

INTERNSHIP REPORT ON

**INTERNATIONAL CONFERENCE ON BUSINESS AND
MANAGEMENT (ICBM): LOOKING FORWARD**



Inspiring Excellence

INTERNSHIP REPORT ON

INTERNATIONAL CONFERENCE ON BUSINESS AND MANAGEMENT (ICBM): LOOKING FORWARD

Prepared for:

Dr. Md. Mamun Habib
Associate Professor
BRAC Business School
BRAC University, Dhaka

Prepared by:

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BRAC Business School
BRAC University, Dhaka

Date of Submission: January 28, 2018

LETTER OF TRANSMITTAL

January 28, 2018

Dr. Md. Mamun Habib
Associate Professor
BRAC Business School
BRAC University

Subject: Submission of Internship Report

Dear Sir,

This is to submit my internship report titled, “**International Conference on Business and Management (ICBM): Looking Forward**”, for the completion of the course BUS400 and as a requirement for my graduation. This report was completed after the three-month internship undertaken at the 1st International Conference on Business and Management (ICBM 2017) under the supervision of Mr. Zaheed Husein Mohammad Al-Din, Conference Secretary, ICBM 2017.

Thank you very much for giving me the opportunity of working on a topic that interests me greatly.

Sincerely,

Joseph Amit Gomes
BRAC Business School
Student ID: 13104042

ACKNOWLEDGMENTS

I sincerely acknowledge the contributions of many people who have assisted me over the course of my internship, particularly Dr. Md. Mamun Habib for agreeing to supervise this report, Mr. Zaheed Husein Mohammad Al-Din, my organizational supervisor, and my wonderful colleagues at ICBM 2017. Their advice, support and confidence has been a source of encouragement and without their guidance, this paper would not have come into existence. I believe their constant support and dedication deserves to be reciprocated with great gratitude.

EXECUTIVE SUMMARY

This internship report has been submitted in partial fulfillment of the requirements for a Bachelors of Business Administration and was prepared during my internship at ICBM 2017. The report covers the organizational overview of ICBM 2017, the management and operation procedures of the conference as well as provides an overview of the event.

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1 ICBM 2017

1.1 Introduction

The 1st International Conference on Business and Management (ICBM 2017) was organized by BRAC Business School (BBS), BRAC University, Bangladesh on September 21–22, 2017 at The Westin, Dhaka, Bangladesh, under the theme of "Global Contemporary Practices in Business and Management". Basically, this conference was one of the first major international initiatives in Bangladesh of recent times to develop an intellectual ambience with the presence of prominent practitioners coming from the field of both academia and corporate. The conference aimed to provide a forum for academics, researchers and practitioners to exchange ideas and to discuss about recent developments in the field of Business and Management.

To adorn the grace of the conference, ICBM 2017 organizing committee felt extremely proud to have the involvement of Sir Fazle Hasan Abed KCMG, the founder and chairman of BRAC as the Chief Patron. Other highlights of the conference were the presence of notable academicians from countries like Singapore, Thailand and Malaysia as Keynote Speakers, renowned national corporate personalities as Industry Talk specialists, Academia-Industry Discussion session and so on. Moreover, ICBM 2017 also efficaciously ensured the participation of scholars from well-known universities such as those of Singapore, Thailand, Malaysia, China, India, Sweden, and USA. It saw over 150 academic papers being presented in 13 different tracks covering Business and Management issues in multiple parallel sessions and talks bringing together industry and academia.

Finally, the conference ended in a positive note through the distribution of crest and certificates as a token of appreciation and encouragement among speakers of Keynote Addresses, Industry Talk and Paper Presenters respectively and most significantly with a promise to be back once again with more invigorating highlights in 2nd ICBM 2019.

1.2 Organizing Committee

The organizing and management committee of ICBM 2017 included the respected members –

Honorary General Chair:

Prof. Dr. Syed Saad Andaleeb

General Chair:

Prof. Dr. Iftekhar Ghani Chowdhury

Program Chair:

Assoc. Prof. Dr. Md. Mamun Habib

Conference Secretariat:

- Mr. Zaheed Husein Mohammad Al-Din
- Mr. N. M. Baki Billah
- Mr. Saif Hossain

Advisory Boards:

- Prof. Dr. Rahim B. Talukdar
- Prof. Emeritus Dr. Hafiz G.A. Siddiqi
- Prof. Dr. Mirza Azizul Islam
- Prof. Dr. Akbar Ali Khan
- Prof. Dr. Salehuddin Ahmed
- Assoc. Prof. Dr. Mohammed Tareque Aziz
- Assoc. Prof. Mahmudul Haq

Publication Committee:

- Mr. Hasan Maksud Chowdhury
- Dr. Khan Md. Raziuddin Taufique
- Dr. Suman Paul Chowdhury
- Ms. Rahma Akhter

International Affairs Committee:

- Mr. Riyashad Ahmed
- Ms. Adiba Naoshin

Sponsorship and Student Committee:

- Mr. Shamim Ahmed
- Mr. S.M. Raihan Uddin
- Mr. Kazi Shahnoor Kabir
- Ms. Samiha Nusrat

Organizing Committee:

- Mr. Md. Nurul Islam
- Mr. Ivan Shafaat Bari
- Mr. Monojit Kumar Ojha
- Mr. N.I.M. Alamgir
- Ms. Hasina Afroz
- Assoc. Prof. Dr. Md. Rafiqul Islam
- Assist. Prof. Mr. Md. Tamzidul Islam
- Assist. Prof. Mahreen Mamoon
- Assist. Prof. Shamim Ehsanul Haque
- Ms. Humaira Naznin
- Mr. Md. Fazla Mohiuddin
- Mr. Ahmed Abir Choudhury
- Mr. K.M. Nafiul Haque
- Mr. Jubairul Islam Shaown
- Mr. Mostak Ahmed
- Ms. Naznin Akter
- Mr. Satyajit Kumar Modak

Technical Committee:

- Prof. Dr. Hui-Ming Wee, Chung Yuan Christian University, Taiwan
- Prof. Prem Kumar, V.C, MUST, Malaysia
- Prof. Dr. R.P Mohanty, Ex Vice-Chancellor, Siksha O Anusandhan University, India
- Dr. Erick C. Jones, University of Texas, Arlington, USA
- Dr. Ali Turkyilmaz, Fatih University, Turkey
- Dr. Ayon Chakraborty, James Cook University Singapore
- Dr. Nachiappan Subramanian, University of Nottingham, China
- Dr. Ravi Kant, Sardar Vallabhbhai National Institute of Technology (S.V.N.I.T.), Surat, India
- Dr. Lu Qing, Logistics Institute – Asia Pacific, National University of Singapore, Singapore
- Assoc. Prof. Dr. Zeki Ayag, Kadir Has University, Turkey
- Assoc. Prof. Piyush Singhal, GLA University, Mathura, India
- Dr. Kwang-Seok Choi, National Institute of Occupational Safety and Health, Japan
- Dr. I Gede Agus Widyadana, Petra Christian University, Indonesia
- Dr. Pairach Piboonrunroj, Chiang Mai University, Thailand

