



16th SOUTH ASIAN MANAGEMENT FORUM

December 17-18, 2021



AMDISA

Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth



BOOK OF ABSTRACTS



VENUE: IUBAT- International University of Business Agriculture and Technology, Dhaka, Bangladesh



ঢাকা ব্যাংক হোম লোন

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16th South Asian Management Forum

Theme: Impact of Pandemic on Business and
Management: Strategies for Sustainability and Growth

17-18 December, 2021

Organized By

AMDISA - Association of Management Development Institutions in South Asia

Hosted By

CBA - College of Business Administration

IUBAT — International University of Business Agriculture and Technology,
Uttara, Dhaka, Bangladesh

Venue

IUBAT — International University of Business Agriculture and Technology,
Uttara, Dhaka, Bangladesh

PROF DR M ALIMULLAH MIYAN
FOUNDER VICE-CHANCELLOR
IUBAT—INTERNATIONAL UNIVERSITY OF BUSINESS AGRICULTURE AND TECHNOLOGY



Born in Comilla, Bangladesh, Dr M Alimullah Miyan (1942-2017) is the Founder and Vice-Chancellor of the IUBAT—International University of Business Agriculture and Technology in Dhaka, the first non-government University in Bangladesh.

After completing his Honours and Masters degrees at Dhaka University, he received his MBA at Indiana University, USA and his Doctorate at Manchester Business School, UK.

Dr Miyan's distinguished and varied academic career has included the positions of Director and Professor at Dhaka University's Institute of Business Administration, and Founder Chairman of the Centre for Population Management and Research (CPMR), also at Dhaka University. Dr Miyan served as President of IUBAT upon its founding in 1991 before moving into his role of Vice-Chancellor in 1994.

Dr Miyan is the author of 46 academic articles and is author/co-author of 15 books on a wide range of topics related to the promotion of business, education, development and disaster management in Bangladesh. Dr Miyan was also involved in numerous research and consultancy projects, and he has participated in many conferences, seminars and workshops around the world. Dr Miyan authored Knowledge Based Area Development: A Step Towards Community Self-Reliance (KBAD) program which is being implemented nationwide in Bangladesh enabling thousands of underserved children to pursue higher education.

“ Dr Miyan is one of the founding members of the Association of Management Development Institutions in South Asia (AMDISA) and was on its executive board for several terms. ”

Dr Miyan was a member of the Executive Committee of the International Society for Labor and Social Security Law in Geneva, Switzerland. He has studied in the United States, Great Britain, worked in Nigeria for a semester and has visited 40 countries as part of his academic activities and in pursuit of excellence for his beloved country.

Dr Miyan is one of the founding members of the Association of Management Development Institutions in South Asia (AMDISA) and was on its executive board for several terms.

16th South Asian Management Forum

Theme: Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth

Date: 17-18 December, 2021

Venue:

IUBAT — International University of Business Agriculture and Technology, Uttara, Dhaka, Bangladesh

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



PRESIDENT
PEOPLE'S REPUBLIC OF BANGLADESH
BANGABHABAN, DHAKA

28 Agrahayan 1428
13 December 2021

MESSAGE

I am glad to know that International University of Business Agriculture and Technology (IUBAT) is hosting the '16th South Asian Management Forum (SAMF)' on December 17-18 in Dhaka with the theme 'Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth' to provide a platform for scientific discourse on contemporary management development issues in cooperation with the Association of Management Development Institutions in South Asia (AMDISA). I wish all the best for all participating academicians, scientist and corporate leaders.

COVID-19 pandemic has shaken our paradigm of surpassing challenges and maintaining superiority in the nature and has revealed one more time how susceptible the mankind is. Only a balance between growth and sustainability can make us optimists of not going extinct in the future. While there are ample opportunities emerging from discoveries and innovations, so are coming with inherent challenges. The scientists, management professionals and strategists have to carefully choose the areas and level of applications of the discoveries and innovations so we can provide a better word for our future generation.

I am glad to know that 16th SAMF is focusing on growth and sustainability with ongoing pandemic in perspective. I hope that the SAMF will help solidify the sustainable development trajectory of the countries in South Asia and beyond.

I wish the 16th SAMF a grand success.

Joi Bangla
Khoda Hafez, May Bangladesh Live Forever

Md. Abdul Hamid

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



PRIME MINISTER
GOVERNMENT OF PEOPLE'S REPUBLIC
OF BANGLADESH

02 Poush 1428
17 December 2021

MESSAGE

I am happy to note that the International University of Business Agriculture and Technology (IUBAT), Bangladesh, is hosting the 16th South Asian Management Forum (SAMF) on 'Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth' in cooperation with the Association of Management Development Institutions in South Asia (AMDISA) in Dhaka in during 17-18 December 2021.

The Greatest Bangali of all times, Father of the Nation Bangabandhu Sheikh Mujibur Rahman, started to build the foundation of the golden future of the people of the newborn nation immediately after independence. But, he began to run the country in empty hands as there was no money in banks as well as gold and foreign currency reserves. With his all-out nation-building efforts, he has transformed a war-ravaged country into a Least Developed Country status on the global stage within only three and a half years. Unfortunately, all of his development initiatives went astray after his brutal assassination in 1975 by the miscreants and collaborators of Pakistan.

Our government accomplished immense developments in all sectors, including macro-economy, agriculture, education, health, transport, ICT, infrastructure, power, rural economic development, diplomatic successes during the last thirteen years since 2009, including our previous term during 1996-2001. The people living in the country's periphery are the beneficiaries of this development. Now, Bangladesh has become one of the top five countries in economic growth, a 'Role Model' for development. While we are achieving GDP growth is 8.15 percent- the highest in history, the COVID-19 pandemic made stand-still the whole world, including our country. However, our government's tremendous efforts to build 'Digital Bangladesh' saved us to some extent from the dire situation. Our youth workforce and sufficiency in agricultural production and timely movement policies prevented us from facing the worst. We hold our GDP growth at 5.2 percentage during the ongoing pandemic. This unusual and unprepared situation taught us to be united in the domestic, regional, and international atmosphere to take synergistic actions to counter and build a resilient universal system to protect humanity.

Indeed, it is a matter of great pleasure that this seminar received 76 abstracts and is expected to receive over 60 research papers. In addition, the participation of over 200 multidisciplinary scholars, leaders, and policy-makers will provide momentum for harnessing the positive outcome of this proceeding. I believe the participants will shed light on post-pandemic strategies for early recovery, sustainability, and faster economic growth.

I wish the 16th South Asia Management Forum (SAMF) a grand success.

**Joi Bangla. Joi Bangabandhu.
May Bangladesh Live Forever.**

Sheikh Hasina



M. A. Mannan MP
Minister
Ministry of Planning
Govt. of the People's Republic of Bangladesh



MESSAGE




Every sphere of life -from planning to management to administration- has all been affected by the impact of Covid-19. While effective, IT based mode and methods in practice now can hardly replace the in-person activities fully. Covid-19 came with intrinsic challenges in one hand and, on the other hand it carried with it the impossibility of replacing in-person contacts.

I am delighted to learn that the 16th South Asian Management Forum (SAMF) is taking place at IUBAT-International University of Business Agriculture and Technology in Dhaka, Bangladesh during 17-18 December 2021, with the theme 'Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth'. The Forum will shed light on planning, management and strategic challenges being experienced by us due to the pandemic.

Contemporary evidence-based planning has enabled Bangladesh to build a high impact IT sector, construct elevated express ways and metro-rail and the longest bridge of the country. It has transformed Bangladesh to an exemplary lower-middle income country from a low-income developing nation. The pace of development was hurt by Covid-19 pandemic, but work was incessant in every sector due to our proactive approach to planning.

I am optimistic of sizeable gains in understanding sustainability and growth from the Forum proceedings being hosted by IUBAT Dhaka, Bangladesh.

I wish the 16th South Asian Management Forum (SAMF) all success.


M. A. Mannan, MP 08.12.21



Arch. Yeafesh Osman
Minister
Ministry of Science and Technology
Govt. of the People's Republic of Bangladesh



MESSAGE



Our planet is going through an unprecedented situation due to COVID 19 pandemic. Be it development of vaccines, delivery of education, or conducting regular activities, science and technology came as the savior. As corona virus is mutating incessantly, we are continuously applying new science and technology for innovation of new vaccines to save the humanity. However, many innovations in science and technology having widespread advantages come with hazardous byproducts or wastages .

As science and technology are indispensable for growth and development, so does sustainable practices for sustainability of the planet earth. I am delighted that this year the 16th South Asian Management Forum (SAMF) is taking place in Dhaka, Bangladesh from 17-18 December 2021 with the theme 'Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth'.

Science and technology have been priorities of the present Government of Bangladesh and we have made epoch-making progress in this sector. We have made progress but there is a long journey ahead to reach the top, and here comes the roles of our higher education institutions to transcend the human resource development barrier .

I am optimistic that the 16th SAMF shall bring in concrete guidelines and policy advices for strategic development and sustainable growth with a focus on science and technology.

I am pleased that this year, the forum is being hosted by IUBAT-International University of Business Agriculture and Technology, Dhaka, Bangladesh.

I wish the 16th South Asian Management Forum (SAMF) all the successes

Architect Yeafesh Osman



MESSAGE

South Asian Management Forum (SAMF) has been playing critical role in addressing and converging global contemporary management issues and practices in the context of the socioeconomic characteristics of South Asian countries during Covid Pandemic. I am delighted that the 16th SAMF shall be held at IUBAT—International University of Business Agriculture and Technology, Dhaka, Bangladesh and shall focus on the Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth.

This event of eminent professionals from diverse sectors of South Asian and other countries makes me optimistic of widely applicable outcomes that will effectively contribute to growth and sustainability and help policy makers to address emerging challenges.

No matter what have been improvised to help continuation of education, studies across the globe explains actual learning losses and there have been complete disruption in primary and secondary education due to lack of appropriate IT infrastructures and human resources. The learning losses are going to affect quality of future education and life. The phenomena leave us with no options but to plan learning recovery, appropriate financing and infrastructure to support the recovery and to take lessons to prepare for similar future phenomenon.

Even if the pandemic is going to be over, disaster prone regions like Bangladesh shall have to build alternatives in place to enable uninterrupted delivery of education at every level in the time of disasters and other shocks.

Education prepare and deliver human resources to all other sectors of businesses and I hope the SAMF is going to reflect on the education management challenges that ultimately affect management in all other sectors.

I wish IUBAT and Association of Management Development Institutions (AMDISA) all success with the 16th South Asian Management Forum.

Joi Bangla, Joi Bangabandhu.
May Bangladesh Live Forever.

Mohibul Hassan Chowdhury, M.P.

Deputy Minister

Ministry of Education

Government of the People's Republic of Bangladesh



Government of the People's Republic of Bangladesh
University Grants Commission of Bangladesh

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বাংলাদেশ
বিশ্ববিদ্যালয় মঞ্জুরী কমিশন

Professor Kazi Shahidullah
Chairman

30 November 2021

MESSAGE



I am delighted to know that the International University of Business Agriculture and Technology (IUBAT) is going to arrange the 16th South Asian Management Forum (SAMF) on 17-18 December 2021 in Dhaka. Cross-border events of multidisciplinary intellectual exercises gives me immense pleasure as an academic. I hope the (SAMF) will turn into a platform for the academics, researchers, corporate leaders and policy makers from and beyond South Asia to share their ideas on strategic management issues to harness the growth and sustainability potentials in the wake of the Covid Pandemic.

While dealing with the situation from policy perspectives at the hub of policy initiatives we encountered huge challenges in providing policy options to universities and other higher educational institutions in ensuring inclusive continued participation in education. This is because of the lack of required infrastructure, competent human resources, and quality assurance at the universities, and affordability of students in securing entry and continuity due to constraint of merit and money. During deteriorating Covid situation in the country we allowed online theoretical classes but not laboratory experiments since there was no alternative to in person instruction and practices. This calls for revolutionary upgrade to simulation exercises to widely acceptable standard to avoid future disruption to education from similar circumstances. I hope the SAMF shall bring to surface the challenges being faced by higher education in the region and offer some scientific guidelines for sustainable quality education.

I am optimistic that the Association of Management Development institution in South Asia (AMDISA) shall bring in its past and present experiences from different countries to the benefit of all participants and stakeholders of the region.

I wish the 16th SAMF a grand success


Professor Kazi Shahidullah



A MESSAGE FROM PRESIDENT – AMDISA 16TH SOUTH ASIAN MANAGEMENT FORUM

I would like to congratulate the International University of Business Agriculture and Technology (IUBAT) in Dhaka, on hosting the 16th South Asian Management Forum (SAMF) on December 17-18, 2021 in Bangladesh, with the theme “Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth”.

COVID-19 has created destruction throughout the world since its emergence in late December 2019. Like any essential segment, the education system has also been heavily damaged. Students, schools, colleges, and universities have all suffered significantly. Also, the pandemic has shaken the fundamentals of business schools’ operations and teaching. In addition to this, the crisis is an urgent call to reconsider our beliefs and practices, as well as a chance to construct a new age of growth that balances economic, social, and environmental progress. But more importantly, universities have re-evaluated the core of their missions, re-established relationships with global and local environments, realigned their approach to key stakeholders, and redefined their university models.

However, with the above strategies, it is still critical to examine the influence of the covid-19 epidemic on inclusive education advancement. Since present educational policies and regulations are insufficient to advance inclusive education, particularly in South Asian countries. Such countries continue to confront enormous hurdles in delivering a high-quality education to all of their students. They do not have enough money, trained teachers, pedagogical knowledge, or possibilities for adolescent education and skill usage. As a result, this region of the world is advocating for inclusive growth and sustainability through counter-growth policies.

The introduction of such policies and strategies may help in creating employment and sustainable businesses to deliver more social benefits and produce quality education. Associations with broad networks of member institutions, such as AMDISA and AMDIP, may inspire higher education institutions to collaborate and promote the goal of inclusivity and may help in assisting and enhancing higher education in such regions. I am glad that this event offers a diverse range of sessions that will allow academic researchers and practitioners, industry leaders, analysts, and members of government from South Asian regions to discuss experiences and strategies for inclusive education sustainability and growth that are much needed in the times of covid-19.

I wish the 16th SAMF Forum great success.

Prof. Dr. Syed Mir Muhammad Shah
President – AMDISA
Vice-Chancellor – Sukkur IBA University



MESSAGE

The pandemic has presented businesses across the world with unprecedented challenges, demanding resilience and responsiveness like never before. While the humanitarian impact of the crisis has been felt by most countries, statistics suggest that businesses in South Asia have been disproportionately affected by its economic burnout. In fact, according to a recent working paper by the World Bank, average sales for South Asian businesses declined by 64% in 2020, relative to pre-pandemic levels, compared to only 46% for other developing countries.

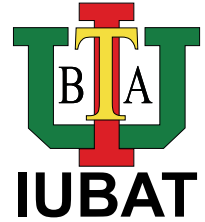
This indicates that there is a lot of work to be done in terms of rendering South Asian businesses more capable of coping with the new paradigms introduced by the pandemic, necessitating collaborative effort on the part of academics, researchers, industry leaders, and policy makers. Hence, I strongly appreciate AMDISA's initiative to organize the 16th SAMF around the theme, "Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth". Since its inception, AMDISA has been working tirelessly towards fostering the exchange of knowledge and experience between and through its member institutes and I have no doubt that the 16th SAMF will act as the fulcrum of valuable dialogue, debate, and discussion regarding the way forward for businesses in South Asia.

I am particularly heartened by the fact that Bangladesh is hosting this biennial conference at such a crucial point in time, and I extend my felicitations to the host institute, IUBAT. I hope and believe that the event will be highly successful, not only in terms of attracting regional and international participation, but also in terms of assimilating evidence and insight that South Asian businesses can utilize in turning some of the challenges presented by the pandemic into opportunities for greater growth and sustainability.

Prof Mohammad A Momen

Director, IBA, University of Dhaka

Vice-President, AMDISA



MESSAGE

Covid 19 quickly spread throughout the world turning into a global pandemic severely threatening life and affecting living of all people. It has impacted all walks of life - health and hygiene, social life and value system, economy, business, education, earnings, environment and so on. Among the hardest hit sectors are health, economy and business.

The theme, “Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth” chosen for the two-day 16th South Asian Management Forum reflect the concerns for these sectors. The Conference aims at promoting better understanding of the crisis caused by pandemic in these sectors, examine how the stakeholders have responded to the situation, how these have worked and what should be strategies to cope with the challenges.

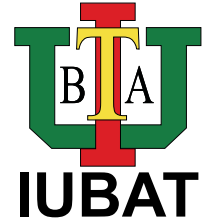
The Forum hosted by the International University of Business, Agriculture and Technology (IUBAT) under the banner of Association of Management Development Institutions in South Asia (AMDISA) is a bi- annual conference that rotates among the member countries. Bangladesh has got the opportunity to host the Forum after 14 years since 2007 when it was in Dhaka and IUBAT received the privilege of organizing it.

It is quite encouraging to know that already about 90 abstracts have been received and more abstracts and papers are on the way. The participation of hosts of participants from South Asian and other countries would make the conference a great lively show on the campus, but due to new wave of Covid 19, the event will be conducted Hybrid – on campus as well as virtual. Yet a host of participants are expected to attend the Conference on the campus.

As the name of the university suggests, IUBAT has always been internationally connected. It has recognition of international bodies, has an international complement of students and teachers, organizes international academic events and also social and cultural events. The 16th SAMF is one such example. It is expected that the success of the Forum will be reflected in the findings and recommendations coming out of the research papers received and presented in the conference, expert opinions of the key note speeches and panelists and observations of the corporate executives and policy makers participating the Round Table. These will contribute to strategy formulation efforts of the policy makers of the business and other organizations.

I wish all round success of the 16th SAMF.

Prof. Dr. Abdur Rab
Vice Chancellor, IUBAT &
Convenor, 16th SAMF



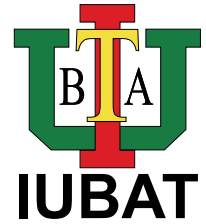
MESSAGE

It is indeed a great pleasure to know that the 16th South Asian Management Forum (SAMF), a biennial conference, organized by the Association of Management Development Institutions in South Asia (AMIDSA) is going to be held in the green campus of IUBAT, Dhaka this December, 2021. We are eagerly waiting to greet the distinguished academicians, scholars, management and business experts, policy makers and other professionals from all over South Asia in our campus with all out warmth of our heart and sincere efforts to make this event a success. As this conference addresses “Impact of Pandemic on Business and Management”, we all are waiting to share our experiences and exchange our ideas in this forum so that we can come up with effective strategies for sustainability and growth in this part of the world. The lessons learned will certainly be a valuable asset to be able to analyze situations, meet crises and overcome adversities that may threaten us in future.

The Abstracts compiled in this volume depicts how wide the areas covered are in the presentations of the learned scholars in this conference including education, health, environment, social and cultural aspects of our life intimately related to our economic conditions and concerns, the management of which forms the major focus of AMIDSA. I am therefore, confident that everybody attending this conference, no matter what his or her area of specialization is, will be immensely benefitted by the deliberations of the distinguished speakers.

I wish this conference a grand success.

Professor Hamida Akhtar Begum, Ph.D.
Pro-Vice Chancellor, IUBAT
Dhaka, Bangladesh.



