



INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMIC CHALLENGES

8 November, 2021 (online)



Faculty of Business Studies

Hajee Mohammad Danesh Science and Technology University
Dinajpur-5200, Bangladesh

Program Schedule

8 November, 2021 (Online); 10:00 AM - 2:20 PM

| At A Glance | Time |
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| Inaugural session | 10.00 AM- 11.15 AM |
| Paper presentation and discussion session | 12.00 PM-2.00 PM |
| Closing session | 2.10 PM-2.20 PM |

| Inaugural session Time: 10.00 AM-11.15 AM | | |
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| 10.00 AM- 10.05 AM | Commencement | Dr. Md. Shamim Hossain , Member Secretary, Conference Committee, ICBEC-2021 & Associate Professor, Department of Marketing, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.05 AM- 10.10 AM | Recitation from the Holy Books | Md. Jahangir Alam Siddiquee , Assistant Professor, Department of Finance and Banking, Hajee Mohammad Danesh Science and Technology University, Bangladesh. Rony Kumar Datta , Assistant Professor, Department of Finance and Banking, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.10 AM- 10.15 AM | Welcome Address | Dr. Md. Alamgir Hossain , Co-convener, Conference Committee, ICBEC-2021 & Associate Professor, Department of Management, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.15 AM- 10.35 AM | Keynote Address | Prof. Dr. Mohammad Khasro Miah , Department of Management, School of Business and Economics, Director, Career and Placement Center, North South University, Bangladesh. |
| 10.35 AM- 10.40 AM | Speech of Editor, JST | Prof. Dr. Sripati Sikder , Editor, Journal of Science and Technology, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.40 AM- 10.45 AM | Speech of IQAC director | Professor Dr. Bikash Chandra Sarker , Director, Institutional Quality Assurance Cell, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.45 AM- 10.50 AM | Speech of IRT director | Prof. Dr. S.M. Harun-ur-Rashid , Director, Institute of Research and Training, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.50 AM- 10.55 AM | Speech of Patron | Prof. Dr. Bidhan Chandra Halder , Treasurer, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 10.55 AM- 11.05 AM | Speech of Chief Patron | Prof. Dr. M. Kamruzzaman , Honorable Vice-chancellor, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 11.05 AM- 11.15 AM | Speech of Conference Chair & Convener | Prof. Md. Kutub Uddin , Dean, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |

Paper Presentation and Discussion (Session A)

THEME: CREATIVE ACCOUNTING & EARNINGS MANAGEMENT

Time: 12.00 PM-2.00 PM

Session Moderator:

Prof. Dr. Shaikh Mostak Ahammad, Department of Accounting, Hajee Mohammad Danesh Science and Technology University, Bangladesh.

Interlocutor (s):

Prof. Dr. Syed Zabid Hossain, Department of Accounting Information System, University of Rajshahi, Bangladesh.

Prof. Dr. Mohammad Shahidul Hoque, Department of Business Administration, Shahjalal University of Science and Technology, Bangladesh.

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| 12.00PM-12.10 PM | Commencement | Prof. Dr. Shaikh Mostak Ahammad, Department of Accounting, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 12.10PM-12.30 PM | Presentation -1 | Analysis of BRRI Dhan34 (Aromatic) Rice Marketing Profitability with Supply Chain at Dinajpur District in Bangladesh <i>Dr. Shams Shaila Islam, Ahmed Khairul Hasan, Md. Sohrab Hossain, & Md. Obaidullah Shaddam</i> Interlocutor: Prof. Dr. Syed Zabid Hossain, Department of Accounting Information System, University of Rajshahi, Bangladesh |
| 12.30 PM-12.50 PM | Presentation -2 | Government Financial Administrative Structure in Bangladesh <i>Md. Abdul Kuddus</i> Interlocutor: Prof. Dr. Syed Zabid Hossain, Department of Accounting Information System, University of Rajshahi, Bangladesh |
| 12.50 PM-1.10 PM | Presentation -3 | The Role of Digital Finance in Financial Inclusion in Bangladesh <i>Md. Safiullah Kayesh</i> Interlocutor: Prof. Dr. Syed Zabid Hossain, Department of Accounting Information System, University of Rajshahi, Bangladesh |
| 1.10 PM-1.30 PM | Presentation -4 | Examining the contribution of agricultural sub-sectors to the agriculture production in the ASEAN countries using a panel data approach <i>Dr. Shaikh Mostak Ahammad & Farjana Sultana Tania</i> Interlocutor: Prof. Dr. Mohammad Shahidul Hoque, Department of Business Administration, Shahjalal University of Science and Technology |
| 1.30 PM-1.50 PM | Presentation -5 | Effectiveness of Planning and Decision Making in Managerial Practices of Commercial Banks in Bangladesh <i>Md. Asfaqur Rahman & Dr. Md. Hasebur Rahman</i> Interlocutor: Prof. Dr. Mohammad Shahidul Hoque, Department of Business Administration, Shahjalal University of Science and Technology |
| 1.50 PM-2.00 PM | Concluding Remarks | Prof. Dr. Shaikh Mostak Ahammad, Department of Accounting, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |

Paper Presentation and Discussion (Session B)

THEME: FINANCE AND ECONOMICS

Time: 12.00 PM-2.00 PM

Session Moderator:

Dr. Mohammad Zoynul Abedin, Associate Professor, Department of Finance and Banking, Hajee Mohammad Danesh Science and Technology University, Bangladesh.