- Prof. Ramayah Thurasamy, Universiti Sains Malaysia
- Prof. Dr. Bishnu Prasad Mishra, Centurion University of Technology and Management, India
- Assoc. Prof. Dr. Rohana Kamaruddin, Universiti Teknologi MARA, Malaysia
- Assoc. Prof. Dr. Zarina Salleh, Universiti Teknologi MARA, Malaysia
- Assoc. Prof. Dr. Rohana Ngah, Universiti Teknologi MARA, Malaysia
- Dr. Noor'ain Mohamad Yunus, Universiti Teknologi MARA, Malaysia
- Dr. Erne Suzila Kassim, Universiti Teknologi MARA, Malaysia
- Dr. Naffisah Mohd Hassan, Universiti Teknologi MARA, Malaysia
- Dr. Siti Noorsuriani Ma'on, Universiti Teknologi MARA, Malaysia
- Dr. Shatina Saad, Universiti Teknologi MARA, Malaysia
- Assoc. Prof. Dr. Veera Pandiyan Kaliani Sundram, Universiti Teknologi MARA, Malaysia
- Dr. Ikrom Mirzarustamovich Rikhsiboev, University of Kuala Lumpur
- Prof. Madya Sr. Dr. Mohd Nasrun B Mohd Nawawi, Universiti Utara Malaysia
- Dr. Risyawati binti Mohamed Ismail, Universiti Utara Malaysia

Reviewers:

- Prof. Dr. Mirza Azizul Islam
- Prof. Dr. Salehuddin Ahmed
- Assoc. Prof. Dr. Mohammed Tareque Aziz
- Assist. Prof. Mr. Hasan Maksud Chowdhury
- Assist. Prof. Ms. Mahreen Mamoon
- Assist. Prof. Mr. Riyashad Ahmed
- Assist. Prof. Dr. Suman Paul Chowdhury
- Assist. Prof. Dr. Khan Md. Raziuddin Taufique
- Mr. Saif Hossain
- Mr. Zaheed Husein Mohammad Al-Din
- Ms. Rahma Akhter
- Ms. Tania Akter

1.3 Conference Website

ICBM launched its own website (<http://www.bbs-icbm.org/>) for supporting the conference participants and facilitate the registration and paper submission process. A screenshot of the website is provided below.



Figure: Screenshot of ICBM website

1.4 Paper Submission

The registration and paper submission process was successfully managed through the ICBM website. Specific guidelines were followed for formatting of abstract submission. [A template](#) was provided in the website for this purpose. The participants/authors had to register on the ICBM website and submit their abstracts. All the abstracts were reviewed by the reviewers within the organizing committee. Acceptance letters were sent to the authors of the accepted papers through emails and were requested to submit the full papers. The specifications regarding abstract and full paper submission included –

Abstract Submission:

- Not more than 300 words in MS Word file

Full Paper Submission:

- Please use the ICBM-2017-template
- Double Column, single spacing, 10 pt. Times New Roman
- Maximum 5 pages in MS-Word file (excluding references)

1.4.1 Submission Deadlines

Particulars	Date
Abstract Submission	March 31, 2017
Notification of Decision	April 15, 2017
Full Paper Submission	May 15, 2017
Camera Ready Paper Submission	June 15, 2017
Early Bird Registration	May 31, 2017
Regular Registration	June 30, 2017
Late Registration	July 31, 2017

1.5 Fees and Registration

Registration Fees (Oral/Poster):

	Early-Bird Registration (May 31, 2017)	Regular Registration (June 30, 2017)	Late Registration (July 31, 2017)
International Participant	\$ 150	\$ 200	\$ 250
Local Participant	BDT 5,000	BDT 8,000	BDT 10,000
Local Participant (Student)	BDT 2,000	BDT 4,000	BDT 6,000
Participant (Without Paper)	N/A	BDT 3000	BDT 5000

Additional paper (International): \$100 for the 1st additional paper and \$50 for each consecutive paper.

Additional paper/poster (Local): BDT 3,000 for the 1st additional paper and BDT 2,000 for each consecutive paper

Payment Method:

1. International Participants will pay the fees through wire transfer to our Bank Account:

Account Name	BRAC University
Account Number	1501100132106001
Bank Name	BRAC Bank Ltd.
Bank Address	1, Gulshan Avenue, Gulshan, Dhaka-1212
Swift	BRAKBDDH

2. Local Participants will pay the fees through above bank account / Pay order/ Demand Draft drawn in favor of BRAC University. (Cheque/credit cards are not acceptable).

1.6 Conference Poster



ICBM 2017

Theme: Global Contemporary Practices in Business & Management

1st International Conference on Business and Management
Dhaka, Bangladesh
September 21-22, 2017
www.bbs-icbm.org



Chief Patron
 Sir Fazle Hasan Abed, KCMG
 Chairperson, BoT, BRAC University

KEYNOTE SPEAKERS:



Prof. Dr. Mark GOH
 NUS Business School
 National University of Singapore (NUS)



Prof. Dr. Premkumar Rajagopal
 Vice Chancellor, Malaysia
 University of Science & Technology (MUST), Malaysia



Dr. Pairach Piboonrungraj
 Faculty of Economics
 Chiang Mai University,
 Thailand

HONORARY GENERAL CHAIR:
 Prof. Dr. Syed Saad Andaleeb

GENERAL CHAIR:
 Prof. Dr. Iftekhar Ghani Chowdhury

PROGRAM CHAIR:
 Assoc. Prof. Dr. Mamun Habib

HIGHLIGHTS

- Academia-Industry Discussion
- Industry Talk
- Renowned Keynote Speakers & International Participants
- Meet the Journal Editors
- Peer Reviewed, Scopus Indexed Journals' Affiliation
- Opportunities of Oral & Poster Presentation
- Conference Proceedings Consist of ISBN 978-984-34-2360-3

Contact Us

ICBM 2017 Conference Secretariat
 BRAC Business School
 BRAC University
 E-mail: bbs.icbm@bracu.ac.bd
 Web: www.bbs-icbm.org
 Phone: +88-01788684374, +88-01911310619



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 BRAC Business School

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 DHAKA
 Hospitality Partner

Conference Partners

							
							
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1.7 Conference E-Brochure

HIGHLIGHTS

- ✔ Peer Reviewed, Scopus Indexed Journals Affiliation
- ✔ Conference Proceedings Consist of ISBN 978-984-34-2360-3
- ✔ Academia-Industry Discussion
- ✔ Renowned Keynote Speakers & International Participants
- ✔ Meet the Journal Editors
- ✔ Industry Talk
- ✔ Opportunities of Oral & Poster Presentation

