

International Conference on Economics, Business and
Technology Management

ICEBTM 2025

Program Schedule

Date: November 14 – 15, 2025

Venue: The Westin, Dhaka, Bangladesh

**Organized by School of Business and Entrepreneurship (SBE)
Independent University, Bangladesh (IUB)**

Day 1: November 14, 2025, Friday

Morning Session: 08:00 AM to 02:15 PM

08:00 AM – 09:00 AM	Registration for ICEBTM 2025 Participants
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09:00 AM – 09:30 AM	Inauguration	Ballroom
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Chief Guest: TBA

Special Guests: Mr. Didar A Husain, *Chair, BOT, IUB*

Prof. Dr. M. Tamim, *V.C, IUB*

Prof. Dr. Daniel W. Lund, *Pro-V.C, IUB*

Guest of Honor: Syed Nasim Manzur, *Apex*

Honorary General Chair: Prof. Dr. Raisul Awal Mahmood

General Chair: Prof. Dr. Md. Mamun Habib

09:30 AM – 10:00 am	Keynote Presentation 1	Ballroom
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Speaker:	Dr. Hossain Zillur Rahman, <i>Chairperson, BRAC International</i>
Session Chair:	Prof. Dr. Niaz Ahmed Khan, <i>Vice Chancellor, University of Dhaka</i>

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10:00 AM – 10:45 AM	Industry Talk (1) & (2)	Ballroom
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Speakers:	Syed Nasim Manzur, <i>Managing Director, Apex Footwear Limited</i>
	Dr. Derek Westfall, <i>Oregon State University, USA</i>
Session Chairs:	Prof. Dr. Jonathan Liu, <i>Manchester Business School, UK</i>
	Prof. Dr. Daniel W. Lund, <i>Pro-Vice Chancellor, IUB</i>

10:45 AM – 11:00 AM	Tea Break
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11:00 AM – 12:30 PM	Parallel Session 1A Accounting & Economics	Room: A
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Session Chairs:	Prof. Dr. Taslima Akther Assoc. Prof. Sujan Chandra Paul
Moderator:	Md. Safiuddin

ID	Title	Authors
1067	Different Types of Expenses and their Effects on Profitability Enhancement: Empirical Evidence from Food and Allied Industries of Bangladesh	Sujan Chandra Paul, Sharmistha Dhar
1130	The Impact of Audit Committee Effectiveness on Banking Performance in Bangladesh	Tasmiah Jannat Labonna, Mohaiminul Islam Turjo
1141	Unveiling the Key Drivers of Implementing ISSB's Sustainability and Climate-related Financial Disclosures IFRS S1 & S2	Taslima Akther
1220	Boardroom Diversity and Corporate Fragility: Do Female Directors Matter in Times of Financial Strain?	Md. Safiuddin
1271	Experience of Bangladesh of BRI-Present Scenario and Future Aspects	Ruba Rummana, Sadman Islam Anonto, Zonayer Ahmmmed, Mohammad Shoron Hossain, Jannatun Ferdous Tima
1296	Beyond Garments: A Revealed Comparative Advantage Analysis of Bangladesh's Global Trade (2001–2023)	SK MD Zafar Iqbal
1299	Migration, Gender, and Subjective Well-Being: A Comparative Study of Left-Behind and Non-Migrant Households in Bangladesh	Farhana Sehreen, M. Niaz Asadullah, Sharifah Muhairah Shahabudin
1232	The Impact of Floods on Livelihood: A Case Study of Northeast Region of Bangladesh	Jannatul Ferdous, Md Khaled Saifullah

11:00 AM – 12:30 PM	Parallel Session 1B Banking & Finance	Room: B
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Session Chairs:	Assoc. Prof. Md Solaiman Chowdhury Assoc. Prof. Dr. Quazi Sagota Samina
Moderator:	Md. Tanvir Islam

ID	Title	Authors
1001	Sustainable Profitability under Macroeconomic and Monetary Pressures: A Panel Study of Cement and Ceramic Industries in Bangladesh (2013–2023)	Md. Saiful Bari, Md. Humayun Kabir
1037	The Roles of Firm- and Industry-Specific Determinants of Capital Structure on Book Leverage during the COVID-19 Pandemic: Does Competitive Industry Really Matter?	Iqbal Hossain Moral, Gazi Md. Shakhawat Hossain, Md. Shahinur Rahman, Md. Solaiman Chowdhury, Md. Mehedi Hasan, Ahmad Ahsanullah Farhan, Rashadoujman Rakib
1047	Impact of Liquidity Ratio, Dividend on Share Price: A Study of Food and Allied, Engineering, and Pharmaceuticals and Chemicals Industries in Bangladesh	Md. Raihan Habib
1052	Impact of Reinsurance Practice on Non-Life Insurance Companies in Bangladesh	Quazi Sagota Samina, Akhi Alamgir Suchana
1083	Bank Service Quality, Customer Loyalty, and Satisfaction in Bangladeshi Banking Sector	Amit Das, Sourav Nath
1100	Determinants of Bank Profitability: A Panel Data Analysis from Bangladesh	Tahsin Shabab Rajee, Nahian Islam Asif, Nabeel Rahman, Saponil Sarker Pollob
1111	Impact of Loan Default on the Sustainability of Financial Health: A Study on Selected Private Commercial Banks in Bangladesh	Senjuti Barua, Thein Ayetha
1136	Fintech, Climate Finance, and Behavioral Shifts: Evidence from Bangladesh's Digital Lending Landscape	Jarin Subha Sara Moni, Dorjoy Acharjee

11:00 AM – 12:30 PM	Parallel Session 1C Banking & Finance	Room: C
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Session Chairs:	Prof. Dr. Mohammad Rokibul Kabir Dr. Imtiaz Ahmed Nevin
Moderators:	Shayla Tazminur Kaniz Sakina

ID	Title	Authors
1160	Factors Influencing Profitability in the Bangladeshi Commercial Banking Sector	Farhana Yasmin Liza
1175	Effect of AI-Driven FinTech Solution on Credit Risk Management in Micro Finance Institute	Himadri Shekhar Sarder, Radha Tamal Goswami, Moumita Mukherjee
1184	Green Finance and Renewable Energy Investment Contribution on Economic Growth and Ecological Significant, Bangladesh Commercial Private Bank Sector Analysis	Rahul Rohit
1245	CSR Expenditure as a Strategic Tool: Implications for Bank Growth and EPS in Bangladesh Banking Sector.	Shayla Tazminur, Md. Yousuf Ahammed, Md. Ariful Haque Chowdhury
1293	Adverse Selection of Loan Customers: Are the Financial Institutions Selecting Lemon?	Mohammad Rokibul Kabir, Md. Anhar Sharif, Mollah, Md. Ibrahim
1297	Bangladeshi Travelers Usage Pattern of Fintech Product and Services	Rehnuma Sultana Khan, Sharmin Sultana, Shakina Sultana Pomi
1307	Retailer Behavior in the Digital Economy: Factors Behind Cashless Payment Adoption	Farjana Akter, Md. Kaysher Hamid
1308	Economic, Structural, and Behavioral Drivers of Informal Remittance Use and FinTech Solutions for Formal Channel Adoption in Bangladesh	Moinuddin Pathan Tanim, Syeda Risfia Rafique

