

DAY 1: SEPTEMBER 20, 2025

VENUE: UNIVERSITY OF ASIA PACIFIC

Track: Human Resource Management

Parallel Session: PS 1A

Time: 14.00 – 15.00

Room No.: 402, Level 4, UAP

Chair: Jawad Sayed

Professor

Suleman Dawood School of Business

Lahore University of Management Sciences (LUMS)

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Paper Code	Paper Title	Discussant	Page No.
HRM 2	The Effects of Hybrid Work Practices on Employee Productivity, Well-Being and Turnover Intention: A Study on the Telecommunication Sector (MNOs) of Bangladesh <i>Umme Fahima Nadia, Shamia Sharah</i>	Dr. Qazi Moinuddin Mahmud Associate Professor Department of Management Faculty of Business Studies, DU Email: arafat132@yahoo.com	1
HRM 4	Employee Adaptability to Change as A Bridge between Sustainable HRM Practices and Organizational Resilience <i>Md. Mehedi Hasan, Sabbir Ahmed</i>	Dr. Qazi Moinuddin Mahmud	2
HRM 9	From Clarity to Advocacy: Exploring the Role of Employer Reputation in the Transparency-Endorsement Link <i>Dr G. M. Shafayet Ullah, Dr M. Nazmul Islam</i>	Dr. Qazi Moinuddin Mahmud	3

Track: Marketing & Consumer Behavior

Parallel Session: PS 1B

Time: 14.00 – 15.00

Room No.: 405, Level 4, UAP

Chair: Dr. Shamsad Ahmed

Professor

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University of Asia Pacific

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Paper Code	Paper Title	Discussant	Page No.
MCB 2	Gadget Promotion and Usage: Adverse Effects on Health and Psychological Well-Being of the Young Generation <i>Dr. Sara Sarwari, Tanvir Ahmed Minar, Samina Huq</i>	Dr. Samir Kumar Sheel Professor Department of Marketing Faculty of Business Studies, DU Email: samir.mkt.du@gmail.com	4
MCB 7	Evaluation of Marketing Variables Influencing Management of Model Pharmacies in Dhaka: Impact on Healthcare System <i>Dr Jesmin Sultana, Rumman Reza, Mohammad Saifuddin, Dr Zakir Hossain Bhuiyan</i>	Dr. Samir Kumar Sheel	5
MCB 8	Evolution of Bangladesh's Pharmaceutical Industry: Opportunities and Challenges under the TRIPS Agreement <i>Md. Hesham Ahmed, Professor Sk. Mahmudul Hasan, Dr. Md. Noor Un Nabi</i>	Dr. Samir Kumar Sheel	6

Track: Climate Change & Sustainability

Parallel Session: PS 1C

Time: 14.00 – 15.00

Room No.: 414, Level 4, UAP

Chair: Dr. Suborna Barua

Professor & Chairman

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Paper Code	Paper Title	D	Page No.
CCS 1	The Impact of Climate Risk and Policy Uncertainty on the Fossil Energy Market <i>Nazim Hossain</i>	Dr. Aditi Shams Associate Professor Department of International Business Faculty of Business Studies, DU Email: aditishams@du.ac.bd	7
CCS 2	Unveiling The Link of Solid Waste, Wastewater Management, Energy Consumption, Emissions, And Performance Monitoring with Environmental Reporting towards Organizational Goodwill, Reputation, And Financial Performance <i>Mohammad Main Uddin, Professor Dr. M. Meherul Islam Khan, Professor Dr. Md. Tazul Islam, Md. Asaduzzaman Babu</i>	Dr. Aditi Shams	8
CCS 3	Exploring the Impacts of Climate Finance on Climate Risk: A Cross-Country Analysis <i>Professor Md. Nur Alam Siddik, Md. Emran Hosen Hosen, Md. Firoze Miah, Professor Dr. M.A. Baqui Khalily</i>	Dr. Farzana Rahman, CF Specialist, Programme Officer - Climate and Sustainable Finance, UNDP	9

Track: Fintech

Parallel Session: PS 1D

Time: 14.00 – 15.00

Room No.: 415, Level 4, UAP

Chair: Dr. Nurul Shahnaz Binti Ahmad Mahdzan

Professor

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Faculty of Business and Economics

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Paper Code	Paper Title	Discussant	Page No.
FIN 1	Do Investments in Information Technology (IT) Substitute for Jobs and Non-IT Capital Expenditures? <i>Dr. Abu Jalal, Dr. Mufaddal Baxamusa</i>	Mohammad Rokibul Kabir, PhD Professor, School of Business and Entrepreneurship, Daffodil International University Email: kabir.accounting@diu.edu.bd	10
FIN 2	Determinants of the Volatility of FinTech Equity Funding and Its Deals Globally <i>Uttam Golder, Professor Suborna Barua</i>	Mohammad Rokibul Kabir, PhD	11
FIN 3	Investigating Overconfidence Bias in Frontier Equity Markets Across Distinct Market States: Evidence from a Deep Learning Approach <i>Muhammad Enamul Haque, Dr. Mahmood Osman Imam</i>	Mohammad Rokibul Kabir, PhD	12

