Independent University **Bangladesh (IUB)**

IUB Academic Repository

Conference and Proceedings International Conference on Economics, Business and Technology Manag

2025

International Conference on Economics, Business and Technology Management 2025 Program Book

2025, ICEBTM

IUB

https://ar.iub.edu.bd/handle/11348/1088

Downloaded from IUB Academic Repository

Program Book

ICEBTM 2025

International Conference on Economics, Business and Technology Management

Dhaka, Bangladesh, 14 & 15 November 2025

Theme

Sustainability Focused Industry Trends in Global Research

www.icebtm.iub.edu.bd



School of Business and Entrepreneurship
Independent University, Bangladesh (IUB)

ACBSP GLOBAL BUSINESS ACCREDITATION

AACSB Business Education Alliance Member


maverick
apex4u.com
FROM THE HOUSE OF
Apex


VENTURINI
apex4u.com
FROM THE HOUSE OF
Apex

Contents

Message from the Chief Patron	5
Message from the Patron	6
Message from the Advisor	7
Message from the Honorary General Chair	8
Message from the General Chair	9
Keynote Speakers	10
Industry Talks	15
Invited Speakers	23
Program Schedule	26
Conference Committees	60
Technical Committee Members	61
Publication Opportunities	65
Independent Business Review	66
Conference Sponsors	67
Conference Partners	68

Message from the Chief Patron



Didar A. Husain
Chairman, Board of Trustees (BoT)
Independent University, Bangladesh (IUB)

On behalf of the Board of Trustees of Independent University, Bangladesh (IUB), I extend a warm welcome to all international and local participants of ICEBTM 2025. As we witness rapid transformations in technology, business practices, and environmental priorities, the need for sustainable approaches has never been greater. This conference comes at a critical moment, providing a stage where knowledge, innovation, and leadership converge to recommend new pathways for progress on sustainability.

ICEBTM 2025 intends to provide a platform for researchers, academics, and industry leaders all over the world to promote, share, and discuss various new issues and developments in the areas of Business, Economics, Technology, and Entrepreneurship. The Board of Trustees facilitates the School of Business and Entrepreneurship (SBE) in organizing such an impactful initiative that positions Bangladesh on the international stage of academic and industry dialogue. ICEBTM 2025 is not just an academic gathering but a call to action to strengthen partnerships among institutions, industries, and communities so that together we can face the challenges of sustainability and development.

This conference, ICEBTM 2025, will critically examine how businesses can transition from being part of the challenge to becoming central drivers of solutions. This will be achieved through a multidisciplinary lens, fostering a necessary dialogue on the strategic integration of business models, economic principles, and transformative technologies.

I sincerely hope that this conference will spark transformative ideas, strengthen networks, and inspire participants to play a meaningful role in shaping industries that are not only innovative but also responsible and resilient.

Message from the Patron



Prof. Dr. M. Tamim
Vice Chancellor
Independent University, Bangladesh (IUB)

It gives me immense pleasure to welcome you to the International Conference on Economics, Business and Technology Management (ICEBTM 2025), being held on 14–15 November 2025, at The Westin Dhaka. This year's theme, "Sustainability Focused Industry Trends in Global Research," reflects Independent University, Bangladesh's (IUB) continued commitment to addressing the most pressing challenges of our time through meaningful scholarship and collaboration.

The core mission of ICEBTM 2025 is to directly translate academic insight into industrial applications. The conference is designed as a collaborative workshop for the future, deliberately bringing together researchers and industry leaders to bridge the gap between academia and industry. As universities around the world strive to create greater impact in society, IUB recognizes the importance of bridging academic excellence with industry-driven practices.

I am delighted to welcome distinguished speakers, dedicated researchers, and promising young scholars to this conference. I believe the knowledge shared and networks formed here will go a long way in contributing to resilient, inclusive, and sustainable futures across industries.

Message from the Advisor



Prof. Dr. Daniel W. Lund
Pro Vice Chancellor
Independent University, Bangladesh (IUB)

On behalf of the Independent University, Bangladesh (IUB) and the Office of the Pro-Vice Chancellor, I am delighted to support the ICEBTM 2025 Conference and the publication of the Conference proceedings. As a driving force of business education in Bangladesh, IUB's School of Business and Entrepreneurship brings together a wealth of local and international scholars from a wide range of educational and topical backgrounds.

The ICEBTM 2025 Conference, likewise, has brought together scholars, industry experts, and educators from around the world to share ideas and scholarly insights, to discuss contemporary issues in economics, business, and technology management, and to build cooperative research communities. The Conference proceedings are a highly effective way for the School of Business and Entrepreneurship to highlight the innovative research and insights shared at the ICEBTM 2025 Conference.

I offer a vote of thanks to the Conference organizing teams, the proceedings' contributors and editors, and all of the administrators and participants that made ICEBTM 2025 and the publication of the proceedings possible.

Message from the Honorary General Chair



Prof. Dr. Raisul Awal Mahmood
Dean (Acting)
School of Business and Entrepreneurship, IUB

It's a great honor and privilege to welcome you to the ICEBTM 2025, organized by the School of Business and Entrepreneurship (SBE) at Independent University, Bangladesh. Power of collaboration – between faculty and students, academia and industry, research and practice, is the cornerstone of the SBE's vision. This conference enshrines that vision by offering a vibrant platform to exchange new ideas, showcase innovations, and forge enduring partnerships.

The chosen theme, ***"Sustainability Focused Industry Trends in Global Research,"*** underscores the urgency of aligning business practices and technological advancements with the imperatives of environmental responsibility and social well-being. Different sessions, discussions, and presentations will highlight the dynamic role of business and technology in advancing global challenges while promoting inclusivity and long-term growth.

As an Honorary General Chair of ICEBTM 2025, I am confident that this conference will catalyze academic excellence, industry engagement, and impactful research. I extend my heartfelt appreciation to our speakers, contributors, and participants for their support to make this conference a success.

Message from the General Chair



Prof. Dr. Md. Mamun Habib
Head, Department of Management
School of Business and Entrepreneurship (SBE)

As General Chair of ICEBTM 2025, I am delighted to welcome all distinguished guests, researchers, and practitioners to this international conference taking place on November 14-15 in Dhaka, Bangladesh.

The School of Business and Entrepreneurship (SBE), ***an AACSB member and ACBSP-accredited institution***, provides precisely such a platform through ICEBTM 2025, where diverse voices and expertise converge to address sustainability, one of the defining challenges of our time. The Board of Trustees (BoT) of IUB believes that academics should never be profit-driven; hence, all their initiatives embody this philosophy. The unconditional support of BoT in organizing ICEBTM 2025 is both unparalleled and exemplary within the landscape of private university academia.

Through the participation of about 260 registered authors/co-authors, more than 210 accepted papers, 5 keynote speeches, 8 industry talks, 3 invited talks, 26 parallel sessions for oral and poster presentations, two academia-industry discussions, Meet the journal editors, and the Ph.D. Colloquium & paper-producing workshop, Conference Proceedings with **ISBN 978-984-35-5270-9**, this event will spark dialogue, promote knowledge-sharing, and encourage practical steps toward building a sustainable future.

I am deeply grateful to our organizing committee, conference partners, and contributors who have worked tirelessly to make ICEBTM 2025 possible. On behalf of the organizing committee, we are obliged to our *Platinum, Gold, Silver and Supporting sponsors*, including Apex, Guardian, Dhaka Bank, Monem Group, New Asia Group, Rahimafrooz, ACI, and so on.

We encourage all participants to take full advantage of this platform to learn, to share, and to inspire. May this conference be a milestone in our shared journey toward a better tomorrow!