11:00 AM – 12:30 PM	Parallel Session 1D Industry 4.0 & Entrepreneurship	Room: D
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Session Chairs:	Prof. Dr. Nazrul Islam Asst. Prof Dr. Md. Hasan Maksud Chowdhury
Moderator:	Khawaja Saifur Rahman

ID	Title	Authors
1024	Upskilling for Industry 4.0: Bridging the HRM-Sustainability Gap in Bangladesh's Tech Sector	Koushik Biswas Arko, K.M. Tahsin Kabir, Md. Mortuza Ahmmed
1064	Capability Assessment of Small and Medium Enterprises in Bangladesh in the Interface of the Fourth Industrial Revolution for Sustainability	Nazrul Islam
1165	Industry Performance of Bangladesh: Potential & Challenges	Erteza Estema Ahmed, Shahriar Kabir
1125	Sustainopreneurship for Climate Action: A Conceptual Framework from Literature	Shahedul Islam
1300	Digital Platforms and Economic Transformation of Rural Women Entrepreneurs through Self-help Group in Dryflower Handicrafts: A Case Study in West Bengal	Dipanwita Chakraborty, Parmod Kumar
1262	Empowering First-Time Entrepreneurs with UddoktaAI: A Rule-Based and AI-Enhanced Business Advisory System	Kazi Fabiha Golam Liya, MD Tanvin Amin, Sharmin Jahan Maria
1310	Green in the Cart, Not at Checkout: The Gap Between Sustainable Intent and Purchase.	Jarin Tasnim, Faria Islam Rasha, Muzahidul Islam Tajdid, Wasee Ahmed Bhuiyan

11:00 AM – 12:30 PM	Parallel Session 1E Supply Chain Management	Room: E
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Session Chairs:	Prof. Dr. MD. Sardar Dr. Md. Khaled Saifullah
Moderator:	Mohammad Fahad Noor

ID	Title	Authors
1128	Invited Talk: Resilience Modeling of Supply Chain Partners Using Bayesian Networks	MD Sarder, Mohsen Hosseini
1031	A Systematic Review on Blockchain in Ready-Made Garments Supply Chain	Rafat Arrahman Al Haque, Syed Muhamamd Nadeem Kadery, Md. Mamun Habib
1032	Application of Blockchain in Ready-Made Garments Supply Chain: A Conceptual Model	Syed Muhammad Nadeem Kadery, Rafat Arrahman Al Haque, Md. Mamun Habib
1069	The Impact of Geopolitical Tensions on Global Supply Chains and Inflation Dynamics	Jannatul Ferdoush Oishy, Md. Shiraton Nobi, Tamim Forhad Shuvo
1084	Tech-Driven and Dynamic Capabilities in Supply Chain Management: Pathways to Long-Term Performance in Bangladeshi Manufacturing Firms	Shams-E-Noor Nasib, Iftekhar Mahfuz, Akhoy Kumar Nibir Roy
1088	The impact of Statement of Work (SoW) on the relationship between the 3PL customer and service provider in the manufacturing sector	Derek Westfall, Md. Mamun Habib
1096	An Integrated Approach to Improved Value-chain System to Jute in Bangladesh: a Ground-level Investigation	Sonia Shahid, Md. Sohel Rana, Md. Khaled Saifullah
1228	Enhancing Supply Chain Resilience through AI-Driven Predictive Modeling: Insights from Emerging Economies' Multi-Industry Pandemic Recovery	Ruzzatin Shabila Korshi, M Asif Bin Saif, Seeratus Sabah

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12:30 PM – 02:15 PM	Lunch Break & Prayer	Ballroom
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Day 1: November 14, 2025, Friday
Afternoon Session: 02:15 PM to 09:00 PM

02:15 PM – 03:15 PM	PhD Colloquium & Paper Producing Workshop	Ballroom
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Facilitators:

Prof. Dr. Jonathan Liu
Prof. Dr. Rajah Rasiah
Prof. Dr. Maniam Kaliannan

Session Chair:

Prof. Dr. Md. Mamun Habib

03:15 PM – 04:15 PM	Keynote Presentation (2) & (3)	Ballroom
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Speakers:	Prof. Dr. Jonathan Liu, <i>Manchester Business School, UK</i> Prof. Dr. Maniam Kaliannan, <i>University of Nottingham Malaysia</i>
Session Chairs:	Prof. Dr. Farid A. Sobhani, <i>Vice Chancellor, Eastern University, Bangladesh</i> Dr. Derek Westfall, <i>Oregon State University, USA</i>

04:15 PM – 04:45 PM	Industry Talk (3) & (4)	Ballroom
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Speakers:	Abdul Hai Sarker, <i>Chairman, Dhaka Bank PLC</i> A. Matin Chowdhury, <i>Managing Director, New Asia Group</i>
Session Chairs:	Prof. Dr. Abdul Hannan Chowdhury, <i>Vice Chancellor, North South University</i> Dr. Ferdoush Saleheen, <i>Sharjah Maritime Academy, UAE</i>

04:45 PM – 05:00 PM	Tea Break
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05:00 PM – 06:30 PM	Parallel Session 2A Supply Chain Management	Room: A
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Session Chairs:	Prof. Dr. Arifur Rahman Assoc. Prof. Dr. Bikash Barua
Moderator:	Nabila Maruf

ID	Title	Authors
1048	The Convergence of Traceability and Sustainability in Modern Supply Chains	Manikandan Selvaraj Rohit Raman
1145	Artificial Intelligence in Supply Chain Decision-Making: A Systematic Review of Models, Applications, and Implementation Challenges	Md. Nafiz Mahmud Khan, Mosaraf Hosan Nishat, Abrar Labib
1177	Assessing Dimension of the Business Relationship: Integrating Symmetric and Asymmetric Approaches	Mohammad Sirajul Islam
1180	Exploring the Challenges of Purchase Decisions in Business Enterprises in Bangladesh	A K M Nurool Huda, Md. Mamun Habib
1201	Tech-Enabled API Sourcing for Sustainable Supply Chain Performance in the Pharmaceutical Industry of Bangladesh	Arifur Rahman, Jobaida Khanom Tohfa, Sheikh Anik Hassan Rabby
1234	Crunching Numbers in Less Time: Impact of Short Semesters on Business Students' Statistical Performance	MM Obaidul Islam, Bikash Barua, Marzan Kazi Rubye
1237	Developing a Sustainable Smart Port Index (SSPI): Assessing Digital and Environmental Maturity of Bangladesh's Seaports	Mohammad Nazmuzzaman Hye, Md. Mamun Habib

05:00 PM – 06:30 PM	Parallel Session 2B Supply Chain Management	Room: B
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Session Chairs:	Assoc. Prof. Dr. MM Obaidul Islam Captain Mohammad Ismail Majumder
Moderator:	Zerin Momtaz Chowdhury