Track(s): Fintech & MIS - Human Technology Interaction

Parallel Session: PS 1E

Time: 14.00 – 15.00

Room No.: 602, Level 6, UAP

Chair: Dr. Gabriele M. Murry

Professor

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Paper Code	Paper Title	Discussant	Page No.
MISHT 1	Trusting the Future: Unveiling Consumer Willingness to Embrace AI Social Service Robots in Hospitality in an Emerging Economy <i>Dr. Md. Shakhawat Hossain, Md Sojib Islam</i>	Dr. Md. Rakibul Hoque Professor Department of Management Information Systems (MIS) Faculty of Business Studies, DU Email: rakibul@du.ac.bd	13
MISHT 2	How A Competitive Model (A-CM) To Determines the Factors Influencing Technology Acceptance Decisions to Use IS-Services by Academic Professionals <i>Gazi Md. Shakhawat Hossain, Md. Solaiman Chowdhury, Iqbal Hossain Moral, Md. Shahinur Rahman, Md. Mehedi Hasan, Atikur Rahman, Md. Nurul Islam Nepo</i>	Dr. Mohammad Anisur Rahman Professor Department of Management Information Systems (MIS) Faculty of Business Studies, DU Email: anisur@du.ac.bd	14
FIN 5	From Cash to Clicks: Behavioral Drivers of Mobile Payment Adoption Among Bangladeshi Gen Z <i>Saiba Hasan Chowdhury, Anindita Karobi Das, Dr. Nazreen Tabassum Chowdhury, Anisul Islam Rohit</i>	Prof. Dr. Anisur Rahman	15

Track: Risk Management, SME & Micro-Finance

Parallel Session: PS 1F

Time: 14.00 – 15.00

Room No.: 609, Level 6, UAP

Chair: Dr. Md. Abdul Khaleque

Associate Professor

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Paper Code	Paper Title	Discussant	Page No.
RMSMEMIF 1	The Expense Preference Behavior in the Microfinance Sector in Bangladesh <i>Dr Taufiq Hassan, Professor Jahangir Chowdhury</i>	Dr. Badrun Nessa Ahmed Senior Research Fellow Bangladesh Institute of Development Studies (BIDS)	16
RMSMEMIF 3	Understanding Poverty Dynamics: Factors Influencing Sustainable Graduation from Poverty <i>Md. Abdul Karim, Professor. Baqui Khalily, Mehadi Hasan</i>	Dr. Badrun Nessa Ahmed	18

Track: Marketing & Consumer Behavior

Parallel Session: PS 1G

Time: 14.00 – 15.00

Room No.: 614, Level 6, UAP

Chair: Dr. Nazma Begum

Professor

Department of Business Administration

University of Asia Pacific

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Paper Code	Paper Title	Discussant	Page No.
MCB 3	Bridging Algorithmic and Behavioural Insights: Understanding Gen Z Engagement Trends in Bangladesh <i>Md Tajbir Ahmed, Maria Jahan Mim</i>	Parveen S. Huda Managing Director, Consulting & Research Gateway Email:pshuda@uap-bd.edu	19
MCB 10	Brand Loyalty in FMCG Market of Bangladesh: A look at the Personal Care Sector <i>Dr G. M. Shafayet Ullah, Raisa Mahbub</i>	Parveen S. Huda	20
MCB 11	Cultural Values' Influence on Brand Preference: A Comparative Study of Local and Foreign Skincare Brands <i>Dr G. M. Shafayet Ullah, Mahmuda Khatun Hafsa, Lucia Diba Gomes, Humaira Islam</i>	Parveen S. Huda	21

Track(s): Accounting & MIS - Human Technology Interaction

Parallel Session: PS 1H

Time: 14.00 – 15.00

Room No.: 615, Level 6, UAP

Chair: Dr. Mahfuzul Hoque

Professor

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Paper Code	Paper Title	Discussant	Page No.
ACC 9	Emerging Directions in Modernizing Financial Auditing Using Artificial Intelligence and Machine Learning Techniques <i>Soumit Biswas, Soumitra Saha</i>	Dr. Niluthpaul Sarker Professor Department of Accounting & Information Systems Jagannath University, Dhaka. Email: niluthpaul@ais.jnu.ac.bd	22
ACC 7	Board Characteristics and Financial Performance in Islamic Banking: Empirical Evidence from Bangladesh <i>Hamida Rowson, Mohammad Rakiv</i>	Dr. Niluthpaul Sarker	23
ODLSM6	Factors Affecting Organizational Performance in Higher Education: A Cross-Sectional Study <i>Dr. Mahbubul Haque, Farzana Elahi, Tasneem Tarannum</i>	Dr. Niluthpaul Sarker	24

Track: Risk Management, SME & Micro-Finance

Parallel Session: PS 2A

Time: 15.00 – 16.00

Room No.: 402, Level 4, UAP

Chair: Dr. Taufiq Hassan Shah Chowdhury

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Paper Code	Paper Title	Discussant	Page No.
RMSMEMIF 4	How to Understand Life Cycle Outcomes of Informal Micro Enterprises: The Role of Multi-Dimensional Capital <i>Dr Md. Nur Alam, Professor Sarif Mohammad Khan, Imtiaz Masroor, Md. Hesham Ahmed, Professor Dr. Md. Noor Un Nabi</i>	Dr. Md. Main Uddin Professor & Director Department of Banking and Insurance Faculty of Business Studies, DU Email: mainuddin@du.ac.bd	25
RMSMEMIF 5	From Capability to Competitiveness: A Moderated Mediation Model of Cultural Contexts, Risk Perception, and Innovation-Driven Competitive Advantage <i>Dr. Md. Nur Alam, Md. Hesham Ahmed, Dr. Md. Noor Un Nabi, Imtiaz Masroor</i>	Dr. Md. Main Uddin	26
RMSMEMIF 6	Tech-Driven Transformations: Unveiling the Impact of Technology on Operational and Cost Efficiency in Microfinance Institutions of Bangladesh <i>Dr M. A. Baqui Khalily, Mohammad Rakiv, Imroz Mahmud, Dr Taufiq Hassan, Farhana Yeasmin</i>	Dr. Md. Main Uddin	27

