



Daffodil
International
University



4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

8-10th December 2019

Daffodil International University (DIU), Dhaka, Bangladesh

Sponsored by

Centre for Business & Economic Research (CBER), UK
Daffodil International University (DIU), Bangladesh
Bangabandhu Sheikh Mujibur Rahman Maritime University
(BSMRMU), Bangladesh
Centre for Innovative Leadership Navigation (CILN), UK

Conference Programme

Method - Integrity - Camaraderie



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Welcome to 4th ICGEEE-2019 International Conference!

Dear Conference Attendees,

We are delighted to welcome you to the 4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE), Dhaka, Bangladesh.

In a world of rapid, and sometimes bewildering change it is heartening that this conference has been borne out of a spirit of collaboration and cooperation. It is fitting that this international conference is being held in Bangladesh, a country that itself is increasingly recognising the value of being outward looking and aware of the need to engage in meaningful partnerships. It is hoped that ICGEEE will afford an opportunity for dialogue between local and international delegates as well as affording a platform for leading specialists and thought leaders from across the globe. Conferences of this nature are an important reminder that excellence in any given field is dependent upon self-reflection, benchmarking and the quest for fresh knowledge and insight.

The Centre for Innovative Leadership Navigation, UK and Daffodil International University, Bangladesh believe these times require bold and imaginative thinking and trust that ICGEEE will generate stimulating discussions and healthy debate. Together we have an opportunity to focus on the here and now, as well as explore matters of profound importance for our communities, countries and indeed the world. We are grateful to all those who share our aspirations and vision and are particularly thankful for the support of the conference sponsors as well as the invaluable role of the paper reviewers. Bangabandhu Sheikh Mujibur Rahman Maritime University deserves special acknowledgement for the professional and committed manner in which it has supported ICGEEE from the outset.

We earnestly hope that this conference will prove to be both positive and purposeful and enable us all to listen, discuss and ponder on subjects that warrant attention and reflection. Thank you for being a part of ICGEEE 2019.

Dr. Md. Sabur Khan, Founder & Chairman, Board of Trustees, Daffodil International University, Bangladesh.

Dr. P. R. Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK.

Mark T Jones, Centre for Innovative Leadership Navigation, London, UK.

4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE), Dhaka, Bangladesh

ICGEEE-2019 CONFERENCE COMMITTEE MEMBERS

Conference Chairs

Dr. Md. Sabur Khan, Founder & Chairman, Board of Trustees, Daffodil International University, Bangladesh.

Dr. P. R. Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK.

Mark T Jones, Centre for Innovative Leadership Navigation, London, UK.

Conference Committee

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Prof. Mohammed Masum Iqbal, PhD, Dean, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.

Prof. Dr. Ahmed Fakhru Alam, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.

Prof. Rafiqul Islam, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.

Prof. Dr. Mostafa Kamal, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University, Bangladesh.

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Prof. Lothar Auchter, University of Applied Science, Kaiserslautern, Germany.

Prof. Deepraj Mukherjee, Kent State University, USA.

Prof. David Graves, Nottingham Trent University, Centre for International Law Enforcement, UK

Prof. Gairik Das, Review Editor, IISWBM, Kolkata, India.

Dr Justin H. Beneke, University of Winchester, UK.

Dr B.R. Chakraborty, Project Director, Centre for Business & Economic Research, UK.

Dr. Wallace Ford, Medgar Evers College of the City University of New York, USA.

Prof. Greg Mayers, Medgar Evers College of the City University of New York, USA.

Elene Evelyn, Medgar Evers College of the City University of New York, USA.

Prof. Eman Abdelsalam, Arab Academy of Science, Technology & Maritime Transport, Alexandria, Egypt.

Prof. Chris Bellamy, University of Greenwich, UK.

Prof. Jo-Ann Rolle, Dean, Medgar Evers College of City University of New York.

Prof. Dr. Durgadas Bhattacharjee, University of Dhaka, Bangladesh.

Prof. Dr. Md. Serajul Islam, University of Dhaka, Bangladesh.

Prof. Dr. Md. Ali Noor, Jagannath University, Bangladesh.

Prof. Dr. Md. Humayun Kabir Chowdhury, Jagannath University, Bangladesh.

Prof. Dr. K. M. Zahidul Islam, Jahangir Nagar University, Bangladesh.

Prof. Dr. Md. Moin Uddin, University of Dhaka, Bangladesh.

Dr. Mohammad Anisur Rahman, University of Dhaka, Bangladesh.

Dr. Tamjid Ahmed Chowdhury, North South University, Bangladesh.

Dr. Nikhil Chandra Shil, East West University, Bangladesh.

Dr. Mohammad Rabiul Basher Rubel, Bangladesh University of Professional, Bangladesh.

Dr. Md. Khaled Amin, American International University-Bangladesh.

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Dr. S M Sohel Rana, Associate Professor and Associate Head, Department of Business Administration, Daffodil International University, Bangladesh.
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Tracks and Session Chairs

Day-1: Sunday 8th December 2019

Session-1: Inaugural Session

Prof. David Graves, Nottingham Trent University, UK

Session-2: Maritime Crime and Security: Pivotal issues in a globalized world

Prof. Chris Bellamy, Professor Emirates of Maritime Security, University of Greenwich, UK

Session-3: Entrepreneurship in Emerging & Developing Economies (Session 1)

Prof. S.S. Khanka, Delhi Technological University, India

Session-4: Globalisation & International Trade

Prof. Dr. Avanenge Faajir, Benue State University, Nigeria

Session 5- Financial Sector in Emerging Economies (Session 1)

Professor Dr. Mahbub Uddin Chowdhury, Department of Finance, University of Dhaka

Session-6: HRM issues in Emerging Economies (Session 1)

Dr Sheikh Abdur Rahim, Daffodil International University, Bangladesh

Session-7: Financial Sector in Emerging Economies (Session 2)

Dr Rumki Bandyopadhyaya, Amity University Haryana, India

Session-8: Logistics & Supply Chain Management

Dr. Akhilesh Chandra Pandey, University of Allahabad, UP, India

Session-9: HRM Issues in Emerging Economies (Session-2)

Prof. H. K. Singh, Banaras Hindu University, India

Session 10-Workshop: *Creativity and Innovation in Entrepreneurship Development in Developing Economies (The Evidence from India)*

Prof. S. S. Khanka, Delhi Technological University, India

Session 11: Closing session

Session-11: Announcement & Closing Remarks

Prof. David Graves, Nottingham Trent University, UK

Day-2: Monday, 9th December 2019

Session-12: Keynote addresses

Prof. Gairik Das, Indian Institute of Social welfare & Business Management, Kolkata, India

Session-13: Entrepreneurship in Emerging & Developing Economies (Session 2)

Prof. David Graves, Nottingham Trent University, UK

Session-14: Special discussion session on "Changing Landscape of Rural"

Dr. R. Srinivasan, JBIMS, University of Mumbai, India

Session 15-Education & Teaching

Dr Jo Ann Role, Dean, Business School, Medgar Evers College, City University of New York, USA

Session-16: Branding & Marketing in Emerging Economies

Prof. Shah Azam, Department of Marketing, University of Rajshahi, Bangladesh

Session-17: Tourism & Hospitality Management

Dr. Santus Kumar Deb, University of Dhaka, Bangladesh

Session 18- Being published in indexed scientific Journals: Key criteria for acceptance

Dr P. R. Datta, Centre for Business & Economic Research, UK

Session-19: Growth & Economic Development in Emerging Economies

Professor Rafiqul Islam, Former Dean, FBE, Daffodil International University, Bangladesh

Session-20: Workshop on Issues in Educational Leadership & Diversity Management

Prof. David Graves, Nottingham Trent University, UK

Session 21: Keynote addresses, award of best papers announcement & Concluding session

Prof. David Graves, Nottingham Trent University, UK

4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE), Dhaka, Bangladesh

Co-Sponsors



Centre for Business & Economic Research (CBER) was founded in London in 2006 with the aim of inspiring, recognizing and supporting excellence in business and Economic research. Currently, the Centre has three main areas of endeavour: organizing an annual cycle of international academic conferences, producing academic journals, and offering bespoke consultancy projects both in the United Kingdom and further afield. CBER works assiduously to facilitate international collaboration, providing an independent and credible source of advice, as well as contributing to academic debate and research. The Centre is fortunate to have a truly international following and is committed to encouraging knowledge sharing, foresight planning and greater interaction between academics, policy makers, thought leaders and those engaged in diverse commercial activities. Through both its own researchers and a network of specialists internationally it is well placed to provide targeted consultancy work aimed at providing fresh insight and understanding that is underpinned by credible research methods and a thorough and objective approach.

CBER strives to ensure that it takes a holistic approach to its work, whilst remaining open to new methods, ideas and ways of thinking. Through its various endeavours it has become a conduit for knowledge sharing, particularly in respect of innovation in the field of business and economic development. Whilst much of what CBER does is focused on the challenges of the here and now, it sets considerable store by foresight planning, and is keen to play its part in combatting the scourge of short-termism both in the public and private sector. Its current portfolio of academic journals ensures that is alive to the latest research in fields ranging from business and economic development to retail and higher education management. The journals afford an opportunity for meaningful learning from sectors that each have their own distinctive business and economic dynamic. Furthermore, with revolutionary changes underway in the form of Artificial Intelligence (AI) and the Internet of Things (IoT) CBER believes that it is more important than ever to venture forth from our cultural and professional redoubts, hence the particular value and relevance of its international academic conferences, a number of which attract participants and observers who are policy makers, seasoned practitioners and thought leaders in their chosen field.



Daffodil International University (DIU), a prime initiative of Daffodil Family—a leading Information Communication Technology (ICT) & educational conglomerate of Bangladesh, has commitment to the nation for the expansion of capacity in higher education with a view to building self-reliant Bangladesh. DIU is recognized in independent government assessments as one of the top-ranking universities in Bangladesh. It started with 67 students registering in the first batch and within 15 years more than 20,000 students have been enrolled and around 700 full time faculty members are engaged in teaching and research at DIU. Currently, a total of 550 students from 10 different countries are studying at DIU. It has established academic links with more than 300 prestigious universities from over 50 countries around the world. It has a blend of well-experienced teachers having foreign degrees and a galaxy of young, energetic faculty members who are entirely and passionately devoted to teaching their students in the best and modern fashion.

The university intends to focus on entrepreneurial education initiatives to make a poverty free self-sufficient society. It has produced more than 1200 entrepreneurs worldwide, and established Business Incubator, Startup Market, Entrepreneurship Guidance Program, Venture Capital Limited, Startup Restaurant & Café etc. to promote and encourage young new entrepreneurs. DIU has achieved a prestigious position in QS Asia University Rankings-2019. The university has been ranked 6th amongst all the universities of Bangladesh. This recognition indicates DIU's continuous commitment to quality education and research at tertiary level of Bangladesh as well as expected employment of graduates of this university.



To keep pace and to be at par with the developing world in the field of maritime higher studies and research, Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh, the first Maritime University of the country, was established by the BSMRMU, Act No. 47 of 2013. The University started its journey as the 37th public university of the country, the 3rd Maritime University in South Asia and the 12th Maritime University in the world upholding the motto "We Strive for Maritime Excellence".

The university is currently at its formative stage. We gradually plan to develop this university as the highest seat of learning for the students who would aspire to explore the maritime world for the greater interest of the humanity. The university would conduct both graduate and post-graduate courses on various fields, which includes subjects related to Safe Operation, Handling and Management of Ships, Port and Shipping Administration, Maritime Technology, Naval Architecture, Oceanography, Marine Science, Hydrography, Ocean Engineering, Offshore Engineering, Coastal Engineering, Maritime Laws, Maritime Security and Strategic studies, Business Studies, Information and Computer technology, Environmental Science etc. The university will have the dual role of running higher level courses for students, as well as regulating the affiliated institutions for their graduate/post graduate programmes. Presently endeavours are being made to open courses by the next academic session at hired campuses on subjects related to Port/Shipping Management, Logistics/Engineering Management. Upon having a permanent campus, new graduate and post-graduate programmes on specialized fields will be offered.



The Centre for Innovative Leadership Navigation (CILN) recognizes that a 'knowledge deficit' exists and as such, this puts individuals, companies, institutions and occasionally governments at risk. By seeking to address the issues people in leadership roles face, CILN endeavours to provide the map and compass so to speak which when used correctly can prove not only useful, but invaluable. CILN works assiduously to be a vehicle for knowledge dissemination and a mean to access the latest research across a range of important areas of human endeavour. CILN organises and sponsors a series of international conferences that enable academics, business practitioners, policy makers and thought leaders to meet, share their ideas and learn from one another. CILN is committed to raising awareness of key issues, as well as endeavouring to encourage greater foresight and forward planning. By offering bespoke training CILN strives to play a positive and purposeful role, one that has the potential to have a lasting impact

CONFERENCE CO-CHAIRS & KEYNOTE SPEAKERS

CONFERENCE CHAIRS



*Prof. Md Sabur Khan
Founder & Chairman, Board of Trustees,
Daffodil International University (DIU)*

A serial entrepreneur, Dr. Md. Sabur Khan, Founder & Chairman of Daffodil International University (DIU) and, Daffodil Education Network (DEN) has involved himself with a lot of initiatives whilst he was the President of Dhaka Chamber of Commerce and Industry (DCCI), President of the Bangladesh Computer Samity (BCS), Member of Prime Minister ICT Task Force, etc. He has great contributions to Establish ICT Ministry, IT Incubator, BCS Computer City (IDB), etc. Bangladesh government has awarded Md Sabur Khan, with the status of 'Commercially Important Person' (CIP) for his role.