ID	Title	Authors
1273	Invited Talk: Smart Ports and Digital Transformation: The Future of Port Operations in the UAE	Ferdoush Saleheen, Benjamin Silas Bvepfepfe, Md Mamun Habib
1241	Economic Sustainability of Bangladesh's RMG industry as the Nation Progresses towards its Graduation of LDC Status	Nahida Akhter Naiema, Marjan Ferdous Tasbih, Shayla Tazminur
1274	Next-Gen Supply Chain Management Leaders: Redefining Resilience and Transformation	Ferdoush Saleheen, Md. Mamun Habib, Benjamin Silas Bvepfepfe
1277	Impact of Integrating Blockchain in Letter of Credit Process	Mohammad Ismail Majumder
1279	Materials handling within the food supply chains: A case study of emerging technology and the supply chain operations in the UAE	Benjamin Silas Bvepfepfe, Ferdoush Saleheen, Md. Mamun Habib
1290	Leveraging Blockchain to Secure Data from the Internet of Things and Increase Transparency in the Agri-Food Supply Chain	Ikram Hasan, Md. Mamun Habib
1294	Predicting On-Time Deliveries in E-Commerce: A Machine Learning Approach to Shipment Performance Analysis	Md. Sohanur Rahman, Shumon Kumar Ray
1298	The Effect of Change in Consumer Behavior Trends in Supply Chain Dynamic in Post Pandemic Retail in Bangladesh	Md. Tawsif Uddin Mollah, Afnan Yusuf, Zerin Momtaz Chowdhury, Sabrina Mokarabbin, Sumnoon Ferdous

05:00 PM – 06:30 PM	Parallel Session 2C Banking & Sustainability	Room: C
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Session Chairs:	Assoc. Prof. Mehedi Hasan Assoc. Prof. M Sayeed Alam
Moderator:	Anwar Zahid

ID	Title	Authors
1003	Collaborative Fashion Consumption (CFC): a Pathway to Sustainable Lifestyle Practices	Sabakun Naher Shetu, Md. Kashedul Wahab Tuhin, Md Ariful Hoque
1242	Applying Benford's Law to Detect Accounting Data Manipulation: An Empirical Study of Non-Performing Loans (NPL) Scenario in Banking Industry of Bangladesh	Mohammad Arman, Seemab-Al Mujaddeed, Namirah Ahmed Bushra
1078	Short, Mid, and Long-Term Educational Reform of Primary and Secondary Education in Bangladesh: Leadership Capacity Building of Principals	Khandker Md Nahin Mamun, Nilufer Yasmin Munni
1101	Strategic Sanitation Planning in Urban Bangladesh: Leveraging Digital Tools for Targeted Investments	Sonia Shahid, Ram Krishna Paul, Dilruba Farzana Habibur Rahman
1107	Do Financial Performance and Corporate Governance Improve the Quality of Sustainability Reporting? An Empirical Study on the Banking Sector of Bangladesh	Punno Bikash Aaone, Anwar Zahid
1109	Mapping the Intersection of Sustainability and Fintech: A Bibliometric Analysis	Md. Masud Rana, Likhon Biswas, Afrid Ahmed Ankon, Seeratus Sabah
1117	Does Branding Drive Sustainability? Insights from Small Food Enterprises in Dhaka	M Sayeed Alam, Kohinoor Biswas, Ahmad Asif Sami

05:00 PM – 06:30 PM	Parallel Session 2D Sustainability & Maritime Management	Room: D
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Session Chairs:	Prof. Dr. Ishrat Jahan Assoc. Prof. Abdullah Al-Mamun
Moderator:	Zakia Binte Jamal

ID	Title	Authors
1129	Transforming Private Universities in Bangladesh into Research Driven Institutions: Barriers, Opportunities and Strategic Pathways	Ishrat Jahan, Sarwar Jahan
1159	Achieving Sustainable Development Goals using Enzyme-Embedded Bioplastic in Bangladesh	Sraboni Datta, Angkita Averi Noor, Md Taimur Ahad, Maqbool Kader Quraishi
1163	Leading with a Green Mindset: Unlocking Green Champions through Organizational Fit	Sadman Rana Rakin, M. Nazmul Islam, Masuma Binte Yousuf, Mohammad Rabiul Basher Rubel.
1202	Ethical AI Judge: Bridging Rural Communities and Fair Justice	Shibli Sanjiid Faheem, Mahrin Mobassera Shoily, Md Nahiyat Khan
1211	Role of English Language and Literature Studies in Achieving Sustainable Socio-Economic Development in Tertiary Students in Bangladesh	Kishan Saha, Arman Hossain
1216	Behavioral Drivers and Barriers to Circular Economy Practices for Water Sustainability: Evidence from Southern Bangladesh	Md. Mehedi Hasan, Sabbir Ahmed, S M Shafeeul Islam, Abid Hasan, Mojammel Hossen Rumman
1287	Proposing an Optimal Administrative Model for Matarbari Port: A Weighted Scoring and RII-Based Approach	Md Mostafa Aziz Shaheen, Humayun Rashid Askari, Sadia Afrin Oishy
1238	A Triple-Bottom-Line Stakeholder Alignment Approach to Evaluating Port Performance: A Case Study of Bangladesh	Mohammad Nazmuzzaman Hye, Md. Mamun Habib

05:00 PM – 06:30 PM	Parallel Session 2E Sustainability	Room: E
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Session Chairs:	Prof. Dr. Sarwar Jahan Assoc. Prof. Dr. Farhana Yasmin Liza
Moderator:	Mohammed Sohel Islam

ID	Title	Authors
1222	Echoes in the Genome: Healing Generational Wounds Through Cultural Rituals	Shibli Sanjiid Faheem, MD Mahafuzul Haque Shanto, Sayed Abdullah Amin
1233	Integrating Collaboration and Information Flow for Sustainable Hospital Supply Chain Management: A Pathway to Societal Advancement in the Post-Pandemic Era	Shaiful Islam, Md. Mamun Habib
1235	Strengthening Healthcare Systems Post-Pandemic: The Impact of Hospital Infrastructure Development on Sustainable Supply Chain Management and Societal Advancement	Saiful Islam, Md. Mamun Habib
1250	Heritage to Hashtag: The Role of Digital Media in Modernizing Traditional Industries in Bangladesh	Sarita Khandaker Dia, Tasfiah Mahbuba Mansur
1255	Integrating Sustainability and Digital Abilities in Education: A Framework for Developing Green Entrepreneurial Mindsets in Southeast Asia	MD Miran Hasan, A. K. Mahbulul Hye (Tofa)
1266	AI-Powered Chatbots in Omnichannel Integration Services (OIS) Model: Enhancing Recovery Satisfaction and Sustainability	Sumnoon Ferdous, Farjana Afrin Nahin, Mohammed Sohel Islam
1061	Sustainable Practices: The Role of Eco-Friendly Décor in Shaping Consumer Perceptions at Events	Fatema Tuz Zohora, Razia Begum, Jarin Akhter
1170	The Tea Industry's Contribution to Rural Development in Bangladesh: An Analysis of Socioeconomic Impacts	Intisar Jaman Chowdhury, Stephen Argho Das, Umme Fahmida Sultana, Md. Mortuza Ahmmed