Track: Climate Change & Sustainability

Parallel Session: PS 2B

Time: 15.00 – 16.00

Room No.: 405, Level 4, UAP

Chair: Dr. Aditi Shams

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Paper Code	Paper Title	Discussant	Page No.
CCS 4	The Level of Climate Literacy Among Bangladeshi Bankers and Their Perception of Lending in Bangladesh's Climate-Vulnerable Region <i>Kowshik Ahmed Efty, Niaz Morshed</i>	Md Saimum Hossain Assistant Professor Department of Finance, FBS, DU Email: saimum@du.ac.bd	28
CCS 5	Environmental Policy as a Catalyst: How Remittances Ignite Green Innovation <i>Touhidul Islam, Myne Uddin, Alifa Shaira Nejhom, Jane Akter</i>	Md Saimum Hossain Assistant Professor Department of Finance, FBS, DU Email: saimum@du.ac.bd	29
CCS6	Green Finance, Innovation, and Environmental Sustainability in MINT Economies: Revisiting EKC using MMQR Approach <i>Md. Sazib Miyan, Assoc. Prof. Dr. Calvin W. H. Cheong, Prof. Dr. Arshian Sharif, Assoc. Prof. Dr. Sahar Afshan</i>	Md Saimum Hossain Assistant Professor Department of Finance, FBS, DU	30

Track: Banking & Finance

Parallel Session: PS 2C

Time: 15.00 – 16.00

Room No.: 414, Level 4, UAP

Chair: Dr. Hafiz Hoque

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Paper Code	Paper Title	Discussant	Page No.
BNF 11	Commodity Market Response to U.S. Tariff Announcements: An Event Study and GARCH Approach <i>Mrihonjol Karmakar Dip, Amit Das, Dr Mohammad Ashraful Ferdous Chowdhury</i>	Ms. Nusrat Khan Associate Professor Department of Finance Faculty of Business Studies, DU	31
BNF 14	Impact of the Sustainable Finance Policy on the Green Finance Landscape in Bangladesh <i>Md. Abdur Rahman, Dr. Md. Omor Faruq, Dr. Muhammad Shariat Ullah</i>	Ms. Nusrat Khan nusratkhan@du.ac.bd	32
BNF 15	Moderating Effect of Political Uncertainty on Stock Market Volatility: An Event-Based and Macroeconomic Approach in Bangladesh <i>Dr. Dayang Hasliza Muhd Yusuf, Rubaiyat Shaimom Chowdhury, Nurun Nahar, Farjana Salam</i>	Ms. Nusrat Khan	33

Track(s): Fintech, Banking & Finance & Risk Management, SME & Micro-Finance

Parallel Session: PS 2D

Time: 15.00 – 16.00

Room No.: 415, Level 4, UAP

Chair: Dr. Nurul Shahnaz Binti Ahmad Mahdzan

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Paper Code	Paper Title	Discussant	Page No.
FIN 4	The Role of Financial Literacy in Driving FinTech Adoption: A PLS-SEM Approach <i>M. M. Shakil Bin Zaman</i>	Dr. Nur Alam Siddik Begum Rokeya mnas@brur.ac.bd	34
BNF 16	Role of Digital Financial Services in Poverty Reduction and Economic Empowerment: A study on Marginalized Communities of Bangladesh <i>Professor Md Nazrul Islam, Dr. Md. Masud Sarker</i>	Dr. Nur Alam Siddik	35
ODLSM 1	Changes in the Management of Nonprofit Organizations as a Tool for Sustainability - a Case Study of the Czech Republic <i>Professor doc. Dipl.-Ing. Dita Hommerová, Professor Christiane Hellbach, Laura Völkl, M.Sc., Wenye Mao</i>	Dr. Nur Alam Siddik	36

Track: Risk Management, SME & Micro-Finance

Parallel Session: PS 2E

Time: 15.00 – 16.00

Room No.: 602, Level 6, UAP

Chair: Dr. Sadia Noor Khan

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Paper Code	Paper Title	Discussant	Page No.
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RMSMEMIF 16	Role of SME on Women's Financial Solvency: A Study in Bangladesh's Handicraft Industry <i>Mahathy Hasan Jewel, Md. Al Amin, Jubayer Hossain Nowshad</i>	Nusrat Farzana Assistant Professor of Finance United International University; Doctoral Researcher, Asian Institute of Technology nusratfarzana1987@gmail.com	38
RMSMEMIF 17	Exploring the Dimensions of SMEs' Sustainability in Bangladesh: A Triadic Performance Framework <i>Dr. Mohammad Delwar Hussain, Dr. Iftekhar Ahmed</i>	Nusrat Farzana	39

Track: Banking & Finance

Parallel Session: PS 2F

Time: 15.00 – 16.00

Room No.: 609, Level 6, UAP

Chair: Dr. M. Sadiqul Islam
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Paper Code	Paper Title	Discussant	Page No.
BNF 22	Does Reputation Pay? Examining Acquirer Cross-Border M&A Performance <i>Dr. Moha Miah</i>	Dr. Sheikh Tanzila Deepty Associate Professor Department of Finance Faculty of Business Studies, DU	40
BNF 21	Transforming Finance Through the Metaverse: Technological Innovation, Disruption, and Strategic Response <i>Dr. Mosharrof Hosen</i>	Dr. Sheikh Tanzila Deepty tanziladeepty@du.ac.bd	42
BNF 20	The Role of Green Investment in Reducing Carbon Emissions: Evidence from Bangladesh <i>Md. Ismail Jubaide Chowdhury, Professor Dr. Abdullahil Mamun, Md. Towhidul Islam</i>	Dr. Sheikh Tanzila Deepty	43