CONFERENCE COMMITTEE

Honorary General Chair:
Prof. Dr. Syed Saad Andaleeb

General Chair:
Prof. Dr. Iftekhar Ghani Chowdhury

Program Chair:
Assoc. Prof. Dr. Md. Mamun Habib

Local Organizing Committee & International Technical Committee Members



Inspiring Excellence
BRAC UNIVERSITY
BRAC BUSINESS SCHOOL



CONTACT US

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BRAC University
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Web: www.bbs-icbm.org

Phone:
+88-01788684374 (Mr. Baki Billah)
+88-01911310619 (Mr. Zaheed Husein)

POSTAL ADDRESS

Conference Secretariat
BRAC Business School, BRAC University
UB2, Level-6, 66 Mohakhali,
Dhaka-1212, Bangladesh.

ICBM 2017

1st International Conference on Business and Management

Dhaka, Bangladesh **September 21-22, 2017**

www.bbs-icbm.org

Theme: Global Contemporary Practices in Business & Management



Inspiring Excellence
BRAC UNIVERSITY
BRAC BUSINESS SCHOOL

ICBM 2017

INTRODUCTION

- ★ BRAC Business School (BBS), BRAC University, Bangladesh is going to organize its 1st International Conference on Business and Management (ICBM 2017) on September 21-22, 2017 in Dhaka, Bangladesh.
- ★ The conference is expected to foster networking, collaboration and joint efforts among the conference participants to advance theories and practices in Business and Management in relation to global, contemporary practices

Keynote Speakers



Prof. Dr. Mark GOH
NUS Business School
National University of Singapore (NUS)



Prof. Dr. Premkumar Rajagopal
Vice Chancellor, Malaysia University of Science & Technology (MUST), Malaysia



Dr. Pairoch Piboonrungrroj
Faculty of Economics
Chiang Mai University, Thailand

ICBM 2017

SCOPE

Conference covers Business and Management issues and applications include, but are not limited to:

- > Finance
- > Banking
- > Accounting
- > Entrepreneurship
- > Supply Chain Management
- > Governance and Development
- > Management Information Systems
- > Operations Management
- > Human Resource
- > Marketing
- > Economics
- > Education

Conference Venue

Hotel Westin
Main Gulshan Avenue,
Plot-01, Road 45, Gulshan-2,
Dhaka -1212, Bangladesh.



ICBM 2017

IMPORTANT DATES

Paper Submission

- ✎ Abstract Submission (Within 300 Words):
March 31, 2017
- ✎ Notification of Decision: April 15, 2017
- ✎ Full Paper Submission: May 15, 2017
- ✎ Camera Ready Paper Submission:
June 15, 2017

Fees & Registration

Registration Fees (Oral/Poster):

	Early-Bird Registration (May 31, 2017)	Regular Registration (June 30, 2017)	Late Registration (July 31, 2017)
International Participant	USD 150	USD 200	USD 250
Local Participant	BDT 5,000	BDT 8,000	BDT 10,000
Local Participant (Student)	BDT 2,000	BDT 4,000	BDT 6,000
Participant (Without Paper)	N/A	BDT 3,000	BDT 5,000

Additional paper (International): USD 100 for the 1st additional paper and USD 50 for each consecutive paper.

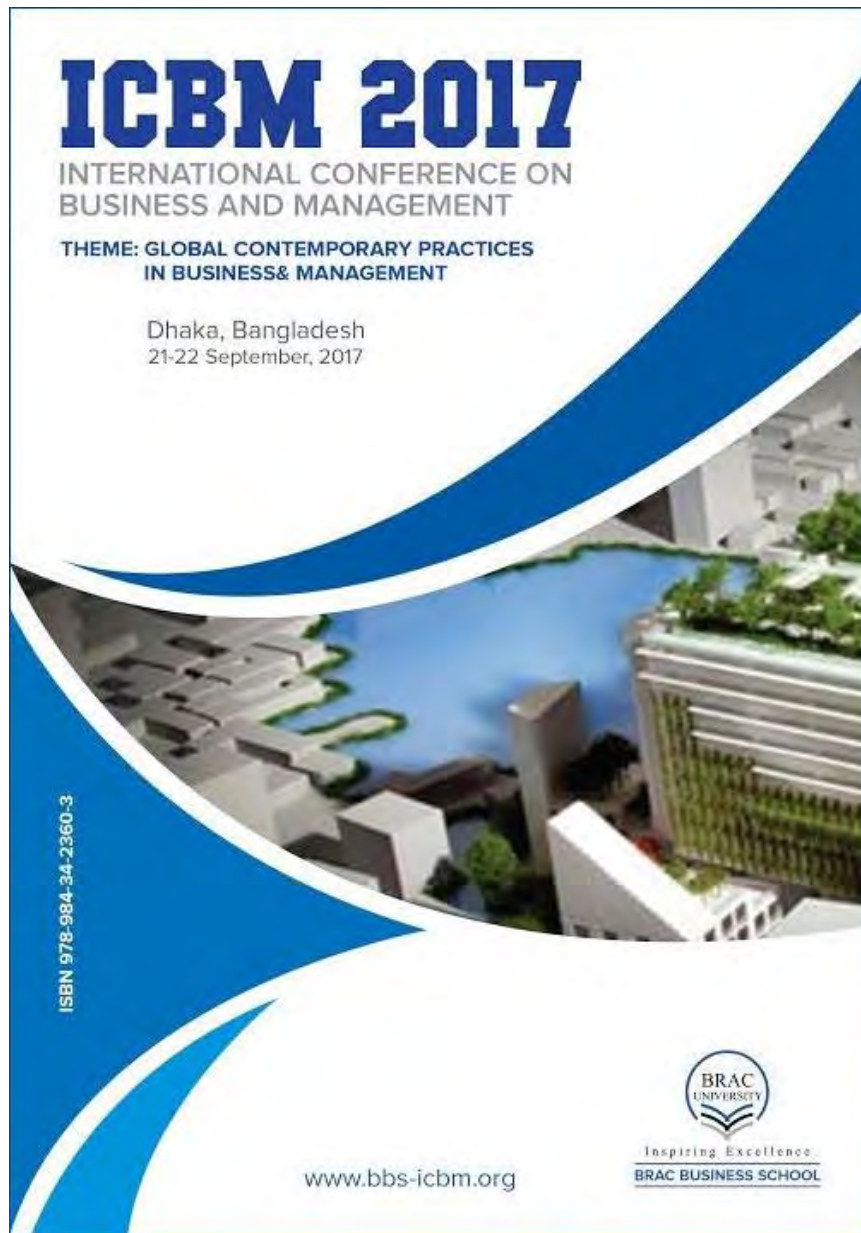
Additional paper/poster (Local): BDT 3,000 for the 1st additional paper and BDT 2,000 for each consecutive paper.