Md. Sabur Khan is the Chairman, Global Trade Committee and also Director of World IT & Services Alliances (WITSA) -World's highest IT organization. World Business Angels Investment Forum (WBAF), the largest Angel Investors forum designated him as the High-Commissioner of WBAF for Bangladesh. His commitment towards the development in the field of business, entrepreneurship, leadership and human resources development has attached him as a Visiting Professor with a lot of foreign universities from Malaysia, Indonesia, India, Kyrgyzstan, among others. He has been awarded Honorary Doctorate & Honorary Professorship from several universities. He has been invited to attend Convocation of many renowned foreign universities and delivered his speech as the Speaker of the Convocation at the 23rd Convocation of Panpacific University, Philippines.

During the year 2013 Mr. Khan initiated a challenging project to create 2000 new entrepreneurs. Mr. Khan has written & published several books: "Handbook of Entrepreneurship Development"; "Uddokta Unnoyon Nirdeshika" (Entrepreneurship Development Guideline); "Art of Effective Living"; "A Journey towards Entrepreneurship" and "Uddokta Unnoyon O Beksai Nirdeshona". With a view to making a self-employed and self-dependable generation, he aims to creating more job opportunities; his innovative initiatives like business incubator, start up, venture capital, department of Entrepreneurship in the university level, are notable to promote entrepreneurship.

For his contribution, Mr. Khan has achieved many awards nationally, and internationally. He established social welfare Institution naming 'Daffodil Foundation' for the well-being of under privileged people

*Dr. P R Datta
Executive Chair, Centre for Business & Economic
Research (CBER), London, UK*



Dr. Datta earned his first degree in Plasma Physics from the Peoples' Friendship University of Russia in Moscow, has an MBA from the UK and MSc in marketing from Glamorgan University, UK and PhD in Marketing from the University of Hertfordshire, UK. He is a fellow and member of the Chartered Institute of Marketing (CIM), UK as well as being a member of various professional bodies including the British Academy of Management, European Marketing Academy and European Association for the Evolutionary of the Political Economy. Currently Dr. Datta holds the position of Executive Chair of Centre for Business & Economic Research (CBER), Director, Centre for Innovative Leadership Navigation (CILN), UK and is Editor-in-Chief of the Journal of Business and Retail Management Research (JBRMR).

He has worked as a consultant with a wide range of national and international organisations and designed appropriate marketing systems for various manufacturing sectors and FMCG industries in Bangladesh, Cameroon, Ghana, India, Nepal, Nigeria, Pakistan, Sri Lanka, Tanzania and the UK. Dr. Datta continues to work with a wide range of marketing and business sectors, especially retail and marketing, providing in-depth knowledge of CRM, customer loyalty, trust and commitment, branding, and the developing and implementation of marketing strategies. In 2019 his on-going contribution towards his research organisation was recognised in America by the United States Congress, New York State Assembly and the NYC Small Business Service.

Dr. Datta has published extensively in various international refereed journals and conferences, and several of his publications have received favourable attention by the business and management scholar. His recent book: Relationship Marketing for Enhancing Customer Retention (2018) is currently available in five languages. He is a regular contributor to international academic conferences and is in considerable demand internationally due to his various articles on business and higher education that feature in prominent English language daily newspapers in Bangladesh. Such is the level of the insight that he brings to his areas of specialism that he has made a number of television appearances in the UK and Bangladesh. A seasoned traveller, Dr. Datta has visited over 75 countries.

Mark T Jones

Director - Centre for Innovative Leadership Navigation,
London, UK
Editor-in-Chief, International Journal of Higher Education
Management (UK)



Mark is a fervent internationalist, who is widely travelled. In the year 2000 he initiated and oversaw a major humanitarian venture into war-torn Sierra Leone, and then spent two years in the Middle East where he worked in Jordan (2002-2004). An orator of distinction, he is the author of several books and numerous articles, and in 2009 produced a forward strategy for the sericulture sector in Bangladesh entitled: Rajshahi - the Silk Sensation. He is the co-author of Developing the Ministerial Mindset- a Global View (2013). Mark trains executives, legislative leaders, diplomats and senior figures in the Armed Services as well as being an advisor on trade and investment in frontier markets. Having formulated Jones Octagon of Success (JOOS) he is in considerable demand internationally advising and training corporate and institutional executives. Mark believes that many of the current economic and geopolitical difficulties in the world are the result of a combination of a poverty of leadership, poor regional/market knowledge an absence lack of strategic vision and limited foresight planning. As well as his frequent forays into various parts of Africa, he is known for his insight into the current dynamics of the Horn and Greater Horn of Africa and was instrumental in the establishment of the Horn of Africa Business Association (HABA). He has written extensively on issues related to the Somali territories and Diaspora and sees it as his mission to address what he views as the "knowledge deficit" in relation to many regions and communities.

Mark has a degree in History with Education and in 2019 graduated from Lancaster University with an LL.M in Diplomacy and International Law. As part of Mark's active commitment to scholarly endeavour he assists in various capacities with the following academic journals: Gumbad Business Review (India) - Advisor Board, Indian Retail Journal (India) - Advisory Board and the International Journal of Higher Education Management (UK) - Editor-in-Chief. A passionate advocate of "leading to serve" Mark was elected a Freeman of the City of London in 1994 in recognition of his various charitable endeavours.

KEYNOTE SPEAKERS

*Professor Fabrizio Pezzani
Department of Policy Analysis and Public Management,
Universita' Bocconi, Italy*

He is a senior faculty member of the SDA Bocconi Public Management and Policy Department. He has taught at the Universities of Parma and Trento. He has been a visiting Professor at the Harvard Business School and the Harvard School of Public Health. He is a member of the Commission on the Reorganization of Control Systems in the Department of Public Administration. Member of the Accademia Italiana di Economia Aziendale and the Società Italiana di Storia della Ragioneria. Member of the national scientific committee of Legautonomie. Member of the scientific committee of the European Centre for Public Affairs, Brussels. Member of the Board for the Cari-Parma Foundation. Public accountant and auditor. Member of the editorial board for the journal, Azienda Pubblica ed "Economia & Management".

*Rear Admiral Mohammad Khaled Iqbal, BSP
Vice-Chancellor
Bangabandhu Sheikh Mujibur Rahman Maritime
University, Bangladesh*



Rear Admiral M Khaled Iqbal joined Bangladesh Navy in January 1981 and graduated from Italian Naval Academy, Livorno in 1985. He assumed the duties of Vice-Chancellor, Bangabandhu Sheikh Mujibur Rahman Maritime University since February 2018. Under his Leadership, the University has embarked upon a new phase of development programs ensuring quality maritime education and research. Today the University is charting its course towards transformation into a Regional Maritime Centre of Excellence at its new campus in Chittagong, Bangladesh.

Admiral Khaled Iqbal is a specialist in Navigation and has undergone course on Maritime Law from Wollongong University, Australia in 1999. He is a distinguished graduate of Indian Defence Services Staff College and also a proud alumnus of the National Defence College, Delhi, India. He is an Associate Fellow of the Nautical Institute, London and holds M Phil in Defence and Strategic Studies from University of Madras, India.

Rear Admiral Khaled was the Commander of the Bangladesh Navy Fleet for almost three years. His colorful career also includes appointment as a UN Military Observer in Ivory Coast in 2006.

Admiral Khaled is the immediate past Chairman of Chittagong Port Authority, when his focus on port led economic development and numerous initiatives for capacity building of Chittagong port were highly appreciated. While a sea going Commander by heart, the Admiral has passion for research works on core maritime issues, particularly Maritime Law, Ocean Policy, Sustainable Blue Economy, Coastal Zone Management and maritime Leadership issues. He has a number of research publications in reputed journals to his credit.



Prof. David M J Graves
Nottingham Trent University, Centre for International
Law Enforcement, UK

After a varied career in the Public Sector David specialises in Private and Public Corporate Governance issues, National and International Financial Crime, and all fraud related offences. Now a retired Fraud Squad Detective, David has extensive experience in the areas of: Management Skills and Training, Corporate Governance within the Public/Private Sector, National and International Global economic crime, Money Laundering, Identity Theft, The Police & Criminal Evidence Act, Vulnerable and Intimidated Witness programmes, Crime Reduction strategies, Project Management/Leading Project Teams, Business Customer Care Programmes, Degree course design for Universities.

During his time within the Police service David was the Manager of one of only three UK National Police Fraud Management Courses accredited by Teesside University Business School. Since Leaving the Police Service David has taught law subjects at Warwick University Law School and a wide range of Managerial Skills at Coventry City University Management School. David has both developed and taught academic programmes on the subject of Corporate Governance at Magna Carta College, Oxford. David has previously held the position of lecturer of Law and Corporate Governance at the international Policing and Justice Institute, University of Derby. Since setting up his own company 'dg Anti-Fraud Consultants Ltd' David has been commissioned to assist the Polish, Turkish and Lithuania Governments' fight against organised crime. He has presented training and delivered papers on Government reform strategies, Corporate Governance, Money Laundering, Organised Crime Issues, Corruption, VAT Fraud and runs bespoke delegate inter-active workshops to the Polish Police, Customs Officers, Border Guards and Prosecution officials at different venues in Poland. These programmes have gained European recognition and have been extended to cover Turkey and Lithuania. Missions of this nature in these developing countries continue to be in high demand by the sponsoring authority The European Commission in Brussels.

David is currently developing a Master's programme for Fraud Investigation and Management for Nottingham Trent University. This programme will be available to attend both here in the UK and Internationally from January 2020. David also reviews working papers for the Oxford University Press in the field of Policing: A Journal of Policy and Practice. David holds a Masters of Art Degree in Fraud Investigation and Management and is a Fellow Founding member of the Institute of Leadership and Management, a Chartered Manager and Fellow of Chartered Management Institute, appointed Chancellor and a Fellow and member of the Board of Governors of the African Business School UK Division and a member of the Association of Certified Fraud Examiners.

Professor Chris Bellamy
Professor Emirates of Maritime Security, University of
Greenwich, UK



Chris Bellamy is Professor Emeritus of Maritime Security at the University of Greenwich where he was Director of the Greenwich Maritime Institute from 2010 to 2014. He is currently also a Visiting Research Fellow on the Changing Character of War (CCW) programme at Pembroke College, Oxford, where he is working on hybrid warfare which includes the nexus between war, terrorism, and criminality. He is also a visiting Professor at the University of Hull, responsible for teaching the Law and Politics Department's course on 'Small Wars'. His work has embraced large-scale warfare and other forms of violence and conflict including terrorism, guerrilla warfare, and piracy. Prior to joining Greenwich, he was Director of the Security Studies Institute, Cranfield University, Academic Provider to the Defence Academy of the UK, from 1997 to 2010, and Defence Correspondent of the Independent newspaper from 1990 to 1997. In that role, he saw the conflict in Bosnia and Chechnya. Prior to that, he served as an officer in the British Army and as a Civil Servant in the UK MoD. He holds degrees in Modern History from Oxford, in Russian from the Council for National Academic Awards, in War Studies from King's College, London and his Ph.D. in Russian and Soviet Military Doctrine from the University of Edinburgh. He is the author of eight major books including Absolute War:

Soviet Russia in the Second World War, (Pan Macmillan 2007) which won the 2008 Westminster Medal for Military Literature and has been translated into five languages. He was also a consultant and subject editor on *The Times Atlas of the Second World War* (1989) and *The Oxford Companion to Military History* (2001).



*Prof. Dr. Syed Rashidul Hasan
University of Dhaka, Bangladesh*

Dr. Syed Rashidul Hasan has served the National University, Bangladesh as Vice-Chancellor and the University of Dhaka as Treasurer. Currently, he is serving as a professor in the Department of Tourism & Hospitality Management, University of Dhaka, Bangladesh. Dr. Hasan has completed PhD in tourism marketing from University of Economics and Business Science, Athens, Greece. He is also serving as a visiting professor of Indira Gandhi University, Haryana, India. He has about 45 national and international publications including a good number of research reports, consultancy reports, research papers, conference papers, research monographs, and textbooks etc.

Dr. Jo-Ann Rolle

*Dean, School of Business, Medgar Evers College,
City University of New York, USA*



Dr. Jo-Ann Rolle is the Dean of the School of Business at Medgar Evers College. Dean Rolle has extensive executive leadership experience in higher education, corporate and federal government operations. In 2015 she was awarded recognition by the Network Journal as one of the 25 influential African American women in Business. Dean Rolle's background includes working in multiple Federal agencies, academic institutions, IBM, and consulting. In academic institutions she has been responsible for academic leadership, academic programs, and student affairs. She has launched multiple undergraduate and graduate degree programs. She has taught courses in economics and entrepreneurship. Her skill set includes higher education administration; developing and leveraging strategic partnerships; innovation creation; small business development; disadvantaged business development; and staff development.

