



Program Schedule



AICBM 2021

Changing Global Business Paradigm

October 29-30, 2021 | Dhaka, Bangladesh

Day 1
Friday, October 29, 2021

Inaugural Session

9:30	Conference Inauguration Ceremony
09:30	Opening of the Conference AICBM2021
09:40	National Anthem
09:41	Overview of 2 nd AICBM 2021 by Chair of Conference Secretariat, Ms. Farheen Hassan, Associate Professor, FBA, AIUB
09:50	Welcome Speech by Conference General Chair, Dr. Carmen Z. Lamagna, Vice Chancellor, AIUB
10:00	Message by Chief Guest: Prof. Dr. Mesbahuddin Ahmed, Chairman, Bangladesh Accreditation Council
10:10	Message by Special Guest: Prof. Dr. Abu Taher, Member, University Grants Commission, Bangladesh
10:20	Message by Special Guest: Dr Lovi Raj Gupta, Acting Vice Chancellor, Lovely Professional University, India
10:30	Message by Special Guest: Prof. Mohammad A. Momen, Director, IBA, University of Dhaka, Bangladesh
10:40	Message by Special Guest: Yasir Azman, CEO, Grameenphone Ltd, Bangladesh
10:50	Message by Program Chair: Dr. Charles C. Villanueva, Vice President, Academics and Dean, FBA, AIUB
10:55	Message by Associate Editor: Prof. Dr. Nisar Ahmed, FBA, AIUB

11:00am- 12:30 pm	Plenary Session (PS1) Topic: Shifting Business Paradigm: Challenges and Way Forward
	Session Chair: Prof. Dr. Tazul Islam, Dean, FASS, AIUB
	Keynote Speech by Dr. Abu N. M. Waheeduzzaman, Professor of Marketing and International Business, Texas A&M University Corpus Christi (TAMUCC), USA
	Industry Expert: Rtn. Md. Mashequr Rahman Khan, PHF, President, BSHRM

PARALLEL SESSION

Day 1: Friday, October 29, 2021

Session: D1P1, Time: 2:00-3:30 pm [Zoom]

Track: Marketing & E-Commerce-1

Session Chair: Dr. Rajesh Verma, Professor & Dean, Mittal School of Business, LPU

Co-Chair: Dr. Muhammad Sabbir Rahman, North South University (NSU)

Paper ID	Titles
49	<i>Online Pharmacy- Perception of Users in Bangladesh</i> Bohi Shajahan, Waheduzzaman Shuvo
58	<i>The role of Technology on Business during the Covid-19 lockdown. A case study on Bangladesh.</i> AKM Kamrul Haque, Dr. MM Obaidul Islam
59	<i>Perceptions Towards Jamdani Saree: A Study on The Young Female Consumers of Dhaka City</i> Partha Prasad Chowdhury, Shibli Ahmed Khan
24	<i>Cooking Routine Practices among Working Women in Bangladesh</i> Alvi Rahman Shovon
64	<i>Consumers' Awareness and Acceptance of Grocery Shopping from the Online Platforms</i> Hamidul Islam, Stanley Sumon Rodrick, Ziarat H. Khan

Day 1: Friday, October 29, 2021

Session: D1P2, Time: 2:00-3:30 pm [Zoom]

Track: Accounting-1

Session Chair: Dr. Tarequzzaman, Victoria University of Wellington, New Zealand.

Co-Chair: Prof. Md. Maksudur Rahman Sarker, American International University-Bangladesh

Paper ID	Titles
56	<i>Fiscal Measures for Tackling the Economic Fallout in Bangladesh: An Assessment of Stimulus Measures during the COVID-19 Pandemic Era</i> Dr. Mohammad Faridul Alam, Niaz Mohammad
45	<i>Investigation of expectation gap in Bangladesh between auditors and individual investors in Bangladesh</i> Takrima Jannat
30	<i>Non-performing loans and Banking sector: Evidence from Bangladesh</i> Dr. Nisar Ahmed, Dr. Md. Taslim Uddin, Bohi Shajahan, Md. Joynal Abedin
61	<i>The impact of Covid-19 pandemic on the non-performing loans: A study on scheduled banks in Bangladesh</i> Dr. Nisar Ahmed, Md. Joynal Abedin
55	<i>HR Accounting Disclosure in the Annual Reports: Evidence from DSE Listed Companies</i> Md. Sahid Hossain, Zobaida Khanam, Dilruba Afroze