06:30 PM – 08:00 PM	Academia-Industry Discussion (1)	Ballroom
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Welcome Remarks: Prof. Dr. M. Tamim, *Vice Chancellor, IUB*

Academics	Corporates
● Prof. Dr. Abdur Rab, <i>V.C, IUBAT</i> ● Prof. Dr. Ahmad Ahsan, <i>PRI</i> ● Prof. Dr. Jonathan Liu, <i>UK</i> ● Prof. Dr. Abdul Hannan Chowdhury, <i>V.C, NSU</i> ● Prof. Dr. Rajah Rasiah, <i>Malaysia</i> ● Prof. Dr. Maniam Kaliannan, <i>Malaysia</i> ● Prof. Dr. Farid A. Sobhani, <i>V.C, EU</i> ● Prof. Dr. M M Nurul Absar, <i>V.C, CIU</i> ● Prof. Dr. Md. Abdur Rahman, <i>Pro V.C, AIUB</i> ● Dr. Ferdous Saleheen, <i>UAE</i>	● Dr. Hossain Zillur Rahman, <i>BRAC International</i> ● Syed Nasim Manzur, <i>Apex</i> ● A. Matin Chowdhury, <i>New Asia</i> ● Niaz Rahim, <i>Rahimafrooz</i> ● Rubaba Dowla Matin, <i>AmCham</i> ● Dr. Ben Bvepfepfe, <i>CITL, UK</i> ● Dr. Derek Westfall, <i>Boeing, USA</i> ● Emeka Henry Egeson, <i>Canada</i> ● Kamran T Rahman, <i>MCCI</i> ● Mirza Shajib Raihan, <i>AmCham</i> ● Dr. Md. Musharrof Hossain, <i>icddr,b</i>
Session Chairs: Prof. Dr. Raisul Awal Mahmood Prof. Dr. Md. Mamun Habib	

08:00 PM – 09:00 PM	Dinner (Only for Registered Participants)	Ballroom
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Day 2: November 15, 2025, Saturday
Morning Session: 08:00 AM to 12:30 PM

08:00 AM – 09:00 AM	Registration for ICEBTM 2025 Participants
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09:00 AM – 10:00 AM	Keynote Presentation (4) & (5)	Ballroom
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Speakers:	Prof. Dr. Rajah Rasiah, <i>University of Malaya, Malaysia</i> Dr. Ahmad Ahsan, Director, <i>Policy Research Institute (PRI), Bangladesh</i>
Session Chairs:	Prof. Dr. Abdur Rab, <i>Vice Chancellor, International University of Business Agriculture and Technology</i> Prof. Dr. Shahjahan Khan, <i>Vice Chancellor, Asian University of Bangladesh</i>

10:00 AM – 10:45 AM	Industry Talk (5) & (6)	Ballroom
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Speakers:	Dr. Ben Bvepfepfe, <i>Leeds Trinity University & CILT, UK</i>
	Niaz Rahim, <i>Group Director, Rahimafrouz Bangladesh Ltd.</i>
Session Chairs:	Prof. Dr. M M Nurul Absar, <i>Vice Chancellor, Chittagong Independent University</i> Prof. Dr. Maniam Kaliannan, <i>University of Nottingham Malaysia</i>

10:45 AM – 11:00 AM	Tea Break
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11:00 AM – 12:30 PM	Parallel Session 3A Environment & COVID-19 Impact	Room: A
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Session Chairs:	Prof. Dr. Selim Ahmed Assist. Prof. Mohammad Ahsan Chowdhury
Moderator:	Md. Azzajur Rahman

ID	Title	Authors
1226	Invited Talk: Transforming Business Education for a Sustainable Future: A Review of Ethical, Technological, and Pedagogical Innovations Post-COVID	Emeka Henry Egeson
1023	Resilient Business Models for the Post-COVID World: A Comparative Study of SMEs in South Asia	Tamim Hasan Apurbo, Mahdi Hassan Noor Asif, Md. Mortuza Ahmed
1119	Post COVID-19 impact in RMG sector	Md Hafizur Rahman Midul, Ahmed Ali Chisty
1146	Flood Risk in Coastal and Riverine Areas Under Future Climate Extremes: A Systematic Review	Mosaraf Hosan Nishat, Abrar Labib, Md Fuyad Hasan Sagar, Abdullah Al Nabil
1213	Post-Recovery Satisfaction and Customer Loyalty: A Study on Service Recovery at Shwapno, Bangladesh's Leading Retail Chain	Zyma Zaman
1278	Post Covid 19: A Call for Supply Chain Resilience within Humanitarian Sector: A case study of medical supply chain experience for Southern Africa	Benjamin Bvepfepfe, Flora Kalimba, Ferdoush Saleheen, Md. Mamun Habib
1033	Predictive Traffic Management: Applying Computational Statistical & AI	Junaida Sultana Jemi, Lamia Hassan Khan Samin, Suaib Ahmmmed Nafees, Mashrafi Ahsan, Asif Al Kibria, Fatema Tuz Zohra
1137	Export Dynamics of the Pharmaceutical Industry in Bangladesh	Nishan Alam, Amena Ramila Adrita, Nazrul Islam

11:00 AM – 12:30 PM	Parallel Session 3B Marketing & Management	Room: B
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Session Chairs:	Assoc. Prof. Dr. Mohammad Arman Dr. Razon Chandra Saha
Moderators:	Seeratus Sabah Novera Nahar Bhuiyan

ID	Title	Authors
1009	Influential Factors of Consumer Buying Behavior towards Branded Products: Evidence from Dhaka	Tabassum Tamanna
1058	Exploring the Determinants of Eco-Friendly Purchasing Behavior: Evidence from Bangladesh	Tamim Forhad Shuvo, Md Taushik Hossain, Seeratus Sabah, Md. Mamun Habib, Nawreen Islam Nazat
1066	The Role of Artificial Intelligence in Transforming Consumer Behaviour	Aidah Rasanat Islam, Shanaz Shagufta Zaman, Miss Irin Nahar Maghnolia Shara
1068	The Effectiveness of AI in Personalised Teaching: A Review	Shanaz Shagufta Zaman, Aidah Rasanat Islam
1093	What Makes a Brand "Sustainable" in the Eyes of Young Consumers?	Barsat Kabir
1286	Port Centric Freight Transport Support from Bangladesh to Develop Northeast India	Razon Chandra Saha
1105	Impact of Digital Detox on Productivity and Mental Well-being: Insight from University Students	Faria Akter Eva, Imranul Haque, Md Al Amin
1106	Tech YouTubers as Digital Influencers: An Analysis of Influencer Attributes and Content Features	Mehedi Hasan, Imranul Hoque, Md. Al Amin

11:00 AM – 12:30 PM	Parallel Session 3C Marketing	Room: C
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Session Chairs:	Dr. Khandakar Md Nahin Mamun Dr. Safayet Rahman
Moderator:	Nahin Sultana