*****For Details of Payment Procedure; Please Visit: www.bbs-icbm.org**

1.8 Conference Proceedings

The conference proceedings are available both in electronic and printed format.

1.8.1 Conference Book



All the submissions are peer reviewed. Accepted papers will be published in the conference proceedings consisting ISBN 978-984-34-2360-3. Extended papers may be considered for selected international, peer-reviewed journals, subject to further review.

- International Journal of Supply Chain Management (IJSCM), ISSN: 2050-7399 (Online), 2051-3771 (Print) Scopus indexed
- Journal of Applied Management and Investments (JAMI), ISSN 2225-3467

- Journal of Economics, Business and Management (JOEBM), ISSN: 2301-3567
- International Supply Chain Technology (ISCT) Journal, ISSN: 2380-1204 (Online), 2380-5730 (Print)
- IETI Transactions on Business and Management Sciences, ISSN: 2517-9993

1.8.2 Conference USB Drive

All the accepted abstracts and full papers are electronically published and can be found on [this hyperlink](#). USB drives are available to all the participants of ICBM 2017 which contains the electronic version of the conference proceeding.

1.9 Program Overview

Thursday – September 21				
08:00 am – 09:00 am	Registration			
09:00 am – 09:45 am	Inauguration Ceremony			
	Chief Guest	Prof. Dr. Syed Saad Andaleeb		
	ICBM 2017 Program Chair	Assoc. Prof. Dr. Mamun Habib		
	Keynote Speakers	Prof. Dr. Mark GOH (Singapore) Prof. Dr. Prem Kumar Rajagopal (Malaysia) Dr. Pairach Piboonrunroj (Thailand)		
	Session Chair	Prof. Dr. Iftekhhar Ghani Chowdhury		
09:45 am – 10:45 am	Keynote Presentation			
	Speaker	Prof. Dr. Mark GOH [Emerging Technologies, Global Contemporary Practices in Business, and Supply Chain Management: What Do They Have in Common?] Prof. Dr. Syed Saad Andaleeb		
	Session Chair	Dr. Mirza Azizul Islam and Dr. Salehuddin Ahmed		
10:45 am – 11:00 am	Tea Break			
11:00 am – 11:50 am	Keynote Presentations			
	Speakers	Prof. Dr. Prem Kumar Rajagopal [Industry 4.0 and Supply Chain Responsiveness] Dr. Pairach Piboonrunroj [Globalisation or Deglobalisation?: A Supply Chain Perspective]		
	Session Chair	Prof. Dr. Iftekhhar Ghani Chowdhury and Prof. Dr. Saiful Majid		
12:00 pm – 01:30 pm	Parallel Session 1			
	Room 1A	Room 1B	Room 1C	Room 1D
	Management Information System (1)	Supply Chain and Operations (1)	Human Resource Management (1)	Marketing (1)
01:30 pm – 02:30 pm	Lunch Break			
02:30 pm – 03:15 pm	Industry Talk – 1, 2, 3			
	Industry Talk – 1	Westin (Mr. Mohd. Noor Ali)		
	Industry Talk – 2	BBS Cables		
	Industry Talk – 3	United Commercial Bank (Mr. A. E. Abdul Muhaimen)		
	Session Chair	Prof. Dr. Anwar Hossain and Prof. Rahim B. Talukder		
03:15 pm – 04:45 pm	Parallel Session 2			
	Room 2A	Room 2B	Room 2C	Room 2D
	Economics (1)	Supply Chain and Operations (2)	Human Resource Management (2)	Marketing (2)
04:45 pm – 05:00 pm	Tea Break			

05:00 pm – 06:30 pm	Parallel Session 3			
	Room 3A	Room 3B	Room 3C	Room 3D
	Economics (2)	Supply Chain and Operations (3)	Human Resource Management (3)	Marketing (3)
06:45 pm – 08:30 pm	Academia–Industry Discussion			
	Participants	BRAC Bank, FSIB, UCB, BBS Cables, Abdul Monem Group Ltd., Westin, Aarong, IBBL, IDLC, Dhaka Bank, BKash		
	Session Chair	Prof. Dr. Syed Saad Andaleeb and Prof. Dr. Iftekhar Ghani Chowdhury		
08:30 pm – 09:30 pm	Gala Dinner			
Friday – September 22				
09:00 am – 09:45 am	Industry Talk – 4, 5, 6			
	Industry Talk – 4	BRAC Bank Ltd (Mr. Selim R. F. Hussain)		
	Industry Talk – 5	First Security Islami Bank (Mr. Syed Waseque Md Ali)		
	Industry Talk – 6	Abdul Monem Ltd. (Mr. ASM Mainuddin Monem)		
	Session Chair	Prof. Dr. Mirza Azizul Islam and Dr. Salehuddin Ahmed		
10:00 am – 11:15 am	Parallel Session 4			
	Room 4A	Room 4B	Room 4C	Room 4D
	Industrial Management	Corporate Social Responsibility	E-commerce	Marketing (4)
11:15 am – 11:30 am	Tea Break			
11:30 am – 12:45 pm	Parallel Session 5			
	Room 5A	Room 5B	Room 5C	Room 5D
	International Business	Finance and Banking (1)	Accounting	Marketing (5)
12:45 pm – 02:30 pm	Lunch Break			
02:30 pm – 04:00 pm	Meet the Editors			
	Editors	Prof. Dr. Syed Saad Andaleeb Prof. Ramayah Thurasamy (Malaysia) Prof. Dr. Mark GOH (Singapore) Prof. Dr. Prem Kumar Rajagopal (Malaysia) Dr. Pairach Piboonrunroj (Thailand)		
	Session Chair	Assoc. Prof. Dr. Mamun Habib (Editor-in-Chief, Scopus Indexed Journal)		
04:00 pm – 05:15 pm	Parallel Session 6			
	Room 6A	Room 6B	Room 6C	Room 6D
	Education	Finance and Banking (2)	Management Information System (2)	Marketing (6)
Poster Presentation				
Day 1 (September 21) & Day 2 (September 22)				

1.10 Day 1

1.10.1 Inauguration of ICBM 2017

With immense dedication and commitment BRAC Business School (BBS), BRAC University, Bangladesh, has proudly established a new milestone by hosting the 1st International Conference on Business and Management (ICBM 2017). Sir Fazle Hasan Abed KCMG, the chief patron, inaugurated ICBM 2017 by his statement. Sir Abed KCMG, welcomed the initiative of organizing the conference and encouraged to continue this kind of initiatives in the future with accolade.