KEYNOTE SPEAKER



Professor Dr. Rajah Rasiah
University of Malaya

Saturday, 15 November 2025, 09.00 AM – 09.30 AM

Title: Sustainable Industrial Upgrading and Climate Resilience: The Southeast Asian Experience

The latecomer industrialization thesis has acted as a powerful instrument in promoting industrialization. However, not much work exists to explain why some economies that attempted to industrialize are facing premature deindustrialization, while few have managed to not only catch up economically but also leapfrog to shape the technology frontier in a number of industries. This keynote speech problematizes and assesses industrial policies and industrialization in the Southeast Asian market economies of Brunei, Indonesia, Malaysia, Philippines, Singapore, and Thailand, and the transition economies of Cambodia, Lao PDR, Myanmar, and Vietnam, and Timor-Leste, with a focus on related sustainable development goals (SDGs). Driven by an agile state, Singapore managed to become a developed economy through strong industrial upgrading. Malaysia has by 2024 launched four national industrial policies, while Indonesia, Philippines and Thailand introduced ad hoc strategies to support industrialization. Foreign transnational corporations have played a major role in stimulating manufacturing expansion in these economies.

Prof. Dr. Rajah Rasiah is currently a Distinguished Professor of Economics at the Asia-Europe Institute of the University of Malaya (58 in the QS World University Rankings 2026). Times Higher Education (THE) World University Rankings 2025: UM is within the 251-300 band, according to THE. He primarily focuses his research on technological innovation and economic development. Distinguished Professor Dr. Rajah Rasiah began to work on the economics of innovation after enrolling at Cambridge University to pursue his doctorate in economics in 1989. Since then, he has become a global pioneer in innovation and development. He introduced the Systemic Quad model, transforming the impact of strategic clustering on global employment, wages, and sustainable development.

KEYNOTE SPEAKER



Professor Dr. Jonathan Liu
International Business School, Manchester

Friday, 14 November 2025, 3.15 PM – 3.45 PM

Title: Getting Published: Tricks of Trade

Professor Jonathan Liu serves as Executive Dean at the International Business School in Sale (Manchester), and is Professor of Global Business Management, with a distinguished academic career spanning Aston, Middlesex, Regent's, and the Global Banking School. A prolific scholar and committed mentor, he has authored over 100 articles and nine books on business, management, performance, and entrepreneurship. As Editor-in-Chief of the International Journal of Business Performance Management and active on several editorial boards, he brings firsthand knowledge of academic progression and publishing standards.

Along with his experience with the British Academy of Management, the National Conference of University Professors, and the Chair of Ming-Ai Association, Professor Liu will share his experiences on getting published and how to deal with the challenges along the way. Drawing on his experience as a seasoned editor and successful researcher, Professor Liu's talk will guide scholars—especially early-career researchers—through the publication process.

Prof. Liu is an adjunct Professor at the University of Wales, Trinity St. David (in the 2025 QS World University Rankings, the University of Wales, Trinity Saint David (UWTSD), is ranked at #128), where he supervises doctoral research students. Jonathan has in-depth and hands-on experience in launching new academic ventures and start-up businesses. He has been involved in transforming established businesses in both academic and public institutions in the United Kingdom, Europe, Southeast Asia, and China.

KEYNOTE SPEAKER



Professor Dr. Maniam Kaliannan
The University of Nottingham Malaysia

Friday, 14 November 2025, 3.45 PM – 4.15 PM

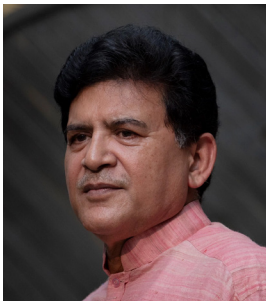
Title: Leadership in the Age of Digital Transformation: A New Business Paradigm

In a world increasingly driven by rapid technological advancements, digital transformation is no longer a choice; it is a necessity. Leadership styles must evolve to navigate the complexities and opportunities of the digital era. Traditional management approaches are giving way to agile, innovation-driven strategies that demand new mindsets, skills, and organizational cultures.

Leaders today must not only embrace emerging technologies like AI, big data, and automation but also inspire adaptability, resilience, and ethical responsibility within their teams. Drawing on real-world examples and global trends, this presentation will offer insights into how forward-thinking leaders can foster innovation, enhance customer value, and drive sustainable growth in digitally disrupted markets. Participants will gain a clearer understanding of the competencies required to lead successfully in the new business paradigm—and how to future-proof their organizations in an increasingly dynamic global landscape.

Dr. Maniam Kaliannan is Professor of Human Resource Management and Associate Dean of the University of Nottingham Malaysia (The University of Nottingham Malaysia is ranked among the top 100 universities globally and is also ranked 20th in the UK based on the QS World University Rankings 2025). His research interests include human resource management, talent management, knowledge management, public sector management, and economics. He has presented and published his work in both conferences and international journals.

KEYNOTE SPEAKER



Dr. Hossain Zillur Rahman
Executive Chairman
Power and Participation Research Centre (PPRC) &
Chairperson, BRAC

Friday, 14 November 2025, 09.30 AM – 10 AM

Dr. Hossain Zillur Rahman is an economist and social thinker, currently the Executive Chairman of the Power and Participation Research Centre (PPRC) and Chairperson of Brac. He studied economics at the University of Dhaka and earned a PhD in political sociology from the University of Manchester. He worked for over two decades at the Bangladesh Institute of Development Studies (BIDS) before founding PPRC in 1996. In 2008–09, he served as Adviser (equivalent to a Cabinet Minister rank) in Bangladesh's Caretaker Government, overseeing education and commerce.

Dr. Rahman has led key national policy initiatives, including Bangladesh's first Poverty Reduction Strategy Paper, and has made significant contributions to the fields of poverty, governance, and social inclusion. He is also a Senior Trustee on BRAC's Global Board and has received international recognition, including the Dr. John Meyer Global Citizenship Award (2009).

KEYNOTE SPEAKER



Dr. Ahmad Ahsan
Director
Policy Research Institute of Bangladesh

Saturday, 15 November 2025, 09.30 AM – 10.00 AM

Dr. Ahmad Ahsan is the Director of the Policy Research Institute of Bangladesh. He obtained his PhD in Economics from Columbia University and BSS and MSS in Economics from Dhaka University. A macroeconomist by training, he is currently researching Bangladesh's growth, economic geography, urbanization, and decentralization issues in addition to writing on current economic developments. He is a former Lead Economist of the World Bank, Consultant to the United Nations, New York, Food and Agriculture Organization, the Bangladesh Institute of Development Studies and a Dhaka University faculty member.

He led World Bank teams in policy dialogues and development policy reform lending in Africa, East Asia, and South Asia regions. He has worked closely with the IMF, regional bodies such as the ADB, AfDB, APEC, and ASEAN, as well as with the Governments of Japan and the United States, and with researchers from universities and think tanks in various countries. He was the lead author of several World Bank reports and has published well-cited research papers in journals and books.

INDUSTRY TALK



Dr. Derek Westfall
Former Senior Supply Chain Project Manager
The Boeing Company, USA

Friday, 14 November 2025, 10.20 AM – 10.45 AM

Dr. Derek Westfall is a globally recognized supply chain thought leader, educator, and strategist, bringing over 37 years of experience in end-to-end supply chain management, innovation, and leadership. He retired after a 37-year supply chain career, culminating in 15 years as a Senior Supply Chain Project Manager at the Boeing Company. He holds a Doctorate in Organization Change and Leadership from the University of Southern California and a master's in supply chain management from Penn State University.

Dr. Westfall's career spans multiple industries and roles, including high-impact positions at PECO, Blount, Intel Corporation, and Boeing, where he consistently demonstrated mastery in S&OP, demand planning, logistics, inventory optimization, and supplier collaboration. Notably, at Blount, he led global demand chain operations for a $600M business with forecast accuracy exceeding 90%, managing $35M in inventory across 13 warehouses worldwide.

A passionate educator, Dr. Westfall has been shaping future supply chain leaders since 2017 as an adjunct professor at Portland State University and currently serves as a full-time instructor at Oregon State University, where he teaches courses on operations, strategic sourcing, and project management. In addition to 12 professional supply chain certifications, he also teaches ASCM and other certification programs and is the author of How to Create a Winning 3PL Partnership.