At Medgar Evers College, under the leadership and support of President Rudy Crew, and Provost Augustine Okereke, Dean Rolle launched the Entrepreneurship & Experiential learning lab (EEL) in the fall of 2015. Since the EEL launch, Medgar Evers College teams have studied entrepreneurship in ten countries; published in excess of 10 papers; initiated four international agreements and in 2016 coached the first woman to win the CUNY-wide SmartPitch competition. Dean Rolle is sought after internationally as a keynote speaker on entrepreneurship and economic development.



*Prof. Deepraj Mukherjee
Kent State University, USA*

Deepraj Mukherjee has received his Ph.D. in Business Administration with a concentration in Economics from the University of Memphis, USA. Deepraj Mukherjee's areas of specializations are in international trade and business issues. His works have been published in well-known journals like Economic Modelling, Applied Economics Letters, Management Decision, European Business Review, Review of Development Economics among others. Dr. Mukherjee's articles are highly cited. His paper "Is Culture a Determinant of Financial Development" received citations from the edited book Regional Integration and Policy Challenges in Africa (published from Africa), by Adusei (2014) in the British Journal of Economics, Management & Trade (published by Oxford, the U.K.), Yu et al. (2014) in the Journal of Beijing Technology and Business (published from China), and Marpotche et al. (2015) in the Journal of Applied Banking and Finance (from Italy).

His projects are frequently collaborated with researchers from other institutions, like his paper 'Re-examining the Relationship between Domestic Investment and Foreign Aid: Does Political Stability Matter?' has a collaborator from the World Bank. Dr. Mukherjee has been recognized as an excellent scholar related to the emerging markets /economies and has been invited as an affiliate member of Emerging Market Internationalization Research Group (EMIRG) at University of Sydney, Australia. This internationally recognized group is tasked with looking at the entire economic future of several emerging markets around the world to determine steps to be taken in their international expansion.

*Prof. Juan Carlos Botello
Faculty of International Commerce of the Universidad
Popular Autónoma del Estado de Puebla, Mexico*



Dr. Juan Carlos Botello is a Full Professor in the Faculty of International Commerce of the Universidad Popular Autónoma del Estado de Puebla where he also obtained his Doctorate (Summa Cum Laude) in Direction of International Business. Dr. BOTELLO also holds two master's Degrees – one from the Universidad Oberta de Catalunya, Spain and the other from the Universidad Popular Autónoma del Estado de Puebla, Mexico, in International Business. In addition to his present position as Full Professor at the UPAEP, he has also held distinguished professorships in Mexico at the Universidad Madero, the Universidad Vasco de Quiroga and the Instituto de Estudios Universitarios. Prior to entering academia, he had a distinguished international professional career as an executive with WalMart, Inc., the Mexican Petroleum Institute, and the Mexican Import-Export Bank. The honors conveyed upon Dr. Botello include that of Co-recipient of the National Exportation Prize awarded personally by Mexico's President Vicente Fox and The Export Merit Prize of the State of Puebla, Mexico.

His prolific research output has been focused principally on computer-assisted learning, e-government and, most recently to great acclaim, on "The New Determinant Creation Theory as a Way to Attract Direct Foreign Investment". His numerous academic articles in The Business and Management Review, the JCTA and the JCC, have been very widely cited.

He has presented academic papers at internationally acclaimed congresses on several continents including, last but not least: at Cambridge University.



Prof. Gairik, Das
Indian Institute of Social Welfare & Business Management
(IISWBM), Kolkata, India

Presently Associate Professor Head of Department, Master in Retail Management and Head of Business Management Projects and Management Development Programmes at Indian Institute of Social Welfare & Business Management (IISWBM), Kolkata, and also Head of Post Graduate Diploma Big Data Analytics (In collaboration with Inurture). Founder head of retail management programme at IISWBM. Headed the department for 6 years and again made Head of Department Master in Retail Management from January 2017. Earlier was head of Travel and Tourism Management at IISWBM.

Also, Principal investigator in projects related to WBSRLM, Govt of West Bengal, OBC Reservation Impact Analysis, Department of Higher Education, Govt. of West Bengal, Minority Affairs and Madrasah Education Department, Govt of West Bengal Department of Consumer Affairs, Govt. of West Bengal. Principal Consultant of MGNREGS, Govt. Of West Bengal, Coordinator in projects with Department of Tourism, Govt of West Bengal, Department of Agriculture, Govt Of West Bengal, Indian Railway and Catering and Tourism Corporation. Consultant to Vedanta Foundation (belonging to the world-wide Vedanta Group). Principal Investigator for Project: Assessment of Children's Psycho- Social – Economic status at Bethel Home, Barobisha for Helping Hand Welfare Society. Presently working on a research proposal on Minority Craftsmen in West Bengal under Department of Minority Affairs and Madrasa Education Department. As an external expert, just completed the technical bid evaluation of selected advertising agencies for promotional campaign of Jute and Jute products for National Jute Board, Govt. of India. Also lead the final selection team at National Jute Board. Presently Principle consultant of two major assessment study on Capability Maturity models for a top PSU in India.

Prof. Atish Prosad Mondal
Department of Commerce
St. Xavier's College (Autonomous) Kolkata, India



Atish Prosad Mondal is a third-generation teacher. Born in 1970, he completed his master's in commerce from University of Calcutta. He is teaching in the department of Commerce of St. Xavier's College (Autonomous) Kolkata since 1998 as a full-time faculty in the substantive post. He worked as guest faculty in number of colleges and management institutes. He has been awarded Ph.D. degree by University of Calcutta in 2009 on the topic "A Study of Ecotourism in the Sunderbans of West Bengal". UGC has granted him a funded research project to work on a master plan to develop tourism prospectives of the Sunderbans region which has been completed by him in 2008. He had been the member of the Indian delegation to Pakistan in 2005. He has been invited in number of international conferences abroad to deliver on tourism and business issues. He has written number of articles on tourism and taxation issues in various journals.



Prof. Dr. R. Srinivasan
JBIMS, University of Mumbai, India

Dr. Srinivasan. R. Iyengar is currently an Associate Professor in the area of Strategic Management and Marketing at Jammalal Bajaj Institute of Management Studies (JBIMS), department of Management Studies, Mumbai University and visiting faculty at IIM Indore and Sambalpur. He holds in PhD degree in Management from Mumbai University. His areas of interests, inter alia, Strategic Management, International Business, Retail Shoppers` behaviour. He has more than 20 years of experience in corporate and academics. He is a member on the Advisory Board of Journal of Business Retail and Marketing Business Management (JBRMR), Journal of Development Research (JDR). He is editor in chief of Journal of Indian Retail (JIR). He has received many awards in recognition of his academic excellence from Higher Education Forum, Rajiv Gandhi award from Indian Solidarity Counsel. He has also authored five textbooks, few are Mall Management, Strategic Retail Management and Cases in Retail Management. He is consulted by few organisations in the area of strategy as an independent director.

Dr. Md. Mamun Habib
Associate Professor at BRAC Business School (BBS),
BRAC University, Bangladesh



Dr. Md. Mamun Habib is an Associate Professor at BRAC Business School (BBS), BRAC University, Bangladesh. In addition, Dr. Habib is the Visiting Scientist of University of Texas – Arlington, USA. Prior to that, he was Associate Professor at Asia Graduate School of Business (AGSB) at UNITAR International University, Malaysia and the Dept. of Operations Research/Decision Sciences, Universiti Utara Malaysia (UUM), Malaysia. He is the Editor-in-Chief in International Journal of Supply Chain Management (IJSCM), London, UK (SCOPUS Indexed). He has more than 17 years' experience in the field of teaching as well as in training, workshops, consultancy and research. At present, he is supervising some Ph.D. students locally and internationally. As a researcher, Dr. Habib published about 120+ research papers, including Conference Proceedings, Journal articles, and book chapters/books. He serves as the Editor-in-Chief/Lead Guest Editor/Editor/Editorial Board Member/Reviewer of more than 20 journals, particularly Elsevier (Scopus) and Thomson Reuters (Web of Science) Indexed Journals. Also, he delivered lecture as Keynote Speaker at 40+ international conferences. His core research areas are supply chain management, production & operations management, operations research, research methodology. Finally, Dr. Habib is an active member of different professional organizations, including IEEE (Senior Member), IEOM (President, SCM Technical Division), IETI (Senior Member and Board of Director), IRED (Fellow), GRDS (VicePresident), IEB, AIMS, INFOMS, just to name a few.



Prof. Dr. Shah Azam
Department of Marketing, University of Rajshahi
Bangladesh
Shah Azam

Dr. Md Shah Azam is currently holding a position of Professor at the Department of Marketing, University of Rajshahi, Bangladesh. He gained his PhD degree in the field of Diffusion of Information and Communication Technology and SME

Performance from Curtin University, Australia. He holds a Bachelor of Commerce (Honours) and a Master of Business Studies (MBS) in Marketing, a Master of Philosophy (M. Phil) in the field of Adoption of Electronic Commerce. He also attained a Faculty Development Programme (FDP) at the Indian Institute of Management (IIMA), Ahmedabad, India.

His research interests include adoption and diffusion of innovation, receptivity of information and communication technology by individuals and organisations, decision processes, productivity of technology usage, supply chain management, relationship marketing, service marketing and consumer behaviour. He involved in several research projects at the Communication Economics and Electronic Markets Research Centre (CEEM), Curtin University, Australia during 2010-2013 and worked in collaboration with Centris Science, USA. Dr. Azam also attracts various research grants and conducts numerous research projects from 2001 till to date.

He received various prestigious scholarships which include Australian Government supported International Post Graduate Research Scholarship (IPRS), Curtin University Post Graduate Scholarship (CUPS), Curtin Business Scholarship (CBS), Curtin Business and Economics Scholarship for PhD and Commonwealth Scholarship for FDP. Dr. Azam supervised numerous research students at PhD, MPhil and master's degree level. Prof. Azam started his career at the University of Rajshahi in 1999. He has a five-year corporate experience prior to this position.

He visited numerous countries and offered academic talks to many universities which include USA, Canada, Indonesia, Malaysia, Philippines, India and Australia. He received best paper awards in many conferences. Prof. Azam has published in many scientific journals and collective works and has presented his work at many international conferences. His scholastic papers are included in many books and journals of various prestigious publishers such as Springer, Emerald, Taylor and Francis, Macmillan etc. Prof. Azam actively participates in various development initiatives and community services.

Prof. Dr. K.M Zahidul Islam
Jahangirnagar University, Bangladesh



K.M. Zahidul Islam received his PhD degree from the Department of Economics and Management from University of Helsinki, Finland, in 2012. Prior to that Dr. Islam has completed MBA degree in Finance from Institute of Business Administration (IBA-JU), Jahangirnagar University. He worked as a Researcher in the University of Helsinki for nearly four years. He has been working with IBA-JU since 2005 where he is currently serving as Professor. He has published more than 50 scientific papers in reputed international and national journals in the field of Finance and Economics. His research interests include efficiency and productivity analysis, microfinance, Macro econometrics, international trade, and money and capital markets.



Prof. Viput Ongsakul
NIDA Business School, Thailand

Viput Ongsakul is a Dean at NIDA Business School, National Institute of Development Administration (NIDA), Thailand. He is currently serving as Commissioner of the Securities and Exchange Commission (SEC). Also, he is an advisor affiliate at Center for Competitiveness at University of Fribourg, Switzerland. He has volunteered to serve as a chair and member for both AACSB and EFMD accreditation peer review teams for many schools in China, India, Thailand and Malaysia. Through his teaching, consulting and research in the fields of competitiveness, business policy, sustainability, competitive strategy, operations, he has engaged in many consulting works to both public and private agencies. His clients include the Office of The National Broadcasting and Telecommunications Commission, the Office of Public Sector Development Commission, the Tobacco Authority of Thailand, Thailand Posts, General Motors (Thailand), PTT Group, F&N to name but a few. Dr. Viput obtained a Bachelor of Engineering from Chulalongkorn University, Thailand. He also has a Ph.D. and an M.Sc. in Industrial Engineering/Operations Research from Texas Tech University, USA.

Padmakali Banerjee, Ph.D; FSIS-US
 Professor in Management and Psychology,
 Pro Vice Chancellor and
 Dean Academics, Amity University Haryana,
 India



Dr. Padmakali Banerjee is a thought leader, public speaker and Life Coach. She has a doctorate degree from the University of Delhi. Her current research interests include Optimism & Well Being, Curriculum Design and Leadership Development. She closely works with corporate functionaries holding leadership development workshops and training programs extending to array of industries including automobile, IT, oil and gas, FMCG and hospitality. She heads Centre for BRICS Studies; a centre of excellence-practice, research and outreach at Amity. She is involved in strategic planning and leads the development and implementation of the university's academic processes including the introduction of a flexible credit system, industry academic integration and internationalization. She pioneered the skill development programme at the university and has significantly contributed to the Indian Skill Development ecosystem.