From left to right: Dr. Md. Mamun Habib, Dr. Mark GOH, Dr. Pairach Piboonrunroj, Dr. Syed Saad Andaleeb, Dr. Prem Kumar Rajagopal & Dr. Iftekhar Ghani Chowdhury

The Honorary General Chair of ICBM 2017, Prof. Syed Saad Andaleeb, PhD. , the General Chair Prof. Dr. Iftekhar Ghani Chowdhury, the Program Chair Assoc. Prof. Dr. Md. Mamun Habib, three Keynote speakers, Prof. Dr. Mark GOH [NUS, Singapore], Prof. Dr. Premkumar Rajagopal [MUST, Malaysia] and Dr. Pairach Piboonrunroj [Chang Mai University, Thailand] graced the inaugural session on September 21, 2017 at the hotel Westin, Dhaka.

The Honorary General Chair, Prof. Syed Saad Andaleeb, PhD. talked about the importance of research for the improvisation of academic standard. He drew the significance of research work and added that Bangladesh should open more research-based universities for the development

of tertiary education in the country. Prof. Andaleeb exemplified the perseverance of the faculty members of research universities in California to publish their work in reputed journals. He also proclaimed that for research supremacy Asian universities are becoming the next superpowers with Japan, South Korea, Taiwan, Singapore and Hong Kong already being in the competition. The General Chair, Prof. Dr. Iftekhar Ghani Chowdhury, referred to the pivotal role of such conferences in the development of quality education and thanked BRAC Business School for successfully organizing such an international conference with massive participation from local as well as international.



Assoc. Prof. Dr. Md. Mamun Habib, Program Chair, ICBM 2017

The Program Chair, Dr. Md. Mamun Habib, the initiator of the conference as well, addressed that how an international conference contributes to international integration and building strong networks. This conference is a parameter to measure the research quality and education standard of our country in the international arena, he added. Prof. Habib urged that the students would be motivated after attending this conference in order to pursue further research based study. In addition, he hoped that this will unlock a new era of research in Bangladesh.

Dr. Habib appreciated the dedication and hard work of the conference secretariat, Mr. Zaheed Husein Mohammad, Mr. N M Baki Billah and Mr. Saif Hossain. He also admired the organizing committee members, namely Mr. Hasan Maksud Chowdhury, Mr. Riyashad Ahmed, Dr. Suman Paul Chowdhury and so on. He also thanked the volunteers for their fervent

pro-activeness and devotion to organize the conference successfully. Finally, Prof. Habib expressed his special gratitude to the sponsors, particularly platinum sponsor (BRAC Bank), gold sponsor (FSIB), silver sponsors (UCB, BBS Cables, Abdul Monem Group, Bkash), supporting sponsors (Islami Bank, Dhaka Bank, IDLC, Aarang) and hospitality partner, The Westin.

The Vice-Chancellor and Pro-VC of various universities as well as corporate, namely Ms. Zara Mahub (V.P, BRAC Bank), graced the conference ceremony. Among them from BRAC University, Prof. Dr. Hafiz G A Siddiqi, Dr. Akbar Ali Khan, Dr. Mirza Azizul Islam and Dr. Salehuddin Ahmed made an immense contribution in the conference. Mr. Shib Narayan Kairy, Registrar (a.i.), Mr. Monojit Kumar Ojha, FCA, Director of Finance, Mr. Md. Nurul Islam Bulbul, Senior Assistant Director, Admin; Ms. Ismat Shereen, Head of RMO, Ms. Sophia Najma Chaudhury, Communication Dept. and others were attended. A good number of foreign delegates' participation from various countries, including India, Thailand, Singapore, Malaysia, Sweden, USA, China and so on, enlighten and signify the conference in an international manner.

There are various international universities, namely University of Texas, Arlington (UTA), USA; University of Kuala Lumpur (UniKL), Malaysia University of Science and Technology (MUST), Chiang Mai University, Thailand; Universiti Utara Malaysia (UUM, Malaysia), extended their partnership with ICBM 2017.

Ms. Adiba Naoshin, BBS faculty member, played the role of Master of Ceremonies and welcomed all the guests, session chairs, presenters, participants and the keynote speakers. Being unable to attend physically, on behalf of Sir Fazle Hasan Abed KCMG, the inauguration statement was read by Shamma Nafisa, a BBS student of BRAC University, Bangladesh.

1.10.2 Keynote Sessions

1st International Conference on Business and Management (ICBM 2017), the two-day International Conference, organized by BRAC Business School (BBS), BRAC University, Bangladesh, focused on the theme of 'Global Contemporary Practices in Business and Management'. The conference arena turned into a knowledgeable learning environment by the presence of prominent practitioners from different parts of the world such as Singapore, Thailand, Malaysia, India, Sweden, China and USA. This event enhances its momentum

through the Keynote Speech Session where academicians from different countries shared their thoughts and experiences on the conference theme.

1.10.2.1 Keynote Session 1 and 2



Keynote Session 1: Prof. Dr. Mark GOH, National University of Singapore

First keynote session of the day had been chaired by Dr. Mirza Azizul Islam, Former Adviser of Caretaker Government, People’s Republic of Bangladesh and Professor of BRAC Business School, BRAC University. Prof. Dr. Mark GOH, National University of Singapore, was the keynote speaker for the session. Prof. GOH delivered his speech on ‘Emerging Technologies, Global Contemporary Practices in Business, and Supply Chain Management: What Do They Have in Common?’ He also discussed about how emerging technologies will change the contemporary business practices globally and how it will affect supply chain management. He highlighted on the imminent issues like artificial intelligence, big data, machine learning and technological advancement which has countless contributions to make our lives easier.

He further emphasized on the fact that disruptive technology has changed our environment, society, economy and lives, especially the way we conduct our day to day activities get highly influenced by all those. According to his opinion, the world have already experienced major technological advances and will experience many more in near future, but the only thing that has been and will always remain constant is the status quo.



From left to right: Prof. Dr. Mirza Azizul Islam, Session Chair,
& Prof. Dr. Syed Saad Andaleeb, Vice Chancellor, BRAC University

Prof. Dr. Syed Saad Andaleeb, Chancellor, BRAC University was the keynote speaker in the second session of the day. Dr. Salehuddin Ahmed, Former Governor of Bangladesh Bank (The Central bank of Bangladesh) and Professor of BRAC Business School, BRAC University were the session chair. The topic of the keynote speech delivered by Prof. Andaleeb was ‘Building a Research Culture’. To clarify the current world scenario, he cited the example of California where the first tier of research universities have faculty members who are expected to just create knowledge and who pass sleepless nights to get their works into reputed journals at the year's end.