Track: Marketing & Consumer Behavior & Operations and Supply Chain Management

Parallel Session: PS 2G

Time: 15.00 – 16.00

Room No.: 614, Level 6, UAP

Chair: Sarwar Razzaq Chowdhury
Associate Professor
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Paper Code	Paper Title	Discussant	Page No.
OSCM 2	Digital Fatigue and Employee Productivity: A Human-Tech Interaction Study in Remote Workspaces in Bangladesh <i>Tamim Hasan Apurbo, Mahdi Hassan Noor Asif, Md.Mortuza Ahmmed</i>	Muhammad Intisar Alam Associate Professor, Department of Marketing, FBS intisar_alam@du.ac.bd	44
OSCM 3	Prior Mathematical Skills and Success in Business Statistics Course: Is There Any Significant Relationship? <i>Marzan Kazi Rubye, MM Islam, Bikash Barua</i>	Muhammad Intisar Alam	45
MCB 21	Impact of Relationship Marketing on Female Consumer Behavior through Super Engagement: Evidence from Restaurants <i>Sultana Razia Chowdhury</i>	Muhammad Intisar Alam	46

Track: Human Resource Management

Parallel Session: PS 3A

Time: 16.00 – 17.20

Room No.: 402, Level 4, UAP

Chair: Dr. Mohammad Thoufiqul Islam

Professor & Chairman

Department of Management

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Paper Code	Paper Title	Discussant	Page No.
HRM 3	Cognitive Engagement and Future Skills Development: A Systematic Review Based on the ICAP Framework in Interactive Educational Settings <i>Ruhul Amin Noel, Prof. Dr. Gabriele M. Murry, Prof. Dr. Stephanie Schmitt-Rüth</i>	Mohammad Abdul Jabber Associate Professor Department of Management Faculty of Business Studies, DU Email: jabber@du.ac.bd	47
HRM 5	Towards a Holistic Workforce Development Ecosystem (HWDE) for Adaptive Learning <i>Md Jawadur Rahman, Prof. Dr. Gabriele M. Murry, Prof. Dr. rer. pol. Stephanie Schmitt-Rüth</i>	Mohammad Abdul Jabber	48
HRM 6	Exploring the Human Capital–Sustainability Nexus in Bangladesh: A Time Series Analysis <i>Nazma Akhter</i>	Dr. Shah Ridwan Chowdhury Associate Professor Department of Management Faculty of Business Studies, DU Email: src@du.ac.bd	49
HRM 8	Antecedents of Work-Life Balance of Female Bankers in Bangladesh <i>Ms. Shadia Sharmin, Dr. Muhammad Shariat Ullah</i>	Dr. Shah Ridwan Chowdhury	50

Track: Marketing & Consumer Behavior

Parallel Session: PS 3B

Time: 16.00 – 17.20

Room No.: 405, Level 4, UAP

Chair: Dr. Nasrin Akter

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Paper Code	Paper Title	Discussant	Page No.
MCB 13	The Influence of Social Media on Food Preferences in Tourism - A Case Study from The Perspective of Bangladesh <i>Jarin Sabah Chowdhary, Sheikh Shamim Sultana, Md. Tofael Ahmed Anik, Nayem Azim Sadab, Md Shihab Sharar</i>	Dr. Jesmin Sultana Professor, Department of Business Administration, UAP Email : jesmin@uap-bd.edu	51
MCB17	Community Participation in the Promotion and Marketing of Indigenous Products in Meghalaya <i>Ranitha Shira, Dr Punit Gautam</i>	Dr. Jesmin Sultana	52
MCB18	Exploring the role of travel content in promoting hidden tourists spots in Bangladesh <i>Md. Tofael Ahmed Anik, Sheikh Shamim Sultana, Jarin Sabah Chowdhury, Nayem Azim Sadab</i>	Dr. Jesmin Sultana	53
MCB 22	Effects of Influencer marketing on choosing travel destinations – A Study on domestic and international tourism of Bangladesh <i>Nayem Azim, Sheikh Shamima Sultana, Abida Jannat Nisa, Jarin Sabah Chowdhury, Tofael Ahmed Anik</i>	Dr. G. M. Shafayet Ullah Department of Business Administration, UAP Email: dgsu@uap-bd.edu	54

Track(s): Risk Management, SME & Micro-Finance & Islamic Economics & Finance

Parallel Session: PS 3C

Time: 16.00 – 17.20

Room No.: 414, Level 4, UAP

Chair: Dr. Hasina Sheykh

Professor

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Paper Code	Paper Title	Discussant	Page No.
RMSMEMIF 9	Adoption of InsurTech in Developing Markets: Evidence from the Life Insurance Sector in Bangladesh <i>Dr Nazreen Tabassum Chowdhury, Mohammad Aminul Islam, Mohammad Rakiv</i>	Dr. Naheed Rabbani Professor Department of Banking and Insurance Faculty of Business Studies, DU Email: naheed.bin@du.ac.bd	55
RMSMEMIF 13	Implementing Machine Learning Techniques to Analyze Claim Settlement in Bangladesh's Insurance Sector <i>Dr. Mohammad Arman, Sadia Afrin Lipa, Monisha Islam Dipa, Shadman Shahriar</i>	Dr. Naheed Rabbani	56
IEF 1	From Crypto Boom to Ethical Finance: Mapping Venture Capital Flows in Q1 2025 and Their Implications for Islamic FinTech Growth <i>Md. Shahed Alamm, Dr Zahiduzzaman Zahid, Ibrahim Khalil</i>	Dr. Naheed Rabbani	57
IEF2	Faith and Finance: An In-Depth Analysis of the Islamicity of Banking Practices in Bangladesh <i>Imroz Mahmud, Mehejabeen Tabassum</i>	Dr. Naheed Rabbani	58

