

MD (MUHAMMAD) NURUL ALAM.

PhD Candidate | Department of Marketing,
E. J Ourso School of Business, Louisiana State University
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EDUCATION

Louisiana State University PhD Candidate, Department of Marketing.	Baton Rouge, USA 2021- Present.
University of Tampa MSc in Finance, Graduated with Honors	Tampa, USA May 2021.
University of Chittagong BBA in Finance, Graduated Summa Cum Laude	Chittagong, Bangladesh Dec 2016.

RESEARCH

Research Interests

- **Substantive:** My research sits at the intersection of consumer behavior and marketing strategy, focusing on how firm-level strategies translate into stakeholder outcomes, especially in two key areas: (1) firms as political and social actors (corporate sociopolitical activism, cultural distance, and religion in the marketplace); (2) Firms' strategy adjustment in response to diverse influences external to marketing.
- **Methodological:** My research employs a multi-method approach, using a range of empirical techniques to address complex questions. I leverage experiments, econometric modeling, causal inference, survey design, as well as analytical techniques such as natural language processing, structural equation modeling (SEM).

Manuscript Under Review (see appendix for abstract)

- **Alam, M.N.;** Khurrof, Husni; Jarotschkin, Viktor; Lund J., Donald. Cool brands, cultural distance, and consumer reactions to product-harm crises.
 - Status: Under review at the *International Journal of Research in Marketing (IJRM)*

Working Papers (see appendix for selected abstracts)

- **Alam, M.N.**, Lund J., Donald, Niedrich W. Ronald. “When Firms take sides: Mechanisms and Moderators of Consumer Responses to Corporate Sociopolitical Activism (CSA)”
 - Status: Conceptual Paper, preparing to submit *Journal of Consumer Behavior* special issue on Systematic Literature Review.
 - Chapter 1 of Dissertation.
- **Alam, M.N.**, Lund J., Donald, Niedrich W. Ronald. “Nuanced Advocacy: How Integrative Complexity Shapes Credibility and Behavioral Intentions in Corporate Sociopolitical Activism”
 - Status: Empirical Paper, conceptualized, 2/5 studies collected, analyzed. Targeting *Journal of Academy of Marketing Science*.
 - Chapter 2 of Dissertation.
- Faisal, Nur.; **Alam, M.N.** Trade Secrets and Strategic Alliance
 - Status: Data collected, analyzed, preparing to submit for *Industrial Marketing Management*

Research in Pipeline (see appendix for selected abstracts)

- Mc Dougal, Elizabeth.; **Alam, M.N.**; Bisbee, Collin.; Lund J., Donald. Religion and Marketing: Faith in the Marketplace: A Systematic Review of Religion’s Role in Marketing
 - Status: Early Preparation Stage, 100+ studies coded, Targeted for *JAMS*
- Nowlin, Edward; Chaker, Nawar; **Alam, M.N.**, Elizabeth, McDougal, Zmich, Luis (2024). A Comprehensive Review of The Use of Theory in Sales Research.
 - Status: Early Preparation Stage, 300+ studies coded, Targeted for *JAMS*
- **Alam, M.N.**; Faisal, Nur; Jeseo, Vincent. Company’s Responses to Product Information Leak (Data collected, and Analyzed, Status: Preliminarily Analysis)
 - Status: Data collected, Preliminary Analysis

Conference Presentations (* indicates presenting author)

- American Marketing Association (AMA) Virtual Conference, 2026
 - When Firms take sides: Mechanisms and Moderators of Consumer Responses to Corporate Sociopolitical Activism (CSA) (*Dissertation Chapter 1*; Co-authors: **Alam, M.N***, Lund J., Donald, Niedrich W., Ronald)
- American Marketing Association (AMA) Conference, Phoenix, AZ, 2025
 - The Buffering Effect of Brand Coolness: Power Distance Belief as a Moderator in Consumers' Responses to Product Failure (Co-authors: **Alam, M.N***, Khurrof, Husni; Jarotschkin, Viktor; Lund J., Donald).
- American Marketing Association (AMA) Conference, Tampa, FL
 - The Dynamic Effects of Brand Coolness and Power Distance Belief (PDB) on Consumer Responses to Product Failures., 2024. (Co-authors: **Alam, M.N***, Khurrof, Husni; Jarotschkin, Viktor; Lund J., Donald).
- American Marketing Association (AMA) Conference, Boston, MA, 2024
 - Comprehensive Review of The Use of Theory in Sales Research. (Co-Authors: Nowlin, Edward; Chaker, Nawar; **Alam, M.N**, Elizabeth, McDougal*, Zmich, Luis)
- Academy of Marketing Science (AMS) Conference, New Orleans, 2023.
 - The impact of Brand Coolness and Virtual Presence on Consumers' Response to Product Failure. (Co-authors: **Alam, M.N***, Khurrof, Husni; Lund J., Donald)

