

Researchers should aim to redefine the existing theories to expand into new knowledge domains

Professor Dongmei Cao at NSU, “Researchers should aim to redefine the existing theories to expand into new knowledge domains”

The North South University’s Department of Marketing and International Business (MIB) hosted a webinar entitled ‘Theorizing Through Literature Review’ on 4 March 2024.

“Researchers should aim to redefine the existing theories to expand into new knowledge domains” Professor Dongmei Cao at NSU

Porikroma desk : The North South University’s Department of Marketing and International Business (MIB) hosted a webinar entitled ‘Theorizing Through Literature Review’ on 4 March 2024.

Dr Dongmei Cao, Associate Professor in Business Transformation

and Course Director for MSc Business Transformation at Nottingham Business School presented her keynote speech at the webinar. Dr. Dongmei is also an Associate Editor for the International Journal of Management Reviews and the Journal of Marketing for Higher Education, and a Guest Editor for Resource, Conservation, and Recycling. Dr. Helal Ahammad, Professor and Dean of the School of Business & Economics, NSU joined the session as Chief Guest.

Dr. Cao addressed a few issues that early and mid-level researchers must consider head-on including choosing innovative research subjects and avoiding redundancies.

Mentioning 8 key reasons for EIC desk rejection, Dr. Cao encouraged the participating faculty members to ask a few important questions. 'Is your literature well-synthesized with a framework?', 'Does your work put forward a clear contribution that is supported by a convincing argument?'; these, along with many other crucial questions were asked. Dr. Cao shared details of her colleagues at IJMR (International Journal of Management Review) and ended her speech with the hope of future collaboration between NSU and IJMR.

Dr. Helal Ahammad thanked Dr. Cao in Mandarin which brought quite a jovial atmosphere to the seminar. The Dean asked for Dr. Cao's assistance and guidance in the upcoming International Conference by the SBE NSU. Future collaborative publications were also discussed. Dr. Helal ended the session with a note of gratitude to his colleagues for arranging such a series of seminars and workshops.

CHAMPION'S PRIZE (2024-25)

The following information is provided for the purpose of informing the participants of the AUB Cricket Tournament of BBA-2024. The tournament is organized by the AUB Sports Department and is open to all students of the Faculty of Business Administration. The tournament is held on a regular basis and is a great opportunity for students to showcase their skills and compete at a high level. The tournament is held on a regular basis and is a great opportunity for students to showcase their skills and compete at a high level. The tournament is held on a regular basis and is a great opportunity for students to showcase their skills and compete at a high level.

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本行自開辦以來，承蒙各界人士之愛護與支持，業務蒸蒸日上。茲為擴大服務範圍，特在各地增設分行，以便利僑胞之匯款與儲蓄。本行信譽昭著，手續簡便，利息優厚，實為僑胞之理想選擇。歡迎各界人士踴躍參加。

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