MESSAGE

The 16th South Asian Management Forum (SAMF) is a timely endeavor of IUBAT and AMDISA to bring the policy makers, academics, researchers and the industrialists together to make a new resolution about the future of management in the higher education institutions and other organizations.

Let me begin with some quotes of famous and prestigious personalities of the world and they are –

‘Education is the most powerful weapon which you can use to change the world’ – Nelson Mandela, President of South Africa and political activists.

‘The task of modern education is not to cut down the jungles but to irrigate deserts’ – C S Lewis, novelist and poet.

These quotes have been proved during last one and half years when the deadly virus corona affected the entire world. This brings the world to work together to fight the deadly virus. And so far, human efforts helped to win the fights against the virus situation.

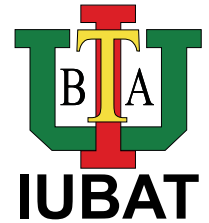
To start with the first industrial revolution – water and steam power to mechanize production and now to fourth industrial revolution (4IR) is ‘a fusion of advances in artificial intelligence (AI), robotics, the Internet of Things (IoT)’ that has been occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital and bio-logical spheres.

Accepting all these changes, human survival is becoming challenging. If we can cope with all these changes and accept the reality, we shall win, and accepting a powerful education and will not cut down the jungles but irrigate deserts. Our future world will be a place to live with the modern education blended with new industrial revolutions.

On this occasion, I deeply remember the pioneer of non-government universities, the Founder Vice-Chancellor of IUBAT and a founding member of AMDISA Prof Dr M Alimullah Miyan, and would like to conclude by calling upon his vision for IUBAT – producing at least one professional graduates from each village of Bangladesh – to give people the power to change the community, the motherland and subsequently the world. I feel sad that many of Dr Miyan’s friends who wished to visit IUBAT to join this conference in person but could not, maybe some other day.

I wish the 16th SAMF a grand success.

Prof Selina Nargis
Treasurer and Director of Administration



MESSAGE

I am happy to learn that this year International University of Business, Agriculture, and Technology (IUBAT); Dhaka, Bangladesh is hosting the 16th SAMF Academic Conference 2021 of the Association of Management Development in South Asia (AMDISA). The goal of AMDISA is to bring together academicians, researchers, scholars, management leaders, policy makers, and corporate leaders of the South Asian countries and beyond on a same platform. The two-day conference theme is, “The Impact of Pandemic on Business and Management Strategies for sustainability and Growth”. Although the pandemic is disproportionate in its geographic distribution, however, it is attacking everyone in its reach indiscriminately. The pandemic has crippled the economies of both the developed as well as developing countries, and thrust them into an unprecedented recession.

Researchers from around the world have concluded that the pandemic has totally changed our perception of the world, and how we get along in life. It has not only put the human lives in danger but also has affected the familial relationships, and damaged the social bonding. Besides, the economic and social changes, a pandemic-driven lockdown has left a deep scar on our psyche, and healing of that might take a few generations.

From this perspective, I think that the theme of the conference is apt and timely, and it is high time that we academicians, scholars, researchers, business leaders, and policy makers need to get together to find a way out of those distressing consequences of the pandemic.

The well-timed theme has generated much enthusiasm among the researchers and academicians, and testimony of that is we have received a total of 81 abstracts and 36 full papers on the chosen theme and sub-themes of the conference from the many member institutions of the AMDISA.

I take this opportunity to congratulate all the authors whose abstract has been included in this Abstract Proceeding Volume, and convey my thanks to all the participants of the conference.

Congratulations to the AMDISA family.

Prof. Dr. Khair Jahan Sogra
Dean
College of Business Administration (CBA)
IUBAT

INTRODUCTION

South Asian Management Forum (SAMF) is a biennial conference organized by the Association of Management Development Institutions in South Asia (AMDISA). The forum aims to bring together academicians, management experts, scholars, practicing managers, business leaders, policy-makers, administrators and other professionals from countries of South Asia and world on a platform to discuss various connected issues and share their research findings. The 16th SAMF 2021 is being held in Dhaka, Bangladesh during 17 and 18 December 2021. The last conference

CONFERENCE THEME

Besides mortality and morbidity, the impact of Covid 19 Pandemic is felt everywhere - in economy, business, social and family life, education, employment, consumer spending and so on. Although a few countries could maintain stability of their economy, almost all others are suffering from depression. Depressed demand and supply disruptions have caused slowdown in economic activities. While some business have achieved sustainability or even growth, most others are struggling to survive and many closed down. Global financial markets have reacted and global stock indices have plunged. The social disruption caused by the pandemic is devastating : tens of millions of people are facing unemployment and at risk of falling into extreme poverty. Education sector is a major victim of the Pandemic. The COVID-19 is causing an unprecedented physical and mental health crisis. Slowdown in global economic activities affected global trade and international financial flows. In the context of this situation, AMDISA is organizing the 16th South Asian Forum on the theme ***“Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth”***. The aim of the Forum is to provide a platform

was held in Sukkur, Pakistan in 2019 and the 14th SAMF was held in Maldives in 2017.

The theme of the 16th SAMF 2021 is “Impact of Pandemic on Business and Management: Strategies for Sustainability and Growth”. Besides plenary sessions, there will be concurrent sessions where papers will be presented by the participants from different countries. The deliberations should result in evolving the blueprint of an Action Plan which can be considered for implementation in SAARC Countries with AMDISA as nodal agencies.

to bring together participants from different countries to exchange views and share experience on the theme.

Following are the Sub- themes of the Forum :

- Rethinking Management
- Management Education and B. Schools
- Digital Education
- Corporate, Business and Functional Strategies
- Industry sectors:
 - a) Health Care
 - b) Tourism and Hospitality
 - c) Manufacturing
 - d) Service
 - e) SME
 - f) Others
- Environment and Industry
- Economy and Development
- Government policy: resource allocation priorities
- Impact on the globalization

The conference received 97 abstracts in total and 51 full articles from India (25), Sri Lanka (3), Nepal (2), Maldives (2), China (2), Malaysia (2) and Bangladesh (15).

In addition, 15 selected top executives of business firms will meet and deliberate on the topic in a roundtable.

ASSOCIATION OF MANAGEMENT DEVELOPMENT INSTITUTIONS IN SOUTH ASIA (AMDISA)



AMDISA is a network of Management Education and Management Development Institutions in South Asia. It has 302 members from the SAARC region. Its mission is to “Promote management education and management development activities in South Asia, taking into account the economic, social and cultural context of the Region, with the firm dedication to worldwide exchange of experience and ideas in the fields concerned.”

AMDISA is the only Association which networks management development institutions across the eight South Asian Nations through exchanging information, facilitating inter-country research initiatives, conducting regional conferences, workshops, colloquia and programmes, and thereby providing a forum for interaction among academics and business leaders.

AMDISA launched the global benchmark quality assurance and accreditation system for Business Schools - SAQS. It is the quality assurance scheme run by AMDISA as a service to the management education profession worldwide. SAQS emerged out of an EFMD - AMDISA cooperation through an European Union funded Asia - Link project in 2003-04. It is inspired by EFMD’s EQUIS criteria guidelines and is designed as an international standard accreditation system. It is a globally benchmarked system for mentoring, quality improvement, quality assurance and accreditation.

AMDISA publishes a Newsletter three times a year and the South Asian Journal of Management, quarterly. It is a prestigious publication and is indexed by two internationally acclaimed database services: EBSCO and ProQuest.



IUBAT Established in 1991 by Dr. M. Alimullah Miyan, IUBAT is the first Non-government University in the country. Its vision is to produce at least one professional graduate from each village /ward of Bangladesh for knowledge based area development. So far it has covered 11,200 Villages/wards. Its mission is development of human resources through higher education, training and

research. The theme is “Higher Education for Every Qualified Person with Finance for Meritorious but Needy”. It has financially supported 6000+ students. The slogan of the university An Environment Designed for Learning. The university has been ranked 257th Green Metrics and 43rd in Ethical category of WURI.

COLLEGE OF BUSINESS ADMINISTRATION (CBA), IUBAT

The College of Business Administration is the first and the largest college of IUBAT. It's vision is to be a globally renowned business school that contributes to the sustainable socio-economic development of the nation by improving management education, research and practice. The mission of the college is to develop socially responsible and ethically driven competent managers through undergraduate, graduate and post graduate education, management development programs and research. The College seeks to prepare students for

responsible participation in managing business, professions and government; stimulate their interests in social, economic and service responsibilities; develop their competencies in making business decisions, and nurture the quest for knowledge through intellectual inquiry. The College offers a Bachelor of Business Administration (BBA) program, a Master of Business Administration (MBA) program as well as Management Development Programs under it's Centre for Management Development (CMD).

BIRTH OF THE ASSOCIATION OF MANAGEMENT DEVELOPMENT INSTITUTIONS IN SOUTH ASIA (AMDISA) A MILESTONE IN THE HISTORY OF REGIONAL COOPERATION

Prof. Abdur Rab
Past President of AMDISA



The Indian subcontinent comprising India, Pakistan and Bangladesh had a long tradition of Commerce Education in universities and colleges. However, the curriculum of commerce education

had little focus on management which is a critical factor of industrial, business and economic development. The establishment of the Institute of Business Administration (IBA) Karachi in Pakistan in 1955 ushered in a new era in Business and Management education in the subcontinent. Soon after this, the Indian Institute of Management Calcutta (IIMC) and Indian Institute of Management Ahmedabad (IIMA) were established in 1961 and thereafter Indian Institute of Management Bangalore (IIMB) in 1973. Following these institutions few more IIMs have been established.

Meanwhile hosts of institutions in India, some in Pakistan and a few in Bangladesh have been providing management training in different sectors. Despite regional variation social, economic and cultural tradition of the subcontinent have some common elements. So the learning and experience in the field of management in these countries have more similarities than those of Europe, America or other countries. Cooperation among these institutions could facilitate exchange of learning and experience and could contribute to the promotion of management development. Many academics and

administrators of Management Development Institutions (MDI) across the subcontinent felt the need for such cooperation. However, the countries are politically divided constraining cooperation. With the establishment of South Asian Association for Regional Cooperation (SAARC) 1985, the door opened up for cooperation among management development institutions of the SAARC countries.

“Meanwhile hosts of institutions in India, some in Pakistan and a few in Bangladesh have been providing management training in different sectors.”

With the support of the Commonwealth Secretariat in London, academics and directors of some management development institutions from South Asian region have been meeting occasionally in research seminars and conferences in mid-80s. In the Round Table Conference of Heads of MDIs held at the Administrative Staff College of India (ASCI) in Hyderabad between 1- 5 March 1988, the issue of cooperation among MDIs came up. Mr Mohammed Jasimuddin, representative of the Commonwealth Secretariat shared his experience of the benefits of such cooperation and encouraged them to form a common forum. The Round Table reviewed the status of Management Education and Development (MED) activities in the Region and felt the need for strengthening MED through institutional and other cooperative efforts. It resolved to establish the Association of Management Development Institutions in South Asia

(AMDISA) and constituted a Task Force as follows to finalize and operationalize the Charter of AMDISA.

1. Dr Dharni P. Sinha, Administrative Staff College of India Hyderabad, India
2. Mr. G.B.N. Pradhan, Nepal Administrative Staff College Lalitpur, Nepal
3. Prof. Joe Philip, Indian Institute of Management Bangalore, India
4. Dr. Sant B. Gurung, Centre for Economic Development and Administrative Kathmandu, Nepal
5. Prof. K.J. Perera, National Institute of Business Management Colombo, Sri Lanka
6. Dr. Alimullah Miyan, Institute of Business Administration Dhaka, Bangladesh
7. Prof. B.C. Tandon, University of Delhi, India
8. Mr. Javed Hamid, Lahore University, Lahore Pakistan

The Round Table also constituted the Founding Executive Board as follows:

1. Dr. Dharni P. Sinha, India - President
2. Mr. G.B.N. Pradhan, Nepal – Vice President
3. Dr. Alimullah Miyan, Bangladesh
4. Mr. S. Gurung, Bhutan
5. Prof J. Phillip, India
6. Mr. Javed Hamid, Pakistan
7. Prof. K.J. Perera, Sri Lanka

“Many academics and administrators of Management Development Institutions (MDI) across the subcontinent felt the need for such cooperation. However, the countries are politically divided constraining cooperation.”

The Members of the Task Force assembled in Nepal Administrative Staff College Between

June 1-3 , 1988 and finalized the Charter with the mission of AMDISA as follows:

“The mission of the Association shall be to promote management education and development activities in South Asia , taking into account the economic, social and cultural context of the Region, with the firm dedication to world-wide exchange of experience and ideas in the field concerned.” The Charter was signed on June 3, 1988 by seven signatories as follows:

1. Dharni P. Sinha, Chairman, AMDISA Task Force Administrative Staff College of India Hyderabad
2. G.B.N. Pradhan, Nepal Administrative Staff College
3. J. Philip, Indian Institute of Management Bangalore
4. A.Miyan, Institute of Business Administration University of Dhaka
5. B.C. Tandon Faculty of Management Studied University of Delhi
6. Madhukar S. Rana (Coopted) Management Association of Nepal Kathmandu
7. S.D. Gurung, Center for Economic Development and Administration Kathmandu

The First meeting of the Executive Board was held on 3 June 1988 in the same venue and the Board authorized the President to locate the office of the AMDISA at Administrative Staff College in Hyderabad, India. Then in late 1988, the Founding Executive Members applied for Registration of AMDISA under Public Societies Registration Act in Hyderabad. Certificate of Registration was received on 25th February , 1989. Thus a new era of cooperation for promotion of management development in the region began. Dr Dharni P. Sinha, the Director of ASCI played the key leadership role at every

stage of the entire process of founding the AMDISA and thereafter in coordinating all the AMDISA activities.

In April, 1989, the AMDISA Executive Board members and other Heads of MDIs had been attending an International Conference in Ottawa, Canada. Dr. K P K Nair, the Dean of School of Business of the University of New Brunswick was a participant in the Conference and he invited the Board Members to his campus at Fredericton to hold an Executive Board meeting and to celebrate the great historical event of founding AMDISA.

“The First meeting of the Executive Board was held on 3 June 1988 in the same venue and the Board authorized the President to locate the office of the AMDISA at Administrative Staff College in Hyderabad, India.”

Incidentally, I was also present there at that time to explore the potential of signing a collaboration agreement with the same Business School for academic collaboration for introduction of BBA program at the Institute of Business Administration (IBA), Dhaka. Dr. M. Alimullah Miyan, the Director of IBA, Dhaka was among the invited Board Members. In the dinner party on 18 April hosted by Dr. Nair, I proposed to Dr. Miyan that IBA should host the first activity of AMDISA with a Case Workshop for faculty members. He was enthusiastic and proposed it in the Board meeting. The Board accepted his proposal and it was decided that IBA will organise the Case Writing Workshop for the faculty members of management development institutions in June the same year. Mr Muhammad Jasimuddin, not only supported the idea but instantly promised funding support for two case workshops – the next one to be held in India. Thus began the journey of AMDISA.



PAPER PRESENTATION SCHEDULE

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PROGRAM AT A GLANCE

Parallel Presentation

18th December, 2021

TIME
10:00 AM - 11:00 AM

Parallel Session 1A
Management Education

Session Chair : Dr. Md. Mohiuddin, Professor, IBA, Dhaka University
Rapporteur : Zahir Rayhan Salim, Assistant Professor, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-030	Accreditation and Management Education	Narain Gupta, Mr. J Srikanth Reddy
16SAMF-066	Impact of Pedagogical Changes in Management Education Post COVID-19 - A Comparison Study	Kedarnath Thakur and Yasmin Kukul
16SAMF-072	Emerging Trends in Sustainability of Digital Learning among Management Students and Working Executives	Dr. Subhendu Dey and Dr. Nandeesh V. Hiremath

TIME
12:30 PM - 1:30 PM

Parallel Session 1B
Digital Education

Session Chair : Dr. Rajib Lochan Das, Associate Professor, IUBAT
Rapporteur : Kamal Hossain, Assistant Professor, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-005	Analyzing the Implementation of Artificial Intelligence for University Students: How Effective is the Online Platform?	Armana Hakim Nadi, Syed Far Abid Hossain, Al Mahmud Hasan, Mahbuba Rahman Sofin and Shadman Shadab
16SAMF-013	Accreditation: A Bibliometric Analysis	J Srikanth Reddy, Narain Gupta and Amit Kumar Gupta
16SAMF-017	A Flexible Online Learning Model	Shailendra Raj Mehta, Dr. Preeti Shroff and Prof. Ashutosh Dutt

TIME
11:30 AM - 12:30 PM

Parallel Session 1C
Digital Education

Session Chair : Dr. Utpal Kant Das, Professor, IUBAT
Rapporteur : Arif Ahsan, Assistant Professor, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-024	The Impact of pandemic in education of Bangladesh: strategies for sustainable digital higher education	Ashiqun Nabi and Mohammad Abdur Rohim
16SAMF-042	Factors Affecting Increased Teacher Workload in Online Teaching during COVID-19 Pandemic	Dr. Rajib Lochan Das and David Paul Meredith
16SAMF-046	Measuring Service Quality of Online Educational Platforms	Dr. Ellur Anand, Dr. Mafruza Sultana, Mohammed Aamir Shuaib and Salman Khan

TIME
10:00 AM - 11:00 AM

Parallel Session 2A
Finance

Session Chair : Dr. Bijay K.C, Former Dean, Kathmandu School of Management
Rapporteur : Shaikh S A Waliullah, Senior Lecturer, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-002	Adoption of Fintech by Financial Companies of Bangladesh	Nazrul Islam, Quazi Nahin Mubassira, Raisa Binte Huda and Md. Ajmul Fuad
16SAMF-033	Bankers Perspectives of Challenges of MSMEs Financing: Indian Case	Dr. Rajendra K Sinha
16SAMF-064	The Impact of Covid-19 on Fintech: A Bibliometric Analysis	Shaikh Sabbir Ahmed Waliullah and Hasanuzzaman Tushar
16SAMF-068	Strategies and Policies for Managing Working Capital	Dr. Sharif Nurul Ahkam, NazmunNahar, Shabnin Rahman Shorna

TIME
11:30 AM - 12:30 PM

Parallel Session 2B
Finance

Session Chair : Dr. Sharif Ahkam, Professor, North South University
Rapporteur : Reefat Arefin Khan, Lecturer, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-078	The Effect of Training and Development Methods on Employees' Satisfaction in the Commercial Banks	Dr. Serena Aktar and Nazrul Islam
16SAMF-079	Impact of Pandemic on investment behaviour: Specifically on Gold Investment in India.	Prathibha Vikram and Dr. Rajendra Kumar Sinha
16SAMF-086	What does the stock market mean to ordinary investors?	Mohammad Jalal Uddin

TIME
11:30 AM - 12:30 PM

Parallel Session 3A
Healthcare

Session Chair : Dr. Hasnat M Alamgir, Professor, IUBAT
Rapporteur : Hasan Moudud, Senior Lecturer, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-006	Impact of Pandemic on the constituents of Death Anxiety	Dr. Aditi Veda and Dr. Upinder Dhar
16SAMF-007	Conceptual framework for unlocking the pandemic imposed challenges in healthcare management with digital transformation	Biju Velayudhan, Dr. J J Savithri and B. Kavitha
16SAMF-015	Corporate Duel Dilemma: Age Discrimination and Age Inclusive Workplaces During Pandemic Times	C D Kumar and Dr. Samantha Rathnayake
16SAMF-020	Role of AI in Health Care Analytics during Pandemic	Dr. K. Bhavana Raj
16SAMF-025	The Impact of Pandemic on FinTech Industry of Bangladesh: A Case Study on Urban Consumer	Ashiqun Nabi and Md. Osama Adnan
16SAMF-054	Surviving the crisis: Making intergovernmental relations strong for fighting the pandemic, case from Nepal	Trilochan Pokharel