Her book "The Power of Positivity - Optimism and the 7th Sense" published by SAGE is a popular choice globally.

Recipient of prestigious "2018 Greenbuild Leadership Award".

Her research model PEROMA™ has been registered as a Trademark for imparting Counselling, Education and Training schedule amongst the organizations and general public to improve life and abilities. She has developed a psychometric test 'Optimism Index', a tool to measure Optimism Quotient, popularly used by the corporates.

In her professional career, she has exhibited a passion for entrepreneurship by empowering youths and developing leaders in different walks of life. Her dream is to transform the world into a happier place to live in by instilling hope and optimism in today's youth.



Dr Jason Pandya-Wood
 Director of External Engagement and Strategic
 Partnerships School of Social Sciences
 Nottingham Trent University, UK

Dr. Jason Pandya-Wood is Director of External Engagement and Strategic Partnerships, and Reader in Social Policy, in the School of Social Sciences at Nottingham Trent University. As the School's Director for External Engagement, Jason is responsible for developing strategic partnerships with a wide range of external stakeholders – locally, nationally and internationally. Representing School's key disciplines, Jason and his team help academics to link up with School's partners, to use research to improve policy and practice, and to enable our students to benefit from working beyond the walls of the university. To help achieve these aims, he set up two pioneering centres: the Nottingham Centre for Children, Young People and Families and the Nottingham Civic Exchange.

Jason is also responsible for the School's International Strategy. He chairs the School's International Committee and works with his colleagues in NTU Global. Together, their work includes enabling staff's and student's international mobility, international research collaborations, collaborative courses with overseas partners, and support the recruitment of international students. Jason and his colleagues are also working with partners in South East and South Asia to develop new forms of professional accreditation of law enforcement training.

GENERAL INFORMATION

- 1) **Presentation timing:** A full paper is normally allocated approximately 12 minutes for presentation followed by 3 minutes for questions from the audience. The session chair will keep an eye on time and will alert you when time is beginning to run short by holding up cards indicating '3', '2' and '1' – these being the number of minutes that you have remaining. Please note that we actively encourage constructive questions from the audience. Your co-operation in bringing your presentation to a close within the time specified is essential to the smooth running of the conference and to be fair to other presenters.
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- 17) **Location:** Daffodil International University, Daffodil Tower, 4/2 Sobhanbag, Dhanmondi, Dhaka-1207, Bangladesh

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CBER-DIU 4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

Daffodil International University (DIU)
Daffodil Tower, 4/2 Sobhanbag, Dhanmondi, Dhaka-1207, Bangladesh

SCHEDULE FOR THE CONFERENCE 2019

Friday 6th December - Saturday 7th December 2019

Arrival and independent traveling days in Dhaka, Bangladesh

DAY-1 SUNDAY 8th December 2019

8.00 AM -9.30AM

Registration & Networking

Master of Ceremonies for the day: Prof. David Graves, Nottingham Trent University, UK

SESSION 1: INAUGURAL SESSION

9.30 am-11.00 am (Tea and Coffee break & Networking: 11.00am-11.30am)

Session Chair: **Prof. David Graves, Nottingham Trent University, UK**

Location: Room 71, Ground Floor, Daffodil International University (DIU), Sobhanbag Campus

9.30 am-9.40 am: Opening Introduction

Prof. David Graves, Nottingham Trent University, UK

9.40 am-9.50 am: Opening Address

Professor Dr. Yousuf Mahbubul Islam

Vice Chancellor, Daffodil International University, Dhaka, Bangladesh

9.50 am -10.00 am: Message of Welcome

Dr. Md. Sabur Khan, Chairman, Board of Trustees, Daffodil International University, Bangladesh

10.00 am -10.10 am: Message of Welcome

Dr. P R Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK

10.10 am -10.30 am: Speech & Extended exposition by Chief Guest

Professor Mesbahuddin Ahmed, Chairman, Bangladesh Accreditation Council, People's Republic of Bangladesh

10.30 am -10.50 am: KEYNOTE ADDRESS

Prof. Dr. Syed Rashidul Hasan

Department of Tourism & Hospitality Management, University of Dhaka. Bangladesh

Title: *Community based Tourism: Its viability In Bangladesh*

Brief Synopsis

Community based tourism (CBT), in short community tourism, is a recent buzzword among the tourism policy makers of developing countries, the donor agencies, NGOs, and the stakeholders. Conceptual evolution of tourism taught us to be more focused and careful on the concept of sustainable tourism. Consequently, more emphasis is being given on the concept of community-based tourism – an offshoot of sustainable tourism; without which sustainability cannot be ensured. As a phenomenon CBT is still under experimentation in many regions of the planet. Many of the countries of South-east Asia, Africa, Latin America have been practicing CBT to achieve two-tier benefits by involving the local people in this non-mechanized industry for their economic betterment and the other one is to ensure sustainability of the tourism assets. Some studies show that

the benefits from CBT is not up to the expectations, some even raised questions about its viability. Nevertheless, a few numbers of the academic pursuits indicated CBT as the appropriate tool for achieving the two-tier benefits. The observation is that the present concept of Public Private Partnership (PPP) will not bring benefit to the community people as it is a top-down approach. Instead, through bottom-up approach the community people should be encouraged to own and manage the CBT projects. This approach can be regarded as Public Private Community Partnership (PPCP) This paper examines some of the success and failure issues of CBT and proposes three models of CBT on the basis of observations by different researchers. Attempts have also been done to explain which of the models might turn a CBT into a viable initiative. Lastly, in light of the model, Bandarban – a mountainous region of Bangladesh has been examined as a jackpot of successful CBT. Bangladesh, being an overpopulated country, needs to protect the tourism assets from depletion because of overflow of tourists to a particular destination. No law can ensure sustainability of the tourism assets unless the local people are involved and trained up to make them aware that tourism assets are owned by them and these, if preserved properly, will generate income for them and for generations to come.

10.50 am -11.00 am: Official Group Photos

SESSION 2 SPECIAL PLEINARY SESSION

Theme: Maritime Crime and Security: Pivotal issues in a globalized world

11.30am-13.15am

Session Chair: Prof. Chris Bellamy, Professor Emirates of Maritime Security, University of Greenwich, UK

Location: 71, Ground Floor, Daffodil International University (DIU), Sobhanbag Campus

11.30 am -11.50 am: KEYNOTE ADDRESS

Rear Admiral Khaled Iqbal

Vice Chancellor, Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh

Theme of the keynote address: *Ocean Governance for Sustainable Maritime Development in the Bay of Bengal.*

Brief synopsis

The oceans are the main component of global economic growth because of its potentiality for food, minerals and energy that could be transmitted to the global markets by international trade. However, world's Oceans need caring attention and integrated response. There is a progressive degradation of ocean health caused by IUU fishing, marine pollution and unplanned coastal development. Recently, Developing Countries have looked to the ocean as a new economic frontier and developed growth policies based on the concept of blue economy. A blue economy roadmap is essential to provide an integrated approach to ocean-based sustainable development, which brings together economy, environment and society being closely linked with the UN Sustainable Development Goals 2030 (SDG). Making the transition to a Blue Economy would entail fundamental and systemic changes in the policy-regulatory-management-governance framework using the tools of an ecosystem-based Marine Spatial Planning (MSP). Since the Bay of Bengal has gained enormous economic and strategic significance connecting South and South East Asia, the littoral countries of the Bay of Bengal show huge trends of economic development due to their increasing importance on the ocean-based economy. But today our development patterns are often undermined and diminished due to lack of appropriate ocean governance measures whereas various policies are either poorly implemented or lacks supervision. So, a regionally integrated management and governance system is the demand of the day in order to ensure a sustainable maritime development in the Bay of Bengal region. The study explores the strategic and economic significance of the Bay of Bengal highlighting the nexus of Blue Economy and sustainable maritime development. The paper analyzes the challenges of ocean governance and harvest blue economy benefits. The various steps taken for maritime development of Bangladesh in overall ocean economy. There are many challenges but a properly planned blue economy and ocean policy can bring to the developing countries of this region substantial benefits of economic and social development in the years ahead.

11.55am -12.15am: KEYNOTE ADDRESS

Prof. Chris Bellamy, Professor Emirates of Maritime Security, University of Greenwich,

Title: *Stripping the Ocean. Territorialisation of the seas and oceans. Case studies of the Sea of Azov, the Gulf and the South China Sea*

Theme

When International Law was first developed in the 17th Century the 'high seas', beyond cannon-range of the shore, were the 'global commons' and the seabed the common inheritance of all mankind. Since the 1982 UN Convention on the Law of the Sea, however, states have exerted various degrees of control out to at least 200 nautical miles, and in some cases are claiming control of their continental shelf even further out. These developments – legal, enhanced by technological capabilities – are placing

increasing restraints on freedom of navigation and are analogous to the 'high seas' being stripped away to reveal vastly increased areas of 'national' jurisdiction in various forms.

Brief Synopsis

Global warming is leading to accelerated melting of polar ice – indeed, all ice – and is thus causing sea levels to rise. In the legal, political, commercial, strategic and emotional context, however, the reverse is happening. When International Law was being formulated in the 17th century, jurists, especially Hugo Grotius, tended to agree that the oceans, covering 70 percent of the planet's surface and plunging to eleven miles' depth, were the 'global commons' and the sea bed, then inaccessible, the common inheritance of mankind

The paper covers this critical issue through three case studies of recent political, geo-political and strategic developments. The first is the case of the Sea of Azov and the Crimean Bridge, President Putin's 'Project of the Century'. A bridge across the 19-mile wide Kerch Strait linking Crimea to mainland Russia to the east was first mooted in 1903 but was never built. Temporary bridges built by both sides in the 1941-45 Great Patriotic War were quickly demolished by strong currents and ice. In 2010 Russia and Ukraine signed an agreement to build a bridge spanning the Kerch Strait via Tuzla island. With the Russian annexation (or re-annexation, depending on your point of view) of Ukraine in 2014 the Russians moved fast. The massive project was completed in May 2018 President Putin himself drove the first truck down the four-lane motorway from mainland Russia to Crimea. A twin-track railway will be opened shortly. Although advertised as a means of getting goods to Crimea more cheaply and encouraging tourism, there can be little doubt that the 'Project of the Century' (so far) has a profound geo-strategic purpose. It makes Russian Crimea totally independent of supply from mainland Ukraine to the north and also cuts off two major Ukrainian ports on the sea of Azov. Shortly after the bridge was opened the Russians impounded Ukrainian warships heading for those Ukrainian ports inside the Sea of Azov. The construction of the bridge has helped ensure that the Sea of Azov, although it contains areas still categorised as 'high seas', is effectively a Russian lake.

The second case study is the Strait of Hormuz through which one third of the world's oil transported by sea and one-fifth of the world's oil in total passes. At its narrowest point the Strait is only twenty nautical miles wide so to pass through it one must be in either Iranian or Omani territorial waters. This places huge constraints on both international merchant marine trade and also on naval forces. Whereas UNCLOS permits 'innocent passage' by warships openly transiting territorial waters with no hostile intent to the states owning those waters, other activities – such as submarines transiting submerged – are, technically, illegal.

The third case study is the South China Sea and the numerous concrete bases, harbours, fortifications, towers and airstrips being built by China on no fewer than ten sandbanks. The motive for these constructions is clear. China will use the 'rights' under UNCLOS, to extend its Territorial Sea out to twelve nautical miles beyond what it now claims is its territory. China and the US Navy have been playing games on this basis in the South China Sea for some years. The evidence of Chinese construction is clearly visible from satellite photographs.

In summary, the 'high seas' are being stripped away to reveal a seabed of territorial states' domains. The strategic, political and commercial implications are global, massive and profound.

