Program Summary and Detailed Program

Program Summary

ICBISD 2026
Department of Business Administration
Varendra University

Day – 1: January 29, 2026 | Thursday
*All the time mentioned is Bangladesh Standard Time (GMT +6)

Time	Event	Venue
08:30-9:30	Entry and Conference Kits Collection	Kits Collection Booth (In front of the Auditorium Gate)
9:30-10:30	Inaugural Ceremony	Auditorium Hall
10:30 – 11:00	**Coffee and Tea Break**	
11:00 – 12:15	Keynote Sessions	Auditorium Hall
12:20 – 13:30	5 Parallel Sessions	Class Rooms
13:30 – 14:30	**Lunch and Prayer Break**	
14:30 – 15:50	5 Parallel Sessions	Class Rooms
15:50 – 16:10	**Coffee and Tea Break**	
16:10 – 17:30	5 Parallel Sessions	Class Rooms
17:30 – 18:15	**Coffee and Tea Break**	
18:15 – 19:15	Cultural Program	Auditorium Hall
19:15 – 21:00	Conference Dinner	
21:00	VU Buses Leave the VU Campus Towards Major City Areas (Free and easy for the participants) **THE END OF DAY 1**	

Day – 2: January 30, 2026 | Friday

Time	Event	Venue
9:30-10:15	Session of Invited Speakers	Auditorium Hall
10:15 – 11:30	Industrial Talk	Auditorium Hall
11:30 – 11:45	**Coffee and Tea Break**	
11:45 – 13:15	**Virtual** Parallel Sessions (All virtual papers—Zoom)	Virtual
	5 Parallel Sessions	Class Rooms
13:15 – 14:30	**Lunch and Prayer Break**	
14:30 – 16:00	6 Parallel Sessions	Class Rooms
16:00 – 16:30	**Coffee and Tea Break**	
16:30 – 17:30	Valedictory, Best Paper Award Giving and Closing Sessions	Auditorium Hall
18:00	VU Buses Leave the VU Campus Towards Major City Areas (Free and easy for the participants) **THE END OF DAY 2**	

Detailed Program Schedule

ICBISD 2026
Department of Business Administration
Varendra University

Day – 1: January 29, 2026 | Thursday
*All the time mentioned is Bangladesh Standard Time (GMT +6)

Time	Event	Venue
08:30-9:30	Entry and Conference Kits Collection	Kits Collection Booth (In front of the Auditorium Gate)
9:30-10:30	Inaugural Ceremony	Auditorium Hall

10:30 – 11:00	Coffee and Tea Break

Keynote Sessions

Date   : January 29, 2026 | Time: 11:00 – 12:15
Venue   : Auditorium Hall
Chair   : Professor Dr. A. H. M. Rahmatullah Imon

11:00 – 11:25	**Keynote 1** *Accessibility versus Exclusivity: The Dynamics of AI Innovation in Halal Business* **Professor Dr. Norhayati Rafida Abdul Rahim,** Faculty of Leadership and Management, Universiti Sains Islam Malaysia, **Malaysia**
11:25 – 11:50	**Keynote 2** *Unlocking Private Investment: The Role of Fiscal Reforms in Emerging Economies* **Professor Dr. A.B.M. Md. Azizul Islam** BRAC Business School, BRAC University, **Bangladesh**
11:50 – 12:15	**Keynote 3** *The Sustainability Singularity: AI, Ethical Innovation, and the Future of Planetary Development* **Dr. Bablu Kumar Dhar,** Business Administration Division, Mahidol University, **Thailand**

Contributed In-person Session

Session 1: Green Finance and Sustainable Business

Date   : January 29, 2026 | Time: 12:20 – 13:30
Room No   : 302
Session Chair : Professor Dr. Mohammad Rafiul Azam Khan

PID	Title
116	Green Fintech Adoption Intention: Gen Z Engagement
133	CSR-Driven Carbon Neutrality: Measuring the Path to Net-Zero Sustainable Business Operations
240	Driving the Green Transition: How Green Finance and Innovation Shape Environmental Sustainability in Lower Middle-Income Economies
265	Impact of ESG on the Profitability of Islamic Shariah-Based and Conventional Private Commercial Banks in Bangladesh: A Comparative Study

Session 2: Climate Change and Environmental Sustainability

Date   : January 29, 2026 | Time: 12:20 – 13:30
Room No   : 303
Session Chair : Professor Dr. Syed Mohammad Khaled Rahman

PID	Title
6	Using Folk Knowledge to Address Climate Change Issues: Problems and Possibilities
17	Green Finance, Growth, and Energy Dynamics: Quarterly ARDL Evidence on CO_2 Emissions in Bangladesh
62	Systematic Literature Review of Well-Being through Experiential Tourism
153	Morphological Diversity and Functional Uses of Herbaceous Plants Implications for Sustainable Agriculture, Health and Industry
169	Fostering Sustainable Development Through Green Libraries: Cultivating Reading Habits Among Readers