INDUSTRY TALK



Dr. Ben Bvepfepfe
FCILT, FCIPS, CAPM
Specialist, Strategic Supply Chain Management Design

Saturday, 15 November 2025, 10.00 AM – 10.25 AM

Dr. Ben Bvepfepfe is a specialist in strategic supply chain management design, implementation, and operational performance for both public and private sectors. Sound knowledge and practical experience in Europe, Africa, the Middle East, and Asia. PhD holder in corporate social responsibility (CSR), an MSc Graduate in Supply Chain Management, a Fellow of the Chartered Institute of Logistics and Transport (FCILT), a Fellow of the Chartered Institute of Procurement and Supply (FCIPS) and a Certified associate in project management (CAPM).

He has been an active member of CILT for over 30 years, having chaired CILT Zimbabwe and served as Regional Chair for CILT UAE. He is an External Examiner for UK Universities and Chief Moderator for Logistics and Supply Chain Professional Programmes.

He published in international journals and presented papers at numerous international conferences, workshops, and seminars on various aspects of logistics and supply chain management. He has research interests in Supply Chain Risk Management, Corporate Social Responsibility, and the broader supply chain environment. Has authored various learning and teaching materials for professional institutes.

INDUSTRY TALK



Syed Nasim Manzur
Managing Director
Apex Footwear Limited

Friday, 14 November 2025, 10,00 AM – 10.20 AM

Syed Nasim Manzur completed his B.Sc. in Economics with a focus on Entrepreneurial Management from the Wharton School at the University of Pennsylvania. He currently serves as the Chairperson of Apex Tannery Ltd., Blue Ocean Footwear Ltd., Landmark Footwear Ltd., Apex Pharma Ltd., Quantum Consumer Solutions Ltd., Apex Investments Ltd., Grey Advertising Bangladesh Ltd., Apex Enterprises Ltd. and as Managing Director of Apex Footwear Ltd. He is a Director of Mutual Trust Bank PLC, International Publications Ltd., Biman Bangladesh Airlines, Infrastructure Investment Facilitation Company (IIFC). Nasim is also a member of the Board of Trustees, BRAC University and has been selected as an Honorary Senior Fellow of Bangladesh Institute of Development Studies (BIDS).

He currently serves as President of the Leathergoods and Footwear Manufacturers & Exporters Association of Bangladesh (LFMEAB). He has served as President of MCCI twice and as Chairperson of Pioneer Insurance Co. Ltd. and Vice President of Bangladesh Association of Publicly Listed Companies (BAPLC). Nasim works to promote art and culture through the Society for Promotion of Bangladesh Art (SPBA). He is also an Executive Member of an internationally acclaimed Non-Government Organization called FRIENDSHIP which provides health and educational services in remote and inaccessible chars of the Northern region of the Country through self-propelled floating hospitals and riverine ambulances. He is a regular guest speaker at the National Defence College (NDC), Mirpur, Dhaka and Public Administration Training Centre, PATC.

INDUSTRY TALK



Abdul Hai Sarker
Chairman of the Board of Directors
Dhaka Bank PLC

Friday, 14 November 2025, 04.15 – 04.30 PM

Mr. Abdul Hai Sarker is one of the most successful entrepreneurs and industrialists in Bangladesh for more than 4 decades with eminence. He was born on 15 December 1946 in a respectable Muslim family of Sirajganj. He obtained his Post-Graduation Degree in Management from the University of Dhaka in the year 1970. Soon after completing his studies, he established his own business named Purbani Traders. Subsequently, he turned this business undertaking into a full-fledged 'Purbani Group' in 1974. Now it is one of the largest & oldest Textile conglomerates spreading over agro-processing & seafood business in Bangladesh.

Mr. Sarker was a fellow member of Liverpool-based International Cotton Association (ICA), an internationally accredited body of cotton in the world, of which he was the Associate Director for 6 (six) consecutive years. Over and above, he is also one of the founders of Dhaka Bank Limited, holding the position of founder Chairman. He was President of Bangladesh Textile Mills Association (BTMA), a national trade body of Yarn & Fabrics manufacturers, for successive 2 (two) terms. In addition, he was the Director of the Federation of Bangladesh Chambers of Commerce & Industries (FBCCI). Mr. Abdul Hai Sarker, Chairman of the Board of Directors of Dhaka Bank PLC, has been elected Chairman of the Bangladesh Association of Banks (BAB). He has been awarded as a Commercially Important Person (CIP) several times by the Government of Bangladesh in recognition of his remarkable contribution to the national economy.

Mr. Sarker has also been elected as the President of the Bangladesh Tennis Federation (BTF). Apart from his business activities, Mr. Sarker is also actively involved with various CSR activities in Bangladesh. He was also the former Chairman of the ESTCDT (Education, Science, Technology & Cultural Development Trust) of the Independent University, Bangladesh (IUB) for 2 terms, as well as Chairman of the Board of Trustees. He has also established schools, colleges, mosques, etc.

INDUSTRY TALK



A. Matin Chowdhury
Managing Director
New Asia Group

Friday, 14 November 2025, 04.30 – 04.45 PM

Mr. A. Matin Chowdhury is a prominent Bangladeshi industrialist and philanthropist, serving as the Managing Director of New Asia Group, a vertically integrated textile conglomerate encompassing entities like Rahim Textile Mills Ltd., Malek Spinning Mills Ltd., Knit Asia Ltd., and New Asia Ltd. A veteran of the 1971 Liberation War, he voluntarily retired from the Bangladesh Army as a Major to join the family business. His leadership has been instrumental in the group's expansion and sustainability initiatives, including achieving LEED Platinum certification for Knit Asia Ltd., recognized as the third-best green factory globally.

Beyond his corporate roles, Mr. Chowdhury is deeply involved in social causes, serving as the founder trustee and former Chairman of the Education, Science, Technology and Cultural Development Trust (ESTCDT), the founding body of Independent University, Bangladesh (IUB). He has also held significant positions in various non-profit organizations, including the Diabetic Association of Bangladesh (DAB), Bangladesh Enterprise Institute (BEI), Bangladesh Legal Aid and Services Trust (BLAST), and Underprivileged Children's Education Programme (UCEP). With over five decades of experience in the textile sector, Mr. Chowdhury continues to influence both industry and society through his visionary leadership and commitment to sustainable development.

INDUSTRY TALK



A.S.M. Mainuddin Monem
Managing Director and CEO
Abdul Monem Limited

Saturday, 15 November 2025, 02.30 – 02.55 PM

A.S.M. Mainuddin Monem is a Harvard Business School–trained entrepreneur and the Managing Director and CEO of Abdul Monem Limited, one of Bangladesh's most respected conglomerates with interests in beverages, ice cream, food, dairy, construction, energy, and more recently green energy. Before returning to Bangladesh, he began his career in the United States in investment banking, gaining global financial and strategic experience. A visionary industrialist, he established the country's first private economic zone and has championed partnerships with world-leading brands such as Coca-Cola, Honda, and Archroma.

Mr. Monem envisions the **Abdul Monem Economic Zone** as a **next-generation industrial ecosystem**. An **incubator for innovation, advanced manufacturing, and the digital economy**. Designed with **Environmental, Health, and Social (EHS) excellence** at its core, the Zone aims to foster sustainable growth while nurturing technology-driven enterprises, startups, and IT-sector investments. His vision is to create a smart, inclusive platform where sustainability, innovation, and entrepreneurship converge to position Bangladesh within the global value chain while opening avenues for future partnerships in this grand venture of innovation and growth. Finally, a member of the South Asia Advisory Board (SAAB) at Harvard Business School, Mr. Monem contributes to advancing regional collaboration, leadership development, and sustainable enterprise across South Asia.

Under his leadership, Abdul Monem Limited has played a pivotal role in nation building through landmark infrastructure projects including the **Padma Multipurpose Bridge, Dhaka Metro Rail (MRT),** and **major national highways under ADB and World Bank financing**, initiatives that have redefined connectivity and economic opportunity across Bangladesh. Widely recognized for his leadership in governance, sustainability, and industrial transformation, Mr. Monem continues to drive Bangladesh's progress through innovation, ethics, and inclusive enterprise.

INDUSTRY TALK



Niaz Rahim
Group Managing Director
Rahimafrooz Bangladesh Ltd.