He further added that the national education policy for 2010 of Bangladesh espouses the need for quality research for finding solutions to problems of the state but there is a general lack of interest among teachers to conduct research. Moreover, referring to Asian Universities he said they are now being considered as the next higher education superpowers with Japan, South Korea, Taiwan, Singapore and Hong Kong already in the competition for research supremacy with policies designed to promote world-class universities, now it's our turn to promote the research based culture to compete successfully with the developed nations of the world.

1.10.2.2 Keynote Session 3 and 4

Prof. Dr. Iftekhar Ghani Chowdhury, Dean, BRAC Business School, BRAC University chaired the third keynote session, where Prof. Dr. Prem Kumar Rajagopal, Vice-Chancellor of Malaysia University of Science and Technology (MUST), was the keynote speaker.



Keynote Session 3: Prof. Dr. Prem Kumar Rajagopal,
Malaysia University of Science and Technology, Malaysia

Prof. Rajagopal delivered his speech on ‘Industry 4.0 and Supply Chain Responsiveness’. According to his opinion, industry and academia are not going hand in hand. The industry has already started to produce forth computing technologies where devices make decisions rather than sending it to any CPU, Artificial Intelligence (AI) is playing a big role in it, whereas academia seems to be lacking that buzz and only talking about matching with the fourth industrial revolution whilst doing nothing significant to keep pace with the change.

He then stressed on the fact that there is a wide disparity between the industry requirements and skill set offered by students, that’s why students are not being able to solve problems and communicate in accordance. He remarked ‘Smart Data’ and ‘Internet Industry’ as the key to “Industry 4.0”. His session made audience think to re-consider the overall operational process of academia and how it can be upgraded.

The fourth and the final keynote session had been chaired by Prof. Dr. Saiful Majid, Director of Institute of Business Administration (IBA), University of Dhaka. Dr. Pairach Piboonrunroj, Associate Dean, Maritime Studies and Management, Chiang Mai University was the keynote speaker in that session. He talked about ‘Globalization or Delocalization? - A Supply Chain Perspective’ and demonstrated the mechanism of conflict between these two. The topic on which he focused on was quite a diverse one compared to rest of the keynote speakers.



Keynote Session 4: Dr. Pairach Piboonrunroj, Chiang Mai University, Thailand

Some countries have seen the peak of globalization whilst some suffered to a great deal, he added. In light of both situations, he presented illustration of Facebook- bridging globalization while country like China is staying out of it. Dr. Pairach concluded the session beautifully where he tried to analyze the overall situation through the lens of supply chain and showed how we are adapting to such changes gradually.

1.10.3 Industry Talk

The first day of 1st International Conference on Business and Management, September 21, 2017 at the Westin Hotel, Dhaka, Bangladesh, Industry Talk session was chaired by Prof. Rahim B. Talukder, Advisor CED, BRAC University, Bangladesh and Prof. Dr. Anwar Hossain, Vice Chancellor, Northern University of Bangladesh. In the opening speech, Dr. Hossain stated that it is a big challenge for the universities to understand the industry expectation and prepare their students to hold the top positions in companies from the very first day of joining. Dr. Talukder added that expectations are changing with change in time and generation.

The first speaker of Industry Talk Session was Mr. A. E. Abdul Muhaimen, Managing Director, United Commercial Bank Ltd. Mr. Muhaimen introduced the ‘Finance Industry’ to his audience and talked about the Financial Institutions. In his speech he concentrated on the Economy of Bangladesh. To elaborate his idea he exemplified Bangladesh and said despite facing a lot of challenges such as natural disasters, economic downturn and political instability,

it's growing at an impressive rate of 6% which must be taken advantage of. Later he concluded his speech on an optimistic note saying that our growing population can be seen as our strength or weakness; how we will utilize that will solely depend on our viewpoint regarding that.



Afterward, Dr. Talukder invited Mr. Al-Amin, Director of Sales and Marketing, The Westin Dhaka and Ms. Farida Ansari, Owner's Representative, Unique Hotel & Resorts Ltd. on behalf of Mr. Mohd. Noor Ali, Chairman, Unique Group of Companies. Both of them enlightened audience about the Hospitality Industry. Through their speech they tried to deliver the gist of how they started their journey in the Hospitality Industry, achieved success over the years and how they are planning to ensure its sustainability in the upcoming future, meeting customers' expectations.

The third speaker was Mr. Syed Ferdous Raihan Kirmany, Executive Director, BBS Cables Ltd, a sister concern of Bangladesh Building Systems Ltd. (BBSL), a leading Pre-Engineered Steel Building Manufacturer in Bangladesh. Through his speech, he emphasized on the incorporation of advanced technology and innovation in their products and also explained why it is a bound necessity for them. Consequently, he illustrated the journey of BBS Cables which started with BBS fibers and later got diversified with wide ranges of products in their portfolio to compete with the industry demand. He also gave a brief idea about their product development process. Finally, he concluded his speech highlighting on the vigilance issue and said BBS

Cables is really cautious of its product quality and hence the company is always striving for continuous development and innovation.

1.10.4 Parallel Sessions

International Conference on Business and Management (ICBM 2017) Organized by BRAC Business School, BRAC University on the theme of ‘Global Contemporary Practices in Business and Management’ had two parallel sessions where the participants got the chance to present their papers before our distinguished chairs coming from the field of Academia. The day one’s parallel session took place on September 21, 2017 at the Westin Hotel, Dhaka, which has been conducted in 3 different slots, where in each slot paper authors got the opportunity to concentrate on 5 different topics. On the first day, ICBM 2017 had presentation of seventy-seven (77) papers from Students, academicians and corporate personnel’s coming from both public and private sector of home and abroad.



First day’s Parallel Session had 24 chairs among them a few names to be referred, including Prof. Ramayah Thurasamy (Universiti Sains Malaysia), Prof. Dr. Ali Ahsan (University of Dhaka), Prof. Prem Kumar (Vice-Chancellor, Malaysia University of Science and Technology), Mr. Chris Voegeli (General Manager, Hotel Radisson, Dhaka Bangladesh), Dr. Rabiul Bashar (BUP, Bangladesh), Prof. Mark GOH (Business School, National University of

Singapore), Dr. Erne Suzila Kassim (UiTM, Malaysia), Prof. Dr. Abul Hasnat Md. Golam Azam (UIU, Bangladesh), Mr. Ismail Majumder (China), Commodore BN M Ziauddin Alamgir (Maritime University, Bangladesh), Mr. A. H. M Yeaseen Chowdhury (BUP, Bangladesh), Prof. Sharmistha Banerjee (University of Calcutta, India), Dr. Siti Noorsuriani Ma'on (UiTM, Malaysia), Prof. Rafiqul Islam (DIU, Bangladesh), Dr. Pairach Piboonrunroj (Chiang Mai University, Thailand), Prof. M. A. Baten (SUST, Bangladesh), Dr. Mohammad Rafiqul Islam (BRAC University, Bangladesh), Dr. Saad Hasan (AIUB, Bangladesh), Prof. Dr. Abdul Hannan Chowdhury (V.C, Prime Asia University, Bangladesh), Assoc. Prof. Dr. Ireen Akhter (IBA, JU, Bangladesh), Mr. Ferdous Saleheen (LG Butterfly, Bangladesh).