PRESENTATIONS

- I *Maritime trans-boundary crime and its impact on the regional security issues*
M Anwarul Islam, Retired Rear Admiral, Bangladesh Navy; **Wahid Hasan Kutubuddin**, Director, Institute of Bay of Bengal and Bangladesh Studies, BSMR Maritime University, Bangladesh
- II *Shipping and port security: Challenges and legal aspects*
Zillur Rahman Bhuiyan, Managing Director, Marine Care Consultant Bangladesh Ltd
- III *Illegal migration and human security: challenges and way forward*
Abdul Alim, Professor, Department of Law, Rajshahi University, Rajshahi, Bangladesh
- IV *Pollution and Environmental hazards vis-à-vis maritime crime and security in the context of climate change fantasy in the Bay of Bengal*
Aftab Alam Khan, Professor, Department of Oceanography and Hydrography, Faculty of Earth and Ocean Science, BSMR Maritime University, Dhaka, Bangladesh

13.15PM-14.30PM
BREAK FOR LUNCH

SESSION 3 (PANEL SESSION)**14.30pm-15.45pm****Track: Entrepreneurship in Emerging & Developing Economies (Session-1)**

Session Chair: **Prof. S.S. Khanka**, University School of Management & Entrepreneurship, Delhi Technological University, India

Location: Room 604, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

14.30am -15.45pm**PRESENTATIONS**

- I *Praava Health: Pioneering app-based healthcare delivery system in Bangladesh*
Rifat Iqbal; Mohammad Asif Gazi; Quazi Tafsirul Islam, Department of Management, School of Business and Economics, North South University, Dhaka, Bangladesh
- II *Transfiguration & adoption of University based entrepreneurship ecosystem in Bangladesh: A case study of Daffodil International University.*
Mrittika Shil; Mohammad Shibli Shahriar, Daffodil International University, Dhaka, Bangladesh
- III *Role of cooperative investment policy to accelerate the entrepreneurship and improve the poverty condition in Bangladesh*
Raju Mohammad Kamrul Alam; Md. Nazmul Hossain, Peoples' friendship University of Russia (RUDN University), Moscow, Russia; **Silvia Akter**, Department of Business Administration East West University, Bangladesh
- IV *Measurement of levels of service quality in online shopping: Bangladesh Perspective*
Farhana Noor; Sharmin Jahan; Md. Mokter Hossain Akash, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, Dhaka, Bangladesh.
- V *Corporate entrepreneurship in India: the road less travelled*
S. S. Khanka, University School of Management & Entrepreneurship, Delhi Technological University, Delhi, India

SESSION 4 (PANEL SESSION)**14.30pm-15.45pm****Track: Globalisation & International Trade**

Session Chair: **Prof. Dr. Avanenge Faajir**, Benue State University, Nigeria

Location: Room 605, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

14.30am-15.45pm**PRESENTATIONS**

- I *Sharing Economy: Conceptualization; Motivators and Barriers; and Avenues for Research in Bangladesh*
Sajid Amit; Md. Oliur Rahman Tarek, Center for Enterprise and Society, University of Liberal Arts Bangladesh (ULAB).
- II *Local versus global brands: The Internationalization process in food and beverage industry*
Muslima Zahan; Zulfa Sultana Zim, North South University, Bangladesh
- III *Effect of entrepreneurship and small business on Nigeria's economy*
Avanenge Faajir, Department of Business Management, Benue State University, Makurdi, Nigeria
- IV *Does halal food export follow the gravity trade theory? The Malaysian perspective*
Yunus Ali, Monash University Malaysia, Malaysia; **Shahriar Kabir**, Independent University, Bangladesh; **Puteri Zahrah Aminan; Sa'adiyah Binti Munir**, Monash University Malaysia, Malaysia

- V *Determining comparative advantage of bangladeshi leather goods and footwear products*
Saiful Islam, Department of International Business, University of Dhaka, Bangladesh

SESSION 5 (PANEL SESSION)

14.30pm-15.45pm

Track: Financial Sector in Emerging Economies (SESSION-1)

Session Chair: Professor Dr. Mahbub Uddin Chowdhury, Department of Finance, University of Dhaka

Location: Room 607, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

14.30am -15.45pm

PRESENTATIONS

- I *Link between Non-Performing Loans (NPL) and economic growth---evidence from an emerging economy*
Nusrat Nargis, Universiti Sains Islam Malaysia (USIM), Malaysia & Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University;
Nursilah Binti Ahmad; Norhazlina Binti Ibrahim; Zurina Binti Kefeli, Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia (USIM), Malaysia.
- II *Effect of financial determinants on return of assets (ROA) in manufacturing companies of Bangladesh*
Sayedul Anam; Md Kamruzzaman; Md. Arif Hassan, Daffodil International University, Dhaka, Bangladesh
- III *Price difference in flower business as affected by seasons: case in Bangladesh*
Shamsun Nahar Momotaz, Department of Marketing, Independent University, Bangladesh;
Susmita Banik, Department of Economics, Stamford University Bangladesh
- IV *Composition of board of director in the Indian Nifty 50 listed firms: impact study from financial angle*
H. K. Singh; Waleed Al-Ahdal Faculty of Commerce, Banaras Hindu University, Varanasi, U.P. India
- V *Impact of corporate social responsibility (CSR) on the organizational financial performance: A Study on the state-owned commercial banks of Bangladesh*
Shahana Kabir; Md. Rayhanul Islam, Daffodil International University, Dhaka, Bangladesh

SESSION 6 (PANEL SESSION)

14.30pm-15.45pm

Track: HRM issues in Emerging Economies (Session-1)

Session Chair: Dr Sheikh Abdur Rahim, Daffodil International University, Bangladesh

Location: Room 608, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

14.30pm -15.45pm

PRESENTATIONS

- I *Spending on human resource: Cost or Investment? A developing country perspective*
Rubaiya Nadia Huda; Rifat Iqbal; Quazi Tafsirul Islam, Department of Management, School of Business and Economics, North South University, Dhaka, Bangladesh
- II *Empirical analysis on Employee Retention in the private Organization of developing country: A survey in Bangladesh*
Nujhat Anjum Ani, Department of Business Administration, Faculty of Business and Economics, Daffodil International University, Bangladesh
- III *Human resource management (HRM) practices in National University, Bangladesh*
Md. Nahid Mia, Department of Management Studies, National University, Bangladesh

- IV *Evaluation of the effectiveness of training programs of private commercial banks in Bangladesh*
Sheikh Abdur Rahim; Md. Kamrul Hossain, Department of Business Administration, Faculty of Business and Economics, Daffodil International University, Bangladesh
- V *The effect of employee participation in decision making on organizational productivity*
Mandeun, Isaiah Tyungu, University of Mkar, Benue State, Nigeria

SESSION 7 (PANEL SESSION)**16.00 pm-17.15 pm****Track: Financial Sector in Emerging Economies (Session-2)****Session Chair: Dr Rumki Bandyopadhyaya**, Amity University Haryana, India**Location: Room 604, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus****16.00 pm-17.15 pm****PRESENTATIONS**

- I *Complying with the disclosures required by the IFRS 7: A study on the pharmaceutical companies of Bangladesh*
Md. Rayhanul Islam; Umme Kulsum, Daffodil International University, Dhaka, Bangladesh; **Md. Iftekharul Islam Bhuiya**, World University of Bangladesh, Dhaka, Bangladesh
- II *Insider ownership and firm performance: evidence from Japanese Economy*
Md Nurul Kabir; Syeda Humayra Abedin, Department of Accounting and Finance, North South University, Dhaka, Bangladesh
- III *Role of women entrepreneurship on achieving sustainable development goals (SDGs) in Bangladesh*
Gouranga Chandra Debnath; Shanjida Chowdhury; Sunjida Khan; Tamanna Farahdina; Tamanna Sharmin Chowdhury, Daffodil International University, Dhaka, Bangladesh
- IV *Shariah Governance in Islamic Banks: A Systematic Literature Review*
Md. Arif Hassan, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, Bangladesh; **Rosnia Binti Masruki; Nurul Nazlia Binti Jamil**, University Sains Islam Malaysia, Malaysia; **Bablu Kumar Dhar**, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University
- V *Comparative performance of public and private sector banks using data envelopment analysis, India*
Sr. Lalitha Thomas, Jyoti Nivas College Autonomous, Bangalore, India
(Video presentation)

SESSION 8 (PANEL SESSION)**16.00 pm-17.15 pm****Track: Logistics & Supply Chain Management****Session Chair: Dr. Akhilesh Chandra Pandey**, University of Allahabad, UP, India**Location: Room 605, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus****16.00 pm-16.20 pm: KEYNOTE ADDRESS****Dr. Md. Mamun Habib**

BRAC Business School (BBS), BRAC University, Bangladesh University of Texas - Arlington (UTA), USA

Title: Supply Chain Management and its Implications: A Global Perspective**Brief synopsis**

Supply Chain Management (SCM) has been widely researched in numerous application domains during the last three decades. Despite the popularity of SCM research and applications, considerable confusion remains as to its meaning. There are several attempts made by researchers and practitioners to appropriately define SCM. Most supply chain management (SCM) literature focuses on the manufacturing industry. On the other hand, only little literature on SCM in the service industry whereas very few research papers are on SCM in the academia. This keynote speech represents theory and evolution of Supply Chain Management as well as highlights chronological prospective of SCM in terms of time frame in different areas of manufacturing and service

industries. Basic supply chain, from raw material to finished products, for manufacturing and service industries has been demonstrated, including various intermediate parties/organizations. This paper consists of SCM in fishing industry, RMG, textiles are illustrated from the global perspectives. Finally, this study illustrates Integrated Tertiary Educational Supply Chain Management (ITESCM) model as the application of SCM in the service industry, which would unlock other applications of SCM in different arenas, particularly service industries. Keywords: supply chain management, SCM, global, manufacturing, service

16.25pm -16.45pm: KEYNOET ADDRESS

Prof. Dr. Akhilesh Chandra Pandey, University of Allahabad (A Central University), U.P. India

Title: Digital vs. Physical Procurement: Role of GeM in transforming B2G procurement in India

Brief Synopsis

The public procurement in India spending is estimated to be 20% of GDP of economy. It has been struggling with the challenges of decentralized procurement of commonly used items for quite a long time. The purchases in small quantities lose the benefits of economies of scale and at the same time these purchases are also vulnerable to malpractices because it is very difficult to monitor thousands of small transactions. Small vendors and suppliers find it difficult to reach buyers in other parts of the country without layers of intermediaries, pushing up their costs. To deal with this challenge and based on the recommendations of two high level committees, the Government of India set-up the Government e-Marketplace (GeM) in 2016. To provide policy support, a new enabling rule was introduced in 2017 through the government's General Financial Rules (GFR), signaling its willingness to bring reform in this area. Since then, this Business to Government (B2G) platform, has eliminated multiple levels of manual, sequential verification and decision-making, leading to dramatic reductions in lead-time in government procurement. For suppliers, too, this has opened attractive new options by eliminating intermediaries and guaranteeing prompt release of payment. In a short span of two years or so, the platform has opened up market access for micro and small enterprises and entrepreneurs, expanding the number of potential suppliers but due to some institutional bottlenecks and traditional mindset of procurement authorities GeM has not become so popular as it was expected.

The e marketplace has also helped promote entrepreneurship and create new jobs. It has enabled many small entrepreneurs to grow their business. It has proved to deliver promising results to the purchasers through this special purpose vehicle. GeM has created transparency in public procurement and brought down the delivery time too. GeM caters to 182,184 sellers and 32,210 buyer organizations covering 7,41,085 products and 3587 services till 15 January 2019. In all, 1,187,961 orders have been placed so far, with a total value of Rs. 17,188 Crores. Most of India's states have also signed Memorandum of Understanding (MoU) with GeM for using this platform for commonly used items. The e-marketplace has set an ambitious target to achieve Gross Merchandise Value (GMV) equivalent to 4-5% of India's GDP. If 15-25 % savings are realized on this volume of procurement, it will free up enormous sums which the government can use to finance its development and poverty alleviation programs.

This is one of the ambitious plans of government to put efforts to bring more SHGs, artisans and start-ups on this platform. This paper is an effort to present the journey of GeM to analyse its growth story and limitations.

PRESENTATIONS

- I *The value-driven freight transportation system for accelerating the development of Bangladesh*
Razon Chandra Saha, Center for Higher Studies and Research, Bangladesh University of Professionals, Bangladesh
- II *Risks-benefits perception of digital supply chain finance platform in the context of Bangladesh*
Sultana Sabina Chowdhury, ULAB School of Business, Bangladesh; **Md. Sohan Haidear**, Institute of Business Administration, University of Dhaka, Bangladesh

SESSION 9 (PANEL SESSION)

16.00 pm-17.15 pm

Track: HRM Issues in Emerging Economies (Session-2)

Session Chair: Prof. H. K. Singh, Banaras Hindu University, India

Location: Room 607, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

16.00 pm-17.15 pm

PRESENTATIONS

- I *Human resource accounting: A new dimension in global scenario*
Harendra Kumar Singh; Vaibhav, Banaras Hindu University, India

- II *Forecasting optimum faculty requirement on course allocation: evidence from Department of Business Administration, Daffodil International University*
Gouranga Chandra Debnath; Sayedul Anam, Development, Daffodil International University, Bangladesh
- III *Analyzing the soft skills influencing hiring decision for frontline employees of Foreign Commercial Banks in Bangladesh*
Khadiza Rahman Tanchi; Md. Kamruzzaman Dldar, Department of Business Administration, Daffodil International University, Bangladesh
- IV *A discourse on how people should be treated at workplaces*
Sarat C. Das, KiLax, UK

SESSION 10: WORKSHOP

16.00 pm-17.00 pm

Workshop facilitator: Prof. S. S. Khanka, University School of Management & Entrepreneurship, Delhi Technological University, India

Location: Room 608, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

16.00pm-17.00pm

Facilitator

Prof. S. S. Khanka, University School of Management & Entrepreneurship, Delhi Technological University, India

Workshop title: *Creativity and Innovation in Entrepreneurship Development in Developing Economies (The Evidence from India)*

Brief synopsis

Entrepreneurship has been an evolutionary concept and has been assuming ever increasing relevance and significance in the contemporary economic literature. As entrepreneurship development plays a pivotal role in industrial and, in turn, economic development of the economies' world over, it has become the buzzword in any discussion on economic development. Since economic and business environment keeps on changing, so does the intent and content of entrepreneurship development also world over including the growing economies like India. It is against this backdrop; an attempt has been made in this paper to present the role of creativity and innovation in entrepreneurship development of India.