Day 1: Friday, October 29, 2021

Session: D1P3, Time: 2:00-3:30pm [Zoom]

Track: HRM-1

Session Chair: Dr. Nazrul Islam, Northern University

Co-Chair: Rezbin Nahar, Phd, American International University-Bangladesh

Paper ID	Titles
16	<i>Mergers and Acquisitions and importance of Human Resource Management in context of Bangladesh</i> Moinul Hoque, Mohamed Rosmah
21	<i>Employees' Perception on Involvement in social media and Performance in Workplace: A Study on Banking Professionals in Dhaka City</i> Susmita Halder, Tahsina Khan, Rezbin Nahar, Farheen Hassan, Ziarat H. Khan
38	<i>Are women themselves undermining their worth? - A study on Under Representation of Female Employees in Managerial Positions in Bangladesh</i> M. M. Tisha, M. M. Hossain

Day 1: Friday, October 29, 2021

Session: D1P4, Time: 3:45-5:15pm [Zoom]

Track: Operations and Supply Chain Management

Session Chair: Dr. Md. Faruque Hossain, American International University-Bangladesh

Co-Chair: Dr. Saad Hasan, United International University, Bangladesh

Paper ID	Titles
20	<i>An Empirical Study on Project Logistics at EPC Projects of Bangladesh</i> Md. Tohidul Tslam, Asfaque A. Mohib, Anisul Islam
42	<i>Effect of the Covid-19 Pandemic on the Purchasing Behavior of Consumers</i> Sayaka Zaman, Dr. Bikash Barua, Dr. MM Obaidul Islam, AKM Kamrul Haque
87	<i>The Effect of COVID-19 on Supply Chain Management of RMG Sector in Bangladesh</i> Md Faruque Hossain

Day 1: Friday, October 29, 2021

Session: D1P5, Time: 3:45-5:15pm [Zoom]

Track: HRM-2

Session Chair: Dr. Md Aftab Anwar, Associate Professor, DEPT: of Business Studies, State University of Bangladesh

Co-Chair: Dr. Mohammad Ali, American International University-Bangladesh

Paper ID	Titles
43	<i>Effects of Technology on HR Practices in Bangladesh- A Study Conducted on Lanka Bangla Securities Limited and IDLC Securities Limited</i> M. M. Hossain, S.N. Haque
51	<i>An assessment of impacts of Covid-19 Pandemic on Job Seekers' usage of social media</i> Anonna Ahmed, Asif Parvez
52	<i>Factors that are influencing the Employee job satisfactions in private banking sector of Bangladesh: An empirical analysis</i> Debashis Kundu, Farhat Binte Hasan, Md Faruque Hossain

Day 1: Friday, October 29, 2021

Session: D1P6, Time: 3:45-5:15pm [Zoom]

Track: Finance-1

Session Chair: Dr. Babli Dhiman, Mittal School of Business, LPU

Co-Chair: Dr. Kamrul Hasan, American International University-Bangladesh

Paper ID	Titles
37	<i>Role of Land Ports in Trade Facilitation: A Case Study of Bangladesh India Trade</i> Nafees Imtiaz Islam
65	<i>Forecasting Financial Performance using Regression Techniques: A Case Study on Comparative Analysis of Nestle and Unilever</i> Mossa. Anisa Khatun, Shahnaz Zarin Haque, Sadia Rahman
70	<i>Designing a Qualitative Study on factors that affect the Dhaka Stock Exchange Broad Market Index</i> Sayeed Ibrahim Ahmed
68	<i>Financial Development, Exchange Rate fluctuation and Remittance inflows in Bangladesh: A co-integration study</i> Dr. Nisar Ahmed, Dr. Mohammed Kamrul Hasan, Khairul Alom

Day 1: Friday, October 29, 2021

Session: D1P7, Time: 3:45-5:15pm [Zoom]