Saturday, 15 November 2025, 10.25 – 10.45 AM

Niaz Rahim is the Group Managing Director at Rahimafrooz Bangladesh Ltd., one of the country's most respected business conglomerates, founded by his father, Abdur Rahim, in 1954. As a key member of the second generation leading the family enterprise, Niaz Rahim has been instrumental in driving Rahimafrooz's transformation, expanding its footprint from traditional trading into diversified sectors such as automotive aftermarket, power and energy solutions, solar technology, and modern retailing through the pioneering brand Agora. He is widely respected for his unwavering commitment to integrity and values in business, often reaffirming that Rahimafrooz will never compromise on honesty for the sake of profit — a principle that continues to shape the group's legacy and leadership.

Academically, Niaz Rahim completed his graduation in law at the University of Dhaka and later earned an MBA from Concordia University in Canada. In addition to his business leadership, he has been actively involved in various professional and social organizations. He has served as a General Body Member of the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI), representing the country's accumulator and Battery industry, as well as the supermarket industry. He is also the founding chairman of the Center for Zakat Management (CZM). He had also served as an independent Board member of the Bangladesh Development Bank (BDBL), Agrani Bank, and Asia Pacific General Insurance Co. Ltd.

INDUSTRY TALK



Dr. Arif Dowla
Managing Director
ACI PLC

Saturday, 15 November 2025, 02.55 – 03.15 PM

Dr. Arif Dowla is the Managing Director of Advanced Chemical Industries (ACI) Limited, a leading Bangladeshi conglomerate with a diverse portfolio in pharmaceuticals, agribusiness, consumer goods, and retail. He has been with ACI since 2000, first as Deputy Managing Director and later as Managing Director from 2005. Dr. Dowla holds a Ph.D. in Mathematics from the University of California, San Diego, and is recognized as a Young Global Leader by the World Economic Forum in 2009.

His leadership has been pivotal in ACI's expansion and innovation, with notable ventures like SHWAPNO. Additionally, he serves as the Honorary Consul of Belgium in Bangladesh and holds key positions in various organizations, including being the Vice Chairman of Mutual Trust Bank Limited. His strategic vision has played a crucial role in ACI's growth and its impact on Bangladesh's economic landscape.

INVITED SPEAKER



Emeka Egeson
Assiniboine Community College
Peters School of Business, Canada

Emeka Egeson is a business educator, organizational leader, and award-winning practitioner in human resources, continuous improvement, and community economic development. He currently serves as Faculty at Assiniboine Community College's Peters School of Business, where he was recognized with the **2025 ACBSP Teaching Excellence Award (Region 11)** for innovation in business and HR education. With over 15 years of leadership experience across Canada and internationally, Emeka has held senior roles, including CEO of Sioux Valley Economic Development Corporation, Executive Director of the Brandon Downtown Development Corporation, and senior management positions in banking and manufacturing.

A Certified Professional in Human Resources (CPHR), Project Management Professional (PMP), PROSCI Change Management Practitioner, and Lean Greenbelt, Emeka combines technical expertise with a people-centered leadership style. Emeka holds dual MBAs in Community Economic Development (Cape Breton University) and Finance & General Management (Obafemi Awolowo University), as well as advanced credentials in leadership and municipal administration. His research focuses on financial inclusion, ethical business practices, and the impact of technological and pedagogical innovation on shaping sustainable business education.

INVITED SPEAKER



Prof. Dr. MD Baniamin Sarder
Bowling Green State University (BGSU), USA

Dr. Sarder, a Distinguished Professor and Director at BGSU's School of Engineering, has a prolific career in academia and research. With a vast portfolio of publications and grants, he's recognized for his significant contributions to the fields of industrial and systems engineering. Dr. Sarder has authored five books, seven book chapters, and published more than 100 scholarly articles, predominantly in the logistics and supply chain domains. Two of his textbooks, including "Fundamentals of Economics for Applied Engineering" with CRC Press and "Logistics Transportation Systems" with Elsevier, are used in many universities nationally and internationally.

Dr. Sarder served as a PI and Co-PI on more than 30 grants ($35+ million) funded by several agencies, including the U.S. Department of Transportation, the U.S. Department of Commerce, the U.S. Department of Defense, and the National Science Foundation. Notably, he served in various leadership roles within professional societies, including IISE, ASEE and ABET. He received multiple awards in research, teaching, and professional services. He is a U.S. Fulbright scholar and collaborated internationally in supply chain resiliency research. Dr. Sarder's multifaceted expertise has made a lasting impression in the academic and industrial realms alike.

INVITED SPEAKER



Dr. Ferdoush Saleheen
Sharjah Maritime Academy, UAE

Dr. Ferdoush Saleheen is an accomplished academic and industry professional with over 20 years of combined experience in Supply Chain Management (SCM), Logistics, and Business Transformation across multinational corporations, national conglomerates, and higher education institutions in Asia and the Middle East.

Before joining Sharjah Maritime Academy (SMA) as an Assistant Professor in March 2025, he served full-time at the Higher Colleges of Technology (HCT), UAE, and as Academic Program Chair. In academia since 2014, Dr. Saleheen has taught at leading Bangladeshi universities such as BRAC University and the University of Liberal Arts Bangladesh (ULAB) and served as a guest speaker at the University of Hull (UK).

Earlier, he held several C-level and senior leadership roles in the FMCG, electronics, retail, and agribusiness sectors, including Chief Supply Chain Officer at Partex Star Group (Danish), Akij Food and Beverage Limited, and Head of Supply Chain at LG Butterfly Bangladesh. He has conducted over 100+ corporate training programs, produced 34+ publications, including book chapters, Scopus/WoS journal articles, and international conference papers, and serves on editorial boards of various journals.

He holds a Ph.D. in Operations Management from Universiti Utara Malaysia (UUM) and an M.S. in Logistics from the University of Texas at Arlington (USA), and an MBA from Victoria University (Australia). He is a Chartered Fellow (FCILT) of the Chartered Institute of Logistics and Transport (CILT International, UK) and currently acts as series co-editor of Sustainable Industry-Focused Supply Chain Management, a new book series with Taylor & Francis Group (CRC Press, USA).

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**	

09:00 AM – 09:30 AM	**Inaugural Ceremony**	Ballroom

Chief Guest: Dr. Hossain Zillur Rahman, *Executive Chairman, PPRC*
Special Guests: 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

Speaker:	Dr. Hossain Zillur Rahman, *Executive Chairman, PPRC and Chairperson, BRAC*
Session Chair:	Prof. Dr. Niaz Ahmed Khan, *Vice Chancellor, University of Dhaka*

10:00 AM – 10:45 AM	**Industry Talk (1) & (2)**	Ballroom

Speakers:	Syed Nasim Manzur, *Managing Director, Apex Footwear Limited*
	Dr. Derek Westfall, *Oregon State University, USA*
Session Chairs:	Prof. Dr. Jonathan Liu, *Manchester Business School, UK* Prof. Dr. Daniel W. Lund, *Pro-Vice Chancellor, IUB*

10:45 AM – 11:00 AM	**Tea Break**

11:00 AM – 12:30 PM	**Parallel Session 1A** **Accounting & Economics**	Room: A

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 Ahmmed, 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 Ferdaus, Md Khaled Saifullah

11:00 AM – 12:30 PM	**Parallel Session 1B** **Banking & Finance**	Room: B

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 Determintasmants 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, Rashadoujjaman 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, Sapnil 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

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

Session Chairs:	Prof. Dr. Nazrul Islam Asst. Prof Dr. Md. Hasan Maksud Chowdhury
Moderator:	Khwaja 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

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

12:30 PM – 02:15 PM	**Lunch Break & Prayer**	Ballroom

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

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

Speakers:	Prof. Dr. Jonathan Liu, *Manchester Business School, UK* Prof. Dr. Maniam Kaliannan, *University of Nottingham Malaysia*
Session Chairs:	Prof. Dr. Farid A. Sobhani, *Vice Chancellor, Eastern University, Bangladesh* Dr. Derek Westfall, *Oregon State University, USA*

04:15 PM – 04:45 PM	**Industry Talk (3) & (4)**	Ballroom

Speakers:	Abdul Hai Sarker, *Chairman, Dhaka Bank PLC* A. Matin Chowdhury, *Managing Director, New Asia Group*
Session Chairs:	Prof. Dr. Abdul Hannan Chowdhury, *Vice Chancellor, North South University* Dr. Ferdoush Saleheen, *Sharjah Maritime Academy, UAE*