Takeaways from the Session

- *Understand the meaning of entrepreneurship development*
- *Appreciate the significance of entrepreneurship development*
- *Understand the meaning and significance of creativity and innovation in entrepreneurship development with special reference to India*
- *Know how to apply and foster creativity and innovation in developing entrepreneurship in the growing economies.*

SESSION 11: ANNOUNCEMENT & CLOSING REMARKS FOR THE DAY-1

17.20pm-18.00 pm

Session Chair: Prof. David Graves, Nottingham Trent University, UK

Location: Room-604, 6th Floor, Daffodil International University (DIU), Sobhanbag Campus

Announcement of Best paper presenters

Group Photos

Closing remarks

Prof. David Graves, Nottingham Trent University, UK

Feedback from the audience

DAY 2 MONDAY 9TH DECEMBER 2019

8.30 AM -9.30AM

Registration

9.30am-11.00.am

OPENING ADDRESS FOR DAY 2

Master of Ceremonies for the Day: Prof. Dr. Gairik Das, Indian Institute of Social Welfare & Business Management, Kolkata, India

SESSION 12: PLENARY SESSION

9.35am -11.00am (Tea/Coffee Break/Networking: 11.00 am-11.30am)

Session: KEYNOTE ADDRESSES

Session Chair: Prof. Gairik Das, Indian Institute of Social welfare & Business Management, Kolkata, India

Location: Room-604, 6th floor, Daffodil International University (DIU), Sobhanbag Campus

9.30 am -9.50 am: KEYNOTE ADDRESS

Prof. David Graves, Nottingham Trent University, UK

Title: What are common maritime frauds and illegal activities on board ships

Brief Synopsis

It's fair to say that the subject of Maritime Fraud has, in the past, had very little exposure mainly as it rarely gets to the top of a Fraud Investigators 'to do' list. Perhaps the reason this has been is because it crosses multiple jurisdictions and therefore seen as too difficult to investigate.

The question is asked: what is Maritime Fraud and just how prevalent is it, and what measures can be put in place to stop it? During recent years, the shipping industry and Maritime commerce has seen a sharp rise in not only the number of fraud cases, but also the variety of the fraud perpetrated against shipping. Maritime fraudsters are becoming more & more ingenious in their design and execution of fraud schemes, including the use of technology, such as computer hacking, but sometimes tried and tested 'old school' methods such as document fraud, work just as well.

Maritime fraud is slowly becoming a mainstream activity as more and more shipping is crossing our oceans. The International Maritime Bureau defines Maritime fraud as "An international trade transaction that involves several parties - buyer, seller, ship-owner, charterer, ships' master or crew, Insurer, banker broker or agent. Maritime fraud occurs when one of those parties succeed, unjustly or illegally in obtaining money or goods from another party to whom, on the face of it they have undertaken a specific trade, transport or financial obligation. Fraud against shipping is becoming more common due to a number of reasons; criminals are increasingly turning to new methods such as computer hacking as ports are adopting new technologies that in the worst case can enable new types of fraud against (such as Automate Container Operations 'ACO') and as many ship-owners are under pressure to win new business, many have decided to ignore due diligence when dealing with new business partners.

Shipping is a global business, with many players and jurisdictions involved in a single shipment of cargo, even in a simple A >>> B voyage there are many pitfalls where the fraudster seeks to take advantage of the unprepared. As parties are often based in multiple jurisdictions, and necessarily deal with each other at 'arm's length' and/or through Brokers and Financial Institutions, there may be a little or no opportunity to make 'physical checks'. Everything still comes down to the reliance on paperwork and mostly the Bill of lading. That is also been identified as the inherent weakness in an already corrupt business. The trust in a key document that can be corrupted and issued in multiple originals is the root of many of the frauds being perpetrated today. It might be seen as 'minor' cheating or a multi-million-dollar scam but being prepared is still the key to avoiding becoming a victim.

Fraud can come from many different angles and when we speak of 'fraud' in the Maritime industry, we use it as an umbrella term that goes beyond legal definition but the meaning is clear; someone, somewhere is seeking to take advantage of someone else in a way that goes beyond commercial sharp practice. We again ask the question that if Maritime Frauds are becoming more prevalent how can we integrate proven and robust checks and balances into the system in order to stop Maritime fraud or at best disrupt the activities of the fraudster and in doing so making their attempts less likely to succeed.

9.55am -10.15am: KEYNOTE ADDRESS

Dr Jo Ann Role, Dean, Business School, Medgar Evers College of City University of New York, USA

Title: The future of teaching and learning in the unscaled economy

Brief synopsis

As low-level labor functions are substituted for higher level artificial intelligence and other aligned technologies, the ensuing issue becomes the rate of learning of the displaced labor market and its ability to transition to alternative industry needs. Many are preparing for massive global underemployment as we are beginning to see the decrease in demand for undergraduates, graduate and other skilled talent seeking employment opportunities. We are facing an ever-increasing demand for academic credentials at increasing costs with the possibility of lower real yield of economic opportunity (Rollel.D, Billy I., Kisato J., Acevedo R. & Zarbabal K. ,2017; Reynolds, P. D. ,2012). How do we prepare diverse talent for a dynamic and possibly uncaring world of continuous automation and changing needs of the marketplace?

There is hope for an economy of diversity and inclusion of a broad base of talent using technology such as artificial intelligence, AWS, 3D printing, Virtual Reality, and later, Augmented Reality. Instead of cloning homogenous labor forces to support the demands of mass production, more diverse, creative and agile entrepreneurial teams or persons will cost effectively produce for niche markets -- even as small as units of one (Reynolds, 201; Hemant Taneja, 2018; Rolle et al., 2017.).

The recent book *Human + Machine: Reimagining Work in the Age of AI* contribution to the growing body of literature is what is referred to as the "missing middle" -- that intersection where both man and machine will collaborate, coordinate, and co-exist as one in the workplace. The challenge is willing the labor force, both current, and future, learn the new "fusion" skills necessary to work in the new workplace fast enough to meet industry demands? How will academic institutions adapt to the new world of teaching and learning with machines? How will faculty that have not experienced the transformation prepare students. Collaboration. Industry with vision and foresight on skills needed must work with academics and other knowledge providers such that the labor force is truly optimized for the new economy.

10.15am -10.35am: KEYNOTE ADDRESS**Prof. (Dr.) Padmakali Banerjee**

Pro-Vice Chancellor and Dean Academics, Amity University Haryana, India

Title: *Changing Architecture of Academic Leadership in Internationalized Educational Environment***Brief synopsis**

World education has been constantly undergoing metamorphosis especially with regard to formulating benchmarks on academic excellence, quality, standardization, innovation, application, meaningful knowledge creation and dissemination. Indian higher education system has been at the crossroads while becoming more inclusive and raising its bar towards creativity and innovation. It has gained traction towards sustainability, quality, adaptability and measurability. Skill development and disruptive technology have become part and parcel of Indian higher and technical education system. Entailing leadership in higher education is of paramount significance in order to produce optimum outcome in any kind of academic decision process. In this context the keynote address will focus on explaining the significance and relevance of dynamic Six C Model of Academic Leadership Excellence in an increasingly competitive and complex global environment. In fact, the Model has already proved to be truly transformation in the realm of higher education in India. The spirit of entrepreneurship and innovation is crystallized by the steady integration of Six C Model in our education system, while effectively stimulating academia-industry collaboration and encouraging the endeavors of practice-research-outreach. The idea is to infuse a sense of dynamic leadership in decision process to make higher education not only competitive in terms of maintaining excellence but also to make it more responsive to societal needs and requirements. Simultaneously globally changing architecture of academic leadership demands higher levels of optimism and positive valence to avoid any room for vacillation when decision is made and duly implemented.

10.35am -10.55am: KEYNOTE ADDRESS**Dr. R. Srinivasan, JBIMS, University of Mumbai, India****Title:** *Need for Reinventing Business Model***Brief Synopsis**

The sharing economy, a rising pattern in consumption behaviour that is based on accessing and reusing the products to utilize idle capacity, present significant threats for emerging as well as incumbent business. As a consequence, companies have to focus not only on product or process innovation. By innovating operational business models and processes, companies can reinvent themselves in an ever-changing and complex market. Business leaders need to understand when to adapt the business model and how to execute the change. Business model innovation is identified as a search for creative and new solutions to problems and needs. For businesses to become more competitive and improving their performance, they must constantly develop new products as well as strategies. Objectives of this paper will focus in the context of Industry 4.0 and its impacts. Business model innovation can provide significant opportunities both during periods of rapid economic growth and at times of turmoil. Business Model innovation have reshaped many industries and redistributed billions of dollars of value. The paper has shed fresh light on our current understanding of business model development as a factor in competitiveness.

SESSION 13 (PLENARY SESSION)

11.30 am-13.00pm

Track: Entrepreneurship in Emerging & Developing Economies (Session-2)**Session Chair: Prof. David Graves, Nottingham Trent University, UK****Location: Room 604, 6th floor, Daffodil International University (DIU), Sobhanbag Campus****11.30am -11.50pm; KEYNOTE ADDRESS & EXTENDED EXPOSITION****Prof. Dr. Viput Ongsakul**

SEC Commissioner, Former Dean NIDA Business School, Thailand

Title: *Digital asset development in Thailand: The case of SEC regulations and consequences***Brief synopsis**

The Digital Asset development in Thailand has gained the attention from many sectors, especially, in Financial sector. The Thai Securities and Exchange Commission (SEC) has the authority to oversight the ICO, STO, as well as the trading activities of the Token. As a commissioner of the SEC, I would like to share the insight of the development of the regulation in Thailand: How we regulate as well as stimulate the market of the Digital Token.

11.55 am -12.15 pm: KEYNOTE ADDRESSES**Prof. Dr Juan Carlos Botello****Title:** *Creation of the observatory of competitiveness and new ways of working at UPAEP***(Video presentation)****PRESENTATIONS**

- I *Evaluation of SME credit to agriculture sector*
Sabrina Akhter; Shah-Noor Rahman, Daffodil International University, Dhaka, Bangladesh
- II *Micro-saving based co-operative investment banking (MSBCI-banking) to reduce the unemployment rate and improve the poverty condition in Bangladesh*
Shaikh Shafiullah, Bauman Moscow State Technical University, Moscow, Russia; **MD. Sajib Hossain**, Bangabondhu Sheikh Mujibur Rahman Science & Technology University, Bangladesh; **Shanto Kumar Biswas**, BGC Trust University Bangladesh; **Pranto Kumar Biswas; Kamrus Hasan; Monowar Hossain**, Kushtia Government University, Bangladesh; **MD Tushar Imran**, Kushtia University, Bangladesh
- III *Entrepreneurship and Business Opportunities in BRICS*
Padmakali Banerjee; Debashish Bhattacharya; Rumki Bandyopadhyaya, Amity University Haryana, India

SESSION 14 (PANEL SESSION)

11.30 am-13.00pm

Session: Special discussion session on "Changing Landscape of Rural"**Session facilitator Dr. R. Srinivasan, JBIMS, University of Mumbai, India****Location: Room 605, 6th floor, Daffodil International University (DIU), Sobhanbag Campus****11.30am-13.00pm: Discussion session**Facilitator: **Dr R. Srinivasan**, JBIMS, University of Mumbai, India**Title:** Changing landscape of Rural**Brief Synopsis**

Panel discussion on Changing landscape of Rural will identify the drivers of Rural Change that are likely to characterise the 21st Century and shape how rural areas can succeed in a more complex, dynamic and challenging environment. Rural non-farm growth reduces financial and spatial inequalities and creates economic opportunities with enhanced incomes. The rural non-farm sector has been the most important outlet for self-employment that further contributes in bringing down the unemployment at national level. This sector can be attributed to be most potential source of income growth of rural households particularly the landless and poor living in backward areas. Notwithstanding this fact, rural areas have a wide range of assets and resources and

a strong potential for sustainable growth. Enhancing innovation will therefore be essential to mobilise their growth potential and promote well-being for rural dwellers.

The purpose of the panel discussion to exchange experiences and practices on issues related to rural areas, including the development of policies to benefit from technological change, and making the most of opportunities for job creation, economic growth, and service delivery.