Track: Economics

Session Chair: Dr. A. B. M. Rahmatullah, American International University-Bangladesh

Co-Chair: Dr. Faria Sultana, American International University-Bangladesh

Paper ID	Titles
32	<i>Comparative Advantage, Export Diversification, Intra-Industry Trade, and Economic Growth Nexus: Evidence from Bangladesh's Textile and Clothing Industry</i> Dr. Mohammad Ali, Dr. Md Ekram Hossain, Ziarat H. Khan
82	<i>Ownership of Land Really Empower the Rural Poor Women Economically? Reflection from Bangladesh</i> Kazi Tanvir Mahmud, Shejuti Haque, Asif Parvez
67	<i>Entrepreneurship Development in SMEs in Bangladesh: Supply and Demand Side Challenges</i> Dr. Kamrul Hasan

Day 2

Saturday, October 30, 2021

11:00-12:30 pm **Plenary Session (PS2) Topic: Shifting Business Paradigm: Industry –Academia Gap**
Session Chair: Mr. R. Tareque Moudud, Director, OPA, AIUB
Industry Expert: Sarana Islam, Vice President, Enterprise Management Office, Robi Axiata Limited
Academia Expert: Dr. Rajesh Verma, Professor & Dean, Mittal School of Business, LPU
Industry Expert: Md. Amran Hossan FCA, Chief Executive Officer (CEO), Edison Power Bangladesh Limited, Edison Marsons Ltd
Industry Expert: Mohammad Abdullah Zaber, Managing Director, Zaber & Zubair Fabrics Ltd., Noman Group
Industry Expert: Shubho Al Farooque, Managing Director, Zantrik Bangladesh
Industry Expert: Mahmudul Alam Shakkhor, Manager, Sales Globe Fisheries Limited

PARALLEL SESSION

Day 2: Saturday, October 30, 2021

Session: D2P8, Time: 2:00-3:30pm [Zoom]

Track: Accounting-2

Session Chair: Dr. Md. Mohiuddin, Institute of Business Administration

Co-Chair: Dr. Mohammad Faridul Alam, American International University-Bangladesh

Paper ID	Titles
12	<i>Triple Bottom Line Reporting Analysis: A Case Study on Private Conventional Banks of Bangladesh</i> Rian Binte Kamal
27	<i>Impact of Covid-19 on the Bangladesh Stock Market</i> Md Omar Faruq Khan, Emon Kalyan Chowdhury
46	<i>Linking Sustainable Development Goals (SDGs) to Sustainability Reporting: Insights from Bangladesh</i> Niaz Mohammad
50	<i>Corporate Governance and Investment Decisions: An Experimental Study on Real Investors</i> Dr. ATM Tariquzzaman

Day 2: Saturday, October 30, 2021

Session: D2P9, Time: 2:00-3:30 pm [Zoom]

Track: Management Information Systems

Session Chair: Mr. Manzur H. Khan, American International University-Bangladesh

Co-chair: Dr. Salah Uddin Ahmed, University of South-Eastern Norway – USN, Norway

Paper ID	Titles
8	<i>Assessing Essential Digital Literacy Skills among BBA Students in Computing and Business Application</i> Md. Mehzabul Hoque Nahid, Nazia Farhana
26	<i>Factors students use to choose majors; how can the university promote MIS?</i> Dewan Sadia Mazid, Raihan Kibria
71	<i>Prospects of No-code and low-Code Artificial Intelligence Technologies</i> Md. Mehzabul Hoque Nahid
72	<i>Professionals' Perceptions of MOOCs</i> Md. Abdullah Al Mahmud

Day 2: Saturday, October 30, 2021

Session: D2P10, Time: 2:00-3:30pm [Zoom]