Session 3: Technological Impact and Innovation

Date: January 29, 2026 | Time: 12:20 – 13:30
Room No: 304
Session Chair: Prof. Dr. A. K. M. Golam Rabbani Mondal

PID	Title
104	Exploring the Role of Artificial Intelligence (AI) in CRM for Sustainable E-Commerce Growth in Bangladesh
158	Data-Driven Disruption Prediction in Multimodal Logistics Networks: Enhancing Supply Chain Resilience through Predictive Analytics
278	Carbon Neutral Claims and Consumer Trust: Examining the Role of Carbon Credits in Sustainability Marketing
346	Optimization of Production and Supply Chain Using Integrating MILP-LCA Model to Reduce Carbon Emission in Garment Industry
504	FinTech-Driven Mobile Remittance Services and Their Impact on Sustainable Finance in Bangladesh

Session 4: Sustainable Development and Governance

Date: January 29, 2026 | Time: 12:20 – 13:30
Room No: 305
Session Chair: Dr. Md. Sazib Miyan

PID	Title
212	Assessing University Students' Climate Change Literacy and Behavioral Intentions: Evidence from the Rajshahi Region, Bangladesh
215	The Mediating Role of Psychological Well-being in the Quality of Work Life of Tourist Police in Bangladesh: A Structural Equation Modeling Approach
224	Governance Pathways to Urban Livability: Socioeconomic Inequalities, Service Provision, and Environmental Vulnerability in Khulna City, Bangladesh
423	Green Extraction of Mango Kernel Oil: Techno-Economic and Socio-Environmental Feasibility for Sustainable Industrialization in Rajshahi, Bangladesh
432	Assessing the Impacts of Youth Development Training on Employment Outcomes in Bangladesh

Session 5: Tourism and Environmental Responsibility

Date: January 29, 2026 | Time: 12:20 – 13:30
Room No: 306
Session Chair: Dr. Masud Rana

PID	Title
239	Environmentally Responsible Behavior of Tourists: Exploring the Role of Perception and Attitude Toward Green Tourism
309	Community-Based Tourism in Bangladesh: A Myth or a Pathway to Sustainability?
379	Role of Lean Tourism Theory on the Development of Landscaping of Cox's Bazaar Sea Beach of Bangladesh
387	Exploring Tourists' Visiting Intention to the Virtual Tourism Destination: An Empirical Study
479	From "Green City" Branding to Ground Reality: Waste Management Challenges and Opportunities in Rajshahi's Hospitality Sector

13:30 – 14:30	Lunch and Prayer Break

Session 6: Social Entrepreneurship, Empowerment, and Sustainable Development

Date: January 29, 2026 | Time: 14:30 – 15:50
Room No: 302
Session Chair: Professor Dr. Md. Abdul Hamid

PID	Title
149	A DH-ML Framework for Predicting and Enhancing Digital Literacy Outcomes in Marginalized Rural Settings
150	Assessing the Education and Health Conditions among Slum Children in Rajshahi City Corporation Areas, Bangladesh

403	Social Entrepreneurship's Role in Advancing Sustainable Development in Least Developed Countries: A Narrative Review
409	Present Status of Social Enterprise of Bangladesh: Challenges & Prospects
419	Social Entrepreneurship, Startup Ecosystems, and Innovation Driven Sustainable Business Models: A Case Study of Aarong
515	A Social Entrepreneurship Approach to Educational Technology: Developing an Accessible and Sustainable Interactive Classroom Ecosystem

Session 7: Economic Growth and Financial Management

Date: January 29, 2026 | Time: 14:30 – 15:50
Room No: 303
Session Chair: Prof. Dr. Abu Sadeque Md. Kamruzzaman

PID	Title
272	Drivers of Sustainable Growth in Women-Led SMEs: A Test of a Mediated-Moderation Model
276	The Impact of Economic Downturns on the Profitability: Evidence from Textile Sector of Bangladesh
289	Drivers of Borrower Satisfaction in Microcredit: Insights from Dhanut Upazila, Bogura, Bangladesh
297	Assessing Bank Success Factors in Bangladesh through the DuPont Model
298	Impact of Ownership Structure and Liability Composition on Financial Performance: Evidence from Listed Food Firms in Bangladesh

Session 8: Education, Knowledge, and Literacy

Date: January 29, 2026 | Time: 14:30 – 15:50
Room No: 304
Session Chair: Professor Dr. Muhammad Mahboob Ali

PID	Title
325	Aspiration to Attainment: Factors Influencing Women's Entry and Success in Higher Education at Alia Madrasah
366	Determine the Factors Affecting Students Buying Behavior: A Study in Rajshahi University
374	Half a Century of Bangladeshi Education: Achievements, Problems, and Suggestions
380	Balancing Debt and Development: NGO Microfinance, Educational Disruption, and Mental Well-Being in Rural Bangladesh's Varendra Region
412	Localization of Sustainable Development Goals in Bangladesh: Institutional Capacity, Implementation Gap, and Path to Delivery.
444	Entrepreneurship Education in Bangladesh under 4IR Era: Exploring Skills Demand of Graduates for the Future Economy