TIME
10:00 AM - 11:00 AM

Parallel Session 3B
Healthcare

Session Chair : Dr. Sheikh Nazmul Huda, Country Project Director, Management Sciences for Health (MHS), Bangladesh
Rapporteur : Jamee Ahmad, Senior Lecturer, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-023	Impact Of Covid-19 On Customer's Sentiments Towards Mobile Banking In India	Dr. Gurcharan Singh, Sourov Kinra and Paras Kanojia
16SAMF-039	Thinking orientation for happier outcomes	Sarika Patel and Dr. Upinder Dhar
16SAMF-060	The Gig Economy in Bangladesh amidst Covid-19 Pandemic	Afrin Sultana and Md. Ismail Hossain
16SAMF-061	Impact of COVID-19 induced medical wastage on the Sustainable Development Goals (SDGs) in Bangladesh: A way forward	Sakib Bin Amin, Yaron Nezleen Amin and Farhan Khan

TIME
10:00 AM - 11:00 AM

Parallel Session 4A
Human Resource Management

Session Chair : Dr. Anwar Hossain, Vice-Chancellor, Northern University of Bangladesh
Rapporteur : Mohammed Kamruzzaman, Assistant Professor, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-028	Association between corporate social responsibility and firm performance with moderating effects of CEO power: Empirical evidence from developing nation	Amit K Gupta
16SAMF-029	The Pandemic And The Cross Border Business And Management	Narain Gupta
16SAMF-034	The impact of production and services industries work environment during Covid-19 crisis	Professor Mohammad Khasro Miah Ph.D., Mashita Khasro Sarah and Mabruka Tabassum
16SAMF-076	The role of A. I., post pandemic, employees' engagement and the challenges of implementing HR Strategies	Abul Kalam Azad and Dr. Valliappan Raju

TIME
12:30 PM - 1:30 PM

Parallel Session 4B
Human Resource Management

Session Chair : Professor Mohammad Khasro Miah Ph.D., Professor, North South University

Rapporteur : Jamee Ahmad, Senior Lecturer, CBA, IUBAT

Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-035	Human Resource Management during COVID 19 Pandemic	Kazi Nazmul Huda and Moslehuddin Chowdhury Khaled
16SAMF-036	Sustainable Employee's Performance: The Motivational Theory of Lifespan Development Perspective	Mahmud Hamid, Mohammed Kamruzzaman and Asma Ul Hosna
16SAMF-045	Uplift Green Innovations through Green Transformational Leadership	B.T.D.N.Senarath and Rochelle AnushiniBartholomeusz
16SAMF-091	The Impact of Industry 4.0 on Experience Curve and Location Advantages of Internationalising Firms	Dr. Khandker Md. Nahin Mamun
16SAMF-065	Human Resource Management Bundles during COVID-19 Crisis	Dr. Farhana Ferdousi, Dr. Mehe Zebunnesa Rahman and Dr. Abdul Hannan Chowdhury

TIME
12:30 PM - 1:30 PM

Parallel Session 5A
Business Strategies

Session Chair : Dr. Nazrul Islam, Pro-Vice Chancellor, Northern University of Bangladesh

Rapporteur : Zahir Rayhan Salim, Assistant Professor, CBA, IUBAT

Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-001	A Quantitative Study On The Challenges Faced By Youth Entrepreneurship In The Maldives	ShajeerSainudeen and Azhadh Rameez
16SAMF-009	Recovery Strategy of COVID 19 Impact in Bangladesh Small & Medium Enterprise (SME)	Dr. Mohammed Abdullah Mamun
16SAMF-048	Women-led Tech Start-ups in India – A Case-Based Study.	Srinivas Josyula andSita Vanka
16SAMF-075	Asymmetric effects of crude oil shock and inflation on export earnings in Bangladesh	Tanzin Akhter, Tamanna Siddqua Ratna and Md. Adnan Rahman
16SAMF-077	Development and Validation of an Instrument Measuring Sustainability Consciousness	Dr. Upinder Dhar, Dr. Santosh Dhar and Dr. Namrata Jain
16SAMF-003	Post-pandemic (COVID-19) Strategies for Sustainability and Growth in the context of Environment in Textile Industries of Bangladesh	S. M. Khorshed Alam and Syed Far Abid Hossain

TIME
12:30 PM - 1:30 PM

Parallel Session 5B
Business Strategies

Session Chair : Dr. Khair Jahan Sogra, Dean, CBA, IUBAT
Rapporteur : Mohammed Kamruzzaman, Assistant Professor, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-032	Vertical Integration—Is It Necessary for All Manufacturing Industries?	Prof. Md. Lutfar Rahman and Md. Adnan Rahman
16SAMF-074	Value-based Governance: A Case of Capacity Building Initiative in Nepal	Basanta Raj Sigdel
16SAMF-080	Opportunities, Challenges, and Solutions for Social Commerce in Bangladeshi E-Business	Khandakar Rabbi Ahmed, Md Alomgir Hossain and Sajjad Hossain Nayem
16SAMF-083	Factors affecting Hotel Performance using Resource-Based View: A Mediated-Moderation approach	Dr. Md Sazzad Hossain
16SAMF-084	Tourism Governance and Sustainability: A Case of Cox's Bazar	Yeanur Arafat

TIME
10:00 AM - 11:00 AM

Parallel Session 6A
Marketing

Session Chair : Dr. Syed Ferhat Anwar, Professor & Former Director, IBA, Dhaka.
Rapporteur : M Shaikh Imran Akhand, Senior Lecturer, CBA, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-018	An empirical study based on an extended Theory of Planned Behavior explored the factors that influence consumers' online buying intentions.	Raju Biswas, Yu Jingtao and Mohammed Kamruzzaman
16SAMF-019	Consumer Learning During Covid 19 -A Study On Bangladesh	Farhana Karim and Hasina Islam

Session Chair : Dr. Khalid Hussain, COMSATS University, Pakistan
Rapporteur : Kazi Md. Fahim Ahmed, Senior Lecturer, CBA, IUBAT
Zoom Link: **Meeting ID:** 666 5189 3386, **Passcode:**123456

Paper ID	Title	Authors
16SAMF-026	Impact of Covid-19 on consumer buying behavior towards online and offline shopping in South Asian Countries: A review, synthesis and conceptual framework	Priyabrata Roy and Dhananjoy Datta
16SAMF-044	Post-COVID 19 Lessons For E-Commerce Supply Chains in India: Strategic Issues	Bisleshana Brahma Prakash and Dr. Anjali Panda
16SAMF-092	Factor affecting of organizational aspects on Sales Peoples' Performance: The moderating effect of Sales Peoples' Political Skill	Mohitul Ameen Ahmed Mustafi, Md. Shah Ali Dolon and Md. Sayem Al Amin

Research Track Sessions

18th December, 2021

TIME
12:30 PM - 1:30 PM

Research Track Session 1

Session Chair : Mozaffar Alam Chowdhury, Associate Professor, CBA, IUBAT

Rapporteur : Hasan Moudud, Senior Lecturer, CBA, IUBAT

Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-004	Covid-19 Global Crisis: Fiscal Response & Sustainability	Prof. Gajavelli V S
16SAMF-008	Health Sector Problems in Bangladesh: Developing a Management Point of View	Moslehuddin Chowdhury Khaled
16SAMF-011	Tourism and Hospitality Industry Amidst COVID-19: Role of Innovation and Productivity in Bangladesh	Juhi Jannat
16SAMF-012	Implementation of Simulation-Based Maritime Education and Training (MET) in Bangladesh	Kazi Mohiuddin and Syed Far Abid Hossain

TIME
12:30 PM - 1:30 PM

Research Track Session 2

Session Chair : Syed Far Abid Hossain, Coordinator, MBA Program, CBA, IUBAT

Rapporteur : Shaikh S A Waliullah, Senior Lecturer, CBA, IUBAT

Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-057	The Role of Government Amidst The COVID-19 Pandemic in Bangladesh: The Case of Tourism Industry	Faiza Tanaz Ahsan
16SAMF-058	The effect of performance appraisal system and career development on turnover intention	Nayma Iftakhar
16SAMF-093	Nexus and Modernization of Transformational Leadership, Social Justice and Employees' Psyche Concepts and the Modernization Era in the manufacturing industry	Dr Tarnima Warda Andalib, Dil Rowshan Zinnat Ara Nazneen and Shosunth Chandra Sarker
16SAMF-094	Emphasis of Social Capital in GNH: A Literature Review Keeping Focus in the Present Bangladesh Context	Shosunth Chandra Sarker, Tarnima Warda Andalib, Dil Rowshan Zinnat Ara Nazneen

TIME
12:30 PM - 1:30 PM

Research Track Session 3

Session Chair : Hasanuzzaman Tushar, Faculty Member, CBA, IUBAT

Rapporteur : Arif Ahsan, Assistant Professor, IUBAT

Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-049	Role of Personality Traits in Influencing B School Learners' Dropout Behavior in MOOCs and Mediating Role of Hedonic Attributes Influencing dropout	Madan Gowda
16SAMF-087	The Impact of Covid 19 Epidemic on Mental Health of Undergraduate Students In IUBAT	Arif Ahsan
16SAMF-070	Covid 19 Pandemic and Monetary Management: Bangladesh Experience	Dr. Mainul Islam Chowdhury
16SAMF-071	Luxury Jewelry in Omnichannel Platforms: Understanding the Impact of Consumers' Ethnocentrism	Amreen Talukdar
16SAMF-095	Investigating the causal dynamic Impact of agriculture sector and economic growth in Environmental Degradation based on Methane emission: Evidence from Bangladesh	Tamanna Siddqua Ratna, Tanzin Akhter, Adnan Chowdhury and Md. Adnan Rahman

TIME
11:30 PM - 12:30 PM

Research Track Session 4

Session Chair : Prof. Md. Lutfar Rahman, Professor, IUBAT

Rapporteur : Kazi Md. Fahim Ahmed, Senior Lecturer, CBA, IUBAT

Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456

Paper ID	Title	Authors
16SAMF-085	Has the Covid-19 Pandemic Crisis Changed the Consumer Behavior of Clothing Product?	Kazi Md. Fahim Ahmed
16SAMF-088	The Influence of eWOM in Online Purchase Intention of Digital Products among Malaysian Consumers	Md Adnan Rahman
16SAMF-089	The Impact and challenges of Radio Frequency Identification in Apparel Industry in Bangladesh	Zahir Rayhan Salim
16SAMF-090	Factors Determining Satisfaction of App Based Food Delivery Riders in Uttara (Dhaka) During Covid-19	Jamee Ahmad
16SAMF-076	The Impact of Organizational Structure and Cynicism on Employee Performance in the COVID-19 Pandemic	Qayenat Ahmed and Md. Adnan Rahman

TIME
10:00 AM - 11:00 AM

Research Track Session 5

Session Chair : Dr. Sajal Saha, Associate Professor, IUBAT
Zoom Link: Meeting ID: 666 5189 3386, **Passcode:**123456

Paper ID	Title	Authors
16SAMF-096	MODELING INDEX FOR MEASURING SUSTAINABILITY OF MICROFINANCE INSTITUTIONS OF BANGLADESH	Hasan Moudud
16SAMF-041	The Covid-19 Pandemic and Human Resource Practices: A Review of Situations in Bangladesh	Reefat Arefin Khan
16SAMF-082	Impact of Trust and Quality factor affecting Customers' Online Shopping Behavior	Kamal Hossain
16SAMF-097	Rise of OTT platform: Changing consumer preferences in Dhaka city	Mussanna Ahmed Shafin, Farjana Akter Rimu, Akiya Akter, Hasanul Adam Nishat, Mohammad Mozammel Hossain Tusher, Md. Jewel Mollah, Zahid Hasan and Md. Ahiduzzaman Ovi

TIME
2:00 PM - 3:30 PM

Panel Session

Session Chair : Dr. S Padam, Chairman SAQS Accreditation Committee
Members : Prof. Dr Imran Rahman, VC, ULAB
Dr. Sita Vanka, Former Dean and Professor, School of Management Studies, University of Hyderabad, India
Dr. Shailendra Raj Mehta, President & Director, MICA, Ahmedabad Gujarat, India
Zoom Link: Meeting ID: 666 5189 3386, **Passcode:**123456

Time	Events	Designated Person
2:00 PM	Report on presented papers	Rapporteur
2:10 PM	Discussion on the Conference Theme	Panel Members
3:00 PM	Q&A Session	Chair
3:15 PM	Concluding Remarks by the Chair	Chair
3:30 PM	Valedictory Session	

TIME
2:00 PM - 3:30 PM

**Round Table for
Corporate Executives**

Session Chair : Prof. Dr. Abdul Hannan Chowdhury, Dean, SOBE, North South University
Zoom Link: Meeting ID: 666 5189 3386, Passcode:123456
Venue: Seminar Hall, IUBAT
Participants Listed Below

Time	Events	Designated Person
02:00 PM	Introduction of participants and Welcome	Prof. Dr. Khair Jahan Sogra, Dean, CBA
02:10 PM	Introduction to the Conference theme	Prof. Dr. Abdul Hannan Chowdhury, Dean, SOBE, NSU
02:20 PM	Presentation on the theme	Ms. Misha Mahjabeen, Founder and CEO, Healthy Bengal
02:30 PM	Roundtable Discussion	Participants
03:20 PM	Concluding Remarks	Session Chair
03:30 PM	Valedictory Session Zoom ID: 68784550100 Pass code : 123456	

Participants

Sl	Name	Designation	Organization
1	Mr. Momin U Islam	MD and CEO	IPDC Finance, Bangladesh
2	Mr. Asif Iqbal	CEO	Building Technology and Ideas Ltd-BTI, Bangladesh
3	Mr. Md. G. Sarwar Bhuiyan	CEO and MD	IIDFC Ltd, Bangladesh
4	Mr. Fahmid Bhuiyan	President	Pact Global Microfinance Fund Institute, Myanmar
5	Mr. Majedur Rahim	Director	Giant Group, Bangladesh
6	Mr. Rubayath Sarwar	Chairman	Value-Chain Capacity Building Network, Vietnam
7	Ms. Humaira Aeysha Khan	Founder and Managing Partner	ID Fun and The Learning Castle, Indonesia
8	Mr. Zakir Ahmed Zakir	Former CFO	Gemcon Group Ltd, Bangladesh
9	Mr. Saeed Ahmed	MD	Q Hospitality Ltd, Bangladesh
10	Ms. Misha Mahjabeen	Founder and CEO	Healthy Bengal, and Dr. Green
11	Mr. Imran Sadruddin	Chairman	Innovision of Agro Services Ltd, Bangladesh
12	Mr. Syed Tahmeed Ahmed	Country Head and Director	Sanofi Pasteur, Bd, France
13	Mr. Md. Palash Sakal,	Founder and CEO,	Powerplay Communication, Bangladesh
14	Ms. GitankaDebdip Datta	Head of Customer Value Management	HSBC, Hong Kong
15	Ms. Srabanti D	Director	ABC Real Estates Ltd, Bangladesh
16	Mr. KiswarImdad	Country Director	Marie Stopes Bangladesh
17	Ms. Sultan Mahbubul Haque	General Manager, HR, Admin, Compliance	Fakir Fashion Ltd, Bangladesh
18	Mr. Sajidur Rahman	CEO	Digital Health Care Solutions, Indonesia



16th SOUTH ASIAN MANAGEMENT FORUM



THEME

Impact of Pandemic on Business and Management:
Strategies for Sustainability and Growth

VENUE : IUBAT- International University of Business Agriculture and Technology, Dhaka, Bangladesh

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16th SOUTH ASIAN MANAGEMENT FORUM



TRACK 01 MANAGEMENT EDUCATION

ABSTRACTS OF THE PAPERS
PARALLEL SESSION
MANAGEMENT EDUCATION

16SAMF-030

**ACCREDITATION AND MANAGEMENT EDUCATION – STRATEGIES FOR
SUSTAINABILITY AND GROWTH**

Narain Gupta, Management Development Institute Gurgaon, Gurugram, 122001, Haryana, India

Abstract

Management education existed since centuries. There have been ups and down in the meanings and levels of imparting education. These ups and downs have been due to several reasons such as change of leaders, economic growth volatility, social developments, shift in thinking of the society at large, and the literature development. The accreditations are a kind of check on the quality and purpose of management education. Many international business management education accreditation agencies have been evolved predominantly in the last two decades such as EQUIS, AACSB, AMBA, SAQS, ACBSP etc. The countries have also come up with their national accreditation agencies and rankings frameworks to put a check on the quality of education. The south Asian business schools have also seen a surge in the accreditations in recent decade. This research is primarily based on author's experience of engaging on various accreditations such as AACSB, AMBA, SAQS, NBA, and EQUIS. While the general framework and expectation of each accreditation agency has identical target as quality of education, the path to reach this target distinguishes them among the crowd. Each accreditation agency has different focus. Beyond a mere race to achieve the accreditation, the real essence of the accreditation is yet to be realized by the key stakeholders of the business school. The paper compare and contrast the principle pillars of the various accreditation agencies operating in the business and management education sector across the globe. What additional challenges and opportunities added to the schools due to pandemic have also been discussed in the context of sustainable growth of business education. The review of literature, content analysis, NVIVO word cloud and tree-map analysis may be used to analyze the views. The research is an effort to unfolds how the management educators and business school leaders can leverage the benefits of the strategies laid out by the accreditations agencies for sustainable growth of a society at large.

Keywords: *Business and Management Education, Accreditation, Quality Control*

IMPACT OF PEDAGOGICAL CHANGES IN MANAGEMENT EDUCATION POST COVID-19 – A COMPARISON STUDY

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Yasmin Kukul, MBA (HR), XIM University, Bhubaneswar

Abstract

The COVID era not only brought the whole world to a grinding halt, its mammoth impact was felt across all walks of life and continues to do so. Learning and development was one such area which was hugely impacted because of the disruption caused by COVID-19. Pedagogical methodologies shifted from being classroom-based to being completely virtual in a matter of weeks. For management education especially, which thrives on the backbone of social and experiential learning, this shift brought in a major setback.

In this conceptual research paper, we seek to explore the impact of the shift in the pedagogy for management education from a conventional setting to a blended mode of learning. We also seek to discover insights regarding the associated learning outcomes for management students as a result of this shift.

We aim to integrate views, opinions and experiences of different groups of management students on different aspects of learning such as acquisition of knowledge, its interpretation, retention and application, to derive differences in learning outcomes in a virtual or hybrid setting as compared to a completely classroom-based setting. Our research aims to understand gaps in B-school students' learning intake because of the sudden change in pedagogy and to suggest a possible framework to convert these gaps into windows of opportunities.