Main discussant: Dr. R. Srinivasan, JBIMS, University of Mumbai, India

Penalist-1: Prof. Dr Jo Anne Rolle, Dean, Business School, Medgar Evers College, City University, USA

Penalist-2: Prof. Sabur Khan, Chairman, Board of Trustee, Daffodil International University, Bangladesh

Penalist-3: Dr. P. R. Datta, Centre for Business & Economic Research, UK

Penalist-4: David Graves, Nottingham Trent University, UK

SESSION 15 (PLENARY SESSION)

11.30 am-13.00am

Track: Education and Teaching

Session Chair: **Dr Jo Ann Role**, Dean, Business School, Medgar Evers College, City University of New York, USA

Location: Room 607, 6th floor, Daffodil International University (DIU), Sobhanbag Campus

11.15 am-11.35am: KEYNOTE ADDRESS

Dr Jason Pandya-Wood

Director of External Engagement and Strategic Partnerships, Reader in Social Policy, School of Social Sciences, Nottingham Trent University, UK

Title: *Developing academic/professional partnerships: enhancing training, scholarship and research?*

PRESENTATIONS

- I *Identifying the dependency outline of students' attendance in tertiary level using Markov Chain and logistic regression model: A study of Department of Business Administration, Daffodil International University*
Sayma Suraiya; Sayedul Anam, Dept. of General Educational Development, Daffodil International University, Bangladesh
- II *Getting ahead for the next industrial disaster: experiences from Rana Plaza coordination cell*
Wahid Soruar, Centre for Social Theory, School of Development Studies, Tata Institute of Social Sciences (TISS), Mumbai, India
- III *An Investigative analysis on entrepreneurial intention of entrepreneurship education at the secondary and higher secondary level in Bangladesh*
Md. Atikur Rahman Babu; Mrittika Shil; Mohammad Shibli Shahriar, Daffodil International University, Bangladesh
- IV *Faster adoption of work-based learning into Higher and Further Education*
Sarat C Das, Kilax, UK

SESSION 16 (PLENARY SESSION)

11.30 am-13.00am

Track: Branding & Marketing in Emerging Economies

Session Chair: **Prof. Shah Azam**, Department of Marketing, University of Rajshahi, Bangladesh

Keynote speaker will be introduced by **Prof. Gairik Das**, Indian Institute of Social Welfare & Business Management, Kolkata, India

Location: Room 608, 6th floor, Daffodil International University (DIU), Sobhanbag Campus

11.30am -11.50pm: KEYNOTE ADDRESS

Prof. Md. Shah Azam, Department of Marketing, University of Rajshahi, Bangladesh

Title: *How Education and Structural Support Explain Entrepreneurial Intention and Entrepreneurial Success? A Perspective of Bangladesh*

Brief Synopsis

Bangladesh has witnessed a steady growth in various socio-economic indicators in the recent years and has become a member in the developing countries consortium. The country has set its vision to become a middle-income country by 2021 and a developed country by 2041. The government has adopted a range of development initiatives and inspires various government and non-government organizations to promote the entrepreneurship development programs. To support the government's move to attain a sustainable economic development through employment generation and resource mobilization a number of government and nongovernment organizations are working to promote entrepreneurship in Bangladesh such as: BIDA, Bangabandhu Innovation Grant, BSCIC, Karmasangsthan Bank, Krishi Bank, Basic Bank Ltd. Grameen Bank Ltd., BRAC, MIDAS Financing Ltd., BRAC Bank Ltd. and Centre for Entrepreneurship Development (CED).

However, there remain a paucity of researches that focus on developing entrepreneurial intention through education and entrepreneurship programs, which may affect adversely in the productivity and efficiency of the development programs. I initiate a study, which aims to examine the antecedents of entrepreneurial intention and its impacts on entrepreneurial success. Grounded basically on the Theory of Planned Behavior (Ajzen, 1991), a comprehensive theoretical framework is developed which comprises Education Support and Structural Support as exogenous variables with other TPB variables to examine entrepreneurial intention and entrepreneurial success in Bangladesh. The results of structural model estimation with a dataset of 224 respondents reveal a significant association between Attitudes, Subjective Norm, Perceived Behavioral Control, Structural Support and Entrepreneurial Intention while Perceived Behavioral Control, Structural Support and Entrepreneurial Intention were found to be of significant contribution in Entrepreneurial Success. Surprisingly educational supports neither produce any effects to boost up entrepreneurial intention, nor contribute to any entrepreneurial success. The education system should require to be restructured with modern curriculum, methods, technology and processes. A compliance of the education system with the government's vision and policy priorities is needed to attain the country's sustainable development.

PRESENTATIONS

- I *Factors Influencing Customer Loyalty to the 'Aarong' Fashion House Brand*
Dewan Golam Yazdani Showrav; Mohammed Masum Iqbal, Daffodil International University, Bangladesh
- II *A study to identify the factors influencing online shopping behaviour of customers in apparel retailing in the state west Bengal in India*
Jayjit Chakraborty, The Bhawanipur Education Society College, India; **Archana Sharma, Gairik Das**, Indian Institute of Social Welfare & Business Management, Kolkata, India
- III *Factors influencing customers' selection of restaurants in Dhaka, Bangladesh*
Ahsan Al- Rifat; Rezwana Tasnim, Faculty of Business and Entrepreneurship, Daffodil International University
- IV *Factors influencing customers' buying decisions of mobile phone in Dhaka, Bangladesh*
Jasia Mustafa; Ahsan Al- Rifat, Faculty of Business and Entrepreneurship, Daffodil International University, Bangladesh
- V *An empirical study on the factors influencing online shopping behavior*
S M Sohel Rana; Md. Aminul Islam, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, Bangladesh

13.15 PM-14.30 PM
BREAK FOR LUNCH

SESSION 17 (PLENARY SESSION SESSION)**14.30pm-16.00 pm****Track: Tourism & Hospitality Management****Session Chair: Dr. Santus Kumar Deb, University of Dhaka, Bangladesh****Location: Room 604, 6th floor, Daffodil International University (DIU), Sobhanbag Campus****14.30pm -14.50pm: KEYNOTE ADDRESS (Video presentation)****Prof. Fabrizio Pezzani**

Department of Policy Analysis and Public Management, University of Bocconi, Italy

Theme: *Return to the spirit of the Athens School (Raphael, 1509 – 1511) and to humanistic culture.***(Video presentation)****Brief synopsis**

It is time for people to realize what happens to a society when it fails to invest in social relations and the need imposed by history to again make social capital the focus of our interests. We must understand that social capital cannot be replaced by economic capital. A good society is always the precondition for growth of economic values and empirical evidence would seem to confirm this thesis.

But the question is whether we will manage in time to dominate this current, limitless greed and aggressiveness in favour of a greater focus on a sense of fraternity and solidarity expressed by love for others. Homo sapiens really does seem to be rather stubborn as regards understanding its own errors. A species that seems to be very attentive as regards learning the causes and effects of physical ills but that has not yet managed to correlate causes and effects in its history. Conceptually, similar situations to those we find ourselves having to face today have occurred before. Perhaps this explains why history is ignored, as if by doing so erects a kind of barrier to the fear of having to face suffering. Whether Homo sapiens will manage to deserve this appellation is difficult to say, time will tell if intelligence will turn out to be a benefit or a curse. Should it turn out to be a curse, this will only be because of a failure to use a truly precious gift, namely, our "humanity", in an intelligent way.

PRESENTATIONS

- I *Considerations for archaeological tourism development to boost socio-economic upliftment: analysis on Mahasthangarh, Bangladesh*
Mst.Khadijatul Kobra; Mahbub Parvez, Department of Tourism and Hospitality Management, Faculty of Business and Entrepreneurship, Daffodil International University, Bangladesh; **Md. Ibrahim Khalil**, Department of Management, Business Studies Group, National University, Bangladesh
- II *Splendid tourism: A new dimension of tourism in Bangladesh*
Sharmin Sultana; Mahbub Parvez, Daffodil International University,
- III *Ready-made garments inclusion: A study on science and technology park of Extremadura, Spain*
Samsul Alam; Gouranga Chandra Debnath, Daffodil International University, Dhaka, Bangladesh; **Md. Ariful Islam**, University of Dhaka, Bangladesh

SESSION 18: WORKSHOP**14.30pm -16.00 pm****Workshop Title: Being published in indexed scientific Journals: Key criteria for acceptance****Workshop moderator: Dr P. R. Datta**, Centre for Business & Economic Research, UK**Location: Room 605, Daffodil International University (DIU), Sobhangab Campus****14.30pm -16.00pm****Facilitator: Dr P. R. Datta**, Centre for Business & Economic Research (CBER), UK**Workshop title:** *Being published in indexed scientific Journals: Key criteria for acceptance***Brief Synopsis**

In the age of open access publishing, it becomes most challenging to publish in quality academic and scholarly Journals. On one hand, the expectation of publishing scientific and technical paper has increased significantly both in academic and professional communities, as it is expected by the respective institutions that member of the academic staff publishes the results of their research work in reputed and indexed Journals. On the other hand, authors find themselves most challenging and a daunting task to improve their chances of publishing in management and social science Journals by ensuring that their manuscripts are

consistent and well fit within the scope of the Journals. Many papers are rejected by the reputed Journals due to lack of paper organisations, poor methodological clarity, inconsistent results, poor analysis, lack of articulation in writing etc. Despite the widespread standard of scholarly writing and publishing learned papers, most institutions don't offer any formal training or specialist workshops to write effective papers and how to publish them. This frustrates young researchers to properly organise their papers for acceptance into publication in reputed Journals.

The aim of this workshop is to introduce researchers to the ways in which they can organise their research papers to publish their research output, raising the high visibility. Furthermore, this workshop will help participants to have a better understanding the reasons for the acceptance or rejection of a manuscript.

Areas of discussions

1. **Mindset of a researcher:** The aim of this first segment is to enhance the effectiveness of research students and faculty by building their knowledge & understanding, skills & level of confidence in planning, problem solving, analysing, time management, leadership and assertiveness.
2. **Getting published in Indexed Journals:** The aim of this segment is to create an awareness of the open access publishing and the ways researchers can publish their research output in the reputed and internationally recognised Indexed scholarly Journals. The section includes the issues such as: Identifying the suitable Journals, structuring their papers, criteria for acceptance, reasons for rejections, publication ethics, open access issues, publisher policies etc.

SESSION 19 (PANEL SESSION)

14.30pm -16.00pm

Session: Growth & Economic Development in Emerging Economies

Session Chair: Professor Rafiqul Islam, Former Dean, FBE, Daffodil International University

Location: Room 606, Daffodil International University (DIU), Sobhanbag Campus

14.30pm -14.50pm: KEYNOTE ADDRESS

Prof. K.M. Zahidul Islam, Institute of Business Administration, Jahangirnagar University, Bangladesh

Title: Macroeconomic variables and stock returns in Bangladesh: an empirical analysis in the presence of structural breaks

Brief synopsis

This paper examines the long-run relationship between stock market indices in Bangladesh and the selected macroeconomic determinants, such as exchange rate (ER in terms of USD/BDT), domestic credit provided by banks (DCB), industrial production index (IPI), and crude oil price (COP) in the presence of structural breaks. The study relied upon monthly time series data over the period from 2009 to 2017 and applied ARDL bounds testing approach. Both conventional unit root tests (ADF test and PP test) and unit root tests in the presence of structural breakpoints (ZA test, LP test and Bia & Perron Test) have also been used to account for any existing structural break. The results show that the endogenously determined structural breaks coincide with the resultant effect of the stock market crash in Bangladesh and the oil price shock in 2011. ARDL bounds testing approach confirms the presence of a long-run relationship among the selected variables. The dummy variables (stock market crash of 2010 and oil price shock of 2011) also have a significant effect on the stock price fluctuation in both stock exchanges in Bangladesh. The error correction term suggests that 43.3% of the disequilibrium in Dhaka Stock Exchange (DSE) returns is adjusted monthly to get back to the long-run equilibrium whereas the value is 34.9% for Chittagong Stock Exchange (CSE). Moreover, ER, DCB, and COP have a significant positive impact on stock prices for both stock exchanges. The policy guideline of this study is that the regulators in foreign exchange market, banking sector, and capital market should work together in order to make prudential regulatory framework with a view to transforming both stock exchanges into a robust one within the South Asian region.

PRESENTATIONS

- I Strategically determinants the impact of macroeconomic factors on import expenditures in Bangladesh: 1971-2018
Md. Sariful Islam, Daffodil International University, Dhaka, Bangladesh.
- II The impact of robotics in the growth and economic development
Md. Fokhray Hossain, Faculty of Science and Information Technology, Daffodil International University, Bangladesh; **Sanjida Ahmed**, Department of Software Engineering, Daffodil International University, Bangladesh.

- III** *Competition and liquidity creation: comparison between Islamic and conventional banks*
Md. Nurul Kabir; Imtiaz Nawaz; Nafis Yamin, Department of Accounting and Finance,
 North South University.
- IV** *A study on impact of BREXIT on UK business*
Ch. Swathi, Aurora PG College, Ramanthapur, Hyderabad, India
(Video presentation)
- V** *Micro-loans through a non-profit lens: mapping product and service delivery*
Jasmine Alam, Shannon School of Business, Cape Breton University, Sydney, Canada
(Poster Presentation).