Interlocutor (s):

Prof. Dr. AHM Ziaul Haq, Department of Finance, University of Rajshahi, Bangladesh.

Dr. Syed Moudud-Ul-Huq, Associate professor, Department of Business Administration & Dean Faculty of Business Studies Mawlana Bhashani Science and Technology University, Tangail-1902, Bangladesh

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| 12.00 PM - 12.10 PM | Commencement | Dr. Mohammad Zoynul Abedin , Associate Professor, Department of Finance and Banking, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 12.10PM- 12.30 PM | Presentation -6 | Performance of Banks in Agent Banking as a Weapon of Financial Inclusion in Bangladesh <i>Md. Main Uddin Ahammed, AHM Ziaul Haq and Bilkish Banu</i> Interlocutor: Dr. Syed Moudud-Ul-Huq, Associate professor, Department of Business Administration & Dean Faculty of Business Studies Mawlana Bhashani Science and Technology University, Tangail-1902, Bangladesh |
| 12.30 PM- 12.50 PM | Presentation -7 | A Relative Breakdown between Banks and Insurance Companies of Bangladesh based on Capital Structure <i>Md. Omar Faruque , Md. Saiful Islam, Md. Jahangir Alam Siddikee & Shahnaz Parvin</i> Interlocutor: Prof. Dr. AHM Ziaul Haq, Department of Finance, University of Rajshahi, Bangladesh. |
| 12.50 PM- 1.10 PM | Presentation -8 | An Improved Non-Parametric Logit Neural Algorithms: An Investigation on Credit Risk Assessment Databases <i>Mohammad Zoynul Abedin</i> Interlocutor: Prof. Dr. AHM Ziaul Haq, Department of Finance, University of Rajshahi, Bangladesh. |
| 1.10 PM- 1.30 PM | Presentation -9 | Assessing the Factors for Choosing E-banking Services of Public Commercial Banks in Bangladesh <i>Rony Kumar Datta</i> Interlocutor: Dr. Syed Moudud-Ul-Huq, Associate professor, Department of Business Administration & Dean Faculty of Business Studies Mawlana Bhashani Science and Technology University, Tangail-1902, Bangladesh |
| 1.30 PM- 1.50 PM | Presentation -10 | Impact of macroeconomic factors on non-performing loans in Bangladesh <i>AHM Ziaul Haq</i> Interlocutor: Dr. Syed Moudud-Ul-Huq, Associate professor, Department of Business Administration & Dean Faculty of Business Studies Mawlana Bhashani Science and Technology University, Tangail-1902, Bangladesh |
| 1.50 PM- 2.00 PM | Concluding Remarks | Dr. Mohammad Zoynul Abedin , Associate Professor, Department of Finance and Banking, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |

Paper Presentation and Discussion (Session C)

THEME: ENTREPRENEURSHIP AND MANAGEMENT

Time: 12.00 PM-2.00 PM

Session Moderator:

Prof. Dr. Md. Zahangir Kabir, Department of Management, Hajee Mohammad Danesh Science and Technology University, Bangladesh.

Interlocutor (s):

Prof. Dr. Syed Muhammod Ali Reza, Department of Management Studies, University of Rajshahi, Bangladesh.

Prof. Dr Md Khairul Islam, Professor Dean, School of Management & Business Administration, Shahjalal University of Science and Technology, Bangladesh.