ID	Title	Authors
1133	Determinants of F-commerce Impulse Purchase in Bangladesh: Mediating Effect of Perceived Price Dispersion	S.M. Sayem, Sumaya Yasmin, Md. Sahadat Hossain, Mohammad Ishtiaque Rahman
1134	Assessing the Technological Factors behind Customer Repurchase Intention in E-commerce Industry of Bangladesh: Mediating Effect of Big Data-Driven Marketing and IT Innovation Acceptance	S.M. Sayem, Md. Arafat Hossain, Safa Abbas Bahar Chowdhury, Mohammad Ishtiaque Rahman
1162	Big Data and Ethical Consumption: A Bibliometric Analysis	Saleh Md. Arman, Md. Abdullah Al Sayeed, Mostafizur Rahman
1164	Understanding What Influences Gen Z Consumers to Purchase Organic Food? Evidence from Bangladesh Using the Theory of Consumption Value	Afra Lamisa, Moontarin Tasmia
1172	The Role of Neuromarketing in Shaping FMCG Brand Strategies in Bangladesh: Study from Multinational Corporations	Tasneem Tarannum, Nahin Sultana, Sumnoon Ferdous, Anwarul Ansari, Mahmud Ibne Jalil Rohan, Lubaba Tasnim
1248	The Role of Brand Image in Rural Purchasing Decision Making: An Empirical Study on Bangladesh	Samira Nuzhat
1263	The Impact of Consumer Confusion on the Service Recovery Effectiveness in “App-Based” Food Delivery Services	Nahin Sultana, Mohammed Sohel Islam

11:00 AM – 12:30 PM	Parallel Session 3D Economics	Room: D
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Session Chairs:	Prof. Dr. Md. Shah Alam Assoc. Prof. Dr. Md. Shahnawaz Karim
Moderator:	Shamil M. Al-Islam

ID	Title	Authors
1008	Sustainable Agriculture and Farmland Productivity Nexus in Bangladesh: an Empirical Study	Md. Shahnawaz Karim, Ulfat Raihana Richi
1011	Globalization and Foreign Government Policy Changes for Economic Development: Lessons from Bangladesh	Md. Shah Alam
1036	Age 35 and out: Retrospective Analysis of Job Satisfaction of Former RMG Workers	Farzana Afrose, Md. Khaled Saifullah, Shamil M. Al-Islam
1049	Factors Influencing Voluntary Early Retirements in the RMG sector: a Bangladesh Scenario	Nafisa Yesmin, Md. Khaled Saifullah
1056	Leveraging Climate Information for Enhanced Crop Farming Efficiency: An Experimental Study in Bangladesh	Ruhul Salim, Zeenatul Islam
1063	Climate Hazards and the Health-Remittance Trade-off: Experimental Evidence from Rural Bangladesh	Gazi Mainul Hassan
1079	Unraveling Early Exit Behavior among RMG workers in Bangladesh: a Focus on Financial and Health Incentives	Tasfiah Akter Tanjel, Md. Khaled Saifullah, Shamil M. Al-Islam, Neshlihan Mostafa
1081	Perception on Female Labor Force Participation: A Case Study of Bangladesh	Khadiza Akter Tasnim, Md Khaled Saifullah

11:00 AM – 12:30 PM	Parallel Session 3E Entrepreneurship & Development	Room: E
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Session Chairs:	Assoc. Prof Syed Ali Fazal Col. A H M Yeaseen Chowdhury
Moderator:	Iftekhar Mahfuz

ID	Title	Authors
1149	Building Resilient Agribusiness Supply Chains in Bangladesh: The Role of Technology in Climate Affected Zones	Sadia Tasnim Shara, Hamim Ibrahim, Nazmul Hossain Siam, Md. Atikur Rahman, Md. Mortuza Ahmmed
1151	Influence of Peer Networks on F-Commerce Success: A Study on Digital Entrepreneurs in Bangladesh	Akhoy Kumer Nibir Roy, Farjana Afrin Nahin, Shams-E-Noor Nasib, Md. Aminul Islam, Nazrul Islam
1168	Digital Storytelling as the Voice of Women Entrepreneurs	Farjana Rahman Shathi
1208	Youth Entrepreneurship Through Social Business Models: A Case Study in Urban Bangladesh	Tanjim Ahammed, Mutahara Hasan
1246	Entrepreneurial Marketing Dimensions as Key Drivers of SME Performance: A Conceptual Analysis	Iftekhar Mahfuz, Md. Mamun Habib, S M Sohel Rana, Aidah Rasanat Islam, Miss Irin Nahar, Maghnolia Shara, Shahedul Islam
1256	Media Representation of Entrepreneurs in Bangladesh's Business Landscape: A Gender-Based Analysis	Samiya Jahan Supti
1295	Gig Economy Engagement, Experiential Learning, and Digital Entrepreneurial Intention- A Conceptual Study	Syed Ali Fazal, Md Mamun Habib
1108	Factors Influencing Foreign Direct Investment in Bangladesh	Esrat Zahan, Shakura Jannat, Nazrul Islam

12:30 PM – 01:30 PM	Lunch Break
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Day 2: November 15, 2025, Saturday
Afternoon Session: 01:30 PM to 09:00 PM

01:30 PM – 02:30 PM	Meet the Journal Editors	Ballroom
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Editors:

Prof. Dr. Jonathan Liu
Prof. Dr. Maniam Kaliannan
Prof. Dr. Rajah Rasiah

Session Chair:

Prof. Dr. Md. Mamun Habib

02:30 PM – 03:15 PM	Industry Talk (7) & (8)	Ballroom
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Speakers:	ASM Mainuddin Monem, <i>CEO & Managing Director, Abdul Monem Group</i> <i>Dr. Arif Dowla, Managing Director, ACI PLC</i>
Session Chairs:	Dr. Ben Bvepfepfe, <i>Leeds Trinity University & CILT, UK</i> Dr. Ahmad Ahsan, <i>Director, Policy Research Institute (PRI), Bangladesh</i>

03:15 PM – 03:30 PM	Coffee Break
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03:30 PM – 05:00 PM	Parallel Session 4A Economics	Room: A
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Session Chairs:	Prof. Dr. Shahriar Kabir Assoc. Prof. Ruba Rummana
Moderator:	Ashia Khatun Tamanna

ID	Title	Authors
1085	Perceived Fairness and Unfairness in the Dictator Game	Md. Hasin Ishrak, Shahriar Kabir
1098	Household Willingness-to-Pay for Waste Emptying and Collection Services in Bangladeshi Municipalities: Toward a Green Urban Business Model	Sonia Shahid, Sumaya Tabassum, Asadur Rahman
1099	The Effect of Syndication on SME Sectors of Bangladesh	Navid Hussain, Shahriar Kabir
1110	Does Investment Climate Matter to Foreign Direct Investment? Evidence from OECD Countries	Prianka Basak, Md Nazmus Sadekin, Md. Mahbub Alam, Md. Tuhin Ahmed, Ashiqur Rahman, Md. Ariful Islam
1112	Import Dependency of Exports – A Case of RMG Sector in Bangladesh	Ashia Khatun Tamanna, Raisul Awal Mahmood
1118	Determinants of Household Living Standards: An Empirical Analysis of Low-Income Settlements of a Megacity	Humaira Rahman Khan, Md. Khaled Saifullah
1131	Cash Incentive Economic Impact on Bangladesh	Md. Al Marafot Shoumik, Samiul Parvez Ahmed, Imtiaz Ahmed Nevin
1171	Post COVID-19 Trends in Female Labor Force Participation in Bangladesh	Shahedul Islam, Mashuil Basher