Invited Talks

- *Southeast Marketing Symposium (SMS), Louisiana State University, 2024.* The Dynamic Effects of Brand Coolness and Power Distance Belief (PDB) on Consumer Responses to Product Failures.

Other Publications in Peer Reviewed Journals (prior to starting Doctoral program)

- Hoque, M.Z. and **Alam, M.N.** (2020) Consumers' knowledge discrepancy and confusion in intent to purchase farmed fish", *British Food Journal*, Vol. 122 No. 11, pp. 3567-3583. <https://doi.org/10.1108/BFJ-01-2019-0021> (ABDC: B)

- Hoque, M.Z.; **Alam, M.N.** (2018) What Determines the Purchase Intention of Liquid Milk during a Food Security Crisis? The Role of Perceived Trust, Knowledge, and Risk. *Sustainability*, 10, 3722. <https://doi.org/10.3390/su10103722>
- Hoque, M.Z.; **Alam, M.N.**; Nahid, K.A. (2018) Health Consciousness and Its Effect on Perceived Knowledge, and Belief in the Purchase Intent of Liquid Milk: Consumer Insights from an Emerging Market. *Foods*, 7, 150. <https://doi.org/10.3390/foods7090150>
- Hoque, M. Z. & **Alam, M. N.** "Effect of Operating Efficiency on the Stock Performance of Food and Allied Corporations in Bangladesh", *The Chittagong University Journal of Business Administration*, ISSN 2223-4843, p 189-206, 2013. Access at: <http://tiny.cc/en31zy>

Other publications

- **Alam, M. N.**, Annur, Sifat (2026), “When a Trust Badge Changes What Sellers Do”, *Journal of Marketing Research Scholarly Insights* (Forthcoming).

DISSERTATION

Dissertation Title: “Corporate Socio-political activism (CSA): Conceptualizing, and assessing its impact on consumer outcomes”

Committee Chair and Co-chairs

- Dr. Donald Lund, Associate Professor, Department of Marketing, LSU
- Dr. Ronald, Niedrich, Chairman and Professor, Department of Marketing, LSU
- Dr. Jianan Wu, Professor, Department of Marketing, LSU

Summary: Corporate Sociopolitical Activism (CSA) has become an increasingly prominent feature of brand communication, yet prior research provides fragmented and often inconsistent insights into how consumers respond to firms’ sociopolitical engagement. Developed over two chapters, Chapter 1 develops an integrative conceptual framework that synthesizes existing CSA scholarship, identifies five foundational mechanisms, and organizes four broad boundary conditions, resulting in a set of guiding propositions. Chapter 2 advances this work by examining how the cognitive structure of CSA messages shapes consumer evaluations. Specifically, it introduces Message Integrative Complexity (a novel construct from psychology literature) as a message-level construct and tests whether more complex and balanced justifications enhance source credibility and purchase intention, particularly among value misaligned consumers.

TEACHING EXPERIENCE AND INTERESTS

Interests

Marketing Research, Consumer Behavior, Professional Sales, Principles of Marketing, Marketing Analytics, Marketing Management, Strategic Marketing/Brand Management.

Professional Experiences

Instructor, MKT 3411 Consumer Behavior and Analyses

- College of Business, Louisiana State University
Fall 2025 (40 Students, In person, class ratings: 3.5/4)
Fall 2024 (16 Students, In person, class ratings: 2.7/4)
Spring 2024 (40 Students, In person, class ratings: 3.7/4)
Fall 2023 (48 Students, In person, class rating: 3.6/4)

Instructor, MKT 3413 Marketing Research

- College of Business, Louisiana State University
Spring 2026 (40 Students, In person, class ratings: **/4)
Spring 2025 (30 Students, In person, class ratings: 2.9/4)

Course Assisted, MKT 3413 Marketing Research

- College of Business, Louisiana State University
Spring 2023, Fall 2022

Course Assisted, BADM 7100 Marketing Management (LSU Flores MBA Program)

- College of Business, Louisiana State University
Fall 2023, Fall 2022, Fall 2021

Graduate Teaching Assistant, Department of Marketing

Fall 2021 - 2023

- College of Business, Louisiana State University

Fellow, Teach for Bangladesh,

- Dhaka, Bangladesh Nov'18 to Jun'19
Duties: Transforming the educational excellence to government primary schools (GPS): this includes instructional time spending in the classroom, as well as on extra tutoring, lesson planning, grading, data entry and analysis, and professional development & training.