04:45 PM – 05:00 PM	**Tea Break**

05:00 PM – 06:30 PM	**Parallel Session 2A** **Supply Chain Management**	Room: A

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 Nurol 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

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

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

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

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. Mahbubul 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
1148	Beyond the RMG: Diversifying Bangladesh's Export Basket Through Green Industrial Parks and Technology-Driven Sustainable Manufacturing in Emerging Sectors	Stephen Argho Das, Intisar Jaman Chowdhoury, Md. Mortuza Ahmed

06:30 PM – 08:00 PM	**Academia-Industry Discussion (1)**	Ballroom

Welcome Remarks: Prof. Dr. M. Tamim, *Vice Chancellor, IUB*

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

08:00 PM – 09:00 PM	**Dinner** (Only for Registered Participants)	Ballroom

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**

09:00 AM – 10:00 AM	**Keynote Presentation (4) & (5)**	Ballroom

Speakers:	Prof. Dr. Rajah Rasiah, *University of Malaya, Malaysia* Dr. Ahmad Ahsan, Director, *Policy Research Institute (PRI), Bangladesh*
Session Chairs:	Prof. Dr. Abdur Rab, *Vice Chancellor, International University of Business Agriculture and Technology* Prof. Dr. Shahjahan Khan, *Vice Chancellor, Asian University of Bangladesh*

10:00 AM – 10:45 AM	**Industry Talk (5) & (6)**	Ballroom

Speakers:	Dr. Ben Bvepfepfe*, Leeds Trinity University & CILT, UK*
	Niaz Rahim, *Group Director, Rahimafrooz Bangladesh Ltd.*
Session Chairs:	Prof. Dr. M M Nurul Absar, *Vice Chancellor, Chittagong Independent University* Prof. Dr. Maniam Kaliannan, *University of Nottingham Malaysia*

10:45 AM – 11:00 AM	**Tea Break**

11:00 AM – 12:30 PM	**Parallel Session 3A** **Environment & COVID-19 Impact**	Room: A

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 Ahmmed
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 Ahmmed 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

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

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 Hossian, 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

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

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 Rahaman, 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**

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

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

Speakers:	ASM Mainuddin Monem, *CEO & Managing Director, Abdul Monem Group* *Dr. Arif Dowla, Managing Director, ACI PLC*
Session Chairs:	Dr. Ben Bvepfepfe*, Leeds Trinity University & CILT, UK* Dr. Ahmad Ahsan, Director, *Policy Research Institute (PRI), Bangladesh*

03:15 PM – 03:30 PM	**Coffee Break**

03:30 PM – 05:00 PM	**Parallel Session 4A** **Economics**	Room: A

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

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

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. Tazuare 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

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 Chakrabortty
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

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

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 Practices 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

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, RaiyanAhmed, 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

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-Ul-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

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

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 Mokarabbin 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

Welcome Remarks: Prof. Dr. M. Tamim, *Vice Chancellor, IUB*

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

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

Chief Guest: Didar A. Husain, *Chairman, BoT, IUB*
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**

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 Mokarabbin 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

Conference Committees

Honorary General Chair:

- Prof. Dr. Raisul Awal Mahmood

General Chair:

- Prof. Dr. Md. Mamun Habib

Program Chair:

- Prof. Dr. Shahriar Kabir
- Dr. Rezwanul Alam

Advisory Boards:

- Prof. Daniel W. Lund
- Khandker Md Iftekhar Haider
- Prof. Dr. Nazrul Islam
- Prof. Dr. Abul Hasnat M Salimullah
- Prof. M Arshad Momen
- Asif Parvez
- Kazi Md Husamuddin
- Ashraful Amin
- Brig. Gen Ridwan-Al-Mahmood (Retd)
- A S M Shah Alam
- Jyotishi Das
- Mushahid Ahmed Chowdhury
- Shahajada Masud Anowarul Haque
- Lt Col Isteag Ahammad (Retd)
- Dr.Md. Hasan Saimum Wahab

Conference Secretariat:

- Dr. Md. Khaled Saifullah (Chair)
- Dr. Maqbool Kader Quraishi (Co-chair)
- Dr. Imtiaz Ahmed Nevin (Co-chair)
- Seeratus Sabah
- Shamil M. Al-Islam
- Md. Aminul Islam
- Nabila Maruf
- Shayla Tazminur
- Tarannum Azim
- Md. Tanvir Islam

Executives of Conference Secretariat:

- Jannatul Ferdoush Oishy
- Tamim Forhad Shuvo
- Nafisa Yesmin
- Md. Shiraton Nobi Rajon
- Amina Binte Awal
- Afra Baig
- Ruzzatin Shabila Korshi

Publication Committee:

- Dr. S M Sohel Rana (Chair)
- Dr. Ikramul Hasan (Co-chair)
- Dr. Safayet Rahman (Co-chair)
- Dr. Nushrat Jahan (Co-chair)
- Dr. Md. Aftab Anwar
- Md. Safiuddin
- Nabila Kamal Promy
- Md. Azzajur Rahman
- Nahin Sultana
- Anika Ibnat
- Nur-E-Alam Siddiki
- Ms. Kaniz Sakina
- Ms. Novera Nahar Bhuiyan

Industry Outreach:

- Farzana Chowdhury (Chair)
- Mohammad Fahad Noor (Co-chair)
- Afnan Yusuf
- Khwaja Saifur Rahman
- Md Kamrul Islam
- Nahida Akhter Naiema
- Zerin Momtaz Chowdhury
- Bablu Nasir
- Md. Sharif Hossain

Technical Committee Members

Branding Committee:

- Suman Prosad Saha (Chair)
- Iftekhar M ahfuz (Co-chair)
- Abdullah Al Ahad
- Anwar Zahid
- Mohammed Naveed Adnan Siddiquee
- Ashia Khatun Tamanna
- Effat Binte Kabir

Organizing Committee:

- Samina Kabir (Chair)
- Md Zahidul Hasnain
- Md. Ashique Mahbub
- Md. Suruzzaman Sheikh
- Muhammad Enamul Huq
- Meemnaz Meem
- Shafiul Alam
- Md. Ahasan Habib
- Masira Masum
- Yeasdina Islam
- Rakib Chowdhury
- Asif Mahamud Khan

Track Chairs:

- *Operations Management:* Dr. Aftab Anwar
- *Accounting:* Dr. Rushdi Md. Rezaur Razzaque
- *Finance:* Dr. Samiul Parvez Ahmed
- *Human Resource Management:* Dr. Ikramul Hasan
- *Marketing:* Mohammed Sohel Islam and Dr. Easnin Ara
- *Economics:* Dr. Md. Shahnawaz Karim and Dr. N N Tarun Chakravorty
- *Management Information System:* Dr. Abul Bashar
- *International Business:* Hanif Mahtab

International Members:

- Prof. Dr. Fatimah Binti Kari, University of Malaya, Malaysia
- Dr. Muhammad Mehedi Masud, University of Malaya, Malaysia
- Dr. Nazia M Habib, University of Cambridge, UK
- YBhg. Prof. Datin Paduka Dr. Samsinar binti Md. Sidin, Vice Chancellor, UNIRAZAK, Malaysia.
- Prof. Dr. Premkumar Rajagopal, Vice Chancellor, Malaysia University of Science & Technology, Malaysia
- Prof. Dr. Zulkifflee Bin Mohamed, Deputy Vice-Chancellor, Universiti Tun Abdul Razak (UNIRAZAK), Malaysia
- Prof. Dr. Dra. C. Whidya Utami, School of Business and Management, Universitas Ciputra Surabaya, Indonesia
- Prof. Dr. R. P. Mohanty, Former Vice-Chancellor, Siksha O Anusandhan University, India
- Prof. Dr. Erick C. Jones, University of Nevada, Reno, USA
- Prof. Dr. Abu Bakar Abdul Hamid, Infrastructure University Kuala Lumpur (IUKL), Malaysia
- Professor Dr. Christopher Gan, Lincoln University, New Zealand
- Prof. Dr. Nikolqy Shterev, University of National and World Economy (UNWE), Bulgaria
- Assoc. Prof. Dr. Ehsan Latif, Associate Dean, Thompson Rivers University, Canada
- Prof. Dr. Minsoo Lee, Economic Research and Regional Cooperation Department (ERCD), ADB
- Prof. Dr. B. Chandrachoodan Nair, Institute of Technology Mayyil, India
- Prof. Dr. Hui-Ming Wee, Chung Yuan Christian University, Taiwan
- Prof. Dr. Tzong-Ru Lee, National Chung Hsing University, Taiwan
- Prof. Dr. Bishnu Prasad Mishra, Assam Kaziranga University
- Prof. Dr. Nachiappan Subramanian, University of Sussex, UK
- Prof. Dr. Roshima Hj Said, Universiti Teknologi MARA Kedah, Malaysia
- Prof. Dr. Zeki Ayag, Kadir Has University, Turkey
- Prof. Piyush Singhal, GLA University, Mathura, India
- Prof. Dr. Veera Pandiyan Kaliani Sundram, UiTM, Malaysia
- Prof. Dr. Mohd Nasrun bin Mohd Nawi, Universiti Utara Malaysia
- Prof. Ramayah Thurasamy, Universiti Sains Malaysia
- Assoc. Prof. Dr. Philip P. Ermita, PUP, Philippines
- Assoc. Prof. Dr Rasidah Hamid, UiTM, Malaysia
- Assoc. Prof. Dr. Ikrom Mirzarustamovich Rikhsiboev, Dean of Graduate School, Westminster International University, Uzbekistan
- Assoc. Prof. Dr. Eley Suzana Kasim, UiTM, Malaysia
- Assoc. Prof. Dr. Razamin Ramli, Universiti Utara Malaysia
- Assoc. Prof. Dr. Ali Turkyilmaz, Nazarbayev University, Kazakhstan
- Assoc. Prof. Dr. Rohana Kamaruddin, UiTM, Malaysia
- Assoc. Prof. Dr. Zarina Salleh, Universiti Teknologi MARA, Malaysia
- Assoc. Prof. Dr. Rohana Ngah, Universiti Teknologi MARA, Malaysia
- Assoc. Prof. Dr. Mohd Rizaimy Shaharudin, UiTM, Malaysia
- Assoc. Prof. Dr. Qing LU, International University of Rabat, Morocco
- Assoc. Prof. Dr. Noor'ain Mohamad Yunus, UiTM, Malaysia
- Assoc. Prof. Dr. Erne Suzila Kassim, UiTM, Malaysia
- Assoc. Prof. Dr. Naffisah Mohd Hassan, UiTM, Malaysia
- Assoc. Prof. Dr. Siti Noorsuriani Ma'on, UiTM, Malaysia
- Assoc. Prof. Dr. Geetha Subramaniam, UiTM, Malaysia
- Assoc. Prof. Dr. Risyawati binti Mohamed Ismail, UUM, Malaysia
- Assoc. Prof. Dr. Rabiul Islam, Universiti Utara Malaysia

- Assoc. Prof. Dr. John Jeyasingam Thambirajah, AIMST University, Malaysia
- Prof. Dr. Gazi Md. Nurul Islam, Universiti Tun Abdul Razak, Malaysia
- Assoc. Prof. Dr. Ravi Kant, SVNIT, Surat, India
- Asst. Prof. Dr. Ayon Chakraborty, IIT, Madras, India
- Assoc. Prof. Dr. Pairach Piboonrungroj, Chiang Mai University, Thailand
- Asst. Prof. Dr. A S A Ferdous Alam, Universiti Utara Malaysia
- Assoc. Prof. Dr. Farhana Tahmida Newaz, Universiti Tun Abdul Razak
- Dr. Gai Sin Liem, President, Association of International Business and Professional Management (AIBPM), Indonesia
- Dr. I Gede Agus Widyadana, Sepuluh Nopember Institute of Technology (ITS), Indonesia
- Dr. Kwang-Seok Choi, National Institute of Occupational Safety and Heath, Japan
- Dr. Ir. Syarif Hidayat, the University of Al Azhar Indonesia
- Dr. Anupama Devendrakumar, VinUniversity, Vietnam
- Dr. Muhammad Imran Qureshi Teesside University, UK
- Dr. Shatina Saad, Universiti Teknologi MARA, Malaysia
- Prof. Dr.Arpita Basak, School of Commerce & Management, Mohan Babu University, Tirupati, India
- Dr. Hasanul Banna, Manchester Metropolitan University, UK
- Dr. Md Aslam Mia, Universiti Sains Malaysia, Malaysia
- Prof. Amit Mittal, Pro Vice-Chancellor, Chitkara University, India
- Prof. Dr. Gopinath Chintala, Director, MITS, Rayagada, India
- Dr. Sarana Photchanachan, Shinawatra University, Thailand
- Dr. Prasun Das, Indian Statistical Institute, Kolkata, India
- Prof. Abhijit Das, Gitarattan International Business School, New Delhi, India

External Members:

- Professor Dr. Shahjahan Khan,Vice Chancellor, Asian University of Bangladesh
- Prof. Dr. Md. Golam Samdani Fakir, Ex-Vice Chancellor, Green University
- Prof. Dr. H.M. Jahirul Haque, Vice Chancellor, Canadian University of Bangladesh
- Prof. Imran Rahman, Vice Chancellor, University of Liberal Arts Bangladesh
- Prof. Dr. Abdur Rab, Vice Chancellor, International University of Business Agriculture and Technology
- Prof. F. A. Sobhani, PhD, V.C., Eastern University, Bangladesh
- Prof. Mir Mohammed Nurul Absar, Ph.D., V.C., Chittagong Independent University
- Prof. Dr. Anwar Hossain, American International University Bangladesh
- Prof. Kazi Shahdat Kabir, PhD, Pro Vice-Chancellor, City University, Bangladesh
- Professor Dr. Farah Hasin, Dhaka University
- Prof. Dr. A.K. Enamul Haque, UCSI Malaysia, Bangladesh Campus
- Commodore M Ziauddin Alamgir, Former Dean, Bangabandhu Sheikh Mujibur Rahman Maritime University
- Prof. Dr. Mohammed Masum Iqbal, Pro-V.C, Daffodil International University
- Prof. Dr. Muhammad Mahamood Hasan, Shahjalal University of Science and Technology
- Prof. Khandoker Mahmudur Rahman, United International University
- Prof. Dr. Abdul Hannan Chowdhury, V.C., North South University
- Prof. Dr. Shakila Yasmin, Institute of Business Administration, University of Dhaka
- Prof. Dr. Mohammad Rafiqul Islam, Department of Mathematics and Natural Sciences, BRAC University
- Prof. Dr. Ireen Akter, Institute of Business Administration, Jahangirnagar University
- Prof. Dr. Mohammad Iqbal, Department of Industrial and Production Engineering, Shahjalal University of Science and Technology