03:30 PM – 05:00 PM	Parallel Session 4B Economics	Room: B
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Session Chairs:	Abul Hasnat Muhammed Salimullah Prof. Gazi Mainul Hassan
Moderator:	Md Kamrul Islam

ID	Title	Authors
1176	A Comparative Economic Assessment of SAARC Countries with Focus on Bangladesh: Growth Patterns, Recovery Trends, and Development Gaps	Tomoshree Shil Keya
1186	Post-COVID Phillips Curve in Bangladesh: Has the Inflation-Unemployment Tradeoff Shifted?	Mashuil Basher, Md Khaled Saifullah
1203	TempoFlux Economy: Harnessing the Pulse of Time to Redefine Wealth	Shibli Sanjid Faheem, Mahrin Mobassera Shoily, Mostafid Ifti, Md Nahiyat Khan
1209	Unraveling the Impact of Energy Mix, Industrialization and Urbanization on Public Health Vulnerability in Bangladesh: An Analysis towards Health Care Sustainability.	Abul Hasnat Muhammed Salimullah, Md. Hasanur Rahman
1223	Does the Impact of Corruption Vary Across Industries? Evidence from Bangladesh	N N Tarun Chakravorty
1231	Impact of Digital literacy and Related Factors on the use of Mobile Financial Services in Bangladesh	Mushfiqul Hoque Khan, Nabila Maruf
1285	Does Female Participation Affect the Education-Wage Nexus? A Study on Bangladesh.	Ashrafur Rahman, Khawja Saifur Rahman
1236	Climate Change, Agriculture and Economic Vulnerability: A Cross-Continental Assessment	Nafisa Tabassum Zahin, Md Kamrul Islam

03:30 PM – 05:00 PM	Parallel Session 4C HRM & Industry 4.0	Room: C
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Session Chairs:	Assoc. Prof. Dr. Abul Bashar Dr. Ikramul Hasan
Moderator:	Nabila Kamal Promy

ID	Title	Authors
1021	Does Flexible Work Schedule effect on Bangladeshi Retail Workers' Job Performance and Job Satisfaction? A Case Study	Ummea Sahera Noume, Md. Atiqur Rahman Sarker, Farhana Ferdousi
1039	Evaluating Undergraduate Students' Employment Preferences: A Comparative Analysis of Salary, Work-Life Balance, and Organizational Sustainability	Md. Tazware Rahman Rahad, Rimtaha Saima Nushin, Sammi Akter, Syeda Farhin Rodela, Md. Shahed Hossan Sarker, Md. Mortuza Ahmmed
1053	Impact of Bangladeshi Private Commercial Banks' Job Stress on Generation - X Employees' Job Commitment	Abdullah Al Ahad, Md. Rahat Khan, S. M. Khaled Hossain
1074	The Role of Organizational Culture in Shaping Leadership Effectiveness: Evidence from Multinational Corporations	Tamim Forhad Shuvo, Anwarul Hoque Ansari, Seeratus Sabah, Md. Mamun Habib, Md. Shiraton Nobi
1113	Green Human Resource Management Practices in the RMG Sector of Bangladesh: A Path to Sustainability	Binita Saha, Sanjida Mahjabin
1144	Ethical AI Judge for Village: A Humanized Framework and Constitution for Rural Justice	Shibli Sanjid Faheem, Mahrin Mobassera Shoily, Mostafid Ifti, Nahiyat Khan
1152	Paradox of Digital Adaptation: Exploring the Antecedents of Technostress among Female Nurses in Bangladesh	Nabila Kamal, Mst. Kaniz Fatama, Rifa Tashfia Tayeba, Ikramul Hasan
1173	Digitally Enabled Gender-Inclusive HRM Driving Sustainability in Women-Centered NGOs in Bangladesh	Meraj Jahan

03:30 PM – 05:00 PM	Parallel Session 4D Human Resource Management	Room: D
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Session Chairs:	Prof. Dr. Mahbubur Rahman Assoc. Prof. Dr. Farhana Ferdousi
Moderator:	Effat Binte Kabir

ID	Title	Authors
1178	Impact And Significance of HR Audits on Small Businesses	Umme Tasfia Rahman
1191	Voices of a Generation: Understanding Gen Z's Career Aspirations Amidst the Bangladesh Quota Reformation Protests	Tilottama Ahmed, Md. Rashed Chowdhury, Md. Abu Hasnat
1206	Mediating Role of Employee Commitment on the Relationship between Green HRM and Employee Environmental Behavior	Mohammad Abdullah Al Mamun, Musa Muhammad, Mohammad Aminul Islam, Tarafder Mehedi Al Masud
1215	Utilization of Artificial Intelligence in HR: Upskilling Employees in Real-Time Manner.	Krishanu Chakraborty
1218	From Burnout to Boundaries: What Drives Quiet Quitting in Today's Workforce?	Effat Binte Kabir, Nabila Kamal, Mst. Kaniz Fatama, Rifa Tashfia Tayeba
1244	Perceived Employer Attractiveness in the Digital Age: The Role of Social Media Presence in Bangladesh	Shayla Tazminur, Arlita Ashraf, Seeratus Sabah, Nahida Akhter Naiema
1257	Changes in Bangladesh Firms: Can Transformational Leadership Make a Difference?	Md Khalid Hossain, Mohammad Ahsan Chowdhury
1303	Exploring Antifragility in the Workplace: Insights from HRM Practices and Employee Behavior	Mashnuva Moiz Khan, Tasnim Razan Rahman, Sumaiya Akter Mumu

03:30 PM – 05:00 PM	Parallel Session 4E Tourism	Room: E
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Session Chairs:	Assoc. Prof Md. Mortuza Ahmed Dr. Maqbool Kader Quraishi
Moderator:	Suman Prosad Saha

ID	Title	Authors
1015	Cox's Bazar & the Blue Flag Standard: A Study on Coastal Tourism Sustainability	Kazi Warisa Tabassum, MST. Tasmima Zaman, Jannatul Ferdous, Nazmus Sakib Sami, Md. Mortuza Ahmmed
1097	Connecting Tourism and Economic Growth: Rethinking Bangladesh through AI-Powered Sustainable Tourism	Soma Dhar
1124	Sustainability Concerns amid Overtourism in Bangladesh: A Critical Analysis of News Media Contents	Easnin Ara, Md Ariful Hoque
1150	Analysis of Coastal and Marine Tourism Development Strategies in Bangladesh to Advance Community Economy	Nabanita Banik
1230	Identifying the Attributes of Consumer Experience in Izumi Japanese Kitchen: A Text Mining Analysis of Online Customer Reviews	Md. Wahidul Habib
1240	Tourism Restriction or Economic Crisis? Analyzing the Consequences of Government-Imposed Visitor Limits on Saint Martin's Island, Bangladesh	Akib Jaber Anik, Mehedi Hasan Sakib, Shahriar Ahmed
1254	Sustainability of Community-owned Small-scale Tourism Businesses in Cox's Bazar: A Qualitative Analysis	Md Saiful Islam, Akib Jaber Anik, Mehedi Hasan Sakib
1306	Eco-tourism or Eco-threat? Investigating the Impact of Tourism on Ratargul Swamp Forest's Ecosystem	Mehedi Hasan Sakib, Md. Nafij Hossain, Raihanul Benta Matin, Akib Jaber Anik