Track: Education and Learning

Session Chair: Dr. Muhammad Mahboob Ali, Dhaka School of Economics

Co-Chair: Dr. Shibli Ahmed Khan, American International University-Bangladesh

Paper ID	Titles
9	<i>Internship conception and perception among BBA students: A cross-sectional analysis on Bangladesh</i> Md. Mehzabul Hoque Nahid, Nazia Farhana
29	<i>Identifying Required Employability Skill of the HR Graduates: A Literature Review</i> Samia Shabnaz, Bohi Shajahan, Hafsa Maryam
73	<i>Exploring Social and Emotional Learning (SEL) as the prime assessment criteria in the British Education system.</i> Anisa Sultana
84	<i>Virtual, Blended, and Dual System Teaching-Learning: Fitness and Relevance for Universities</i> Mohammad Rafiqul Islaam Talukdar, Farheen Hasan, Rezbin Nahar

Day 2: Saturday, October 30, 2021

Session: D2P11, Time: 2:00-3:30pm [Zoom]

Track: HRM-3

Session Chair: Prof. Dr. Abu Taher, Member UGC

Co-Chair: Dr. Md. Rafiqul Islam Talukdar, American International University-Bangladesh

Paper ID	Titles
15	<i>Library Automation Leading Towards Displacement: Does technology cause displacement in the library (E.g., library automation), if so, then how to cope with this situation?</i> Tamanna Nazneen Rahman
39	<i>Management Practice and Project Performance among Manufacturing Industries in Malaysia</i> Jacqueline Tham, Khondaker Sazzadul Karim, S. M. Ferdous Azam
33	<i>The Progress and Prospect of Sustainable Entrepreneurship Research: Evidence from a Scoping Review</i> Raghavendra Nayak, Dr. Rajasekharan Pillai K

Day 2: Saturday, October 30, 2021

Session: D2P12, Time: 3:45-5:15pm [Zoom]

Track: Finance-2

Session Chair: Dr. Chere' C. Yturalde, Angeles University Foundation, Philippines

Co-Chair: Dr. Mohammed Kamrul Hasan, American International University-Bangladesh

Paper ID	Titles
7	
17	<i>Investing in Mutual Funds: The Prospects and Dilemmas in Case of Bangladesh</i> Kashfia Sharmeen, Dr. Nitai Chandra Debnath FCMA, Liana Anwar
31	<i>Discourses on the dynamics of meaning of retirement for women and its impact on their financial security post-retirement: A Scoping Review</i> M. S. Urmila, Dr. K. Rajasekharan Pillai
34	<i>Pricing Dynamics of Hospital Services: A Scoping Review</i> Dr. Andria J.N Sirur, Dr. Rajasekharan Pillai K

Day 2: Saturday, October 30, 2021

Session: D2P13, Time: 3:45-5:15 pm [Zoom]

Track: Marketing & E-Commerce-2

Session Chair: Dr. Ehsanul Huda Chowdhury, University of Gävle, Sweden

Co-Chair: Dr. Md. Abdul Momen, East-West University

Paper ID	Titles
23	<i>Behavioral typologies of materialism: a cluster analysis</i> K. R Pillai, Sebastian Padickaparambil, Sanniya Kulsum
36	<i>Current Status of E-Commerce Adoption by SMEs in Bangladesh: An Empirical Study</i> Dr. MM Obaidul Islam, Mr. AKM Kamrul Haque, Dr. Bikash Barua
40	<i>Online Delivery Service in Bangladesh: Measuring the Determinants of Knowledge Management Strategy and Organizational Performance</i> Khondaker Sazzadul Karim, Jacqueline Tham, S. M. Ferdous Azam
62	<i>Prospects and Challenges of using Credit Cards Services: A Study on the users in Dhaka City</i> Stanley Sumon Rodrick, Hamidul Islam, Dr. Sahin Akter Sarker, Fatema Ferdousi Tisha
60	<i>A Concept Paper on Examining the Role of Habit through the Lens of the Theory of Planned Behavior (TPB)</i> Dr. Md. Tamzidul Islam

CLOSING CEREMONY

6:00-6:40 pm :

Speech by Chief Guest Dr. Chere' C. Yturralde, Professor and Dean, College of Business & Accountancy, Angeles University Foundation, Philippines

Speech by Dr. Hasanul A. Hasan, Founder Member and Chairman, Board of Trustees, AIUB

Vote of Thanks by Prof. Dr. Tazul Islam, Dean, FASS, AIUB
