (AMS) 2019-present
American Marketing Association (AMA) 2019-present
Academy of International Business (AIB) US Southeast Annual Conference 2019 – present

C. CONTRIBUTION TO THE UNIVERSITY:

C. 1 SERVICE TO THE UNIVERSITY

Student Symposium on Research, Scholarship, and Creative Activities March 8, 2024
Faculty Volunteer & Judge, *California State University, Los Angeles*

C. 2 SERVICE TO THE DEPARTMENT

Golden Eagle Fest, *California State University, Los Angeles* Nov 18, 2023

- Meet and greet with admitted and prospective students
- Provide information regarding program and the marketing department

Program Coordinator – College of Business, *Southeast University of Bangladesh* 2009 – 2014

- Coordinated graduate program of 750 students

- Led a team 35 faculty members to achieve the departmental and institutional goals
- Advise students; prepare academic calendar; developed class and exam schedules
- Offered courses in light of the departmental strengths and students' needs

Member – curriculum development, Southeast University of Bangladesh

2009 – 2014

C. 3 SERVICE TO THE DECIPLINE

Ad hoc Reviewer for the Conference

- 2024 Academy of Marketing Science Conference, Florida (2 papers)
- 2024 Society for Marketing Advances Annual Conference, Fort Worth, Texas (2 papers)
- 2024 The Association of Collegiate Marketing Educators (ACME) Conference, Texas (2 papers)
- 2024 AMA Winter Conference, Florida (1 paper)
- 2023 Academy of Marketing Science 24th World Marketing Congress University of Kent, UK
- 2022 Society for Marketing Advances Annual Conference, North Carolina
- 2022 American Marketing Association Annual Conference, Chicago (2 papers)
- 2022 Academy of Marketing Science Annual Conference, California (2 papers)
- 2021 Academy of Marketing Science Annual Conference, Virtual
- 2020 Academy of Marketing Science Annual Conference, Virtual

SESSION CHAIR - Track/Conference

- 2022 Session Chair (Strategy track) – AMA Summer 2022, Chicago, (August 2022)
- 2022 Session Chair (Strategy track) – AMS Conference 2022, Monterey, California (May 2022)

TRACK CHAIR – SMA Conference, 2024

- 2024 Track Chair (Strategy track) – SMA 2024, Tampa, Florida, (November 6-9, 2024)

C. 4 SERVICE TO THE COMMUNITY

Ambassador - Graduate College, *Western Michigan University (WMU)*

2015-2017

- Assisted in the university effort of recruiting international students
- Interacted with diverse student groups
- Updated college information to the graduate office

C. 5 COMMUNITY ENGAGEMENT

Potluck - Celebrating Christmas Day at Dean's Conference Room, CBE, *CSULA* December 13, 2023