EMERGING TRENDS IN SUSTAINABILITY OF DIGITAL LEARNING AMONG MANAGEMENT STUDENTS AND WORKING EXECUTIVES

*Dr. Subhendu Dey, Professor & Director (P)**

*Dr. Nandeesh V. Hiremath, Professor (HR & Entrepreneurship) & Faculty Mentor – ELIC/Start-up Cell**

**Indus Business Academy, Bangalore*

Abstract

With COVID-19 hitting the planet earth and especially the 'Education and L&D Sector', all of a sudden, the world has changed for ever in life, lifestyle, perspectives, processes, practices, preferences and perceptions. In other words, everyone is compelled to live in a totally disconnected manner, in the highly networked-&-connected world (paradoxically), with new norms for the lockdown period. The pandemic impacted different people in different ways, especially forcing employees to adopt the Work from Home (WFH) method for majority of the total workforce and Learn from Home (LFH) systems for Management students, where WFH/LFH have almost become a hard reality among the Higher Educational Institutions (HEIs)/Universities & Business Enterprises across the globe, particularly during COVID era March 2020 and Sept/Oct 2021.

The World Economic forum (WEF) has launched a 'Re-skilling Revolution' with its focus on 'better-skills, better-jobs, better-education for billion people by 2030' campaign. This scheme aims to provide a new-skills for the Industry 4.0 era and ensure future-proof workers globally. The COVID-19 pandemic has not only impacted the economies, since March 2020 but also expedited the continuous adoption and embracing of the transformation as a necessity, rather than a luxury! During the COVID-19 pandemic, the search for digital education and learning, as also the adoption to cope with the challenges has gone up significantly, since March 2020. The massive adoption of online and virtual learning systems in Higher Education and L&D among working executives has become a phenomenon.

The Digital Learning trends using an array of recent L&D Reports– by Deloitte, 2019; Skillssoft's, 2019; LinkedIn Workplace Learning Report, 2019; UK L&D Report, 2019; FICCI-NASSCOM and EY "Future of Jobs" Report, 2017– which have clearly been indicating that the Digital learning is fast-emerging as one of the realistic option. The FICCI-NASSCOM and EY "Future of Jobs" Report, Dec. 2017 found that India possesses 600 million estimated workforce & nearly 9% of it will be deployed and engaged - by 2020 - in the 'jobs that don't exist today' and remarkably, the category of Neoskilling has the skill-sets required for these new-age jobs. The management students and working employees invest their time and energy for skilling/up-skilling/re-skilling for remaining relevant to the emerging business context under VUCA world & also COVID-19.

Given the afore-mentioned context, this research paper has attempted to review and analyse the opportunities, challenges, and emerging trends w.r.t. leveraging Technology & Innovation to enhance the Digital Learning few B-Schools in India and Digital L&D among the 10-different corporates (across different industry sectors) viz., Genpact, Nexval, Airbus, Siemens, AstraZeneca Pharma, HPCL, HGS (BPM), HP, Flipkart and IBM, under the 70:20:10 framework and with case analysis.

Keywords: *Digital Learning, Learning and Development (L&D), Management students, Working Executives, Emerging trends in Digital Learning, Impact of COVID on Learning*

MANAGEMENT EDUCATION

16SAMF-012

IMPLEMENTATION OF SIMULATION-BASED MARITIME EDUCATION AND TRAINING (MET) IN BANGLADESH

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Abstract

Bangladesh is a maritime nation since its geographical, economic, and political background tells her dependency on the sea. The maritime sector is a vital part of the Bangladeshi economy. Consequently, efficiency shortfall in this sector has a critical issue for country development. Unfortunately, this country's maritime education and training system is still not well developed and incapable of producing skilled marine officer and engineers. This crisis is crucial for both the seagoing and inland water transport vessels. The number of training instructors and training equipment is very insufficient. Under the above condition, understanding ship proper operation of equipment has become vital for ship operation, and safety since the MET institutions cannot offer modern technological equipment like simulators. A simulation-based maritime education and training system is essential for deck and engineering students in pre-sea training in these circumstances. This research investigated the prospect of simulation-based maritime education and training (MET) in Bangladesh. Also, it analyzes the background and contemporary situation of Bangladeshi MET to inspect the challenges to implement the simulation-based MET. It is well defined that challenges of human and technological resources are hindering the MET implementation process according to the STCW Convention. Therefore, the attempt to analyze Bangladesh's condition compared with developed countries' MET is taken from the questionnaires, interview questions, observations, and literature reviews and make a feasible conclusion according to the analysis. The data analysis results show that introducing simulators in maritime education and training significantly impacts producing skilled human resources at sea. Several maritime institutions in Bangladesh and others from different developed countries participated in the questionnaires and interview session. In conclusion, the research provides recommendations to implement a sustainable simulation-based education and training system.

Keywords: *Simulation; Maritime; Education; Training; Bangladesh*

INVESTIGATING THE CAUSAL DYNAMIC IMPACT OF AGRICULTURE SECTOR AND ECONOMIC GROWTH IN ENVIRONMENTAL DEGRADATION BASED ON METHANE EMISSION: EVIDENCE FROM BANGLADESH.

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Tanzin Akhter ⁽²⁾, Lecturer, Department of Quantitative Sciences (Statistics)

Adnan Chowdhury ⁽³⁾, Assistant Director, Bangladesh Bank

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1, 2 & 4*: IUBAT- International University of Business Agriculture and Technology

3: Bangladesh Bank.

Abstract

Global warming leads to the environmental degradation whereas the driver of the global warming is Greenhouse gases (GHGs). Methane is one of the significant gases among GHGs. To keep global warming below to 1.5°C in this century, 200 countries have agreed to the mitigation of methane emission in COP-26 summit, 2021. This study aims to find the impact of agriculture sector and economic growth in Methane emission where Livestock index and GDP per capita are the proxy variables to measure the effect of these two sectors respectively. Econometric validation test has been carried out by applying Shapiro-Wilk and Breusch-Pagan approach. Augmented Dicky-fuller (ADF) and Phillips –Perron (PP) test are adopted here to investigate the level of stationarity of the study variables. Additionally, all examined variables are integrated at order one, I(1). For investigating the dynamic causal relationship among the study variables Johansen Co-integration test has been applied which has indicated the presence of long run association among the variables. This finding will lead to the Vector Error Correction Model (VECM) framework from where the short run and long run effect can be examined for these study variables. From literature, long run association is expected among the variables where environmental degradation (CH₄ emission) will maintain positive relationship with others study variables. For assuring the stability of the proposed model Lagrange-Multiplier (LM) and Jarque-Bera (JB) test will be introduced in the study. Furthermore, the stability of estimated parameters will be substantiated by CUSUM test. The findings of this study will help the policymakers to establish a low methane emission structure by assessing the effect of other study variables which leads to environmental sustainability of Bangladesh.

Keywords: *Methane emission, Johansen Co-integration, VECM, Economic Growth.*



16th SOUTH ASIAN MANAGEMENT FORUM



TRACK 02 DIGITAL EDUCATION

ABSTRACTS OF THE PAPERS
PARALLEL SESSION
DIGITAL EDUCATION

16SAMF-005

**DISCOVERING THE ROLE OF ARTIFICIAL INTELLIGENCE IN K12: THE
FUTURE OF ONLINE PLATFORM?**

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Abstract

The purpose of this study is to explore AI (Artificial Intelligence) enhanced teaching and learning in future educational development. Besides, the chapter is a representation whether the future of online platform will highly depend on AI or not. The study identified how students are affected by technology-enhanced AI as a future online platform. The study consists qualitative research methodology approach where literature review is conducted to determine the future of online platform with the help of robotic technology or AI. Results of the study revealed that the role of AI and the future of online platform with the help of robotic technology has significant effect on sustainable educational development. The study is limited to literature review only that may affect the generalizability of the result.

Keywords: *Keywords: AI; teaching; learning; K12; online platform; higher education*

ACCREDITATION: A SYSTEMATIC REVIEW AND BIBLIOMETRIC ANALYSIS

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Abstract

A series of research has been published and reported by the scholars on accreditation in the last two decades. World over the interests about accreditations among the business schools have grown. While the presence of the reputed international accreditations has been predominantly limited to only a few developed countries, it is important to investigate the diverse focus of the research being published over years, and what has been the direction of scholarly work in accreditation discipline. In order to examine the historic contributions, and comprehending the future potential paths of the research in accreditation context we conducted a bibliometric analysis methodology.

With Boolean search among the largest research database Scopus, we screened 721 papers. Most publications have come from the United States, UK and Canada. Content analysis, publication trends, Co-citation analysis, methodology analysis, cluster analysis and rank analysis have been focused to identify the influential work and gaps in the field of accreditations in higher education. The emerging themes identified include quality, continuous improvement, management, International accreditation, standards. The topic in the field including management education, engineering education, nursing education, architecture education, pharmacy education, law etc.

The study focused on quality improvement and continuous evaluation in higher education and the benefits of accreditations. The study discussed factors and parameters involved in various accreditations agencies. Our findings show a significant increase in publication on accreditations in higher management education. The focus of the research has been largely developed countries. This study will help institutions, accreditations agencies, students, faculty and academic researchers know the challenges and benefits of, and identify the relevant areas that need investigation. Also discussed the future implications and directions of accreditation in higher educations.

Keywords: *Accreditations, bibliometric analysis, quality assurance, mission linked continuous improvement*

A FLEXIBLE ONLINE LEARNING MODEL

Shailendra Raj Mehta, Preeti Shroff, Ashutosh Dutt MICA, Ahmedabad

Abstract

This paper examines a new Post-Covid e-learning model that emphasizes institution-wide, standardized, interactive, and learner-centric elements. This flipped classroom approach combines pre-recorded instructor led tutorial videos on concepts (30 minutes) and interactive discussion sessions (45 minutes) in smaller groups. MICA - The School of Ideas in India developed this using design thinking and inclusive governance principles. This paper captures the details and impact of this innovation, which we call the 30/45 (two session segments) + 36/6 (student group sections), MICA's On-Line Learning Model. The unique pedagogical principles are creativity and flexibility in content design and delivery, and collaboration with stakeholders for building a thriving online learning community. It is being rolled out successfully for the second consecutive post-pandemic academic year.

THE IMPACT OF PANDEMIC IN EDUCATION SECTOR OF BANGLADESH: STRATEGIES FOR SUSTAINABLE DIGITAL HIGHER EDUCATION

*Ashiqun Nabi, Assistant Professor, Department of Business Administration**

*Mohammad Abdur Rohim, Department of Business Administration**

** Manarat International University Gulshan, Dhaka, Bangladesh.*

Abstract

This paper explains the impact of pandemic in education sector of Bangladesh. The extension of Covid19 pandemic has severely broken up every walk of human life with education. It has made a new-fashioned experiment on digital higher education. A number of educational institutions around the world, campuses are remained closed and the strategies of teaching-learning system have forwarded to online. But internationalization has retarded down considerably. In Bangladesh, about 2 million students did stop to maneuver every aspect of all educational activities delivered to an end. In spite of these obstacles, the higher educational institutions have responded actively and tried to make sure the conducting of teaching-learning, research, and compensation to the society with several technological tools and techniques during this situation. A few measures are taken by academic authorities of Bangladesh to ensure undisturbed educational services during this crisis. The study obtained the opinions of 300 samples from the students who are currently pursuing their higher education in different universities in Dhaka city through a survey on the impact of pandemic in education sector. This study found that, this pandemic has both good and bad impacts in the education sector. The informants viewed that, an account of Covid-19 pandemic, despite of having troubles to avail internet connection, multiple new ways of education, new prospect, new keystone are come out and therefore the same may carry on and can make allowing for new modes of teaching-learning of digital higher education in Bangladesh are planned. Certain beneficiary sound suggestions are pointed to hold out sustainable digital higher educational activities during the current situation. Nevertheless, the results of the study are constrained by the size of the sample and robustness of the analysis. Keywords: Pandemic, Digital Higher Education, Sustainable.

FACTORS AFFECTING INCREASED TEACHERS' WORKLOAD IN ONLINE TEACHING DURING COVID-19 CRISIS

Rajib Lochan Das¹ and David Paul Meredith²

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2 Global Citizenship and Languages, Webster University, Thailand

Abstract

Higher education institutions in Asian countries such as Bangladesh and Thailand had to stop face-to-face educational activities during the period of COVID-19 pandemic. Online classes had been the only alternative to carry on academic activities. Teachers were suddenly compelled to changeover their teaching-learning and evaluation strategies from face-to-face to online mode. As a result, teachers' workload increased during the process of the transition and at implementation. This study uses a quantitative research method to identify factors influencing increment of teachers' workload in the online teaching. A total of 68 teachers experienced in higher education in Bangladesh, Thailand, India and Indonesia were interviewed by a structured questionnaire. The instrument was scrutinized and approved by a panel of 5 expert educators in higher educational institutes in both Bangladesh and Thailand. Eight factors were identified from literature review and filling research gap. The statistical analysis indicated that the increased teachers' workload was moderately influenced by infrastructure difficulties, lack of students' technological knowhow and difficulties in online class management. A set of inspectional recommendations has been made that can be used, basically by the practising teachers and also by institutional authorities, to effectively design online teaching-learning and students' evaluation for minimizing the workload.

Keywords: *COVID-19 pandemic, Evaluation, Online class, Teaching-learning, Teachers' workload*

MEASURING SERVICE QUALITY OF ONLINE EDUCATIONAL PLATFORMS

*Dr. Ellur Anand, Assistant Professor**

*Dr. Mafruza Sultana, Lecturer**

*Mohammed Aamir Shuaib, PGDM Analytics**

*Salman Khan, PGDM Analytics**

** Jagdish Sheth School of Management, India*

Abstract

Education plays an important role for growth and development of a student but the hit of covid 19 impacted badly to the entire economy as well as the whole education system. Schools, colleges, universities and various other institutions are forced to close due to this pandemic, students and teachers have no option but to move towards online education to continue the process of learning. The UNESCO report revealed that the coronavirus affects more than 290 million students across 22 nations. This study tried to identify the dimensions and factors that impacted the customer (students) satisfaction and performance of online educational platforms by E-SERVQUAL model (Efficiency, Responsiveness, Fulfilment, Reliability, Security, and Contact) that are believed to represent the service quality perceived by the customers. Data has been collected online by conducting survey through structured questionnaire. The results showed that there is a significant relationship between service quality dimensions and customer satisfaction. Findings of the research encompass individuals from a society which has been reached at convenience.

Keywords: *E-SERVQUAL model; Customer Satisfaction; Online Educational Platforms; Service Quality; Performance.*

ABSTRACTS OF THE PAPERS
RESEARCH TRACK SESSION
DIGITAL EDUCATION

16SAMF-049

ROLE OF PERSONALITY TRAITS IN INFLUENCING B SCHOOL LEARNERS'
DROPOUT BEHAVIOR IN MOOCS AND MEDIATING ROLE OF HEDONIC
ATTRIBUTES INFLUENCING DROPOUT

*Dr. Y Lakshman Kumar, Director**

*Mr. Madan Gowda KJ, Research Associate**

** ISBR Business School, Bengaluru, India*

Abstract

Purpose/Scope:

MOOCs has emerged as an alternative mode of learning. The awareness and enrollments are large in developing countries but previous studies show low retention rate, the dropout percentage is 90% (Yang et al. 2013). Personality plays vital role in education and there are studies that establish a positive relationship between personality traits and academic continuation (Aldowah et al. 2020). But there are limited studies that investigate the role of hedonic attributes in influencing student's dropout in MOOCs. Hence paper aims to determine the role of personality and hedonic attributes in dropout of MOOCs.

Methodology:

The data is collected from B school students using convenience sampling method, the reliability and validity of constructs is measured using Cronbach's alpha. The questionnaire constructs were adopted from existing literature. Descriptive analysis was used to find the correlation between personality traits, Hedonic attributes and dropout in MOOCs. To find the relationship between the variables SEM analysis will be used.

Implications:

The papers highlight the importance of hedonic attributes. The study helps the academicians to design a course by adopting hedonic attributes to deliver more effectively and increase retention rates.

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16th SOUTH ASIAN MANAGEMENT FORUM



TRACK 03 FINANCE

16SAMF-033

CHALLENGES OF SMES FINANCING: BANKERS PERSPECTIVE

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Abstract

The role of Micro, Small & Medium Enterprises (MSMEs) in the economic and social development of any country can hardly be over-emphasized. MSMEs known as SMEs globally, play key roles as supplier to big industries or as distributor of products of these large industries. Despite concerted efforts in India only about 10% of MSMEs are on the formal lending platform. The research paper explores out the gaps of MSMEs from Bankers perspectives, especially the micro enterprises in their quality of loan appraisal proposals, accounts keeping and discipline in dealings with Banks, which if properly understood can possibly pave the way for bringing improvements in such deficit areas, which would then lead to higher loan penetration by Banks to the MSMEs.

Keywords: *SMEs/MSMEs, Formal lending, Bankers Perspectives*

ADOPTION OF FINTECH BY FINANCIAL COMPANIES OF BANGLADESH

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⁵<https://gomedici.com/bangladesh-the-rising-fintech-star-in-south-asia>

Abstract

Financial Technology or FinTech is one of the booming and a creative concept in the world that is used to describe new tech seeking improvement and automating the delivery and use of financial services of the companies. It is utilized to help companies, business owners and consumers to manage their financial operations, processes, and lives better by employing specialized software and algorithms that are used on computers and, increasingly, smart phones. It's a global phenomenon that attracted policy makers' attention due to its convenience. Financial institutions, particularly banks and investment companies, have been increasingly reliant on these high-tech services in recent years all over the world. It is noticed that the financial companies are dealing more with this concept of FinTech due to its convenience. International transactions have also increased due to globalization, and consumers are opting for more virtual transactions. The FinTech market in Asia-Pacific is expected to cross \$150 billion by 2025. According to EY Global FinTech Adoption Index 2019, China and India led the FinTech Adoption Index at 87%. Bangladesh, a neighbor to both these fastest-growing FinTech markets, is accelerating its FinTechesposal by leveraging mobile technology which is mainly based on mobile financial services (MFS). These technologies are greatly used by the financial institutions and banks of Bangladesh in the name of bKash (BRAC Bank Ltd), Rocket (Dutch Bangla Bank Ltd), Nagad (Bangladesh Post Office), mCash (Islami Bank Ltd), Upay (United Commercial Bank Ltd), Islamic Wallet (Al Arafah Islami Bank Ltd), etc. But there are few studies conducted on the application of FinTech in financial sector of Bangladesh. Hence, this study aimed to conduct research on the application of FinTech in financial and investment companies of Bangladesh. Data were gathered by using a questionnaire survey method. The study used both qualitative and quantitative research methods to identify and evaluate the application of FinTech in financial companies of Bangladesh. Responses of 211 employees from 26 financial companies were taken with the help of a structured questionnaire. The study shows that the current startup ecosystem of Bangladesh is \$1.45 billion and has the potential to reach a \$10 billion valuation. Financial inclusion in Bangladesh increased from 16% in 2011 to 37% in 2018. However, Bangladesh still is one of the economies with the largest unbanked population. All FinTechs put together can process \$4 billion in monthly transactions. The Remittance is another segment of money transfers by Bangladeshi expatriates. Lending and Personal Finance are also the segments that are registering growth in recent years in Bangladesh⁵.