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| 12.00 PM-12.10 PM | Commencement | Prof. Dr. Md. Zahangir Kabir, Department of Management, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 12.10PM-12.30 PM | <i>Presentation -11</i> | Rural Women Entrepreneurship Development in Handicrafts Business in Bangladesh: A Study from Socio-economic Perspective <i>Faria Islam Oridi & Md. Shawan Uddin</i> Interlocutor: Prof. Dr. Syed Muhammod Ali Reza, Department of Management Studies, University of Rajshahi, Bangladesh |
| 12.30 PM-12.50 PM | <i>Presentation -12</i> | Job satisfaction of College Teachers' in Tertiary Education A Case on the Teachers' of Manikgonj District <i>Md. Maruful Islam & Md. Nahid Mia</i> Interlocutor: Prof. Dr. Syed Muhammod Ali Reza, Department of Management Studies, University of Rajshahi, Bangladesh |
| 12.50 PM-1.10 PM | <i>Presentation -13</i> | Influence of social presence on the behavioral intention of social commerce via online social capital <i>Dr. Md. Alamgir Hossain, Most. Nirufer Yesmin & Nusrat Jahan</i> Interlocutor: Prof. Dr. Syed Muhammod Ali Reza, Department of Management Studies, University of Rajshahi, Bangladesh |
| 1.10 PM-1.30 PM | <i>Presentation -14</i> | Factors associated with Job Satisfaction among Bank Executives: A Study in Jashore City <i>Saurav Chandra Talukder & Mst. Mousumi Akter</i> Interlocutor: Prof. Dr Md Khairul Islam, Professor Dean, School of Management & Business Administration, Shahjalal University of Science and Technology, Bangladesh |
| 1.30 PM-1.50 PM | <i>Presentation -15</i> | Impact of COVID-19 on women entrepreneurs survival in Bangladesh <i>Mohona Biswas & Amrita Nandy</i> Interlocutor: Prof. Dr Md Khairul Islam, Professor Dean, School of Management & Business Administration, Shahjalal University of Science and Technology, Bangladesh |
| 1.50 PM-2.00 PM | Concluding Remarks | Prof. Dr. Md. Zahangir Kabir, Department of Management, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |

Paper Presentation and Discussion (Session D)

THEME: CONTEMPORARY MARKETING ISSUES

Time: 12.00 PM-2.00 PM

Session Moderator:

Abul Kalam, Department of Marketing, Hajee Mohammad Danesh Science and Technology University, Bangladesh.

Interlocutor (s):

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

Prof. Md. Abdul Hamid, Professor, Department of Business Administration, Shahjalal University of Science and Technology, Bangladesh.

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| 12.00 PM-12.10 PM | Commencement | Abul Kalam, Department of Marketing, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| 12.10PM-12.25 PM | Presentation -16 | Consumer and Retailer Perception on Circular Fashion Approach of Clothing in Dhaka City <i>Md. Hasn Sheikh, Sourav Nandi, Rubaiat Binta Mustafiz Muna, Sadia Hashem, & Abdullah Ahmed</i> Interlocutor: Prof. M. Shah Azam, Department of Marketing, University of Rajshahi, Bangladesh |
| 12.25 PM-12.40 PM | Presentation -17 | Perceived Service Quality, Customer Satisfaction and Loyalty of Generation Y: An Empirical Investigation on Railway Services of Bangladesh <i>Md. Shahed Mahmud, Reshma Pervin Lima, Md. Masud-UL_Hasan & S.M. Sofeul Azom</i> Interlocutor: Prof. M. Shah Azam, Department of Marketing, University of Rajshahi, Bangladesh |
| 12.40 PM-12.55PM | Presentation -18 | Role of social media in tourism development: a multimodal mediation analysis in an emerging economy <i>Abul Kalam, & Md. Alamgir Hossain</i> Interlocutor: Prof. M. Shah Azam, Department of Marketing, University of Rajshahi, Bangladesh |
| 12.55 PM-1.10 PM | Presentation -19 | Impact of Customers' interpersonal interactions in Social commerce on Purchase Intention of Tourism products and services: A study in Bangladesh <i>Dr. Md. Shamim Hossain, Rafi Ahmed Reza, & Md. Abdullah Al Noman</i> Interlocutor: Prof. Md. Abdul Hamid, Professor, Department of Business Administration, Shahjalal University of Science and Technology |
| 1.10 PM-1.25 PM | Presentation -20 | Investigating the impact of service dimensions on customer satisfaction and customer loyalty. A context on emerging service economy <i>Tarannum Islam, Sadia Nur Habib, & Shekh Md. Shahiduj Jaman</i> Interlocutor: Prof. Md. Abdul Hamid, Professor, Department of Business Administration, Shahjalal University of Science and Technology |
| 1.25 PM-1.40 PM | Presentation -21 | Investigating tourists' attitude and intention to visit resorts in Bangladesh <i>Rabbir Rashedin Tirno & Tauhid Ahmed</i> Interlocutor: Prof. Md. Abdul Hamid, Professor, Department of Business Administration, Shahjalal University of Science and Technology |
| 1.40 PM-2.00 PM | Concluding Remarks | Abul Kalam, Department of Marketing, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
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Closing Session

Time: 2.10 PM-2.20 PM

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| Best Paper Award ICBEC-2021 | Prof. Dr. M. Kamruzzaman , Honorable Vice-chancellor, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |
| Concluding Remarks | Prof. Md. Kutub Uddin , Convener, Conference Committee, ICBEC-2021, Hajee Mohammad Danesh Science and Technology University, Bangladesh. |