ACHIEVEMENTS, AWARDS, HONORS, AND GRANTS

- **US Green Card holder** under the category of “*Professional Holding an Advanced Degree or of Exceptional Ability*”
- **Winner** of *Daryl O. Mckee Doctoral Study in Marketing Scholarship* for collegiality, Cooperation and Support to fellow Doctoral Students (\$1000), 2024-2025.
- **Doctoral Fellow** at the *Society for Marketing Advances (SMA) Doctoral Consortium*, Charlotte, NC, 2022
- **Beta Gama Sigma 2021 recipient**, The University of Tampa (This award is for AACSB accredited business school and given to outstanding business students and the recipients are nominated by faculties)
- **Sykes College of Business Academic Award 2021** for academic excellence, University of Tampa.
- **Recipient** of research travel grant \$2000, E. J. Ourso School of Business, Louisiana State University, 2022
- **Recipient** of research travel grant \$2000, E. J. Ourso School of Business, Louisiana State University, 2023
- **Recipient** of research travel grant \$2500, E. J. Ourso School of Business, Louisiana State University, 2024
- **Knight and Day Research Grant** \$1000, E. J. Ourso School of Business, Louisiana State University, 2022
- **Knight and Day Research Grant** \$1500, E. J. Ourso School of Business, Louisiana State University, 2023
- **Knight and Day Research Grant** \$1500, E. J. Ourso School of Business, Louisiana State University, 2024

SERVICES AND AFFILIATIONS

Services to Profession

- **Reviewer**, British Food Journal, (2023- present).
- **Reviewer**, American Marketing Association (AMA) Summer Academic Conference (2026)
- **Reviewer**, American Marketing Association (AMA) Winter Academic Conference (2022,2023,2025)
- **Reviewer**, Academy of Marketing Science (AMS) Winter Academic Conference (2022).
- **Organizing Member**, Southeast Marketing Symposium (SMS), 2023, Louisiana State University

- **Doctoral liaison:** AMA DocSIG, Marketing Strategy SIG, Marketing Communication SIG, 2022-present.

Affiliation

- **Member**, American Marketing Association (AMA)
- **Member**, Academy of Marketing Science (AMS)
- **Member**, Society for Marketing Advances (SMA)

SELECTED PROFESSIONAL EXPERIENCE

Graduate Research Assistant, Department of Marketing. Aug'21 to Present
Louisiana State University, Baton Rouge, Louisiana

Supervisors:

- Dr. Donald J. Lund (2021- present)
- Dr. Jianan Wu (2022-2023)
- Dr. Andrew Long (2021)
- Dr. Nawar Chaker (2022)

Graduate Assistant, Office of Graduate and Continuing Studies Aug'19 to May'21
University of Tampa, Tampa, Florida

- Evaluating GPA's, collecting student's information to transforming them to data, facilitating student admission process, preparing summary report and submission to supervisor effectively.

Auditor and Consultant (Bond), Chittagong. Nov'17 to Oct'18
Coats Bangladesh Limited, A subsidiary of Coats plc, UK

- Reviewing compliance issues: saved Company's BDT 4.2 million by proving proper evidence and dealing regulatory clause successfully.
- Preparing the annual audit: accomplished annual USD 4 billion-dollar entitlement audit report on March 2018.
- Supporting the compliance team, solving technical problems and helping them to prepare the corrective action plan based on external, internal, first party & third-Party Audit.

Research Assistant (Part-Time) Sep'14 to Nov'16
Supervisor:

Dr. Mohammed Ziaul Hoque,
Associate Professor, Department of Finance, University of Chittagong.

- Reviewing Literature; collecting, transforming, and processing data; preparing questionnaire and conducting survey; administering projects; analyzing data etc.

LEADERSHIP AND VOLUNTEER

Fund Raising Coordinator, Bangladesh Student Association (BSA) Jun'22 to Jun'23
Louisiana State University

Volunteer, Dream Society Jul'16 to Jun'18
Chittagong, Bangladesh

- Dream Society is a social and volunteer organization that works relentlessly to aid underprivileged children in ensuring needs for quality education by collecting donation from upper cluster of the society.