Track: Risk Management, SME & Micro-Finance

Parallel Session: PS 3D

Time: 16.00 – 17.00

Room No.: 415, Level 4, UAP

Chair: Dr. Mansura Akter

Associate Professor

Department of International Business

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Paper Code	Paper Title	Discussant	Page No.
BNF 7	Online Banking Preference from the View Point of Customers from Developing Country: Perspective, Pros-Cons, Future Development <i>Aysha Ashraf, Mohammad Ariful Islam, Taslima Akter</i>	Dr. Md Tanvir Hamim Assistant Professor Department of Banking & Insurance Faculty of Business Studies, DU tanvir.hamim@du.ac.bd	59
RMSMEMIF 14	Assessing Psychological Capital and RICH in Entrepreneurial Opportunity Recognition: Evidence from an RCT <i>Dr. Md. Nur Alam, Md. Hesham Ahmed, Imtiaz Masroor, Professor Dr. Md. Noor Un Nabi</i>	Dr. Md Tanvir Hamim tanvir.hamim@du.ac.bd	60
RMSMEMIF 8	Microfinance and Women's Agency: Re-evaluating Impact Beyond Income in Rural Bangladesh <i>Sadia Tasnim Shara, Hamim Ibrahim, Nazmul Hossain Siam, Md. Atikur Rahaman, Md. Mortuza Ahmmmed</i>	Dr. Mansura Akter Associate Professor Department of International Business University of Dhaka email: mansura@du.ac.bd	61

Track(s): Organizational Development, Leadership & Strategic Management & Human Resource Management (HRM)

Parallel Session: PS 3E

Time: 16.00 – 17.20

Room No.: 602, Level 6, UAP

Chair: Dr. Muhammad Shariat Ullah

Professor

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Paper Code	Paper Title	Discussant	Page No.
ODLSM5	Promoting Inclusive Leadership to Nurture Innovativeness and Work Engagement among Information Technology (IT) Professionals: Mediating Role of Psychological Safety <i>Muhammad Abdul Aziz, S.M. Ashik Hossain, Tamzid Mohammed Jayed, Md. Mahbubur Rahman</i>	Dr. Nadia Newaz Rimi Professor Department of Management FBS, DU Email: nrrimi@gmail.com , nadianr@du.ac.bd	62
HRM 1	The Impact of Gratitude on Job Satisfaction <i>MSc Sarah Schmidt, Professor Dr. Gabriele M. Murry</i>	Dr. Nadia Newaz Rimi	63
RMSMEMIF 7	Entropy and the Entrepreneurial Mind: Enhancing Learning through Simulated Uncertainty <i>Md. Hesham Ahmed, Dr Md. Nur Alam, Sayma Mehezabin Bably, Imtiaz Masroor, Dr Md. Noor Un Nabi</i>	Mrs. Saira Banu Associate Professor Department of Management Faculty of Business Studies saira.banu@du.ac.bd	64
ODLSM 2	ESG and Financial Performance: A Quantitative Analysis of Germany's Top 100 Publicly Listed Companies <i>Prof. Dr. Elisa Weisman</i>	Dr. Raad Mozib Lalon	65

Track(s): Operations & Supply Chain Management, Human Resource Management (HRM) & Organizational Development, Leadership & Strategic Management

Parallel Session: PS 3F

Time: 16.00 – 17.20

Room No: 609, Level 6, UAP

Chair: Dr. Mahbubul Haque

Professor

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Paper Code	Paper Title	Discussants	Page No.
OSCM 1	Mediating Effect of Autonomous Robot Adoption Between Warehouse Management Indicators and Performance: A Study on Mechanical Industry of Bangladesh <i>S.M. Sayem, Tamanna Tasnim, Albina Alam, Mohammad Ishtiaque Rahman</i>	Dr. Ethica Tanjeen Assistant Professor, Department of Management FBS, DU Email: ethica.tanjeen@du.ac.bd	66
HRM 7	Factors Influencing Tertiary Students' Preferred Methods of Job Application: A Multiple Regression based study <i>Dr G. M. Shafayet Ullah, Md. Abul Mohaimen</i>	Dr. Ethica Tanjeen	67
ODLSM4	Knowledge Transfer Challenges in Higher Education (HE) Sector: An Empirical Study in Bangladesh <i>Professor Sheikh Shamim Hasnain, Dr. Md. Nur-E-Alam Siddique, Senior Prof. Dr. Sajjad M. Jasimuddin, Dr Hasanuzzaman Tushar</i>	Dr. Ethica Tanjeen	68
ODLSM3	The Role of Green Strategic Leadership Capability in Fostering Green Innovation <i>Professor Muhammad Shariat Ullah, Fardin Helal, Zafnun Akter, Dr. Md. Masum, Dr Ramjanul Ahsan</i>	Dr. Ethica Tanjeen	69

**Track(s): Marketing & Consumer Behavior, Organizational Development, Leadership & Strategic Management & MIS -
Human Technology Interaction**