Keywords: *Financial Companies, FinTech, Financial Services, Cashless Transaction, Financial Inclusion.*

THE IMPACT OF COVID-19 ON FINTECH: A BIBLIOMETRIC ANALYSIS

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*Hasanuzzaman Tushar, Assistant Professor**

College of Business Administration, International University of Business Agriculture and Technology, Bangladesh

Abstract

Fintech has been playing a significant role in reshaping the financial and banking landscapes at present era. However, in recent time these reforms are hindered by Covid-19 pandemic throughout the world that fascinates the researchers to a great extent to research on. The purpose of this research article is to analyze the published articles during the pandemic (2020-2021) on the impact of Covid-19 on fintech. Two keywords were used to conduct an initial search process. Primarily, 144 articles have found and then 74 articles were eliminated through systematic review process. Dimension database is used to search all open access articles to carry out a bibliometric analysis with biblioshyni of R. The findings of this research may significantly contribute in the fintech literature.

Keywords: *Fintech, Covid-19, Bibliometric analysis*

STRATEGIES AND POLICIES FOR MANAGING WORKING CAPITAL

Dr. Sharif Nurul Ahkam, Director of Graduate Studies, North South University

NazmunNahar

Shabnin Rahman Shorna

Abstract

Where we see the evidence of strong large companies in developed countries have better control over their working capital management; the firms in the developing countries are still going through their development phases and growing pains, and unlike their compatriots in the developed world, may face significantly limited access to capital and inefficient management of inventory and receivables. Therefore, the purpose of this paper is to closely examine the difficulties of identifying an optimal working capital policy or strategy.

Keywords: *Liquidity, Current Ratio, Working Capital, Return on Assets, Regression analysis*

IMPACT OF TRAINING METHODS ON EMPLOYEE SATISFACTION IN COMMERCIAL BANKS OF BANGLADESH

*Serena Aktar, Assistant Professor of Management, Department of Business Administration
Northern University Bangladesh*

Nazrul Islam, Professor of Management, Dean, Faculty of Business, Northern University Bangladesh

Abstract

Purpose:

Generally, organization organizes training and development to enhance employees' performance. Job satisfaction can be increased by acquiring proper knowledge, skill, and attitude towards the job which has a huge contribution by training. There are a lot of training methods have used by the different organizations based on training materials, time, costs, and types of tasks. In this study, it is assumed that there exists a positive impact of training and development methods on employees' satisfaction in the commercial banks in Bangladesh.

Methodology:

This is empirical research. Both primary and secondary data have been used objectively. Primary data has been collected from the employees of twelve commercial banks. A total number of 250 questionnaires were distributed and 200 representing 80.0% questionnaires got backed with appropriate filled-up.

Results: There are seven most popular and frequently used methods of training and development has recognized to determine the impact on employees' job satisfaction. It is revealed from the present study that informal learning has a significant positive impact on both employees' satisfaction in commercial banks in Bangladesh

Keywords: *Commercial Bank, Training Methods, Job Satisfaction, Commercial Banks of Bangladesh.*

IMPACT OF PANDEMIC ON INVESTMENT BEHAVIOUR: SPECIFICALLY ON GOLD INVESTMENT IN INDIA

Mrs. Prathibha Vikram, Research Scholar, Visvesvaraya Technological University

*Dr. Rajendra Kumar Sinha, Professor & Chairperson - Centre for Excellence in Banking,
Jagdish Sheth School of Management*

Abstract

Investment behavior has witnessed a huge change after the pandemic and the investor is leading a new trend in the pattern of investment. The priority on which to invest at what percentage lies with the investor's desire and one such desirable, attractive, and emotional investment is GOLD. The perception of Gold in an Indian investor is different. This paper examines the pattern of the Gold investment during the Covid19 pandemic by individual investors. The paper is based on the primary data analyzed for the purpose of studying the determinants of investors in gold. This paper highlights the gold investment plan structured by an investor in their portfolio. The statistical tests conducted include Cross-tabulation, Chi-square, ANOVA and Paired sample Test.

Keywords: *Investment Patterns, Gold Investments, Pandemic period and Gold Price*

WHAT DOES THE STOCK MARKET MEAN TO ORDINARY INVESTORS? -A SYSTEMATIC DEVELOPMENT OF GROUNDED THEORY UNDER BANGLADESH CONTEXT

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Abstract

This paper aims to develop a theory that could describe the stock market to ordinary investors. To do so, this study followed a qualitative approach and personally interviewed 112 ordinary investors based in Chattogram, Bangladesh. An inductive code book generated from the interview texts by following the line-by-line coding system. Those codes categorize manually

and a grounded theory developed by transforming codes-to-theory. Apparently it disclosed that the stock market is a potential secondary source of income for most of the ordinary investors.

Significant number of ordinary investors are influenced by their friends to participate in this market and they are particularly interested in capital gain, not the earnings from dividends. This systematically developed grounded theory might prove beneficiary for the potential issuers of securities while mapping their target investors, pilot fishing and organizing roadshows to attract the investors. It might be a strategic supplement too for the international investors who

are/will be investing in the developing countries like Bangladesh and considering the stock market as an efficient exit strategy. Finally, this paper will help the regulators and policy makers to better understand the investor's perspective for ensuring good governance in the capital market.

Keywords: *Bangladesh; Grounded Theory; Ordinary Investors; Stock Market*

FINANCE

16SAMF-004

COVID-19 GLOBAL CRISIS: FISCAL RESPONSE & SUSTAINABILITY

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Abstract

The Corona virus or Covid-19 has done enough to disrupt the global supply chains, investor sentiments, financial markets and the economic activity on a massive scale and in a manner unparalleled in global financial history.

The clue lies in untested waters and the problem mainly being biological in nature rather than the predictable man-made disasters like the Credit Crisis of 1772, the Asian Crisis of 1997 and the recent period's Global Financial Crisis (GFC) of 2007-09. The Covid-19 crisis is catastrophic as we are unequipped to deal with the magnitude of the challenges thrown at us and severe time constraints to get equipped with the medical machinery to fight it. This paper makes an attempt to critically review fiscal responses of India vis-à-vis other South Asian countries to ameliorate the post-crisis socio-economic fall-out and try to suggest some best practices and policy measures.

16SAMF-070

COVID 19 PANDEMIC AND MONETARY MANAGEMENT: BANGLADESH EXPERIENCE

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Abstract

The COVID 19 pandemic has proven to be an unprecedented shock to global economy. Bangladesh Bank (BB), like many other central banks of the world, has taken speedy and massive policy responses to avoid a deep and prolonged recession. By using an appropriate quantitative technique this paper analyzes the different policy measures taken by BB in the backdrop of the COVID 19 scenario and the impact of such policy measures on macroeconomic management like price stability, exchange rate stability, and economic growth. This analysis will help the policy makers to tackle the negative impact of the pandemic on the economy while achieving their core objectives.

EMPHASIS OF SOCIAL CAPITAL IN GNH: A LITERATURE REVIEW KEEPING FOCUS IN THE PRESENT BANGLADESH CONTEXT

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Abstract

Social Capital-trust and strong bondage and connectivity among people- has emerged with a new dimension in the development discourse and the core intention of the present paper is to review the Bhutanese philosophy of Gross National Happiness (here after GNH) that keeps equal focus on preserving social capital in line with economic prosperity simultaneously. In so doing, we have attempted to analyze critically how social capital is ignored profoundly at present Bangladesh for keeping its prime focus on gaining economic growth. Having said that Bangladesh has advanced quite remarkably over the years in the economic arena, however, the declination of social capital is quite clearly apparent in different dimensions and the increasing mistrust and disharmony among people provide strong testimony of it. Economic growth alone cannot ensure contentment in human life and Bhutan through its development philosophy of GNH has quite successfully shown how the pace of economic prosperity and social harmony can be fostered simultaneously. At the present state of the declined social capital, Bangladesh needs to emphasize on preserving its social harmony. Developed mainly on secondary data, this review paper argues that the policy makers of Bangladesh have to concentrate equal focus on preserving the social capital in line with its sole focus of gaining economic growth following the path shown by GNH.

Keywords: *Bangladesh, Declination, Economic Growth, GNH, Social Capital*

MODELING INDEX FOR MEASURING SUSTAINABILITY OF MICROFINANCE INSTITUTIONS OF BANGLADESH

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Abstract

Microfinance institutions (MFIs) are strongly accepted as foremost contestant in economic progress. The sustainability of MFIs is a construct based on a “double bottom line”, which” indicates that these institutions achieve sustainability if they achieve both financial and societal goals. In this study, an index is developed by using social and financial indicators to measure the sustainability score of MFIs in Bangladesh for the period of 2005-2015. In Bangladesh, there are mainly four types of institutions involved in micro-finance activities. The summary statistics of MFIs in the country reported that out of all reporting MFIs more than 50% MFIs are sustainable over a threshold of 50 percent. To increase the sustainability MFIs need to focus on the efficient utilization of assets, reduce their cost of operations and improve their portfolio quality to achieve more sustainability. The findings are of key importance for both academicians and researchers including policymakers, investors and managers.



16th SOUTH ASIAN MANAGEMENT FORUM



TRACK 04 HUMAN RESOURCE MANAGEMENT

HUMAN RESOURCE MANAGEMENT

16SAMF-028

ASSOCIATION BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FIRM PERFORMANCE WITH MODERATING EFFECTS OF CEO POWER: EMPIRICAL EVIDENCE FROM DEVELOPING NATION

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Abstract

Corporate social Responsibility for organization takes into consideration social welfare activities as well economic activities that may affect the firm positively as well as negatively. To understand the key elements that affect the firm performance, which itself is judged by Return on Asset (ROA) and Return on Equity (ROE), and its association with CSR, we also investigated moderating effects of CEO power. We selected a sample of thirty- seven organizations for the period of seven years starting from 2014 to 2020 across diversified industry sectors, which are active in CSR contribution to the society. The study is based on secondary data analysis, which is collected from desktop survey from Bloomberg terminal, company's annual reports, CSR reports being published by individual organizations. We employed the fixed effects method and random methods to do the analysis. We also carried out Hausman's test to substantiate the findings. The empirical analysis carried out indicates underlying conclusions: CSR has a positive effect on firm performance for the manufacturing industry, however it has no relation with firm performance for Services industry as per the sample studied, which is classified into ROA and ROE. Further it has been seen that CEO power has a moderating effect on the association between Firm Performance and CSR.

THE PANDEMIC AND THE CROSS BORDER BUSINESS AND MANAGEMENT

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Abstract

The pandemic crisis has changed the way business are done. It has brought new experiences, challenges, innovative ideas, and opportunities. This paper primarily focuses on the people's experiences, key challenges, innovative ideas, and emerging opportunities due to pandemic. The cross border lockdowns have been the primary factor in the crisis and impact on businesses. Review of literature and content analysis was conducted to unfold the key challenges and opportunities reported by the published literature in last 18 months. Unstructured interviews from experts of various fields were analyzed to find the challenges and opportunities applicable to wide spectrum of businesses. The impact of pandemic on the manufacturing and services was analyzed and compared. The automobile, electronics, textile, engineering equipment, and small and medium enterprises are included to analyze the manufacturing sector business impact. A few services sector included in the study are hospitality, transportation, logistics, training, consulting, FMCG, entertainment, and many more were included as part of the research. The collected data was analyzed using NVIVO statistical software. A few word cloud, tree-map and word frequency analysis helped unraveling interesting findings. The cross border business impact findings from manufacturing and services are discussed, and the paper is closed by limitations, scope of research, and references.

Keywords: *Cross border business, pandemic crisis, NVIVO, manufacturing, services*

THE IMPACT OF PRODUCTION AND SERVICES INDUSTRIES WORK ENVIRONMENT DURING COVID-19 CRISIS: DISCUSSION BASED ON HUMAN RESOURCE MANAGEMENT PERSPECTIVES

*Professor Mohammad Khasro Miah Ph.D.**

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2. Mashita Khasro Sarah¹ and Mabruka Tabassum² are Research Assistant in this Manuscript

Abstract

The research aims to explore and understand exiting human resource management (HRM) practices during the COVID-19 pandemic in Bangladesh in the industrial and service sectors work placement environment. The study surveyed about 24 human resources, administrative employees, and factory managers in Bangladesh's 24 different manufacturing and service companies. The result showed that local manufacturing industries went through job and wage cuts while foreign manufacturers mainly focused on employee motivation during the crisis to drive revenue through adapting to new normal situations. It is evident that local companies follow traditional HRM practices based on salary decreases and job cuts. Foreign companies hold on to their essential HRM practices by using adapted technological tools and devices and endure the difficult phase through efficient managing and raw materials reducing cost control. This study uncovers a new avenue for further research on how companies apply the crisis management approach to using human resources to get a competitive advantage in the long run through human resource management practices.

Keywords: *Human Resource Management Practices; Service and Manufacturing Industries; Covid-19; Bangladesh*

HUMAN RESOURCE MANAGEMENT DURING COVID 19 PANDEMIC: LESSONS LEARNED FROM READYMADE GARMENTS INDUSTRIES OF BANGLADESH

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Abstract

Due to the adverse impact of the Covid 19 pandemic, the smooth operation of Human Resource Management (HRM) has been hindered in many industries across the world. The readymade garments (RMG) industry of Bangladesh is no exception. This study aims at exploring those factors that are impeding the effective functioning of HRM through a qualitative inquiry and the opinions of the senior human resource (HR) managers are considered in this regard. Twelve HR managers from six readymade garments factories of the export processing zone were interviewed to discover the facts related to the issue. The study explored different problems of HRM concerning HR planning, staffing, training motivation, and performance management. Random changes in management-level decisions and managing social distance were discovered as the most pressing problem of HRM during Covid 19 situation. Top management of the RMGs is advised to invest more in the physical health and safety of the employees and remain sensitive to handle this world crisis with due diligence to stay operational and competitive in the world apparel market.

EMPLOYEE'S SUSTAINABLE PERFORMANCE PROCESS: DEVELOPING A MODEL FOR SUSTAINING EMPLOYEES PERFORMANCE BY MANAGING AGE DIVERSITY

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Abstract

Sustaining employees performance is a critical process. Employee sustainability is crucial for achieving organizational sustainability. For an organization, it's important to understand the individual employees perspective based on their age differences. Needs and resources are different for young employees and old employees. This paper proposes a model of sustaining employees performance of diverse age groups of employees by considering individual employee's based on Herzberg two factor theory, the motivational theory of lifespan development, and transformational leadership theory. This is a conceptual paper in nature and has successfully developed a model. The proposed model has covered important areas which can create employees satisfaction to retain them in the organization. Employee retention has been proposed as a mediator which is a strong component to build employee's sustainable performance. For the researcher and practitioners, it will be recommended to test this model to identify its impact on employees and employers.

Keywords: *Job Satisfaction, Employee Retention, Employee's Sustainable Performance, Extrinsic Factor, Intrinsic Factor*

UPLIFT GREEN INNOVATIONS THROUGH GREEN TRANSFORMATIONAL LEADERSHIP

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2. *Rochelle Anushini Bartholomeusz, Department of Human Resource Management, Faculty of Management, University of Peradeniya, Sri Lanka*

Abstract

The Sri Lankan hotel sector is under pressure as they have been continuously forced to stay ahead with the emerging environmental trends and issues. Most of the hotels that contribute to Sri Lanka economy have already degraded and depleted the country's ecological resources to a greater extent. Though green initiatives are being implemented in hotels worldwide, they are still unpopular in Sri Lanka. Hence, it is required to determine suitable strategies to inspire green innovations within and among hotels. Indeed, scholars discovered that green transformational leadership style is more effective and prominent in driving organizations towards green innovations as it needs to happen only through inspiration and not by force. Green transformational leaders encourage subordinates to create a supportive and inspiring environment while accomplishing ecological goals and organizational performance simultaneously. Though there are plenty of studies on leadership and green innovations, there is a scant number of evidences exploring the effect of green transformational leadership on green innovations and in relation to hotel sector. Thus, the aim of the study was to investigate the significant impact of green transformational leadership on green innovations in Sri Lankan hotel sector. Through convenience sampling, researchers collected data from 172 managerial level employees and utilized the structural modeling equation to analyze data. Based on the findings it was concluded that green transformational leadership impacts 92% on green innovations. However, it was evident that the impact of green transformational leadership on the green process innovations was higher than green product innovations in the hotel sector of Sri Lanka.

Keywords: *Green Innovation, Green Product Innovation, Green Process Innovation, Green Transformational Leadership, Hotel Sector*

HUMAN RESOURCE MANAGEMENT BUNDLES DURING COVID-19 CRISIS

Dr. Farhana Ferdousi¹, Dr. MeheZebunnesa Rahman², Dr. Abdul Hannan Chowdhury³

Abstract

The purpose of this study is to explore the Human Resource Management (HRM) bundles during COVID-19 crisis. COVID-19 appears as a pandemic all over the world affecting not only the lives of human beings but also disrupting investment, supply chain management, financial and operational performance of the organizations. Human Resource Professionals (HRPs) from various parts of the world have adopted lots of hard and soft Human Resource Management (HRM) strategies to combat the crisis due to pandemic. This study conducted survey on 141 employees from different industries in order to explore their adoption strategies through the lens of hard and soft HR practices. Finding reported HR activities regarding two HR bundles including cost saving bundle (incentives, training and performance evaluation) as hard HR practices and employee engagement and motivation bundle (communication, support, and encouragement) as soft HRM practices. The findings will inform the HRPs of the HRM bundles and HRM activities that can be used to manage crisis during COVID-19 and similar pandemics.

Keywords: *Human Resource Management (HRM); Human Resource Professionals (HRPs); HR Bundles; Hard HRM; Soft HRM, COVID-19*

THE ROLE OF A. I., POST PANDEMIC, EMPLOYEES' ENGAGEMENT AND THE CHALLENGES OF IMPLEMENTING HR STRATEGIES IN BANGLADESHI SUPPLY CHAIN COMPANIES

Abul Kalam Azad 1

Dr. Valliappan Raju 2

Limkokwing University of Creative Technology, Malaysia^{1,2}

Abstract

Bangladesh will be a Muslim, Rising, and Least Developed Country in Southeast Asia by 2026, according to the United Nations. Aside from the fact that it is a densely populated nation, work prospects are limited. Due to the low cost of labor in urban regions, a great number of businesses have sprung up in recent years. As a consequence, in order to stay competitive, businesses take advantage of possibilities to hire workers at a cheap cost. The company and its workers confront a number of hurdles in order to stay afloat in the marketplace, notably during Covid 19 and the immediate post-pandemic period that follows. Everything has escalated in price due to the epidemic and the prolonged ship blockade of Suage Khal, and import-export operations have been constrained all across the globe as a consequence. Aviation, marine, transportation, logistics, and supply chain management are some of the most promising areas. Business owners are less concerned about their workers since they have the power to enforce a few practical restrictions as well as place some hurdles in their path. As a consequence, people put in less effort and are less engaged in their jobs. Work-at-home employees are also more stressed than those who do not. To guide our study, we develop a conceptual model and hypotheses, as well as a descriptive research design and quantitative research methods. With a sample size of 310 persons and workers as the unit of analysis, we performed our research among supply chain management firms (private enterprises) in the Dhaka metropolitan region. The data was collected digitally through a Google survey form with a Likert scale ranging from 1 to 5 stars. After undertaking data gating, data screaming, and SPSS 23.00 and Smart PLS 3.3.3 version analysis, the researchers will put their plan into action.