List of topics on which papers were presented (along with its numbers):

- Management Information System – 6
- Supply Chain and Operations – 21
- Human Resource Management – 18
- Marketing – 19
- Economics –13

The first day Parallel Session ended through the distribution of crest and certificates as a token of appreciation and encouragement among session chairs and paper presenters.

1.11 Day 2

1.11.1 Industry Talk Day 2

The second day of 1st International Conference on Business and Management, September 22, 2017 at the Westin Hotel, Dhaka, Bangladesh, Industry Talk session was chaired by Prof. Dr. Mirza Azizul Islam, Former Adviser of Caretaker Government, People's Republic of Bangladesh and Professor of BRAC Business School and Prof. Dr. Salehuddin Ahmed, Former Governor of Bangladesh bank (The Central bank of Bangladesh) and Professor of BRAC Business School. In the introductory speech, Dr. Salehuddin Ahmed urged, 'It's the people behind everything and they should be trained and motivated for the society.' Dr. Mirza Azizul Islam also pointed out that the country lacked skilled manpower and the issue had to be considered with importance.

Mr. Syed Abdul Momen, Head of SME, BRAC Bank limited as the first speaker in the industry talk session. Taking the floor, Mr. Momen provided an outline of how the bank pioneered in

providing dedicated services for Small and Medium Enterprises (SME) and promoted sustainable economic, social and environmental development being a member of The Global Alliance for Banking on Values. He shared some statistics with the audience to give an overview of the customer segmentation of BRAC Bank Limited. He informed the audience that 76 per cent of BRAC Bank’s customers are from micro and cottage enterprises segment while the rest 24 per cent are from small enterprises. Now going into the further segmentation of SME customers’ we get to see 75 per cent of small business loans the bank disbursed every month were in rural areas around the country while 25 per cent were in Dhaka and Chittagong districts.



Sharing the future plan of BRAC Bank Mr. Momen said currently they are concerned about looking for ways to stimulate and support SME across the country and in near future they are on the way to “Promote Digitalization”. After that he gave a brief overview on how BRAC Bank had taken the services to the door steps of their customers so that they can avail the services in the shortest possible time. Finally, he concluded his speech emphasizing on conducting researches time to time to do the impact analysis.

Second speaker of this session, Mr. Syed Waseque Md Ali, Managing Director, First Security Islami Bank (FSIB) graced the floor with his presence and shared his view on how following the suggestions given by policy makers and findings of several researches, after 18 years of

operations FSIB changed its track from a conventional Bank to an Islami Bank in 2009. After that, he went on describing the scenario of Islamic Banking from the perspective of Bangladesh in terms of profit sharing, safekeeping, joint venture and cost plan. Later on he concluded his speech highlighting the contribution of FSBI to the overall Bangladeshi Banking sector.

Last but not the least, Mr. ASM Mainuddin Monem, the Deputy Managing Director of Abdul Monem Ltd., was Industry Talk speaker. Throughout his speech, he emphasized on research and developments to bring the best minds of Bangladesh in a funnel to flourish innovation. Moreover, Mr. Monem also shared his vision to develop an ‘Innovation and Research Institute’ on the 314-acre land provided by the government to establish economic zone.

To sum up, The Industry Talk Session of day two became successful in its purpose to edify audiences about different industries, their operational process, expansion strategies and future goals. Finally, the session ended with a Q&A session where the Vice Chancellor of BRAC University, Prof. Syed Saad Andaleeb, Ph.D. informed his audience that he had proposed the government to form a research council and suggested industries to provide funds in small amounts to develop a ‘Brain Trust’ in this regard. Among others, Prof. Dr. Iftekhar Ghani Chowdhury, Dean of BRAC Business School and General Chair of ICBM 2017 and Assoc. Prof. Dr. Md. Mamun Habib, Program Chair of ICBM 2017, were attended along with local and international dignitaries.

1.11.2 Academia–Industry Discussion

Academia and Industry are two different worlds which operate on different pedestals. Both have different purposes and different ideologies. Nevertheless, the rapid pace of change in the outside environment is compelling these two different worlds to come together to address and solve some of the real-world challenges. Realizing the immense urgency of the situation, 1st International Conference on Business and Management (ICBM 2017) organized an Academia-Industry Discussion session on September 21 at the evening at The Westin Hotel, Dhaka, Bangladesh where professionals from both sectors participated to analyze the current scenario and find out probable ways to minimize the gap.

From the Industry arena, Mr. K. Joaddar, Deputy Managing Director & CFO, BRAC Bank, Mr. ASM Mainuddin Monem, Deputy Managing Director, Abdul Monem Group Ltd., Mr. Syed Mahbubur Rahman, Managing Director of Dhaka Bank Ltd. and Mr. Syed Ferdous Raihan Kirmany, Deputy General Manager-Operations of BBS Cables Ltd., participated in the

session to highlight the current scenario of the job market, industry's expectations from graduates, universities role to prepare the future leaders and finally the overall hurdles industries face to screen out appropriate candidates for their particular industries. Moreover, to improve the current state and ease the screening process to filter out the quality graduates, they proposed to have collaboration with the universities.

Moreover, the Vice Chancellor of BRAC University, Prof. Syed Saad Andaleeb, Ph.D, pointed out businesses' lack of interest in investing in researches and how this phenomenon is widening the gap between Bangladesh and the advanced nations. On financing, he said the Massachusetts Institute of Technology has an annual budget of \$3.5 billion, 90 percent of which comes from some form of research and the rest from tuition but unfortunately in Bangladesh business communities are not really interested in making investment for research in universities. Therefore, Prof Andaleeb called on the businesses to make direct investment in universities for research purposes. He also expressed his anxiety that unless research-based institutes are developed and nurtured, our nation will fall behind compared to developed world.

From the International Academic field, Prof. Premkumar Rajagopal, Vice-Chancellor, Malaysia University of Science and Technology, Prof. Pairach Piboonrunroj, Associate Dean, Maritime Studies and Management, Chiang Mai University, Thailand and Prof. Mark GOH, Business School, National University of Singapore shared the challenges faced by them during the early stage to make research-based universities. However, they also shared several keys to surmount those obstacles.

