

Best Papers Award

Independent University, Bangladesh (IUB), through its School of Business and Entrepreneurship (SBE), successfully organized the **International Conference on Economics, Business and Technology Management (ICEBTM 2025)** on **November 14–15, 2025**, at **The Westin Dhaka**. This year's conference was held under the theme **“Sustainability Focused Industry Trends in Global Research,”** bringing together scholars, practitioners, and industry leaders from around the world.

ICEBTM 2025 received an impressive number of submissions across multiple disciplines, with **212 papers accepted for presentation**. Among these, only **six papers** were selected for the prestigious **Best Paper Award**, recognizing outstanding research contributions and academic excellence.

Best Paper Award Recipients — ICEBTM 2025

1. [ICEBTM-25-1003] Collaborative Fashion Consumption (CFC): A Pathway to Sustainable Lifestyle Practices

Authors: Sabakun Naher Shetu, Md. Kashedul Wahab Tuhin, Md. Ariful Hoque
Institution: Jahangirnagar University

Theme: Sustainability

This paper highlights the growing relevance of collaborative consumption models in fashion and their potential to drive sustainable lifestyle transitions.

2. [ICEBTM-25-1039] Evaluating Undergraduate Students' Employment Preferences: A Comparative Analysis of Salary, Work-Life Balance, and Organizational Sustainability

Authors: Md. Tazuare Rahman Rahad, Rimtaha Saima Nushin, Sammi Akter, Syeda Farhin Rodela, Md. Shahed Hossan Sarker, Md. Mortuza Ahmmed

Institution: American International University–Bangladesh (AIUB)

Theme: Human Resource Management

The study provides new insights into employment decision-making among undergraduate students, focusing on evolving career preferences and sustainability considerations.

3.[ICEBTM-25-1201] Tech-Enabled API Sourcing for Sustainable Supply Chain Performance in the Pharmaceutical Industry of Bangladesh

Authors: Md. Arifur Rahman, Jobaida Khanom Tohfa, SK Anik Hasan Rabby
Institution: Bangladesh University of Professionals (BUP)

Theme: Supply Chain Management

This research emphasizes the role of technology in improving API sourcing efficiency and promoting sustainable operations in Bangladesh's pharmaceutical sector.

4. [ICEBTM-25-1172] The Role of Neuromarketing in Shaping FMCG Brand Strategies in Bangladesh: Study from Multinational Corporations

Authors: Tasneem Tarannum, Nahin Sultana, Sumnoon Ferdous, Anwarul Ansari, Mahmud Ibne Jalil Rohan, Lubaba Tasnim

Institution: Independent University, Bangladesh (IUB)

Theme: Marketing

The paper investigates the growing use of neuromarketing tools by FMCG brands and their impact on consumer engagement and strategic decision-making.

5.[ICEBTM-25-1079] Unraveling Early Exit Behavior Among RMG Workers in Bangladesh: A Focus on Financial and Health Incentives

Authors: Tasfiah Akter, Tanjel Md. Khaled Saifullah, Shamil M. Al-Islam, Neshlihan Mostafa
Institution: Independent University, Bangladesh (IUB)

Theme: Economics

This study explores critical behavioral trends among RMG sector workers, identifying key determinants behind early workforce exit.

6.[ICEBTM-25-1206] Mediating Role of Employee Commitment on the Relationship Between Green HRM and Employee Environmental Behaviour

Authors: Mohammad Abdullah Al Mamun, Musa Muhammad, Mohammad Aminul Islam, Tarafder Mehedi Al Masud

Institutions:

- University of South Asia
- Sa'adu Zungur University, Bauchi, Nigeria
- University of Asia Pacific
- Southeast University

Theme: Human Resource Management

The paper analyzes how employee commitment strengthens the link between green HRM practices and environmentally responsible behavior in organizations.

The two-day conference featured keynote speeches, Industry Talks, Industry- Academia discussions, Phd Colloquium, Meet the Journal Editors and research presentations focusing on global sustainability trends across industries. The conference concluded with appreciation for the award-winning researchers and acknowledgment of the significant strides made in interdisciplinary academic research. ICEBTM 2025 reaffirmed IUB's dedication to promoting global scholarship, industry collaboration, and innovative thinking across economics, business, technology management, and sustainability-focused research.