Keywords: *pandemic, A.I., Employee's engagement, barriers, strategies, Supply Chain Management, Bangladesh.*

THE IMPACT OF INDUSTRY 4.0 ON EXPERIENCE CURVE AND LOCATION ADVANTAGES OF INTERNATIONALISING FIRMS

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Fairuze Chowdhury, Lecturer, North South University

Ratul Mazumder, Research Assistant, North South University

Abstract

Multinational enterprises often choose foreign countries to benefit from the location advantage of cheap labor and the experience of foreign workers as strategies to internationalize their production. However, with the introduction of Industry 4.0 technologies in a firm, these strategies

have vulnerabilities. This paper thoroughly examines the extent to which the reduction in the cost of production with experience and location of labor in a foreign country is justified compared to the similar advantage attainable with the Industry 4.0 technologies in the home country. At first, we discuss how the location advantage of cheap labor and the experience of foreign workers contribute to the internalization of production. Then we propose a pessimistic perspective of how machines with the Industry 4.0 enabling capabilities can bear better potential in the cost reduction mechanism. We use a wide range of articles to support the argument of

which strategy is more prominent - the Industry 4.0 technologies or the old-fashioned methods of location and experience. The study finds that the advanced Industry 4.0 technologies like machine learning, artificial intelligence, robotics, and the internet of things play a prominent role in reducing costs by replacing human labor. We also conclude that location advantage and experience curve strategies could become obsolete in front of the more effective application of Industry 4.0 technologies

HUMAN RESOURCE MANAGEMENT

16SAMF-041

THE COVID-19 PANDEMIC AND HUMAN RESOURCE PRACTICES: A REVIEW OF SITUATIONS IN BANGLADESH

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Abstract

In the light of Covid-19, jobs become less secure and more demanding. At this situation it is necessary to identify about the implications of Covid-19 for HRM in Bangladesh. This research paper investigates the roles of HRM during Covid-19, the alternations that took place on the employee's responsibilities and jobs, the way the workplaces are changed and the contribution of the employees and the management in order to overcome the situation in the light of Covid-19 in Bangladesh. The qualitative research was taken place in this research and secondary data were used in order to identify the answers of the research questions. The aim of this research is to identify the reactions of HRM towards the challenges of Covid-19 Crisis, the alternations that take place on the employees' responsibilities and jobs, changes in the work environment in order to bring the situation into normal work practice.

Keywords: *Remote working, Work from home, Workplace, Lock Down, online training, Bangladesh.*

THE EFFECT OF PERFORMANCE APPRAISAL SYSTEM AND CAREER DEVELOPMENT ON TURNOVER INTENTION

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Abstract

The purpose of this study is to determine the impact of a Performance Appraisal System (PAS) and Career Development (CD) on the Turnover Intention (TI). The population in this study was executive-level employees who work in Bangladesh's large-scale textile industries. Data was collected from 386 executive level employees using simple random sampling procedures. The hypotheses were tested using structural equation modeling. According to the findings, PAS has a considerable negative impact on TI, but CD has a positive impact on TI. By enhancing Performance Appraisal Satisfaction employees Turnover Intention can be lower, while their TI can be reduced by boosting their Career Development. Improved Career Development in this instance suggests that employee CD expectations are high. As a result, the company should implement Performance Appraisal and Career Development strategies, especially for senior executives. Many researches have been undertaken in the garment sector by considering social and working environment, but little emphasis has been paid to how PAS and CD affect TI. This research fills this gap in the existing literature.

Keywords: *Performance Appraisal System, Career Development, Turnover Intention, Textile Industry, Bangladesh.*

THE ROLE OF A. I., POST PANDEMIC, EMPLOYEES' ENGAGEMENT AND THE CHALLENGES OF IMPLEMENTING HR STRATEGIES IN BANGLADESHI SUPPLY CHAIN COMPANIES

Abul Kalam Azad¹

Dr. Valliappan Raju²

Limkokwing University of Creative Technology, Malaysia^{1,2}

Abstract

Bangladesh will be a Muslim, Rising, and Least Developed Country in Southeast Asia by 2026, according to the United Nations. Aside from the fact that it is a densely populated nation, work prospects are limited. Due to the low cost of labor in urban regions, a great number of businesses have sprung up in recent years. As a consequence, in order to stay competitive, businesses take advantage of possibilities to hire workers at a cheap cost. The company and its workers confront a number of hurdles in order to stay afloat in the marketplace, notably during Covid 19 and the immediate post-pandemic period that follows. Everything has escalated in price due to the epidemic and the prolonged ship blockade of Suage Khal, and import-export operations have been constrained all across the globe as a consequence. Aviation, marine, transportation, logistics, and supply chain management are some of the most promising areas. Business owners are less concerned about their workers since they have the power to enforce a few practical restrictions as well as place some hurdles in their path. As a consequence, people put in less effort and are less engaged in their jobs. Work-at-home employees are also more stressed than those who do not. To guide our study, we develop a conceptual model and hypotheses, as well as a descriptive research design and quantitative research methods. With a sample size of 310 persons and workers as the unit of analysis, we performed our research among supply chain management firms (private enterprises) in the Dhaka metropolitan region. The data was collected digitally through a Google survey form with a Likert scale ranging from 1 to 5 stars. After undertaking data gating, data screaming, and SPSS 23.00 and Smart PLS 3.3.3 version analysis, the researchers will put their plan into action.

Keywords: *pandemic, A.I., Employee's engagement, barriers, strategies, Supply Chain Management, Bangladesh*

NEXUS AND MODERNIZATION OF TRANSFORMATIONAL LEADERSHIP, SOCIAL JUSTICE AND EMPLOYEES' PSYCHE CONCEPTS AND THE MODERNIZATION ERA IN THE MANUFACTURING INDUSTRY

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Abstract

Leaders impact our daily lives and futures. In well and woe, leaders always remain strongly beside the people who treat their followers with justice and the success of a business or an industry relies mostly on how the leaders manage every situation with competence and farsightedness. History and current experiences provide guidance on how one might develop the abilities demonstrated by respected leaders. In this paper, researchers have discussed the characteristics of the leaders in the manufacturing industry and the immediate requirements to be shifted towards modernization by providing highest importance to the emergence of creativity, humanity, articulation and vision. Moreover, employees' psyche due to the leaders' attributes are also revealed and discussed. Researchers have done thorough content analysis with a systematic approach to receive the scholars' viewpoints on this particular issue.

Keywords: *Transformational Leadership, Employees' Psyche, Modernization, Social Justice*



16th SOUTH ASIAN MANAGEMENT FORUM



TRACK 05 HEALTH CARE

ABSTRACTS OF THE PAPERS
PARALLEL SESSION
HEALTHCARE

16SAMF-006

IMPACT OF PANDEMIC ON THE CONSTITUENTS OF DEATH ANXIETY

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Abstract

Death anxiety refers to the apprehension of one's own death underlying the development and maintenance of numerous psychological conditions. The recent COVID-19 pandemic has triggered a rise in anxiety across the globe. Much of the common man's behavioral and emotional response to the virus can be understood through the framework of terror management theory, which proposes that fear of death drives much of human behavior. In the context of the current pandemic, death anxiety appears especially relevant. The current understanding of death related attitude, consequences and causes are still less comprehensive. Also, there is minimal research on reducing death anxiety. This study aimed to determine the factors constituting death anxiety and to develop structural model based on the study. The factor analysis of the items yielded three factors accounting for 45.122 percent of the total variance. The results of the proposed model confirmed the hypothesis and theoretical validity of factors. Conclusions drawn from this study will be useful to better understand the perception of death anxiety.

Keywords: *Anxiety, Apprehension, Enigmatic, Negativity, Pandemic*

CONCEPTUAL FRAMEWORK FOR UNLOCKING THE PANDEMIC IMPOSED CHALLENGES IN HEALTHCARE MANAGEMENT AND ECONOMY WITH DIGITAL TRANSFORMATION

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Dr J J Savithri, Professor, D J Academy for Managerial Excellence,

B. Kavitha, Health Informatics Supervisor, GKNM Hospital, Coimbatore

Abstract

The healthcare industry is encountering a paradigm shift in the way it is operating during the pandemic. This conceptual framework will enhance the sustainability and growth of any healthcare organization. The concept framework is based on the Digitalization of the processes which includes the Risk assessment during the pandemic, infrastructure modifications based on the needs, Building direct relationship with consumers, Finding new sources of digital services to provide healthcare delivery instead of traditional care, Collaborating to acquire informatics capabilities, Employ feasible digital tools that can be automated, virtualized and personalized to deliver comprehensive care, Intermingle healthcare team members virtually for seamless workflow and minimize errors and amalgamate resources, supply chain and logistics to achieve continuum of care

Keywords: *Digital Transformation, Sustainability, Economy, Pandemic, Strategies*

CORPORATE DUEL DILEMMA: AGE DISCRIMINATION AND AGE-INCLUSIVE WORKPLACES DURING PANDEMIC TIMES

C D Kumar is a Director of MCK Private Ltd., Sri Lanka

Samantha Rathnayake, Ph.D. Faculty Member, Postgraduate Institute of Management, University of Sri Jayewardenepura, Sri Lanka.

Abstract

Age discrimination is rampant during this pandemic, as the corporate world chooses 'surgical older worker layoffs' to become leaner. In the process, its competitive advantage: an Age diverse workforce is misplaced. Producing Age discrimination, then fighting to prevent the same through building Age inclusive workplaces, is a corporate creation of a duel dilemma. In addition, the critical void in literary knowledge and corporate expertise on the subject is of grave concern. As such, this paper addresses the corporate factors of Age discrimination and the twofold corporate obligation of preventing Age discrimination and building Age inclusive workplaces. As an exploratory, qualitative study of in-depth interviews and focus groups of 32 managers and thematic data analysis, the study yields several insights.

Keywords: *Age diversity, Age discrimination, Age inclusion*

ROLE OF AI IN HEALTH CARE ANALYTICS DURING PANDEMIC

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Abstract

The COVID-19 episode has uncovered the inadequacies of social insurance frameworks over the world. Fortifying of general wellbeing just as information investigation, alongside the reconciliation and interoperability of information, will assist us with being more ready for future episodes. As the world grapples with COVID-19, healthcare continues to embrace artificial intelligence and data, and will as the 2020s progress. The current battle with the coronavirus pandemic, as it turns out, is highlighting the reasons why that need to happen. As the outbreak has become more severe, AI and data analytics solutions have come to the fore that are proving the potential of new technology and data science. Given the human costs associated with the spread of COVID-19, it's tough to see silver linings coming from the crisis. But as we are seeing, this situation is forcing us to push the development and implementation of technologies that can alter care and impact the way pandemics play out in the future. Consideration has gone to the advanced wellbeing network to give conceivable wellbeing arrangements in this season of uncommon clinical emergency to moderate the effect of this pandemic.

Keywords: *Healthcare systems, COVID-19, Pandemics, Analytics, Technologies*

IMPACT OF COVID-19 ON CUSTOMER'S SENTIMENTS TOWARDS MOBILE BANKING IN INDIA

*Dr. Gurcharan Singh, Professor**

*Sourav Kinra, Research Scholar**

*Paras Kanojia, Research Scholar**

** School of Management Studies, Punjabi University, Patiala*

Abstract

In today's banking industry, technology has enhanced the speed of services to the extent that it's a prerequisite to closely understand the changing customers behaviour. Banks can understand their customer's better by understanding their sentiments towards banking services. Currently, mobile banking is very popular among today's generation and to ensure its long term success, it becomes crucial for the banks to understand their customer's sentiments towards mobile banking. Therefore, the extant study has tried to explore the impact of COVID-19 on the customer's sentiments towards mobile banking services in India. This will help the banks to attract prospects and to retain the existing customer's base.

Keywords: *Technology Advancement, Covid-19, M-banking, Customer's Sentiments*

THE IMPACT OF PANDEMIC ON FINTECH INDUSTRY OF BANGLADESH: A CASE STUDY ON URBAN CONSUMER

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*Md. Osama Adnan**

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Abstract

The present research tries to comprehend the impact of pandemic on fintech industry of Bangladesh by studying consumer behavior of urban people. Fintech is a wide sense including crowd funding, digital payment and crypto currency. But it is not more than digital payment and mobile banking in Bangladesh. Generally, people are not enough habituated with fintech. But during the time of covid-19 pandemic and lockdown, they bound to use various services of fintech. That is why, the main objective of this study is to identify and investigate whether the consumer behavior of urban people of Bangladesh has been changed or not regarding fintech during this pandemic. The study obtained the opinions of 180 samples from the consumers who are currently using fintech and living in Dhaka city through survey questionnaire. All data have been collected from the primary and secondary sources and analyzed using SPSS and suggest some recommendations on the basis of findings. Study finds that, consumers are using fintech during the time of pandemic more than past and there is a significant change in the consumer behavior of urban people in Bangladesh regarding fintech due to this pandemic. Moreover, covid-19 helped fintech for its growth, that is why it is high time for the urban people to capitalize all the benefits of fintech as much as possible to survive and success in the new normal life. Nevertheless, the results of the study are constrained by the size of the sample and robustness of the analysis. **Keywords:** *Pandemic, Fintech, Urban Consumer Behavior.*

THINKING ORIENTATION FOR HAPPIER OUTCOMES

Sarika Patel* 1

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Abstract

Thinking is one of the most fascinating abilities possessed by humans. Thinking orientation means the way a person thinks. It has been established that there are three orientations of thinking: left brain, right brain, and whole-brain thinking. Any situation requires thinking and the way one thinks has an impact on his/her personality, occupation, relationships, emotions, problem-solving, and decision making. This paper thoroughly reviews a number of studies to figure out what, why, and how of thinking orientation and its importance as a research variable in the field of social sciences. It is concluded that thinking orientation is a potential variable that can be chosen for further study with a number of variables of psychological nature like happiness, problem-solving, resilience, and emotional regulation. People can be facilitated to shape their thinking styles for happier outcomes in their day-to-day transactions.

Keywords: *Thinking styles, Hemisphericity, Lateral thinking, Hermann's brain dominance model, Emotions*

SURVIVING THE CRISIS: MAKING INTERGOVERNMENTAL RELATIONS STRONG FOR FIGHTING THE PANDEMIC, CASE FROM NEPAL

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Abstract

The global COVID pandemic has left none of the country untouched. The impacts are different but devastating for all the big and small economies. The world is still struggling to revive and bring the economy in normal. Nepal as an emerging economic that is facing tough time to institutionalize the recent constitutional and political transformation, documented by 2015 Constitution, from centuries long traditional unitary state to democratic federalized republic. The state authorities are shared among the federal, provincial and local governments. Management of health and other emergencies are shared responsibilities among the orders of the government. This new set of the governance arrangement was expected to deliver public services and protect people's fundamental rights in an efficient, coordinate and economic way. However, the evidences show that despite some good approaches in dealing with the COVID crisis, there were number of gaps that surfaced having a negative impact on the overall management of the COVID pandemic. The major challenges were the about the defined leadership roles, intergovernmental coordination, indicator-based financial allocation and capacity of health institutions.

This paper highlights the key findings of the study conducted among 753 local governments between April-May 2021 to understand about the roles of local governments in dealing with the COVID crisis, management of financial resources, vertical and horizontal coordination and demonstrating leadership qualities.

The study finds a positive response in the functions of local governments as they feel accountable in addressing public concerns while considerable gaps are noticed in intergovernmental relations for dealing with COVID, discrete leadership and poor vertical and horizontal coordination and communication, mismatch in funding and COVID caseload and lack of post-recovery plan in all levels of the government.

We recommend that a strong intergovernmental relations and organized leadership among the orders of the government and strengthening capacity of the sub-national governments would be instrumental in dealing with such crisis in the future.

THE GIG ECONOMY IN BANGLADESH AMIDST COVID-19 PANDEMIC: IS IT ALL BAD OR ARE THERE SOME POSITIVE FEATURES FOR WORKERS?

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Abstract

Covid-19 has inspired Bangladesh to rethink the gig economic model, but very little is known about the feelings of gig workers. So, this study aims to understand how gig workers interpret their motivation, and challenges caused by the nature of work. This study is qualitative in nature comprising of semi-structured in-depth interviews conducted with 12 drivers of Pathao, and Uber, and 12 deliverymen of foodpanda and chaldal.com in Dhaka. The results show that gig workers are driven by a range of motivational factors ranging from lack of jobs to flexibility. Findings reveal that precarity, occupational hazards, and app-based complexities cause job burnout and stress. The policy makers in Bangladesh should support gig workers. Future research is needed to model these motivations and complexities facing gig workers in Bangladesh.

Keywords: *Gig economy; Covid-19; gig workers; motivation; challenges*

CONSUMER AWARENESS, COVID-19 AND MEDICAL WASTAGE: THE CASE OF BANGLADESH

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Yaron Nezleen Amin (Presenting author) North South University, Bangladesh

Farhan Khan, North South University, Bangladesh

Abstract

The main objective of this paper is to analyze consumers' perspective regarding Covid-19 induced medical wastes. We collect data from households through a well-designed survey questionnaire. We then apply heterogeneity augmented Probit estimation approach for the empirical investigation. We reveal that government's community level awareness programs have significant impact on consumers' awareness intensity. On average, a moderate and high level of community level awareness can increase consumer awareness by 26.6% and 36.2%, respectively. We further find evidence that Covid-19 infection rate within households also change the perception of the consumers regarding medical wastes. On the contrary, awareness level does not depend on gender, income, and education. We propose some policies to improve consumer awareness.

Keywords: *Covid-19, Waste management, Consumer awareness, Bangladesh*

HEALTHCARE

16SAMF-008

HEALTH SECTOR PROBLEMS IN BANGLADESH: DEVELOPING A MANAGEMENT POINT OF VIEW

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Abstract

In all countries, Government in general, and Health Administration in particular, have become very busy for pandemic management and preparedness. But will it work, if the already existing bottlenecks in health sector management are not taken care of? This is a case study in public sector management or management in government, which is particularly about nature of health sector problems in a typical LMIC country (low/middle Income Country). Bangladesh has shown persistent upward trends in development indicators during the last four decades. In the health sectors, many indicators improved – life expectancy increased, child mortality decreased, maternal mortality decreased, health coverage and community clinics increased, fertility rate declined, immunization coverage increased, etc. So there is no significant quantitative debate. But qualitative improvement remained mysteriously low, despite government intention to increasing quality, along with quantity. Analyzing secondary sources like public media, and primary sources like citizen interactions, this qualitative case study consolidated the problems of the education sector in a coherent whole. Common and perennial problems are ‘doctors not showing up’ in rural or periphery stations, doctors are there but nurse and medical assistants are in shortage, surgeons are there but not surgical arrangements, equipment are there but not technologists, technologists are there but not equipment, expensive equipment are there but went out of order due to no-use, misuse, or no-maintenance, and so on. We want to argue that many problems of health sector are not health problems or budget problems, rather purely management problems. So, concerned decision makers and actors can be trained in management as a discipline, and thus many routine problems at the service delivery level and customer points, can effectively be solved with more understanding of the basic technicalities of management as a systematic process.