Parallel Session: PS 3G

Time: 16.00 – 17.00

Room No.: 614, Level 6, UAP

Chair: Dita Hommerová, Ph.D

Lecturer of Department of Marketing, Trade and Services

Faculty of Economics

University of West Bohemia in Pilsen

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Paper Code	Paper Title	Discussant	Page No.
MCB 20	Rising Prices of Essential Medicines in Bangladesh: A Quantitative Study <i>Dr. Shamsad Ahmed, Dr. M. A. Baqui Khalily, Dr. G. M. Shafayet Ullah, Ahmed Tausif Saad, Mily Akhter</i>	Dr. Mohammad Abdullah Mahfuz Department of Marketing Jagannath University Professor Email : mahfuz2020.jnu@gmail.com	70
MCB16	Consumer Perceptions of AI-Generated Marketing Communication: Skepticism, Acceptance, and the Imperative for Responsible AI <i>Jarin Tasnim, Md. Sadman Sadik, Safa Abbas Bahar Chowdhury</i>	Dr. Mohammad Abdullah Mahfuz	71
MISHT4	Generative Artificial Intelligence Adoption Intention in Facebook Commerce <i>Zafnun Akter, Muhammad Shariat Ullah</i>	Dr. Mohammad Abdullah Mahfuz	72

DAY 2: SEPTEMBER 21, 2025

VENUE: UNIVERSITY OF DHAKA

Track: Marketing & Consumer Behavior

Parallel Session: PS 4A

Time: 14.00-15.00

Room No.: Professor Dr. Abdullah Farouk Conference Hall, 9th Floor, MBA Building, FBS, DU

Chair: Dr. Abureza M Muzareba

Professor

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University of Dhaka

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Paper Code	Paper Title	Discussant	Page No.
MCB 4	Virtual Reality in Event Management: Shaping the Future of Engagement and Experiences <i>Fatema Tuz Zohora</i>	Dita Hommerová, Ph.D Lecturer of Department of Marketing, Trade and Services Faculty of Economics University of West Bohemia in Pilsen email: hommer@fek.zcu.cz	73
MCB 1	Examining The Mediating Effect of Content Quality Between Digital Influencers' Characteristics and Customer Purchase Intention of Fashion and Lifestyle Products: A Study on Gen Z And Millennials of Bangladesh <i>S.M. Sayem, Mst. Tahmida Sultana Tuli, Anar Moon, Sefath Ara Saima, Mohammad Ishtiaque Rahman</i>	Dita Hommerová, Ph.D	74
MISHT3	Logged In but Zoned Out: When Social Media Consumes- Students	Dita Hommerová, Ph.D	75

Sadia Islam, Mehruba Anjuman, Samiha Rahman Raza, Farhana Tajnim, Nazreen Tabassum Chowdhury

Track: Marketing & Consumer Behavior

Parallel Session: PS 4B

Time: 14.00 – 15.00

Room No.: Professor Dr W.A. Jenkins Virtual Lecture Room, 9th Floor, MBA Building, FBS, DU

Chair: Dr. Md. Nazmul Hossain

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MCB 5	User Experience as a Moderator: Exploring Behavioral Intention and Usage of Mobile Financial Services in Bangladesh <i>Md. Asaduzzaman Babu</i> <i>Dr. Md. Abdur Rouf, Shekh Md. Sahiduj Jaman, Md Tamjid Ul Alam</i>	Dr. G. M. Shafayet Ullah Department of Business Administration, UAP Email: dgsu@uap-bd.edu	76
MCB 6	Evaluating the Role of the Marketing Mix on the Profitability of Commercial Banks in Bangladesh: The Moderating Role of Technological Integration <i>Md. Maniruzzaman, Dr. Mohammad Zahir Raihan</i>	Dr. G. M. Shafayet Ullah	77
MCB15	Impact of Gamification Features and Personalized Offers in Customer Retention of E-wallet Services: An Integrated SOR and UTAUT Framework <i>Tahmina Akter, Nahida Sultana, Md. Mokshud Ali</i>	Dr. G. M. Shafayet Ullah	78

Track: Accounting

Parallel Session: PS 4C

Time: 14.00 – 15.00

Room No.: OSL - 11001, 10th Floor, MBA Building, FBS, DU

Chair: Dr. Md. Saiful Alam

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Paper Code	Paper Title	Discussant	Page No.
ACC 1	Accounting 4.0: A Mediating-Moderating Model of Tech, Workforce, and Performance <i>Md Arafat Rahman, Sazzad Hossain Shaon</i>	Dr. Ranjan Kumar Mitra Professor Department of Accounting Faculty of Business Studies, DU	79
ACC 3	Tech-Driven Compliance: Assessing Anti-Money Laundering Practices Among Malaysian Bank Officers <i>Dr Mohd Taufik Mohd Suffian, Professor Dr Zuraidah Mohd Sanusi, Dr Masetah Ahmad Tarmizi</i>	Dr. Ranjan Kumar Mitra ranjandu@yahoo.com	80
ACC 4	Pattern of Potential Misreporting During Post Covid-19 Era: Applying BENEISH Model to Manufacturing Companies in Bangladesh <i>Dr. Mohammad Arman, Shadman Shahriar, Sadia Afrin Lipa, Monisha Islam Dipa</i>	Dr. Ranjan Kumar Mitra	81