- Prof. Dr. Md Khairul Islam, Department of Business Administration, Shahjalal University of Science and Technology
- Prof. Dr. Manzur H. Khan, American International University-Bangladesh
- Assoc. Prof. Dr. Ziaur Rahman, Faculty of Business Studies, Bangladesh University of Professionals
- Prof. Dr. Mohammad Rabiul Basher Rubel, BRAC Business School, BRAC University
- Prof. Dr. Mohammad Solaiman, Faculty of Business Studies, Comilla University.
- Prof. Dr. Shaikh Rafiqul Islam, Faculty of Business, Jaggannath University.
- Prof. Dr. Imranul Hoque, Faculty of Business, Jaggannath University.
- Prof. Dr. Md. Rakibul Hoque, Faculty of Business Studies, Dhaka University
- Prof. Dr. Mohammad Anisur Rahman, Faculty of Business Studies, Dhaka University
- Prof. Syed Manzur Quader, Ph.D., CIU Business School, Chittagong Independent University
- Prof. Mohammad Nayeem Abdullah, Ph.D., CIU Business School, Chittagong Independent University
- Prof. Selim Ahmed, Ph.D. Dean, World School of Business, World University of Bangladesh
- Prof. Dr. Kazi Ali Imam, Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU), Bangladesh
- Prof Dr Zahedul Alam, Faculty of Business Studies, Bangladesh University of Professionals (BUP)
- Assoc. Prof. Halima Begum, Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU), Bangladesh
- Assoc. Prof. Dr. Mohammad Nazir Hossain, Bangabandhu Sheikh Mujibur Rahman Maritime University (BSMRMU), Bangladesh
- Dr. Razon Chandra Saha, Former Head of Research and Innovation, Saif Powertec Limited, Bangladesh
- Dr. Mohammad Rashidul Hassan, Dhaka University of Engineering & Technology, Gazipur
- Dr. Md. Anowar Hossain Bhuiyan, National University of Bangladesh, Gazipur
- Dr. Md. Wahidul Habib, Adjunct Faculty, Independent University, Bangladesh
- Assoc. Prof. Dr. Md. Mahbub Alam, Adjunct Faculty, Independent University, Bangladesh
- Assoc. Prof Syed Ali Fazal, BRAC Business School, Brac University
- Colonel A H M Yeaseen Chowdhury, Research Director, Bangladesh Institute of International and Strategic Studies
- Prof. Dr. Syed Akhter Hossain, Academic Advisor, UCSI University, Bangladesh
- Prof. Dr. Ishrat Jahan, Dean, Faculty of Business Administration, Southern University
- Asst. Prof. Dr Khandker Md Nahin Mamun, Chair, Department of International Business and Marketing, North South University
- Assoc. Prof. Mohammad Abdullah Al Mamun, Dean, School of Business, University of South Asia
- Prof. Dr. Zulfiqar Hasan, Dean, Faculty of Business and Economics, City University
- Assoc. Prof. Dr. Farhana Ferdousi, Director at Southeast Business School, Southeast University
- Prof. Dr. Mohammad Rokibul Kabir, Dean, School of Business, Daffodil International University
- Assoc. Prof. Dr. Farhana Yasmin Liza, Department of Business Administration, Shanta Mariam University of Creative Technology
- Asst. Prof.Dr. Mohammaed Ataullah Khaled, Islamic Studies, Cox Bazar University

AFFILIATED JOURNALS

- Journal of Economics and Development
  https://www.emeraldgrouppublishing.com/journal/jed
- International Journal of Supply Chain Management (IJSCM)
  https://ojs.excelingtech.co.uk/index.php/IJSCM
- Universal Journal of Operations and Management (UJOM)
  https://ojs.wiserpub.com/index.php/UJOM/login
- Advanced Business and Finance
  https://consortiumpublisher.com/JournalEditorial/17/advanced-business-and-finance
- Supply Chain Research
  https://ojs.as-pub.com/index.php/SCR
- International Journal of Applied Business and International Management (IJABIM)
  https://ejournal.aibpmjournals.com/index.php/IJABIM/index
- Social Lens
  https://socialsciencesresearch.com/SL/about
- International Supply Chain Technology (ISCT) Journal
  https://isctj.com/index.php/isctj/login?source=%2Findex.php%2Fisctj%2Fhome
- Independent Business Review
  http://www.sbe.iub.edu.bd/ibr/
- BUFT Journal of Business and Economics (BJBE)
  https://buft.edu.bd/research/buft-journal-of-business-and-economics

AFFILIATED BOOK CHAPTERS

Taylor & Francis
Taylor & Francis Group

Sustainable Industry Focused Supply Chain Management

Editors: Prof. Dr. Md. Mamun Habib, Prof. Dr. Erick Jones, Sr & Dr. Ferdoush Saleheen, ***CRC Press, Taylor & Francis Group***

SPRINGER NATURE

Sustainable Inventory Management in Global Operations

Editors: Prof. Dr. Md. Mamun Habib & Dr. Mahbubul Hye (Tofa), ***Springer Nature***

Independent Business Review (IBR)

ISSN: 2521-2990 (Online) 1996-3572 (Print)

Call for Papers

IBR is a bi-annual academic journal, published by **School of Business and Entrepreneurship of IUB,** that adheres to rigorous international standards and employs a blind peer-review process for all submitted articles. Its primary objective is to enhance both pedagogical and scholarly pursuits by disseminating research-driven papers, comprehensive reviews, case analyses, and critiques of relevant literature in the business management area.

Journal Scope

- Green Banking & Inclusive Finance
- Social Business & Entrepreneurship
- Human Resource Management
- Management Information Systems
- Supply Chain Management
- Strategic Management & Leadership
- Organizational Behavior
- Marketing & Consumer Behavior
- Finance, Banking & Investment
- Entrepreneurship & Innovation
- Business Analytics
- Digital Transformation
- International Business & Trade
- Sustainable Business & CSR
- Economics & Public Policy

Editor-in-Chief

Prof. Dr. Md. Mamun Habib
School of Business and Entrepreneurship, Independent University, Bangladesh
Visiting Scientist, University of Texas – Arlington (UTA), USA
Adjunct Professor, Graduate School of Business, Universiti Tun Abdul Razak (UNIRAZAK), Malaysia
mamunhabib@iub.edu.bd

Associate Editors

Dr. Ikramul Hasan
Department of HRM
ikramul@iub.edu.bd

Dr. Md. Khaled Saifullah
Department of Economics
khaled@iub.edu.bd

Managing Editor

Md. Aminul Islam
Department of MIS
islam@iub.edu.bd

Author Guidelines and Review Process

Details information for author guidelines and review process are available at:
http://www.sbe.iub.edu.bd/ibr/

Important Dates

Vol. 15, No. 2 [December 2025]
Full Paper Submission Deadline: December 15
Acceptance/Rejection Notification: December 25
Publication: December 31

IBR Indexing

EBSCO Discovery Service
Google Scholar
J-Gate

CONFERENCE SPONSORS

PLATINUM SPONSORS

Apex | গার্ডিয়ান | DHAKA BANK PLC. EXCELLENCE IN BANKING

GOLD SPONSORS

NEW ASIA GROUP | Abdul Monem Ltd. Touching lives

SILVER SPONSORS

ACI Motors | RAHIMAFROOZ Enriching Lives with Your Trust

ABISTA FS LIMITED

SUPPORTING SPONSORS

ডাচ্-বাংলা ব্যাংক আপনার বিশ্বস্ত সহযোগী | MATADOR Stationery

CONFERENCE PARTNERS

ACADEMIC PARTNERS

UNIVERSITI MALAYA

INSTITUT ASIA-EROPAH
Asia-Europe Institute

University of Nottingham
UK | CHINA | MALAYSIA

UNIVERSITY OF TEXAS ARLINGTON

INTERNATIONAL BUSINESS SCHOOL

UNIRAZAK
UNIVERSITI TUN ABDUL RAZAK

POLYTECHNIC UNIVERSITY OF THE PHILIPPINES 1904

SIU
INTERNATIONAL

ORGANIZATIONAL PARTNERS

AUSTRALIA-INTERNATIONAL
COLLABORATIVE RESEARCH ORGANISATION

TIIKM

BSPUA
Bangladesh Society for Private University Academics

HOSPITALITY PARTNER

THE WESTIN
DHAKA

KNOWLEDGE PARTNER

Bangladesh
BRAND
FORUM
Inspiring the Nation

ডাচ্-বাংলা ব্যাংক ভিসা সিগনেচার এবং মাস্টারকার্ড ওয়ার্ল্ড ক্রেডিট কার্ড-এর

অফারগুলো আপনার মতোই অনন্য



এই কার্ডের অনন্য অফারগুলোর মধ্যে রয়েছে

- প্রতিবার বিদেশ ভ্রমণকালে ৪ জনের জন্য বিশ্বের বিভিন্ন আন্তর্জাতিক বিমানবন্দর এবং ঢাকা আন্তর্জাতিক বিমানবন্দরের বলাকা লাউঞ্জ ব্যবহার সম্পূর্ণ ফ্রি
- স্কয়ার/ইউনাইটেড/এভারকেয়ার হাসপাতালে বছরে ১ বার ফ্রি স্বাস্থ্য পরীক্ষা
- ডাচ্-বাংলা ব্যাংক-এর নির্ধারিত শাখায় ভিআইপি লাউঞ্জ সুবিধা
- ফ্রি এয়ারপোর্ট পিক এন্ড ড্রপ এবং মিট এন্ড গ্রিট-এর সুবিধা
- নির্ধারিত পাঁচ তারকা মানের হোটেলে ১টি বুফে কিনলে সর্বোচ্চ ৩টি পর্যন্ত ফ্রি সুবিধা
- POS, QR অথবা E-Commerce-এর মাধ্যমে বছরে ৩ লক্ষ টাকা কেনাকাটা করলেই কার্ড-এর বার্ষিক চার্জ সম্পূর্ণ ফ্রি