Keywords: *health sector management, management in government, resource planning, citizen experience, case study, qualitative research.*

TOURISM AND HOSPITALITY INDUSTRY AMIDST COVID-19: ROLE OF INNOVATION AND PRODUCTIVITY IN BANGLADESH

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Juhi Jannat, North South University, Bangladesh

Mahatab Kabir Khandaker, North South University, Bangladesh

Farhan Khan, North South University, Bangladesh

Abstract

Few studies so far have quantitatively accommodated post-pandemic recovery concerning the field of tourism and innovation; however, there is a lack of knowledge from Bangladesh's point of view. The main objective of this paper is to discuss the relationship between innovation, productivity, and tourism amidst the macroeconomic uncertainty of the COVID-19 pandemic. We apply Computable General Equilibrium (CGE) model to analyse the economic impacts of Total Factor Productivity (TFP) and innovation on tourism and industry. We reveal that sustainable growth in the tourism industry significantly depends on innovation and sectoral productivity. Further, we highlight the importance of intra-institutional aspects and provide a set of policy recommendations drawn from the findings to refine the scope of economic resilience in Bangladesh.

Keywords: *Tourism, Bangladesh, Covid-19, CGE, Total Factor Productivity*

THE ROLE OF GOVERNMENT AMIDST THE COVID-19 PANDEMIC IN BANGLADESH: THE CASE OF TOURISM INDUSTRY

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Farhan Khan, North South University, Bangladesh

Abstract

This paper examines Government's role to systematically revive Bangladesh's tourism industry. By applying Computable General Equilibrium (CGE) framework, we reveal that Bangladesh's tourism industry is highly affected by the sudden appurtenance of COVID-19 pandemic. Sectoral output of the tourism industry reduces by 27.7% on average due to the COVID-19 shock. Government stimulus packages are effective in mitigating the impacts of the pandemic. Stimulus packages improve the sectoral output of the tourism industry significantly (on average, 13.5%). Besides, on a micro-level, households up to the 3rd quintile associated with the tourism industry has experienced a rise in their real consumption and income levels by 8.81% and 9.48%, respectively. CGE results are also fortified econometrically through Probit modeling approach.

Keywords: *Tourism, Bangladesh, COVID-19, Government expenditure, Barriers, CGE, Administrative integrity*

THE IMPACT OF COVID 19 EPIDEMIC ON MENTAL HEALTH OF UNDERGRADUATE STUDENTS IN IUBAT

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Abstract

For the students' group, the COVID-19 has posed a huge psychological threat. Mental health has a significant impact on students, despite the fact that it is assumed to be solely physical. The entire educational institution has been on lockdown since the beginning of 2020, wreaking havoc on the student population. The group is compelled to stay at home for months at a time, which has psychological consequences such as a loss of patients or temperament, addiction to internet activities, and so on. The purpose of this research is to see how COVID-19 affects on undergraduate students' mental health.

All of the information was gathered from 361 undergraduate students from various departments at the International University of Business, Agriculture, and Technology between June 14 to 25, 2021. The respondents' agreement with various claims was measured using a probability sampling method and a standardized questionnaire on a five-point Likert scale. To look at the link between variables, multiple regressions were used. Fear of infection, financial insecurity, poor food supply, lack of physical activity, and little or no recreational activity were all indicated by the majority of respondents as sources of stress, anxiety, and sadness. Stress, anxiety, depression, and post-traumatic symptoms were found to have substantial relationships with these characteristics. This COVID-19 outbreak resulted in a slew of psychological issues among kids, which may be addressed with counseling and social support. Some secondary data cannot be arranged due to time constraints, which would have a positive impact on data analysis. To get a more detailed result, more study might be done in the same topic.



16th SOUTH ASIAN MANAGEMENT FORUM



TRACK 06 MARKETING

MARKETING

16SAMF-018

AN EMPIRICAL STUDY BASED ON AN EXTENDED THEORY OF PLANNED BEHAVIOR EXPLORED THE FACTORS THAT INFLUENCE CONSUMERS' ONLINE BUYING INTENTIONS.

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Abstract

This paper summarizes the outcomes of a study looking at aspects that encourage customers to shop online and factors that discourage them from doing so. In order to obtain validated and accurate results, the study combined consumers' perceived risk with the Theory of Planned Behavior (TPB). There is various research that looks into elements that influence consumer behavior without taking into account the consumers' perceived risks, and there are also studies that look at specific components. This study, on the other hand, looked at both internal and external factors that influence internet shopping. Samples from different social classes have been considered and analyzed in updated statistical software. Customers' feedback was obtained using a pre-structured validated questionnaire, and a total of 338 responses from Bangladesh were collected through 7 hypotheses. Structural Equation Model (SEM) was used to verify the presented hypotheses and model. Consumers' intention to shop online is strongly influenced by perceived risk, consumer attitude, perceived behavioral control, and subjective standards, according to the findings.

Keywords: *Consumer's online buying behavior; factors affecting consumer's behavior; Theory of planned behavior*

CONSUMER LEARNING DURING COVID 19-A STUDY ON BANGLADESH

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Abstract

Purpose Covid 19 has fetched an unusual business environment in the world. Due to fear, individuals are behaving in a different way than they would have in regular circumstances. Since the duration of pandemic Covid 19 is near to 2 years, the researcher wants to identify whether consumers repetitive behavior throughout this time has translated into habituated behavior or not, which means unusual behavior of a consumer that has sustained for a long period of time has turned into consumer learning and influence their future behavior or not.

Methodology Both qualitative and quantitative research approach have been used in this study. Primary data has been collected by providing online questionnaire. Data will be analyzed using SPSS, excel and also manually to identify consumer learning during pandemic and impact on it in future engagement in purchasing.

Finding Socio economic condition of Bangladesh is far beyond compare to developed countries. Most of the people are struggling with life since birth. To some extent, their lifestyle is reckless and they often ignore anything even death. Along with this, internet facility is not available nationwide and networking is also poor except in a few urban areas. Considering all these things, the researcher is expecting to find out a different scenario of consumers in Bangladesh during covid 19. Moreover, this study will reveal whether consumer learning during covid 19 has any impact on future buying behavior or not.

Limitations If direct face to face interview can be conducted to get more consumers' behavioral insights along with survey in remote area, it would elicit a more realistic view. Though it would be more time consuming and will involve more financial investment, it can be a room for further research initiation to get candid and more elaborate information about consumer learning during the pandemic and its future impact on their purchase behavior.

Implication Marketer can formulate their strategies in future considering the findings of this research whilst Government can take initiatives for rejuvenating the post covid economic condition that will ensure growth of their business and economy as well.

Originality/Value In abroad, from multiple researches during Covid 19, it has been detected that consumers concentrate more on online purchasing, purchase higher volume, switch to online brand, hoard product, donate to the needy people, buy more food items and hygienic products, and for refreshment go for virtual entertainment and so on, but not a single research in Bangladesh has been done regarding consumer learning during the pandemic and its impact on future engagement in purchasing.

IMPACT OF COVID-19 ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE AND OFFLINE SHOPPING IN SOUTH ASIAN COUNTRIES : A REVIEW, SYNTHESIS AND CONCEPTUAL FRAMEWORK.

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Abstract

Purpose

The study's major goal is to determine what factors influence online and offline buying behaviour in South Asian nations during the Covid 19 crisis.

Design/methodology/approach

To achieve the goals, a review of conceptual and empirical studies on consumer buying behaviour toward online and offline shopping was conducted. A term-based search technique was used to perform the literature evaluation, which was limited to a certain time period and specific internet databases. Following a thorough assessment of the literature, 90 publications were selected as being relevant. Based on similarities and patterns, the variables that impact customers' online and physical purchase intents were grouped together. The essay uses narrative examples from the empirical review to explain and elaborate on the elements of the conceptual framework.

Findings

During the Covid 19 crisis in South Asian countries, the article offers a conceptual framework for analysing the factors that impact purchase behaviour toward online and offline shopping. The study reveal that during the Covid 19 crisis, a number of major variables, related to online and offline shopping affected buying behaviour in South Asian nations.

Research limitations/implications

The main limitation is that this study is conceptual in nature, with no empirical validation of the link between variables. Because of the term-based search method used, the number of articles identified is restricted. In addition, the selected framework needs a corresponding assignment to a well-defined topic, which is not always accessible.

Future Direction

It would be interesting to see if the variables stated above were to be looked into more in the future. Further study might help to demonstrate a link between the aforementioned variables and give empirical evidence for future research topics.

Originality/value

This study is noteworthy because it looks at the factors that impacted customer buying behaviour both online and offline in South Asian countries during the Covid 19 crisis. This is the first thorough analysis of data that includes both online and offline consumer purchase behaviour in South Asian nations, as far as the author is aware. It not only collects consumer purchasing behaviour literature, but it also analyses significant gaps in the field, enabling for more effective future research.

Keywords: *Consumer behaviour, Consumer buying, South Asia, Online shopping, Offline shopping, covid 19*

POST-COVID 19 LESSONS FOR THE E-COMMERCE SUPPLY CHAIN IN INDIA: STRATEGIC ISSUES

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Abstract

Implementing various border restrictions and containment measures has confined the illness across countries as COVID-19 spreads worldwide. These restrictions have jeopardized the global supply chain. Conflicts and natural disasters have also exacerbated the consequences in nations already in a state of emergency. Given that COVID-19 has severely created various operational and financial challenges for businesses worldwide, including India, the study's trigger is that the supply chain is one of the vital strategic industrial segments. Against this backdrop, the paper aims to study the lessons learned during the COVID-19 pandemic and post-scenario strategies for India's supply chain management (SCM). The research relies on secondary sources-research publications, consulting reports supported by field experience. The article reviews COVID-19's impact on the Indian supply chain, particularly disruption, knowledge learned, and future strategies. The study examines the strategic SCM of internally leading e-commerce companies-five B2B (OpenCart, Shopify Plus, Magento, BigCommerce, and InsiteCommerce) and five B2C companies (Amazon, Alibaba, Flipkart, DHL, and Home Depot). The review outcome, supported by field experience, helps propose a strategic SCM model to counter similar situations in the future in the Indian context. The proposed model will suggest how the unexpected disruption due to the COVID-19 pandemic will require rethinking the company's supply chain structure with the new normal. However, with top executives now mindful of their supply chain's potential risks, the core measures and guidelines will help direct leadership dedicated to a freshly organized, more efficient supply chain setup.

FACTOR AFFECTING OF ORGANIZATIONAL ASPECTS ON SALES PEOPLES' PERFORMANCE: THE MODERATING EFFECT OF SALES PEOPLES' POLITICAL SKILL

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Abstract

Mobile telecommunication service market is a notable in the market environments which are mostly unstable due to extended market challenge and changes. Thus, the concerns for the marketers are essential to consider the choice of the buyers and also to satisfy them. By considering these, the purpose of this research has been set to focus on the sales persons' performance influencing variables related to mobile telecommunication service companies. Here the study were done by using both primary and secondary sources of data. The survey were used a structured questionnaire having five point scales, 1 is fully disagreed and 5 being fully agreed. By using descriptive and inferential statistical tools data were analyzed. Descriptive statistics used to describe the characteristics of mobile service providers in Bangladesh and inferential statistics used to identify the issues by which sales person's performance in Bangladesh is affected. Structural equation modeling (SEM) used to analyze the data. Convenient sampling method used to collect the data from active sales people. Motivation, organizational commitment, compensation and sales people political skill are expected to have important connection with performance of the salesmen, while, satisfaction from job may not have any major impact on the performance of the sales people. This study a basis for further research in high rising mobile telecommunication industry.

Keywords: *Bangladesh, Sales Person, Performance, Organizational Commitment, Motivation, Political Skill, Job Satisfaction*

MARKETING

16SAMF-071

LUXURY JEWELRY IN OMNICHANNEL PLATFORMS: UNDERSTANDING THE IMPACT OF CONSUMERS' ETHNOCENTRISM

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Abstract

The paper sheds a light on the luxury jewelry industry in Bangladesh focusing on consumer ethnocentrism in relation to buying gold and diamond jewelries designed by local artisan compared to the foreign jewelries available on a large scale in Bangladesh. Additionally, the paper focuses on the channels of distribution, keeping the pandemic in mind, it aims to scrutinize consumer preferences on various omnichannel marketing the luxury jewelry industry goes through in Bangladesh. It examines if breaking down the walls between the online retailers and actual store experiences using omnichannel marketing will be beneficial for this industry. If so, would it change the landscape of the jewelry industry in Bangladesh or not. This study is divided into two distinctive sections. Combining the two parts of the study, it aims to examine the effects of ethnocentric and non-ethnocentric consumers on omnichannel marketing, develop a framework of luxury jewelry consumers, and draw conclusions about what attributes the buyers consider for purchase and if there is a preference for a particular way of executing the purchase. The data is collected from validated survey questionnaires and analysed by using SPSS (Statistical Package for Social Sciences) fro drawing appropriate conclusions

IMPACT OF TRUST AND QUALITY FACTOR AFFECTING CUSTOMERS' ONLINE SHOPPING BEHAVIOR AFTER THE ECOMMERCE INDUSTRY TURMOIL IN BANGLADESH

Kamal Hossain

Tanu Shree

Abstract

Bangladesh, after the inception of 3G network in 2014, has skyrocketed with the growth of the ecommerce sectors where many new business organizations have started entering the sector. Global companies like Alibaba owning Daraz.com.bd and Saltside Technologies owning Bikroy are serving the Bangladeshi market for a number of years earning positive response from the customers. However, the recent turmoil of some new aspiring companies in the Bangladeshi e-commerce sector such as evaly, eorange and anonder bazar have had a negative impact on the stakeholders, especially the ecommerce customers, as evident from recent news publications. This research paper aims to understand the impact of trust and quality factors affecting the online shopping behaviour of ecommerce customers of the country after the e-commerce industry turmoil in the country. Data from 230 participants are collected and regression analysis is applied to test the hypothesis. The results show that the online shopping behaviour of ecommerce customers of the country have been negatively affected by the recent turmoil of some aspiring ecommerce companies such as evaly, eorange and anonder bazar. The negative impact may be detrimental to the steady growth of the ecommerce industry of Bangladesh and thus requires immediate actions to bring back trust and confidence in online buyers of the country.

HAS THE COVID-19 PANDEMIC CRISIS CHANGED THE
CONSUMER BEHAVIOR OF CLOTHING PRODUCT?
– AN EXPLORATORY RESEARCH ON BANGLADESHI
CONSUMER OF RETAIL CLOTHING.

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Abstract

The socio-economic condition of Bangladesh has developed significantly over the last decade. This has increased the spending power of consumer which created opportunities in domestic retail clothing industry. Both domestic and global brands are flourishing in this sector but the risk and challenges are significant too. Except the usual scarcity of right 'Place', the Covid-19 pandemic crisis has brought huge challenges and risks. The Covid-19 crisis has changed the situation of consumer which ultimately may change the consumption behavior. The purpose of the study is to examine if Covid-19 pandemic crisis has changed the consumer behavior of clothing product of Bangladesh. Total 257 respondents participated in the survey from different part of the country. The research follows exploratory research design to understand the behavior of respondent in terms of clothing product.

The overall findings shows that the price has increase during the Covid-19 pandemic crisis based on maximum response. Interestingly the quantity of cloth product purchase is same as before in this pandemic crisis. Prior to covid crisis consumers were mostly buying the personal clothing products which remain the same during the crisis period. There is a significant increase of masks and PPE purchase but the purchase of Office cloth and Gift cloth is reduced during the pandemic. Most believe it's safe to purchase clothes from stores if the mask and other safety. Most of them thinks that online shopping is safer. Their attitude remains consistent as majority bought more cloths from online rather than store visit. Recordpercentage of the respondents thinks that clothing brands should have online planforms although they have negative attitude towards the price of online purchased products as its more expensive compared to shop. The negative attitude towards online price may be a result of the believe that 'Delivery cost has increased during the pandemic'. The significance of the research is high as most researches are about the "Garment industry considering exports" and no other researches have focused on the scope of 'Domestic retail clothing industry' yet. This brings the originality of the research and usefulness to the domestic retail clothing in Bangladesh.

THE INFLUENCE OF EWOM IN ONLINE PURCHASE INTENTION OF DIGITAL PRODUCTS AMONG MALAYSIAN CONSUMERS: BY USING MEDIATING AND MODERATING EFFECT

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Abstract

The main purpose of this study is to underline the impacts of electronic word of mouth (eWOM), brand image, and trust in controlling the intention to purchase products online in Malaysia. For this reason, the paper obtained a multi-sectional plan and accumulated data from 350 flexibly chosen respondents in Malaysia. To accomplish data analysis, this research analyzed the received data applying partial least square structured equation modeling (PLS-SEM). The findings of this study were relevant in such a way that eWOM, brand image (BI), and trust play a significant positive role in online purchase intention (OPI). Relevantly, the results of this study disclosed noteworthy mediating effects of affective factors like trust between 1) eWOM and OPI, and 2) BI and OPI. Conclusively, the findings exposed the moderating impacts of BI on eWOM and trust. In line with the empirical findings, this study recommends that advertisers need to give priority to eWOM to increase the sales rate of products which in turn would affect the customers' purchasing intention. In fact, this research attempt unfolds some essential insights for the online marketers to understand the Malaysian market by capitalizing on trust, BI, and eWOM to promote the willingness of purchasing their products.

THE IMPACT AND CHALLENGES OF RADIO FREQUENCY IDENTIFICATION IN APPAREL INDUSTRY IN BANGLADESH

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Abstract

This paper resolves various issues identified with the utilization of radio frequency identification and information catching innovations in distribution Centers, giving exceptional consideration to one more significant impact of the utilization in these offices of such innovation: the computerization of Material Handling activities to encourage adaptability of inner steering. This paper likewise gives a cutting edge on RFID innovation in Supply chain the executives. The paper sums up the upsides of RFID innovation for production network and coordination's the executives and presents some trying issues and viewpoints managing. The review examines different RMG areas who are utilizing RFID and potential RFID clients in BEZP, Dhaka. Essential information were gathered through pre assigned questionnaires. Information was broke down through applying logistic regression model utilizing R. The paper demonstrates that RFID can possibly offer a tremendous scope of benefits all through the production network, including proficient administration and controlling, reduce in wastage and forestalling burglary while the delivery on its way. The reception of RFID might expand the underlying framework of the association and furthermore may have a significant effect of organization Performance

Keywords: *Radio Frequency Identification, Supply Chain Management, Logistic Regression, Organization Performance.*

FACTORS DETERMINING SATISFACTION OF APP BASED FOOD DELIVERY RIDERS IN UTTARA (DHAKA) DURING COVID-19

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Abstract

This poll was conducted in the Uttara district of Dhaka city on food deliverymen who work for app-based companies such as Foodpanda, Hungrynaki, Sohoz Food, Pathao Food, and Khaas Food. The poll was based on a collection of questionnaires distributed to the riders, which asked them about the reasons that kept them motivated to work during the pandemic. Apart from the standard delivery price, it was discovered that extra tips on short-distance deliveries, safety restrictions from residential communities, getting sanitizing materials and an increase in the frequency of deliveries kept them going through the tough times. On the other hand, the riders found several factors to be risky or demotivating, such as unsanitary parcel handling, too much waiting time on both the restaurant and the customer's end, cancellation of orders, not finding customers in address or returning food, restrictions from entering housing societies, and customers insisting on bringing the food to the restaurant. At the end it was found that the overall satisfaction was quite average with some problems that requires attention. Deliver riders wanted to form union for mutual benefits and wants the government to make policy and to set regulations regarding work hour, pay rate

Keywords: *job satisfaction, food delivery, apps, motivation*

RISE OF OTT PLATFORM: CHANGING CONSUMER PREFERENCES IN DHAKA CITY

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Abstract

Over-the-top (OTT) media services arose in urban areas of Bangladesh's student community due to rapid technological advancements. Users of over-the-top (OTT) services have the freedom to watch television, shows, movies, and other media whenever they want. The transition from traditional to over-the-top (OTT) media has resulted in a battle among streaming service providers to retain and keep users, particularly during the COVID-19 shutdown. The current study employs partial least squares structural equation modeling (PLS-SEM) to investigate the factors influencing consumers' choice of streaming OTT platforms. The variables (Affordable Streaming Options, Ease of Use, Purchase Flexibility, and Social Trends) differed by 54, 17.5, 32.1, and -8.0 percentage points, respectively. All four factors influenced customers' choice of streaming OTT services, with Cronbach alpha values 0.991, 0.990, 0.990, and 0.993, respectively.