05:00 PM – 06:15 PM	Parallel Session 5A Management Information System	Room: A
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Session Chairs:	Assoc. Prof. Dr. Rezwanul Alam Assoc. Prof. Dr. Samiul Parvez Ahmed
Moderator:	Nahida Akhter Naiema

ID	Title	Authors
1050	Co-Creation in Digital Marketing Campaigns: Does Consumers' Participation Enhance Social Media Campaigns Effectiveness?	Farjana Afrin Nahin, Md. Aminul Islam, Md. Ozaire Wasit
1062	The Potential of Artificial Intelligence in Enhancing University Education: A Comparative Study of Business and Engineering Disciplines	Nusrat Jahan
1090	Are We Ready for LLM in ERP? Readiness and Perception of Integrating LLM-Enabled Enterprise Systems in Developing Economies	Shah Fazlur Rahman Suad, Shams-E-Noor Nasib
1121	Social Media Engagement and the Rise of Virtual Influencers: A Study focuses on customers' perception, relatability, and brand affiliation	Md. Aminul Islam, Fahima Rahman
1166	EdTech for Retention: How AI Chatbots Drive Sustained Student Success in Higher Education	Ruzzatin Shabila Korshit, Tahmid Mobassir Khan, Md Ismail Hossain, Md. Mamun Habib, Nahida Akhter Naiema, Farzana Chowdhury
1311	An Analysis of Permission Marketing Practiced in Banking Industry of Bangladesh	Mohammad Nazmul Huq
1200	Integration of AI Agents in Recruitment: Opportunities and Challenges	Labiba Fairuz Hassan, Md. Aminul Islam, Abdullah Al Mamun
1205	The Role of Big Data Analytics Impacts on Innovation and Firm Performance	Shams-E-Noor Nasib

05:00 PM – 06:15 PM	Parallel Session 5B Environment & Climate Issues	Room: B
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Session Chairs:	Dr. Fazle Rabbi Sadeque Ahmed Dr. N N Tarun Chakravorty
Moderators:	Farzana Chowdhury Mohammed Naveed Adnan Siddique

ID	Title	Authors
1270	Quantity and Quality of International Climate Finance: Key to Addressing Climate Vulnerability and Keeping Temperature Rise within Desired Levels	Fazle Rabbi Sadeque Ahmed, Md. Fozla Hossain
1253	The Concrete Trap: Green Space Deficiency and Its Impact on Urban Health in Dhaka	Sarita Khandaker Dia, Samanta Islam Sayma, Raiyan Ahmed
1252	Presence & Distribution of Microplastics in the Sediment of the Four Major Rivers in Bangladesh	Zahra Alam Liya, Jerin Tasnim, Raiyan Ahmed, Esfar Ahmed Aditiya
1169	Rainfall Trends and Flood Prediction in Chattogram District: A Data-Driven Approach	Pratya Chowdhury, Ohcitya Bhattacharjee
1147	Recent Advances in Membrane Technologies for Desalination and Wastewater Reuse: Materials Innovation, Fouling Mitigation, and Energy Optimization	Mosaraf Hosan Nishat, Abrar Labib, Md Fuyad Hasan Sagar, Abdullah Al Nabil
1122	Biodiversity and Business: Strategic Planning for Nature-Positive Growth in Bangladesh's Industrial Expansion	Samin Shahriyar Lorin, Md Iftakher Hossain, Farhan Sadik Souad, Md. Mortuza Ahmmed
1082	Occurrence and Removal Efficiency of Multiple Antibiotic-Resistant Bacteria in Rajshahi's Water Supply System	Sumaya Tabassum
1030	Emotional Intelligence and Climate-Conscious Decision Making in Corporate Management	Md. Obidul Huq Sagor, Nahid Sumaiya Ali, Md. Mamunur Rashid

05:00 PM – 06:15 PM	Parallel Session 5C Green Business	Room: C
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Session Chairs:	Prof. Dr. Mohammad Rabiul Basher Rubel Assoc. Prof. Dr. S M Sohel Rana
Moderator:	Abdullah Al Ahad

ID	Title	Authors
1301	Sustainable Business and its Financing: Unlocking Capital for Long-Term Impact	Fairuz Sumiya Nisa, Safayet Rahman
1239	Sustainable Entrepreneurship: Challenges & Barriers for Green Startups	Rafin Rayhan, Mir Mahaddi-UI-Islam, Fatima Sadiya Khan, Farzana Chowdhury
1224	Exploring The Moderating Role of Ethical AI on The Relationship Between AI Usage and Employee Green Behavior	Azfar Al Mahmud, Afifa Binte Ashraf Ananna, Abdullah Al Ahad
1154	Eco-Mindset at Work: How Green Business Strategy and Green Climate Perception Drive Hotel Employees' Pro-Environmental Behavior	Masuma Binte Yousuf, Mohammad Rabiul Basher Rubel, Sadman Rana Rakin, M. Nazmul Islam.
1103	Green Business Practices for Competitive Advantage in the International Market: A Study on Green RMG factories in Bangladesh	Md Azzajur Rahman, S M Sohel Rana, Tasneem Jahan Tumpa
1092	Transition Towards Sustainable Environmental Performance of SME Sector in Bangladesh through Green Practices: The Mediating Role of Green Innovation	S M Zobaer Alam, Abir Sen Gupta, Sayra Islam Saki, Md. Adnan Nizum, S. M. Sayem
1214	Prompt Engineering in Higher Education of Bangladesh: Qualitative Approach	Sumnoon Ferdous, Tasneem Tarannum, Md Aminul Islam
1288	Customer Feedback in Real Estate Sector of Bangladesh: A Text Mining Approach	Aysha Siddiqua, Wahidul Islam

05:00 PM – 06:15 PM	Parallel Session 5D Operations Management	Room: D
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Session Chairs:	Assoc. Prof. Dr. Aftab Anwar Assoc. Prof. Dr. Md. Shanawez Hossain
Moderators:	Md. Aminul Islam Md. Sharif Hossain