যত পয়েন্ট তত পুরস্কার

রিওয়ার্ড পয়েন্ট	POS/QR/ E-Commerce-এ কার্ড দিয়ে পেমেন্টের পরিমাণ (টাকা)	সুবিধাসমূহ
৬,০০০ পয়েন্ট	১,৫০,০০০	এক বছরের জন্য সাপ্লিমেন্টারি কার্ডের চার্জ ১০০% মওকুফ/ প্রাইমারি কার্ডের চার্জ ৫০% মওকুফ
১২,০০০ পয়েন্ট	৩,০০,০০০	এক বছরের জন্য প্রাইমারি কার্ডের চার্জ ১০০% মওকুফ
১৬,০০০ পয়েন্ট	৪,০০,০০০	পাঁচ তারকা মানের হোটেলে ফ্রি বুফে ডিনার কুপন
২৫,০০০ পয়েন্ট	৬,২৫,০০০	পাঁচ তারকা মানের হোটেলে এক রাত ফ্রি থাকার ব্যবস্থা
৬০,০০০ পয়েন্ট	১৫,০০,০০০	ঢাকা-ব্যাংকক-ঢাকা ইকোনমি ক্লাস এয়ার টিকেট প্রদান

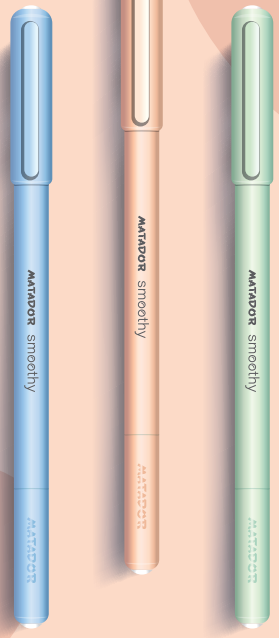
মাত্র ৫০০ টাকা ব্যবহারে ২০ রিওয়ার্ড পয়েন্ট

বিস্তারিত জানতে আমাদের যেকোন শাখায় যোগাযোগ করুন অথবা ডায়াল করুন 16216

*সার্ভ প্রযোজ্য

ডাচ্-বাংলা ব্যাংক
আপনার বিশ্বস্ত সহযোগী

MATADOR smoothy



AWARDED Superbrands BANGLADESH'S CHOICE 2025-26

Corporate Office: Matador Harbour (9th Floor), 102, Azimpur Road Dhaka-1205.

Join us through: /MatadorStationery /MatadorStationery /MatadorStationery www.matador.com.bd

70 YEARS
ENRICHING LIVES

RAHIMAFROOZ

ENRICHING LIVES IN 75+ COUNTRIES AND 64 DISTRICTS OF BANGLADESH



www.rahimafrooz.com

YANMAR
PIONEER IN HARVESTING & TRANSPLANTING TECHNOLOGY

SONALIKA Power Tiller
1/3 OF LAND CULTIVATED BY SONALIKA TRACTOR & ACI POWER TILLER

YAMAHA
Revs your heart
LEADER IN PREMIUM SEGMENT WITH WORLD CLASS AFTER SALES SERVICE & COMMUNITY BASED MARKETING

ACI Motors

Water Pump Diesel Engine
RELIABLE WATER SOLUTION FOR MILLIONS OF PEOPLE

FOTON
FASTEST GROWING COMMERCIAL VEHICLE IN BANGLADESH

ACI Power Solution KOBELCO ECOFLOW
LEADER IN BRAND NEW SEGMENT OF CONSTRUCTION EQUIPMENTS & YOUR RELIABLE POWER BACKUP

16533
8:30 am-6:00 pm

CEAT Tyres Ensure Ultimate Safety
CEAT

HERO MOTO
Hero MOTO is Germany's Number 1 Motor Cycle Brand

SMART

YAMAHA Music

ACI Maize Chopper

Post-Harvesting Solution

Emerging Portfolio
GOODHE

SCAN FOR MORE INFO!

ABISTA FS LIMITED

Bringing Together Experience and Excellence for Your Success

Founded in 2018, ABISTA FS Limited is a dynamic Bangladesh-based service provider offering complete logistics, indenting, supply, and construction support solutions to international partners seeking to establish or expand their local presence.

Our core mission is to provide reliable, efficient, and professional support throughout every phase of a project — from tender participation to project completion.

Contact Us:

abistafsltd@gmail.com



BEST WISHES TO ALL DELEGATES OF ICEBTM 2025

NEW ASIA GROUP

Inspiring Trust through
Crafted Excellence since 1987.
--- shaping a sustainable
future for apparel Industry.

Grow your business with us.

Visit Us :

www.newasia.com



Abdul Monem Ltd.



Late Al-Hajj Abdul Monem
January 1937 - May 2020
Founding Chairman
Abdul Monem Limited

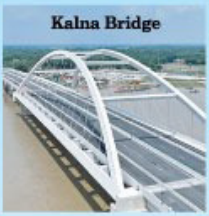


AML is always geared to come up with the right answers & solutions for the public good, the customers, the society & the dream of our beloved father late Abdul Monem in Creating 1 million jobs in our nation building efforts.

ASM Mainuddin Monem
Managing Director & CEO
Abdul Monem Limited

Country's one of the largest Infrastructure Developers







We are at Nation Building



Welcome to The world of Great Taste



Start your Day with Dairy Goodness



World's Most popular Beverage brand Trust Us





ASM Mohiuddin Monem
Additional Managing Director
Abdul Monem Limited



DHAKABANK
SHOPNOJATRA
Your dream of higher studies abroad

Your Bridge to Global Learning from Application to Arrival



SERVICES TAILORED FOR STUDENTS STUDYING ABROAD:

- Sending of Application & Registration Fees
- Processing of Student File
- Remittance of Study Expenses Abroad
- Aspire Dual Currency Prepaid Card Facility

We make your international education journey simple, secure, and successful

*Conditions Apply

16474
+8809678016474
For ISD/Overseas Call
www.dhakabankltd.com

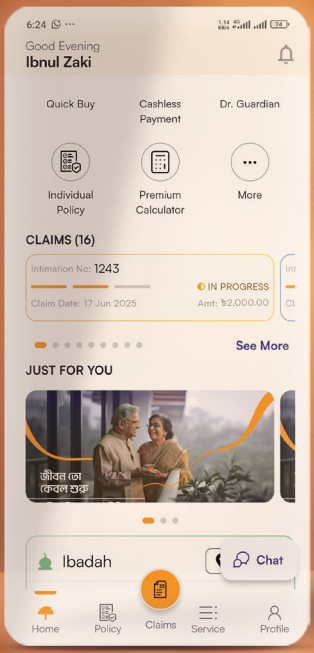
DHAKABANK PLC.
EXCELLENCE IN BANKING

গার্ডিয়ান

ইন্স্যুরেন্সের সবচেয়ে সহজ এবং স্মার্ট সমাধান

এখন আপনার ফোনেই

- Access to all policy document
- Smooth claim processing
- Quick buy
- Easy payment





REDESIGNED GUARDIAN LIFE APP



School of Business and Entrepreneurship
Independent University, Bangladesh (IUB)

Plot 16, Block B, Aftabuddin Ahmed Road
Bashundhara Residential Area, Dhaka 1245, Bangladesh
Web: www.icebtm.iub.edu.bd, Hotline: +880 9612 939393,
Email: icebtm@iub.edu.bd