SESSION 20: WORKSHOP

14.30pm -15.45pm

Workshop on Issues in Educational Leadership & Diversity Management**Location:** Room 608, Daffodil International University (DIU), Sobhanbag Campus**14.30pm-15.45pm: Workshop****Facilitator:** Prof. David Graves, Nottingham Trent University, UK**Title:** Issues in Educational Leadership & Diversity Management**Brief synopsis**

Higher education institutions are replete with internal and external challenges. Investment in time and capital are huge, and thus it is understandable that stakeholders and society are large should have an interest in how an institution performs and the way in which its constituent parts are being led. Whilst leadership styles vary, there are a number of key areas that warrant particular attention in any modern institution. This session aims to encourage participants to share something of their understanding of best practice, whilst also providing pointers to aspects of education leadership and diversity management that deserve to be prioritised. Areas of focus will include: *Leaders champion mentorship; Creating a Research Culture; Seeing the bigger picture; Good leaders have the humility to learn; Lead by example; Addressing the gender imbalance in leadership; The importance of Visible Minority Academics (VMAs).*

SESSION 21: KEYNOTE ADDRESSES, ANNOUNCEMENTS & CONCLUDING REMARKS

16.15pm -17.45pm

Session Chair: Prof. David Graves, Nottingham Trent University, UK**Location:** Room 71, Ground floor, Daffodil International University, Sobhanbag Campus**16.15pm -16.35pm: KEYNOTE ADDRESS****Prof. Atish Prosad Mondal**, St. Xavier's College (Autonomous) Kolkata, India**Title:** *Prospects of Developing Cross-Border Tourism for Sustainable Development of the Regions-Creating Road Maps Between India and Bangladesh***Brief Synopsis**

Before partition in 1947, eastern part of India and East Pakistan used to share similar historical connotations, archeological wonders, ecological and geographical specialties and socio-economic-cultural attributes. After emerging of Bangladesh as a country, even in present days the tourism exhibits of eastern India and Bangladesh are containing almost identical frame of resemblance. The natural world heritage site of Sunderbans as declared by UNESCO with its unique eco-system and significant tourism potentialities is being divided between two countries. Ancient archeological monuments, artifacts, Buddhist monasteries and universities with common history are spread in both the countries with their unique features and identification. Cultural attributes and rural lives of the people of both the countries are alike.

At present, both the countries are trying to project these tourism and cultural attributes to be presented before international tourists and to find a place in world tourism destination map. In spite of these earnest individual efforts, international tourist footfalls, tourist spending and revenue generation from tourism is not significantly enjoyed by any of these countries. As Indo-Bangladesh relations has reached a new height under the leadership of two visionary leaders and both the countries' economy are rising- it is the need of the hour for both the countries to make concerted efforts to create a road map to project common tourism destinations and tourism attributes before international tourism arena on the base of a common platform. Joint tourism management policy to be framed at governmental level of both the countries which are to be initiated and implemented by tour operators, NGOs, local bodies and other stake holders.

Common capacity building of tourism infrastructure, sharing of tourism information and revenue, joint initiatives of image creation, eco-certification and positioning of tourism destinations, joint global marketing of tourism products may be some of the important ingredients of the projected road map to be created through cross-border tourism between two countries. This unique effort may create new dimension of relationship between two countries.

16.40 pm -16.55: Extended Exposition by Chief Guest of the closing session

Professor Dr. Dil Afroza Begum, Member, University Grants Commission of Bangladesh

Announcement of Best paper presenters

Announcement of conference best papers

Closing remarks

Prof. David Graves, Nottingham Trent University, UK

Dr Jo Ann Rolle, Dean, Business School, Medgar Evers College, City University of New York, USA

Prof. Dr. Mohammed Masum Iqbal, Dean, Faculty of Business & Entrepreneurship
Daffodil International University

Dr P.R. Datta, Executive Chair, Centre for Business & Economic Research (CBER), UK

Feedback from the audience

Conference closes

We wish you well for the remainder of your stay and for your homeward journey

DAY 3
TUESDAY 10TH DECEMBER 2019

10.00 am -13.00 pm: City tour for International delegates

CBER-DIU 4th International Conference on Globalisation, Entrepreneurship and Emerging Economies (ICGEEE)

8th -10th December 2019

Daffodil International University (DIU)

Daffodil Tower, 4/2 Sobhanbag, Dhanmondi, Dhaka-1207, Bangladesh

List of Participants & Institutions Represented

Author's Name	Institution, Country
Abdul Alim	Rajshahi University, Rajshahi, Bangladesh
Aftab Alam Khan	BSMR Maritime University, Dhaka, Bangladesh
Ahsan Al- Rifat	Daffodil International University, Bangladesh
Ahsan Al- Rifat	Daffodil International University, Bangladesh
Akhilesh Chandra Pandey	University of Allahabad, India
Archana Sharma	Indian Institute of Social Welfare & Business Management, Kolkata, India
Atish Prosad Mondal	St. Xavier's College (Autonomous) Kolkata, India
Avanenge Faajir	Benue State University, Makurdi, Nigeria
Bablu Kumar Dhar	Daffodil International University, Dhaka, Bangladesh
Ch. Swathi	Aurora PG College, Ramanthapur, Hyderabad, India
Chris Bellamy	University of Greenwich, UK
David Graves	Nottingham Trent University, UK
Dewan Golam Yazdani Showrav	Daffodil International University, Bangladesh
Dr. Syed Rashidul Hasan	University of Dhaka. Bangladesh
Farhana Noor	Daffodil International University, Dhaka, Bangladesh.
Gairik Das	Indian Institute of Social Welfare & Business Management, Kolkata, India
Gairik Das	Indian Institute of Social Welfare & Business Management, Kolkata, India
Gouranga Chandra Debnath	Daffodil International University, Bangladesh
Gouranga Chandra Debnath	Daffodil International University, Dhaka, Bangladesh
H. K. Singh	Banaras Hindu University, Varanasi, U.P. India
Iftekharul Islam Bhuiya	World University of Bangladesh, Dhaka, Bangladesh
Imtiaz Nawaz	North South University, Bangladesh
Jasia Mustafa	Daffodil International University, Bangladesh
Jasmine Alam	Cape Breton University, Sydney, Canada
Jason Pandya-Wood	Nottingham Trent University, UK
Jayjit Chakraborty	Indian Institute of Social Welfare & Business Management, Kolkata, India
Jo Anne Rolle	Dean, Business School, Medgar Evers College, City University, USA
K.M. Zahidul Islam	Institute of Business Administration, Jahangirnagar University, Bangladesh
Kamrus Hasan	Kushtia Government University, Bangladesh
Khadiza Rahman Tanchi	Daffodil International University, Bangladesh
M Anwarul Islam	Retired Rear Admiral, Bangladesh Navy
Mahbub Parvez	Daffodil International University, Bangladesh
Mandeun, Isaiah Tyungu	University of Mkar, Benue State, Nigeria
Md Arif Hassan	Daffodil International University, Dhaka, Bangladesh
Md Kamruzzaman	Daffodil International University, Dhaka, Bangladesh

MD Nazmul Hossain	Peoples' friendship University of Russia (RUDN University), Moscow, Russia
Md Nurul Kabir	North South University, Bangladesh
MD Tushar Imran	Kushtia University, Bangladesh
Md. Shah Azam	University of Rajshahi, Bangladesh
Md. Aminul Islam	Daffodil International University, Bangladesh
Md. Arif Hassan	Daffodil International University, Dhaka, Bangladesh
Md. Atikur Rahman Babu	Daffodil International University, Bangladesh
Md. Fokhray Hossain	Daffodil International University, Bangladesh
Md. Ibrahim Khali	National University, Bangladesh
Md. Kamrul Hossain	Daffodil International University, Bangladesh
Md. Kamruzzaman Dldar	Daffodil International University, Bangladesh
Md. Mamun Habib	BRAC Business School (BBS), BRAC University
Md. Mokter Hossain Akash	Daffodil International University, Dhaka, Bangladesh.
Md. Nahid Mia	National University, Bangladesh
Md. Rayhanul Islam	Daffodil International University, Dhaka, Bangladesh
Md. Rayhanul Islam	Daffodil International University, Dhaka, Bangladesh
Md. Sabur Khan	Daffodil International University, Bangladesh
MD. Sajib Hossain	Bangabondhu Sheikh Mujibur Rahman Science & Technology University, Bangladesh
Md. Sariful Islam	Daffodil International University, Dhaka, Bangladesh
Md. Sohan Haidear	Institute of Business Administration, University of Dhaka, Bangladesh
Mohammad Abdul Wadud	Adda Degree College, Barura, Cumilla
Mohammad Abdur Rahim	Rehana Technical and Commerce College, Barura, Cumila
Mohammad Asif Gazi	North South University, Dhaka, Bangladesh
Mohammad Badruddozza	United International University, Dhaka, Bangladesh
Mohammad Shibli Shahriar	Daffodil International University, Dhaka, Bangladesh
Mohammed Masum Iqbal	Daffodil International University, Bangladesh
Monowar Hossain	Kushtia Government University, Bangladesh
Mrittika Shil	Daffodil International University, Bangladesh
Mst.Khadijatul Kobra	Daffodil International University, Bangladesh
Muslima Zahan	North South University, Bangladesh
Nafis Yamin	North South University, Bangladesh
Nazlia Binti Jamil	University Sains Islam Malaysia, Malaysia
Norhazlina Binti Ibrahim	Universiti Sains Islam Malaysia (USIM), Malaysia
Nujhat Anjum Ani	Daffodil International University, Bangladesh
Nursilah Binti Ahmad	Universiti Sains Islam Malaysia (USIM), Malaysia
Nusrat Nargis	Universiti Sains Islam Malaysia (USIM), Malaysia
Oliur Rahman Tarek	University of Liberal Arts Bangladesh (ULAB). Bangladesh
P R Datta	Centre for Business & Economic Research (CBER), UK
Padmakali Banerjee	Pro-Vice Chancellor and Dean Academics, Amity University Haryana, India
Pranto Kumar Biswas	Kushtia Government University, Bangladesh
Puteri Zahrah Aminan	Monash University Malaysia, Malaysia
Quazi Tafsirul Islam	North South University, Dhaka, Bangladesh
R. Srinivasan	JBIMS, University of Mumbai, India
Raju Mohammad Kamrul Alam	Peoples' friendship University of Russia (RUDN University), Moscow, Russia
Razon Chandra Saha	Bangladesh University of Professionals, Bangladesh

Rear Admiral Khaled Iqbal	Vice Chancellor, Bangabandhu Sheikh Mujibur Rahman Maritime University, Bangladesh
Rezwana Tasnim	Daffodil International University, Bangladesh
Rifat Iqbal	North South University, Dhaka, Bangladesh
Rosnia Binti Masruki	University Sains Islam Malaysia, Malaysia
Rubaiya Nadia Huda	North South University, Dhaka, Bangladesh
Rumki Bandyopadhyay	Amity Business School, Amity University Haryana, India
S M Sohel Rana	Daffodil International University, Bangladesh
S.S. Khanka	Delhi Technological University, India
Sa'adiah Binti Munir	Monash University Malaysia, Malaysia
Sabrina Akter	Daffodil International University, Dhaka, Bangladesh
Saiful Islam	University of Dhaka, Bangladesh
Sajid Amit	University of Liberal Arts Bangladesh (ULAB). Bangladesh
Samsul Alam	University of Dhaka, Bangladesh
Sanjida Ahmed	Daffodil International University, Bangladesh
Santus Kumar Deb	University of Dhaka, Bangladesh
Sarat C Das	Kilax, UK
Sayedul Anam	Daffodil International University, Bangladesh
Sayma Suraiya	Daffodil International University, Bangladesh
Shahana Kabir	Daffodil International University, Dhaka, Bangladesh
Shah-Noor Rahman	Daffodil International University, Dhaka, Bangladesh
Shahriar Kabir	Independent University, Bangladesh
Shaikh Shafiullah	Bauman Moscow State Technical University, Moscow, Russia
Shamsun Nahar Momotaz	Independent University, Bangladesh
Shanjida Chowdhury	Daffodil International University, Dhaka, Bangladesh
Shanto Kumar Biswas	BGC Trust University Bangladesh
Sharmin Jahan	Daffodil International University, Dhaka, Bangladesh.
Sharmin Sultana	Daffodil International University, Bangladesh
Sheikh Abdur Rahim	Daffodil International University, Bangladesh
Silvia Akter	East West University, Bangladesh
Sr. Lalitha Thomas	Jyoti Nivas College Autonomous, Bangalore, India
Sultana Sabina Chowdhury	ULAB School of Business, Bangladesh
Sunjida Khan	Daffodil International University, Dhaka, Bangladesh
Susmita Banik	Stamford University Bangladesh
Syeda Humayra Abedin	North South University, Dhaka, Bangladesh
Tamanna Farahdin	Daffodil International University, Dhaka, Bangladesh
Tamanna Sharmin Chowdhury	Daffodil International University, Dhaka, Bangladesh
Umme Kulsum	Daffodil International University, Dhaka, Bangladesh
Vaibhav	Banaras Hindu University, India
Viput Ongsakul	SEC Commissioner, Former Dean NIDA Business School, Thailand
Wahid Hasan Kutubuddin	Institute of Bay of Bengal and Bangladesh Studies, BSMR Maritime University, Bangladesh
Wahid Soruar	Tata Institute of Social Sciences (TISS), Mumbai, India
Waleed Al-Ahdal	Banaras Hindu University, Varanasi, U.P. India
Yousuf Mahbubul Islam	Daffodil International University, Dhaka, Bangladesh
Yunus Ali	Independent University, Bangladesh
Zillur Rahman Bhuiyan	Managing Director, Marine Care Consultant Bangladesh Ltd
Zulfa Sultana Zim	North South University, Bangladesh
Zurina Binti Kefeli	Universiti Sains Islam Malaysia (USIM), Malaysia

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