Track: Banking & Finance

Parallel Session: PS 4D

Time: 14.00 – 15.00

Room No.: OSL - 11002, 10th Floor, MBA Building, FBS, DU

Chair: Dr. Md. Main Uddin

Professor & Director

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Paper Code	Paper Title	Discussant	Page No.
BNF 1	Exploring the Mental Health and Psychological Burnout Dilemma in Bangladesh's Banking Sector: Insights from Econometric Modeling <i>Dr Rana Al Mosharrafa, Dr. Sayla Sowat Siddiqui, Dr. Baqui Khalily</i>	Dr. Raad Mozib Lalon Professor & Director Department of Banking and Insurance Faculty of Business Studies, DU raadmozib@du.ac.bd	82
BNF 3	How Did Covid Pandemic Affect Profitability in Banking Sector of Bangladesh? <i>Dr Quazi Sagota Samina, Marzia Rahman</i>	Ms. Pallabi Siddiqua Associate Professor Department of Finance Faculty of Business Studies, DU University of Dhaka pallabisiddiqua@du.ac.bd	83
BNF 2	The Effect of Bank Competition on Monetary Transmission Mechanism: Evidence from Bank-Level Data of Asian Countries <i>Sultana Abedin</i>	Dr. Raad Mozib Lalon Professor & Director Department of Banking and Insurance Faculty of Business Studies, DU raadmozib@du.ac.bd	84

Track: Banking & Finance

Parallel Session: PS 5A

Time: 15.00 – 16.00

Room No.: Professor Dr. Abdullah Farouk Conference Hall, 9th Floor, MBA Building, FBS, DU

Chair: Dr. Nazreen Tabassum Chowdhury

Assistant Professor

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Paper Code	Paper Title	Discussants	Page No.
BNF 4	Antecedents of Student Saving Behavior in Bangladesh: A Partial Least Squares Structural Equation Modeling Approach <i>Professor Appel Mahmud</i>	Mohd. Anisul Islam Assistant Professor Department of Finance FBS, DU Email : ai.fin@du.ac.bd	85
BNF 5	Exploring Service Quality Dimensions in Bank Selection: Bangladeshi Young Adults' Perspective <i>Sajib Paul, Ovia Rizvi, Jafrin Zakaria, Redwan Ahmed Shopan, Jafidul Aziz</i>	Mohd. Anisul Islam	86
BNF 10	Exploring Financial Well-Being Through Digital Literacy, Behaviour, And Control: Moderating Role of Risky Investment Intention <i>Md. Miad Uddin Fahim, Professor Shabnaz Amin</i>	Mohd. Anisul Islam	87

Track: Marketing & Consumer Behavior

Parallel Session: PS 5B

Time: 15.00 – 16.00

Room No.: Professor Dr W.A. Jenkins Virtual Lecture Room, 9th Floor, MBA Building, FBS, DU

Chair: Dr. Christiane Hellbach

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Paper Code	Paper Title	Discussants	Page No.
MCB 12	Exploring the Moderating Role of Price Sensitivity on the Relationship between TPB Constructs and Organic Food Purchase Intentions among Generation Z Consumers: Empirical Evidence from Bangladesh <i>Barnali Nandi, Mohammad Rakiv</i>	Dr. Santus Kumar Deb (Professor) Department of Tourism and Hospitality Management, FBS, DU Email : santus@du.ac.bd	88
MCB 9	Impact of Meta Marketing on Generation Z's Tour Plan Using the UTAUT Model: Evidence from Bangladesh. <i>Nayeema Sultana, Barnali Nandi</i>	Dr. Santus Kumar Deb	89
MCB14	From Perception to Behaviour: Evaluating the Role of Branding in Shaping Tourist Decisions in Cox's Bazar <i>Sheikh Shamima Sultana, Md. Mahfuj Alam Noyon</i>	Dr. Santus Kumar Deb	90

Track: Accounting

Parallel Session: PS 5C

Time: 15.00 – 16.00

Room No.: OSL - 11001, 10th Floor, MBA Building, FBS, DU

Chair: Dr. Zuraidah Mohd Sanusi
Professor
Faculty of Accountancy
Director, Accounting Research Institute
Universiti Teknologi MARA, Malaysia
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Paper Code	Paper Title	Discussant	Page No.
ACC 5	Corporate Reporting and the UN Sustainable Development Goals (SDGs): A Literature Review <i>Shobnom Munira</i>	Dr. Mahfuzul Hoque Professor Department of Accounting Faculty of Business Studies, DU Email: mahoque@du.ac.bd	91
ACC 6	Do Institutional Investors Moderate Political Board Influence on Investment Efficiency in Emerging Economies? <i>Asia Khatun, Raihan Sobhan</i>	Dr. Mahfuzul Hoque	92
ACC 8	Are Accounting Students Ready for AI? A Case Study on Dhaka University Students in Bangladesh <i>Rehana Fowzia</i>	Dr. Mahfuzul Hoque	93

Track: Development Economics

Parallel Session: PS 5D

Time: 15.00 – 16.00

Room No.: OSL - 11002, 10th Floor, MBA Building, FBS, DU

Chair: Prof. Dr. Nazma Begum

Professor

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Paper Code	Paper Title	Discussant	Page No.
DE3	Digital Revolution and Defense Budgeting: Revealing the Role of Democracy <i>Abu Bakar Siddique, Myne Uddin, Md. Anwar Hossen</i>	Dr. Md. Deen Islam Associate Professor Department of Economics Faculty of Social Sciences DU Email: mdeenislam@du.ac.bd	94
DE5	Impact of Digital Economy on Income Inequality: Role of Automation and Innovation <i>Meherun Siddique, Myne Uddin, Mymuna Akter Nipu</i>	Dr. Md. Deen Islam	95
DE6	Economic Development in the Digital Era: Role of Artificial Intelligence and Technological Innovation <i>Ayub Ali, Myne Uddin, Amzad Hossain, Umme Habiba Chowdhury, Sanjida Anjum Nigar</i>	Dr. Md. Deen Islam	96