Keywords: *Over-the-top (OTT), online entertainment modes, Internet connection, Affordable Streaming Options*



**16th SOUTH ASIAN
MANAGEMENT FORUM**



TRACK 07

BUSINESS STRATEGIES

ABSTRACTS OF THE PAPERS
PARALLEL SESSION
BUSINESS STRATEGIES

16SAMF-001

CHALLENGES FACED BY YOUTH ENTREPRENEURSHIP IN THE MALDIVES

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Abstract

This study examines the factors challenging the youth entrepreneurship in the Maldives. The participants were entrepreneurs who either currently operate a business or had run a business in the past and stopped. 310 samples were chosen for this study using purposive sampling method and the analysis was made using descriptive statistics. The research has found out that the factors such as Education and training, Finance, Market dynamics, Information and Communication technology and Policies and regulation challenge the youth entrepreneurship in the Maldives in several ways. The findings will help concerned departments to device better strategies to boost the entrepreneurial start-ups in the Maldives and to make it a more business friendly economy.

Keywords: *Consumer's online buying behavior; factors affecting consumer's behavior; Theory of planned behavior*

POST-PANDEMIC (COVID-19) STRATEGIES FOR SUSTAINABILITY AND GROWTH IN THE CONTEXT OF ENVIRONMENT IN TEXTILE INDUSTRIES OF BANGLADESH

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Abstract

The COVID-19 pandemic is taken under consideration as a result of the foremost important international health misfortune of the century after 2nd World War. It's apace unfold around the world, motion monumental health, economic, environmental and social challenges to the complete human population. The textile industries of Bangladesh accounted for 85% of Bangladesh's total merchandise exports are severely wedged by the COVID-19 pandemic. Healthier environments might forestall virtually one quarter of the worldwide burden of malady. The COVID-19 pandemic is also an additional reminder of the delicate relationship between individuals and our planet. Clean air, stable climate, safe water, sanitation and hygiene, secured use of chemicals, protection from radiation, healthy and safe workplaces, good agricultural practices, health-supportive cities and engineered environments, and a preserved nature are all stipulations for good health. When Associate in nursing initial deterioration in social and environmental standards because of enterprise level monetary constraints, variety of the consultants predict a replacement and additional forceful part of business collaboration to enhance long run business property. Within the long-standing time, the pandemic could finish in Associate in nursing growth of social protection measures in Bangladesh, as government invests in new social contracts to spice up economic resilience and defend operating individuals from future shocks. If combined with a revived concentrate on social and environmental property among the world, this may need a transformative impact on the long run of labor in garment producing, resulting in larger resilience each for businesses and staff in Bangladesh. Additionally, growing client policy and awareness of the industry's social and environmental footprint has created a larger role for social and environmental compliance and company social responsibility (CSR) issues in customer sourcing choices. So post-pandemic strategies for sustainability and growth in the context of environment in textile industries of Bangladesh must be developed and enforced that has been explained in this writing.

Keywords: *Bangladesh, Textile Industry, Environment, COVID-19*

RECOVERY STRATEGY OF COVID 19 IMPACT IN BANGLADESH SMALL & MEDIUM ENTERPRISE (SME)

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Abstract

Purpose: The world is currently experiencing a deadly infectious disease caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), called coronavirus disease 2019 (COVID-19) (Shah Md. et.al. 2020). Since its detection, the acute respiratory outbreaks crisis or known as Novel Coronavirus (Covid-19) has been unstoppable and has reached practically all the countries of the world, affecting millions of people and causing hundreds of thousands of deaths (Rodríguez-Antón and Alonso-Almeida, 2020; WHO, 2020). Though, the spread of the virus has not been homogeneous nor has its intensity been the same in all affected countries, but the measures adopted to protect the pandemic are same. Similar to other nations, Bangladesh's economy has already been experiencing the ruthless and adverse effects in every corner of the economy. Furthermore, the profound effects observed in the large contributory segment that is SMEs, are deeply hearted and still passing with the negative sign of COVID-19. The purpose of this research is to find recovery strategies in small and medium enterprises (SMEs) of Bangladesh to face the challenges of COVID 19 impact. Primary objective of this research is to examine the impacts of COVID 19 in SMEs of Bangladesh to recommend strategies important in facing the short term and long-term challenges.

Design/Methodology/Approach: The research is basically a review of literature published, so far, on the issues both as research reports by national and international agencies and also as articles in leading journals. In addition, observations from entrepreneurs, managers, leaders, academics and community leaders are analyzed to achieve the objectives of the research.

Findings: While the pandemic is impacting businesses of all sizes, micro, small, and medium enterprises (MSMEs) are hit especially hard due to preexisting vulnerabilities and their lower resilience. Revenue lost, supply disruption, productivity problem, inventory shortage, contractual penalties are the main challenges as evident from important reports published so far. The employees of SMEs loss wages, and other benefits such as paid leave, performance incentives, and other allowances due to the pandemic impacts such as pay cut, retrenchment, etc. So, the business operations of SMEs in Bangladesh have experienced unprecedented difficulties during the COVID 19 situation.

Page | 3 Measures taken to lessen the effects of pandemic on SMEs from the government and other agencies are considered significant attempts so far. Even though, such measures responding the impacts and facing challenges for SMEs found insufficient. Reasons of this scenarios are many while important ones are lockdown and restrictions from the authority as the pandemic continues for long time. The research revealed that the managers and entrepreneurs of SMEs have been struggling to find recovery strategies in facing the effects of COVID 19 obviously, with the help from Government, NGOs and other national and international agencies. Important recovery strategies mentioned are digitalization,

innovation, automation and partnership by mobilizing limited resources to find cost minimization, improving coordination and do necessary changes in operations, marketing, distribution and so on.

Research Limitation: Number of research reports and published articles reviewed in this research is not exhausted as there are many more sources so far. In finding the observations from different corners of the society the number of interactions also limited that the evidences are not sufficient to make the study representative.

Implications: The development of small and medium enterprises only can contribute progressively to achieving MDG with sustainable development. The key strategic role from small and medium enterprise development addresses in rural area development, forward integration to large industries as key input suppliers, and reduction of regional disparity as well. The economy of Bangladesh observes significant contribution from SMEs industry with 25% accumulated growth in GDP, 15% in employment generation, 7.8% acceleration in export growth, and 31% improvement in entrepreneurship development (Bangladesh Bank, 2017). Therefore, in the study of Hadi (2020), the study findings suggested that revitalization strategies for SMEs are inevitable because support from different agents will be a prerequisite to reopening business operations.

Originality/Value: The research explores long term effects of COVID 19 to the SMEs in Bangladesh as it is an attempt to find most suitable strategies to recover the difficulties in running their operations in new normal situation.

Keywords: *COVID 19, Impact, Strategy and SME*

VERTICAL INTEGRATION—IS IT NECESSARY FOR ALL MANUFACTURING INDUSTRIES?

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Abstract

Vertical integration is a strategy that allows a company to streamline its operations by taking direct ownership of various stages of its production process rather than relying on external contractors or suppliers. A company may achieve vertical integration by acquiring or establishing its own suppliers, manufacturers, distributors, or retail locations rather than outsourcing them. As the company has option to go for vertical integration at any of the stages, it creates an ambiguous situation and that is why vertical integration has never been a well understood phenomenon at what stage it has to be achieved. A company that is considering vertical integration needs to consider which is better for the business in the long run. For example, a group of industries may concentrate on spinning out of his several businesses and decides to go vertical with the spinning, then he will have to go from spinning to knitting, to denim fabric manufacturing and finally garmenting. This can be regarded as transferring risk from product market to factor market as it creates strong private incentive for vertical integration.

The aim of transferring investment from one stage to another by the company is attributed to businesses are always looking for methods to reduce costs and control the quality of the products and services they provide. A company is able to create a competitive advantage by integrating different stages of its production process and supply chain into their business. This transfer of investment from one stage to another is regarded as a means of transferring risk from one sector of the economy to another through uncertainty. At a more theoretical level, several authors concerned with industrial organizations suggested that uncertainty looms large which provide incentive for vertical integration.

The focus of this paper is to show that company owners through vertical integration transfer risk from product market to factor market are doing the entire gamut through uncertainty. This results most cases failure to improve the quality of products, decrease the cost of production and above all unable to create a competitive advantage. An individual firm never knows exactly what demand for its product will be each day, even if total demand for the industry is unchanging. Since production is not instantaneous, firms must make production decisions before observing demand, and hence take a risk of either overproducing or underproducing.

Carlton, D. W. (1979). Vertical integration in competitive markets under uncertainty. *The Journal of Industrial Economics*, 189-209. *ake decisions on price and production before their demand can be observed.*

Keywords: *Strategy, Competitive Advantage, Uncertainty, Product Market, Factor Market.*

WOMEN LED TECH START-UPS IN INDIA – A CASE BASED STUDY

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Abstract

Globally, entrepreneurial movement is gaining ground, has emerged as a developmental inspiration, and is embedded in the concepts of innovation and economic development. The recent policy impetus has given momentum to this initiative, leading to start-up revolution. This altered the way entrepreneurship has been defined, set new paradigms of development in economic, social, and environmental spheres. The boom thus is gaining prominence in developing markets, where women are leading the brigade. Evidence confirms that they represent the fastest growing category of entrepreneurs with a growing number of start-ups receiving funding from investors. It is also true that the motivation to pursue entrepreneurial start-up initiatives may be different, they may end up in different outcomes. (Sindhwani and Dhawan, 2020) Although women contribute to the economy of the nation, there are very few research studies focussing on their entrepreneurial journey. (Ahl, 2006, Anggadwita, et. Al., 2017 and Roy, et.al, 2021) This paper is a response to the call for research that is needed in women entrepreneurship in India (Agarwal and Lenka, 2018) and seeks to study what drives women toward entrepreneurship. The key factors / drivers including the pandemic which impact the growth of the enterprise would also be included using a case-based approach, in Hyderabad, a hub for both IT and start-ups. About 10 tech start-ups led by women would be studied to understand the motive and key contributing drivers including the pandemic as a necessity and opportunity in their entrepreneurial journey. Theoretical and policy implications would also be discussed.

VALUE-BASED GOVERNANCE: A CASE OF CAPACITY BUILDING INITIATIVE IN NEPAL

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Abstract

Values as enduring beliefs (Kernaghan, 2003), are the individual principles or standards that guide judgement about what is good or proper (OECD, 1996). Values are essential components of organizational culture and basis of democratic governance system.

In the course of practicing federal system of governance, Nepal is facing challenges in ensuring cultural transformations that create driving path for achieving national vision of prosperity and happiness. This is largely associated with our value system. The study analyzes the perspectives of value-based governance and novel initiatives taken for promoting value-based governance and integrity building- a culture of self-regulation, commitment and accountability. The study is qualitative and descriptive in nature, based on reflection of practicing organic processes of value derivation and commitments of newly appointed civil servants- Class-III officers of government of Nepal.

Keywords: *Value, Governance, Commitment, Integrity*

ASYMMETRIC EFFECTS OF CRUDE OIL SHOCK AND INFLATION ON EXPORT EARNINGS IN BANGLADESH: A NON LINEAR ARDL MODEL APPROACH

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Abstract

This research work empirically investigates the asymmetric impacts of crude oil price and CPI inflation on export earnings in Bangladesh for the time period 1991-2020. In this study, non-linear ARDL (NARDL) model has been employed to examine the non-linear effects of oil price and inflation rate changes on export earnings. The bound test results of NARDL method suggested that long-run co-integration is present among the study variables. This research finding confirmed that ignoring nonlinearities may lead to draw misleading conclusions. Moreover, the empirical findings of this study confirmed that both in the long-term and short-term accession of oil price have notable influence on export earnings. But, in long-term, reduction of oil price has insignificant impact on export earnings. However, both of long-run and short-run increases of inflation rate have significant effect on export earnings. Whereas, decrease in inflation rate is appears to be insignificant in the long-run. More interestingly, in the short-run reduction of inflation rate is found to be significant. Lastly, the implications of this study have immense importance for policy makers and investors.

Keywords: *Asymmetric, Bangladesh, co-integration, Export, Inflation, NARDL, Oil Price*

DEVELOPMENT AND VALIDATION OF AN INSTRUMENT MEASURING SUSTAINABILITY CONSCIOUSNESS

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Abstract

The present study is undertaken with an aim to develop and validate an instrument for measuring sustainability consciousness in Indian context. The research is conducted with an objective to fill the gap in the Indian context by providing a standardized instrument that will measure the sustainability consciousness of individuals/organizations. Results will reflect the areas of concern wherein the government/ organizations must put in more efforts to increase the consciousness. Identifying areas and taking corrective measures in improving the sustainability consciousness would be a step forward in the path of accomplishing the sustainability tasks. The instrument will also be useful for stakeholders whose contributions are of prime requisite in achieving the sustainable development goals.

Keywords: *Consciousness, Sustainable Development Goals, Sustainability, United Nations*

OPPORTUNITIES, CHALLENGES, AND SOLUTIONS FOR SOCIAL COMMERCE IN BANGLADESHI E-BUSINESS

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Abstract

Unprecedented globalization shaped Bangladesh over the last century Bangladesh currently uses a lot of IT. Social media is the final component in developing new e-business practices in Bangladesh. Social media commerce is one of them. Today's e-commerce is becoming more secure. Increasingly, businesses are interacting with customers on Facebook and Instagram before and after the transaction. Customers can learn about the company's products from their peers. On the social commerce e-business potential of Bangladesh. Bangladesh still has challenges with e-commerce. So, we try to mitigate and solve. A strong framework for nurturing new e-business prospects, difficulties, and solutions in Bangladesh via social media is also provided.

Keywords: *Bangladesh, Globalization, Business, online business, Social Mass media, ecommerce, Social commerce*

FACTORS AFFECTING HOTEL PERFORMANCE USING RESOURCE-BASED VIEW: A MEDIATED-MODERATION APPROACH

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Abstract

This present study examines the effect of strategic leadership practice on hotel performance. Later, knowledge sharing acts as a mediator and moderator. This study followed a deductive approach to establish a quantitative research design. Using a non-probability convenience sampling, this study targeted hotel top employees to collect data. The data was analysed using 405 valid questionnaires from hotel employees. The PLS-SEM found that strategic leadership practice significantly affects knowledge sharing. The strategic leadership practice has a significant effect on hotel performance. Besides, knowledge sharing significantly modifies the relationship between strategic leadership practice and hotel performance. This study highlights the role of operational efficiency in hotels, which provides a new understanding to enhance its effectiveness. The findings may help hotels organizations to improve operational performance.

Keywords: *Strategic leadership practice, Knowledge Sharing, Hotel Performance*

TOURISM GOVERNANCE AND SUSTAINABILITY: A CASE OF COX'S BAZAR

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Abstract

Cox's Bazar is the central attraction in the tourism industry of Bangladesh and largely contributes to the economy. Ensuring the optimal output, government & regulatory bodies are focusing on the sustainable tourism concept. This study identifies the level of tourism governance and explores the current condition of sustainable tourism features of Cox's Bazar. With a convenient sampling of 65 respondents, this study found weak governance practice in terms of transparency (40%), accountability (42.60%), effectiveness&efficiency (42.13%), and participation (40.33%). This study also suggests opportunities for improving the tourism system of Cox's Bazar and highlights the need for multi-stakeholders' transparent participation that can be the canon of governance features and sustainability performance.

Keywords: *Tourism, Governance, Sustainability, Cox's Bazar*

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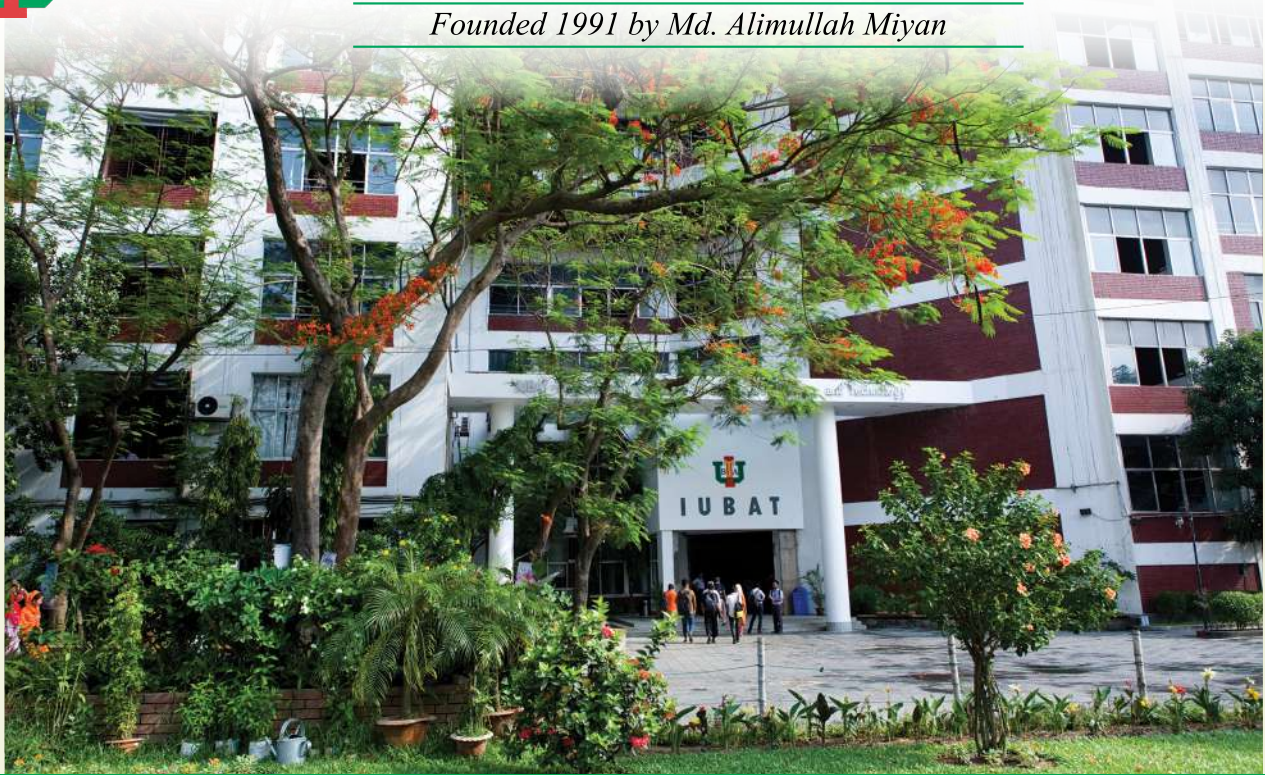
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