Others

- Led the team 'University of Chittagong' in 'Confidence - Prothom-Alo Inter-University Cultural Competition 2014' and placed runner up.
- Bloomberg Market Concept Certified.
A self-paced e-learning course that provides an interactive introduction to the financial markets. BMC consists of 3 sections: Core Concepts (includes four modules – Economic Indicators, Currencies, Fixed Income, Equities), Getting Started on the Terminal and Portfolio Management.

SELECTED COURSEWORK

Marketing

Advanced Seminar in Consumer Behavior, Dr. Andrew Kuo
Applications of Marketing Theory, Dr. Ronald Niedrich
Topics in Advanced Marketing Management, Dr. Courtney Szocs
Marketing Strategy Seminar, Dr. Donald Lund
Seminar in Marketing Theory and Experimental Methods, Dr. Dan Rice

Methods

Statistical Techniques 1, Dr. Thanos Gentimis
Statistical Techniques 2, Dr. Bei B Guo
Multivariate Statistics, Dr. Kevin McCarter
Experimental Design, Dr. Kevin McCarter
Categorical Data Analysis, Dr. Bin Li
Research Methods Doctoral Seminar, Dr. Van Scooter
Structural Equation Modeling Fundamentals, Dr. Ronald Niedrich

REFERENCES:

Donald J. Lund*, PhD, Rick & Holly Wolfert Associate Professor of Marketing
E.J. Ourso College of Business; Louisiana State University, Baton Rouge, LA, USA
Email: dlund@lsu.edu; Cell: (205)-999-8662

Ronald W. Niedrich, Ph.D. Professor and Chair, Department of Marketing
E.J. Ourso College of Business; Louisiana State University, Baton Rouge, LA, USA
Email: niedrich@lsu.edu; Cell: (225)-578-9068

Jianan Wu, Ph.D. Professor & PhD Program Advisor, Department of Marketing
E.J. Ourso College of Business; Louisiana State University, Baton Rouge, LA, USA
Email: jiananwu@lsu.edu; Cell: (225)-578-7296

Cool brands, cultural distance, and consumer reactions to product-harm crises

This research investigates how brand coolness can mitigate negative consumer responses to product-harm crises (PHCs). Across four experiments and one large-scale secondary data study using automotive recall data, we examine whether brand coolness protects brands by sustaining consumer trust and reducing brand avoidance, negative word-of-mouth, and declines in brand attitudes and purchase intentions after a crisis. Our results demonstrate that cool brands generally enjoy stronger trust and experience less severe backlash following a PHC. However, this protective effect is moderated by Power Distance Belief (PDB), such that it is stronger among consumers with low PDB and weaker among those with high PDB. Furthermore, we decompose brand coolness into core dimensions and show that attributes like authenticity and originality are especially effective in cushioning crisis impact. Study 5 extends our findings using auto recalls and Google Trends data, to examine differences in real-world consumer search behavior. This research contributes to crisis management and branding literature by identifying brand coolness as a strategic asset that enhances resilience. We also offer actionable guidance for managers on tailoring brand positioning and crisis communication strategies to cultural contexts, emphasizing the value of building authentic and culturally resonant brand coolness before crises occur.

When Firms Take Sides: A Conceptual Framework of how Consumers Respond to Corporate Socio-political Activism (CSA)

Corporate sociopolitical activism (CSA) has become an increasingly prominent feature of brand communication, yet prior research offers fragmented and often contradictory insights into how consumers respond to firms' sociopolitical engagement. While some studies report positive attitudinal and behavioral effects, others document backlash or null outcomes, indicating that CSA effects are highly conditional and operate through distinct mechanisms. This paper develops an integrative conceptual framework that synthesizes existing CSA scholarship and explains how consumer responses arise through interconnected cognitive and affective processes. Drawing on theories from attribution, authenticity, credibility, affective appraisal, and action readiness, we identify five foundational processes through which CSA influences consumer outcomes. We further organize contextual factors into four stages that moderate this relationship. Hereafter, by remaining at a broader level of conceptualization, current framework outlines how and when CSA is likely to strengthen (vs weaken) consumer's attitudinal, relational and behavioral outcomes, advancing theoretical coherence in the CSA literature as well as actionable guidance for firms traversing sociopolitical engagement.