Apart from them other prominent scholars like Dr. Mirza Azizul Islam, Former Adviser of Caretaker Government, People's Republic of Bangladesh and Professor of BRAC Business School; Dr. Akbar Ali Khan, Former Adviser of Caretaker Government, People's Republic of Bangladesh and Professor of BRAC Business School; Dr. Salehuddin Ahmed, Former Governor of Bangladesh bank (The Central bank of Bangladesh) and Professor of BRAC Business School; Prof. Dr Abdul Hannan, Vice Chancellor, Primeasia University; Prof. ATM Nurul Amin, Chairperson of ESS, BRAC University; Assoc. Prof. Dr. Md. Mamun Habib of BRAC Business school and Program Chair of ICBM 2017; Dr. Erne Suzila Kassim and Dr. Siti Noorsuriani Ma'on from UiTM, Malaysia; Dr. Mahbubur Rahman (NSU, Bangladesh), Dr. Ireen Akhter (IBA, JU, Bangladesh), were also present in the session where they urged the necessity to create strong affiliation with different industry professionals to meet the needs of the overall employment of the country.

1.11.3 Meet the Journal Editors

1st International Conference on Business and Management (ICBM 2017), concluded on September 22, 2017, the two-day of the conference, with a call for becoming global citizens to give one's best in writing quality papers for publishing in peer reviewed journals so as to be of use to society as a whole.

Addressing a “Meet the Journal Editors” session at the conference organized by BRAC Business School (BBS) of BRAC University (BRACU) at The Westin Dhaka, BRACU Vice Chancellor Prof. Syed Saad Andaleeb, Ph.D. delineated on characteristics of quality papers and journals. On the journal of Bangladesh Studies, of which he is the editor, Prof. Andaleeb said it had a paper rejection rate of 80 per cent for plagiarism, insufficient definitions, improper rational flow, amateurship styles, inadequate designs, irrelevant topics, over-engineering and misaligned conclusions. Writers from this part of the world lack quality in writing and so should make use of close circles of “brutal reviews” and Turnitin software for better results, he said.



Moderating a corresponding question-answer session afterwards, BBS Assoc. Prof. Dr Md Mamun Habib, Editor-in-Chief of Scopus Indexed Journal, emphasized on having patience and not to be disheartened easily, as publishing a quality paper takes time. Therefore, young

scholars must think peer-reviewed journal at first and then Scopus indexed journal as it would take about one year.

Prof. Dr Mark GOH of NUS Business School, National University of Singapore said with 1 billion PhDs rolling out every year, there was a “publish or perish” culture, generating tremendous pressure on getting papers published, which ultimately led to bad behavior.

On creating journals, Prof. Dr Pairach Piboonrungrroj, Associate Dean, College of Maritime studies and Management, Chiang Mai University, Thailand urged on building brands, setting up special issues on specific topics, nurturing good personal relationships and knowing the audience for promotions.

Prof. Ramayah Thurasamy of USM, Malaysia and Editor-in-Chief of Journal of Applied Structural Equation Modeling, spoke on building tolerance on chances of papers being rejected and on staying alert of self- plagiarism and spam journal mails which hijack original logos.

Dr. Habib, session chair of “Meet-the-editors”, illustrated the basic format of the accepted journal papers and emphasized the contribution of the articles for the academicians, practitioners and finally the society. Ethical issues, including review process, rate of acceptance, similarity index of plagiarism software, namely Turnitin and iThenticate software, were discussed in this session. Finally, few queries were raised from the participants in a lively Q & A session.

1.11.4 Parallel Sessions

Second day's Parallel Session of International Conference on Business and Management (ICBM 2017) Organized by BRAC Business School, BRAC University, Bangladesh was held on September 22, 2017 at the Westin hotel, Dhaka, Bangladesh. Just like the day one, second day also had prominent academicians as session chairs from local and international arena who have years of experiences in corporate and academic field. Therefore, participants got the chance to present their papers in 3 different slots on 9 distinct tracks. On this day, around 81 papers had been presented by students, corporate officials and academicians.



There were 24 chairs altogether in the second day's Parallel Session had and all of them played their roles to bring out the best from our presenters. Among all of them some of the names to be mentioned, including Dr. Nazrul Islam (Uttara University, Bangladesh), Dr. Akbar Ali Khan (Former Advisor of Caretaker Government, People's Republic of Bangladesh and Professor of BRAC Business School), Dr. Naffisah Mohd Hassan (UiTM, Malaysia), Dr. Mahbubur Rahman (NSU, Bangladesh), Dr. Noor'ain Mohamad Yunus, (UiTM, Malaysia), Ms. Aleya Ikbal (VP, Optima Project Management LLC, USA), Prof. Dr. Nurur Rahman (Presidency University, Bangladesh), Dr. Erne Suzila Kassim (UiTM, Malaysia), Prof. Dr. Farid Sobhani (Daffodil International University, Bangladesh), Mr. Manzur H. Khan (AIUB, Bangladesh), Prof. Dr. Sarwar Uddin Ahmed (IUB, Bangladesh), Mr. Monojit Ojha (BRAC University,

Bangladesh), Prof. Dr. Nazrul Islam (Uttara University, Bangladesh), Prof. Ramayah Thurasamy (USM, Malaysia), Ms. Shakila Yasmin (IBA, DU, Bangladesh); Prof. Dr. Mohammad Iqbal (SUST, Bangladesh); Mr. N.I.M Alamgir, Mr. Ivan Bari and Ms. Hasina Afroz (BRAC University, Bangladesh).

List of tracks on which papers were presented (along with the numbers):

- Industrial Management – 6
- Corporate Social Responsibility – 6
- E-commerce – 5
- Marketing – 18
- International Business – 5
- Finance and Banking – 16
- Accounting – 8
- Education – 8
- Management Information System – 9

Finally, the session came to an end with the handover of certificates and crest among ICBM 2017's Paper Presenters and Session Chairs.

1.12 Findings

As well as being able to contribute to ICBM 2017 as an intern, I also participated in this event as an author. Mr. Zaheed Husein Mohammad Al-Din, Conference Secretary, ICBM 2017 and Mr. Md. Hasan Maksud Chowdhury, Head of Operations, ICBM 2017, guided me through my internship in ICBM 2017. I was directly involved in the process of information and database management of ICBM 2017. Also, I was fortunate enough to present my first academic publication on intangible asset valuation on the second day of ICBM 2017. Being able to present during the entire event of ICBM 2017 provided me with countless learnings, helped me to know about perspectives of international academic researchers and encouraged me to pursue knowledge through research activities. I have never had the opportunity of attending and participating in an international academic conference prior to ICBM 2017. ICBM 2017 gave me a unique experience and provided me the opportunity of listening to international scholars and industry experts from home and abroad. Inspired by the successful takeoff of ICBM 2017, BRAC Business School is delighted to organize the 2nd International Conference on Business and Management (ICBM 2019) on January 24–25, 2019.

1.13 References

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