

# Iffat Tarannum

[iffat.tarannum@outlook.com](mailto:iffat.tarannum@outlook.com) | +4740585656

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## WORK EXPERIENCE:

### PhD Research Scholar

August 2019- August 2023

Department of Strategy and Management, Norwegian School of Economics, Norway

Supervisor: Professor Leif Egil Hem, Co-Supervisor: Professor Herbjørn Nysveen

Overarching research topic: Electronic word of mouth (eWOM) in formats with high media richness

- Paper 1: A literature review and meta-analysis of the effectiveness of eWOM in formats with high media richness (early stage)
- Paper 2: Beyond plain texts: How media richness of eWOM formats influences the sender's self-brand connection

Other responsibilities:

- Supervising CEMS business project (equivalent to supervising MS thesis)
- Grading Consumer Behavior course (Master program)

### Lecturer

January 2015- July 2017

BRAC Business School (BBS), BRAC University, Bangladesh

Key responsibilities:

- Course instructor for Principles of Management, Marketing Management (Bachelor program)
- Faculty advisor for BRAC University Marketing Association (student organization of BBS)

### Specialist

January 2011 – September 2013

Internet and Broadband, Commercial Division

Grameenphone Limited (SBU of Telenor Group), Bangladesh

Key activities and major achievements:

- Managed telecom value-added product portfolio of USD 15 Million in annual revenue
- Achieved 86% Y-o-Y revenue growth
- Increased channel reach and achieved retail walk-in sales growth by 74%
- Launched the first digital distribution channel for Grameenphone (Grameenphone online store)

## EDUCATION:

### MSc. in Economics and Business Administration

August 2017- July 2019

Major in Marketing and Brand Management

Norwegian School of Economics

Thesis: Antecedents for green purchase intention: Moderating effect of masculinity-femininity on the relationship between antecedents and green purchase intention

### Master of Business Administration (MBA)

June 2013 – December 2014

### Bachelor of Business Administration (BBA)

January 2007- June 2011

Institute of Business Administration (IBA), University of Dhaka (Bangladesh)

## OTHER:

- Best master thesis award at the Department of Strategy and Management, Norwegian School of Economics, 2019
- Director's honor list for MBA 2014, IBA, University of Dhaka
- Software skill: Stata, RStudio, Python
- Completion of Pedagogy course (50 hours) at Norwegian School of Economics