Track: Development Economics

Parallel Session: PS 6A

Time: 16.00 – 17.00

Room No.: Professor Dr. Abdullah Farouk Conference Hall, 9th Floor, MBA Building, FBS, DU

Chair: Dr. Syed Abdul Hamid

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Paper Code	Paper Title	Discussant	Page No.
DE 1	Bridging Gaps in Higher Education through Simulation-Based Learning in Developing Countries <i>Mahmuda Akter, Bridgita Biswas</i>	Dr. Syed Mortuza Asif Ehsan Associate Professor North South University Email: syed.ehsan@northsouth.edu	97
DE2	Delay and Cost Overrun in Transport Projects in Bangladesh <i>Shirin Sharmin</i>	Dr. Syed Mortuza Asif Ehsan	98
DE4	Exploring the Economic and Environmental Challenges of Tourism: A Community Based Tourism Perspective <i>Md. Mahfuj Alam Noyon, Sheikh Shamima Sultana</i>	Dr. Syed Mortuza Asif Ehsan	99

Track(s): Fintech & Banking & Finance

Parallel Session: PS 6B

Time: 16.00 – 17.00

Room No.: Professor Dr W.A. Jenkins Virtual Lecture Room, 9th Floor, MBA Building, FBS, DU

Chair: Dr. Muhammad Moshfique Uddin

Professor

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Paper Code	Paper Title	Discussant	Page No.
BNF 13	The Role of Sustainable Finance in Promoting Industrial Competitiveness: Empirical Evidence from Bangladesh <i>Md Towhidul Islam, Professor Dr. Abdullahil Mamun, Md. Ismail Jubaide Chowdhury</i>	Dr. Hasina Sheykh Professor Department of Banking and Insurance Faculty of Business Studies,DU hasina.sheykh@du.ac.bd	100
FIN 6	Central Bank Digital Currencies: A review of Global Case Studies <i>Bipin Palande, Shreeya Rajpurohit, Janhavi Kalal, Dr. Shilpa Parkhi</i>	Dr. Hasina Sheykh	101
BNF 18	Determinants of Stability of Commercial Banks in Bangladesh: An Exploratory Study <i>Dr Kamrul Hasan, Dr Firoja Akter Khanam, AKM Nurul Afsar</i>	Dr. Hasina Sheykh	102

Track: Banking & Finance

Parallel Session: PS 6C

Time: 16.00 – 17.00

Room No.: OSL - 11001, 10th Floor, MBA Building, FBS, DU

Chair: Dr. Mostafa Monzur Hasan

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Paper Code	Paper Title	Discussant	Page No.
BNF 8	Navigating the Storm: How the EU's Non-financial Reporting Directive & Board Structure Curb ESG Controversies <i>Tanzina Akhter, Md. Abul Kalam Azad, Paolo Saona, Rebecca Abraham</i>	Dr. Hafiz Hoque Professor in Accounting and Finance School of Management Swansea University email: h.hoque@swansea.ac.uk	103
BNF 9	Do Stronger Strategic Positioning Signal Stronger Firms? <i>Abeer Khandker</i>	Dr. Hafiz Hoque	104
BNF 17	Green Finance for Sustainability from The Perspective of Bangladesh <i>Sakila Zabin, Nadiruzzaman chawdhury, Jahangir Alam Siddikee, Arnab Chandra Roy</i>	Dr. Hafiz Hoque	105

Track(s): Development Economics & Risk Management, SME & Micro-Finance

Parallel Session: PS 6D

Time: 16.00 – 17.00

Room No.: OSL - 11002, 10th Floor, MBA Building, FBS, DU

Chair: Dr Mahfuzur Rahman

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Paper Code	Paper Title	Discussant	Page No.
DE 7	Analysis of Policy Target by Exploring the Interrelationship among Different Macroeconomic Variables: Evidence from Bangladesh, India, and Pakistan <i>Dr Nazma Begum, Shariful Islam Sojib, Soiloor Nandini Arunima, Maisha Nawar</i>	Dr. Badrun Nessa Ahmed Senior Research Fellow Bangladesh Institute of Development Studies (BIDS)	106
RMSMEMIF 15	Innovation in Disorder: Exploring Entropy-driven Strategies to Reduce Failure in Resource-constrained SMEs <i>Dr. Md. Nur Alam, Syed Shamim Hasan, Nafiul Huda Palok, Md. Zahidul Islam, Sheikh Muhammad Tahmid</i>	Dr. Badrun Nessa Ahmed	107
RMSMEMIF 18	Survival of Informal Digital Entrepreneurships: Role of Ecosystem and Entrepreneurial Capabilities <i>Muhaiminul Islam, Dr. Muhammad Shariat Ullah, Muhammad Abdul Aziz, Muhaiminul Islam, Mahbubur Rahman</i>	Dr. Badrun Nessa Ahmed	108

Special Session
Time: 14.00 – 15.00
Room No.: BOT Conference Room, UAP

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SP 1	Navigating the Nascent Entrepreneurial Journey: What are the Most Critical Success Factors? <i>Dr Paul Agu Igwe, Dr Mahfuzur Rahman, Dr Ugochukwu Chinonso Okolie</i>	109
SP2	Linking Entrepreneurial Competency to International Opportunity Identification in Women-Led SMEs: Mediating Effects of Self-Confidence and Social Support <i>Dr. Mansura Akter, Dr. Mahfuzur Rahman</i>	TBD