ID	Title	Authors
1284	Smart Port Transformation in Bangladesh: Strategies for Digital Resilience	Afshar Uddin Jubayer, Tamim Forhad Shuvo, Md. Mamun Habib
1269	The Role of AI-Based Personalization in Enhancing Customer Experience: Focus on Click-Only Business Model	Md. Aminul Islam, Rezwanul Alam
1127	Bridging the Divide: Addressing the Skills Gap in Bangladesh's Ready-Made Garment (RMG) Sector	Md Shanawez Hossain
1305	Brazil's Export Potential for Halal Bovine Meat: A Gravity Analysis	Mosammat Maimuna Khatun, Shahriar Kabir
1158	Exploring Small Food Businesses for Halal Certification: A Case Study	Md. Mahbub Alam, Mohammad Mominul Islam
1065	Digital Transformation in Quality Assurance: A Game-Changer for Apparel Manufacturing	Alam Tareque
1289	Transformational and Transactional Quality Drivers of Social Responsibility Performance in Commercial Banks: A Quantitative Exploration of Burke-Litwin Model for Total Quality Management	Abul Bashar, Md. Nazmus Sakib, Md. Mahbubur Rahman

05:00 PM – 06:15 PM	Parallel Session 5E Technology Management	Room: E
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Session Chairs:	Prof. Dr. Zulfiqar Hasan Prof. Dr. Razia Sultana Sumi
Moderator:	Afnan Yusuf

ID	Title	Authors
1019	Empowering Financial Independence: How Female Student Migrants in Dhaka Adapt to the Urban Economy through Money Management Apps	Tasfia Jinnat, Anika Tahsin Taieba, SK. Adeeb Ayub
1029	Technology-based Business Entrepreneurship Development in Bangladesh: A Study on Consumer Goods Business	Prottasha Paul, Nusrat Jahan Dina, Tondra Rahman, Nazrul Islam
1076	Adoption of AI-Driven Personalization in the RMG Sector of Bangladesh: A Study on Industry Readiness and Its Impact	Razia Sultana Sumi, Sadia Binta Salauddin
1196	The Future of Work: Evaluating Smart Communication Technology in Employee Management Systems	Mahrin Mobassera Shoily
1210	The Impact of AI Generated Deep Fake Social-Media Contents on Women in Bangladesh: A Qualitative Study	Sabrina Mekarabbin Neha, Sumnoon Ferdous, Afnan Yusuf
1221	Sustainable Intelligence in AI-Driven Management: Exploration of Strategic Integration and Ethical Governance	Nusrat Nowreen Srabonty
1260	Digital Competencies of Gen X: Comparison among Generations	Md. Hasan Maksud Chowdhury

06:15 PM – 07:45 PM	Academia-Industry Discussion (2)	Ballroom
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Welcome Remarks: Prof. Dr. M. Tamim, *Vice Chancellor, IUB*

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• Prof. Dr. Shahjahan Khan, <i>V.C, AUB</i> • Prof. Dr. Yusuf Mahbubul Islam, <i>V.C, SEU</i> • Prof. Dr. Kazi Shahdat Kabir, <i>Pro-V.C, CU</i> • Prof. Dr. Mohammed Masum Iqbal, <i>Pro-V.C, DIU</i> • Prof. Dr. Mahbubur Rahman, <i>NSU</i> • Dr. Derek Westfall, <i>USA</i> • Prof. Dr. Nazrul Islam, <i>IUB</i> • Prof. Dr. MD. Sardar, <i>USA</i> • Prof. Dr. Akhter Hossain, <i>UCSI</i>	• Abdul Hai Sarker, <i>Dhaka Bank PLC</i> • ASM Mainuddin Monem, <i>Abdul Monem Group</i> • Dr. Arif Dowla, <i>ACI PLC</i> • Dr. Ben Bvepfepfe, <i>CILT, UK</i> • Emeka Henry Egeson, <i>Canada</i> • Md Hafizur Rahman, <i>FBCCI</i> • Mahtab Ahmed, <i>ICMAB</i> • Rezwatul Kabeer, <i>Energypac</i> • Kabir Ahmed, <i>BAFFA</i> • Shamsul Huq Zahid, <i>Financial Express</i>
Session Chairs: Prof. Dr. Raisul Awal Mahmood Prof. Dr. Md. Mamun Habib	

07:45 PM – 08:15 PM	Prize Giving & Closing Ceremony	Ballroom
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Chief Guest: *TBA*

Special Guests: Prof. Dr. M. Tamim, *V.C, IUB*

Prof. Dr. Daniel W. Lund, *Pro V.C, IUB*

Guest of Honor: Abdul Hai Sarker, *Dhaka Bank PLC*

Honorary General Chair: Prof. Dr. Raisul Awal Mahmood

General Chair: Prof. Dr. Md. Mamun Habib

08:15 PM – 09:00 PM	Dinner	Ballroom
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Poster Presentation
Day 1: November 14, 2025 & Day 2: November 15, 2025

Posters Presentation

Session Chair:	Dr. Easnin Ara
Moderators:	Bablu Nasir Anika Ibnat

ID	Title	Authors
1075	Generative AI in Higher Education: Examining Its Influence on Student Engagement, Learning Outcomes, and Ethical Awareness	Tamim Forhad Shuvo, Md Taushik Hossain, Jannatul Ferdoush Oishy, Nawreen Islam Nazat, Md Kabir Hosen
1080	Bridging the Digital Divide: Infrastructure and Capability Barriers to SME Digital Platform Ecosystem Adoption in Developing Countries	Ruzzatin Shabila Korshi, Jannatul Ferdoush Oishy, Tahmid Mobassir Khan, Seeratus Sabah, Md. Mamun Habib
1227	How Digital Customer Engagement Metrics Correlate with Global Supply Chain Pressure: A Comparative Secondary Data Analysis	Ruzzatin Shabila Korshi, Farzana Chowdhury
1114	Next-Generation Entrepreneurship in Bangladesh: Globalization Strategies for the EdTech Sector	Zyma Zaman
1115	Bridging Talent and Sustainability: Aligning the Students Early Recruitment Scholarship Program with Global HRM Trends	Zyma Zaman
1267	The Role of AI and Governance in Advancing Sustainable Project Management: Insights from Bangladesh	Sumnoon Ferdous, Sabrina Mekarabbin Neha, Farjana Afrin Nahin

1192	Exploring The Role of AI-Enhanced Fintech in SMEs Sustainable Growth: A Pathway to Innovation and Competitive Performance in Emerging Economies	Shams-E-Noor Nasib, Farjana Afrin Nahin, Akhoy Kumer Nibir Roy
1116	Challenges in Implementing Green Human Resource Management in the Jute Industry of Bangladesh	Noorus Sabah Mim, Zafrin Hossain
1102	Algorithmic Marketing: How Social Media Platforms Shape Purchase Decisions?	Shanaz Shagufta Zaman, Miss Irin Nahar Maghnolia Shara
1072	Sustainability Trends in Green Financing for SMEs	Miss Irin Nahar Maghnolia Shara, Monika Akter
1123	Navigating Privacy Concerns: A Literature Review on Data Transparency and Customer Trust in Digital Marketing	Miss Irin Nahar Maghnolia Shara, Aidah Rasanat Islam
1292	Blockchain-Based Logistics Solutions for Enhancing Supply Chain Efficiency in Bangladesh	Afshar Uddin Jubayer

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