Session 9: Macroeconomics and Financial Policies

Date: January 29, 2026 | Time: 14:30 – 15:50
Room No: 305
Session Chair: Professor Dr. Mohammad Rafiul Azam Khan

PID	Title
216	The Effect of Macroeconomic Variables on Exchange Rate Fluctuations in Bangladesh: An ARDL Approach
249	Ownership, Bank Size and Macroeconomic Determinants on Bank Performance: The Mediation Effect of Corporate Governance
466	Impact of Foreign Direct Investment on Economic Growth in Bangladesh
367	Mobile Financial Services, Entrepreneurial Empowerment and Poverty Mitigation: An Analysis of Small Business Growth in Rural Bangladesh
377	Factors Affecting the Role of Audit Quality and Corporate Governance on Investment Decisions: Mediating Effects of Financial Reporting Transparency
388	Gender Pay Gap: An Invisible Barrier to Achieving Sustainable Development Goals in Bangladesh
506	Impact of Uber Ride Sharing App on Economic Growth in Bangladesh

Session 10: Technological, Digital Innovation, and ESG

Date: January 29, 2026 | Time: 14:30 – 15:50
Room No: 306
Session Chair: Professor Dr. Elias Hossain

PID	Title
507	Strategic Energy Intelligence: Catalyzing Digital Transformation and Sustainable Business Models
467	Blockchain Technology Adoption and Firm Performance: Testing the Moderating Role of Blockchain Application on Accounting Information
433	Mapping the Knowledge Landscape of ESG in Emerging Markets: A Bibliometric and Science Mapping Analysis
453	Examining the Role of Artificial Intelligence in Transforming Accounting Information Systems
519	Machine Learning Approaches for Credit Default Prediction: Insights from Logistic Regression to Deep Neural Networks

15:50 – 16:10	Coffee and Tea Break

Session 11: Urban and Rural Development

Date: January 29, 2026 | Time: 16:10 – 17:30
Room No: 302
Session Chair: Prof. Dr. Md. Borak Ali

PID	Title
286	Financial Inclusion and Expenditure Composition: Evidence from Education and Health Spending of Rural Households in Bangladesh
417	Winter Dependency and Off-Season Livelihood Strategies of Pitha-Making Women in Rajshahi City, Bangladesh: A Sustainable Livelihoods Approach
420	Analyzing the Housing Issues Faced by Climate Migrants in Khulna City

PID	Title
421	Waste Management Deficiencies and Health Consequences of Urban Climate Migrants in Khulna
468	The Role of Mobile Financial Services in Promoting Digital Transformation and Economic Empowerment among Rural Women in Bangladesh
475	Challenges and Opportunities of Technology Integration in Rural Education: A Bangladesh Perspective

Session 12: Consumer Behavior and Marketing

Date: January 29, 2026 | Time: 16:10 – 17:30
Room No: 303
Session Chair: Dr. Md. Motahar Hossain

PID	Title
157	Customers' Purchasing Behavior towards Organic Beauty Products: A Study on Gen Z
392	The Impact of Artificial Intelligence on Online Purchasing Decisions of Consumers: A Study on Shopping Goods in Bangladesh
436	The Role of Ethical Branding in Advancing Sustainable Marketing and Corporate Accountability
508	AI-Driven Fin Tech Solutions for Green Energy Adoption: An Interdisciplinary Approach to Sustainable Consumer Behavior
509	Consumer Perception and Purchasing Behavior Toward Circular Economy Products Among University Students in Bangladesh

Session 13: Social and Environmental Issues

Date: January 29, 2026 | Time: 16:10 – 17:30
Room No: 304
Session Chair: Professor Dr. Syed Mohammad Khaled Rahman

PID	Title
170	Environmental Sustainability in Healthcare: Estimating Medical Waste Reduction, Reuse, and Recycling
418	Sustainable Agriculture Marketing Practices in the Haor Basin of Bangladesh
454	Understanding Farmers' Perception of Climate Change and Its Determinants in the Chalan Beel Region
473	The Role of Green Accounting in Evaluating ESG-Linked Digital Financial Inclusion in Developing Economies
476	Greenwashing in Bangladesh's Ready-Made Garment (RMG) Sector: An Impediment to Sustainable Development
481	Mitigating Environmental Pollution Through Sustainable E-Waste Management in Bangladesh: A Review of Global Approaches and Innovations

Session 14: Health, Skill and Well-Being

Date: January 29, 2026 | Time: 16:10 – 17:30
Room No: 305
Session Chair: Dr. Md. Shawan Uddin

PID	Title
108	Bridging the Gap: Addressing Governance Barriers to Maternal Health Knowledge in Rural Bangladesh
227	Determinants of Perceived Mental Health Among School Students of Rajshahi City in Bangladesh
426	From Fragmentation to Integration: Expanding Access to Nutrition Services in Rohingya Refugee Camps
429	Nutrition-Focused Health System Strengthening: A Game-Changer for Enhancing the Enabling Environment for Nutrition Service Uptake in Bangladesh

Session 15: Business, Finance, and Economic Growth

Date: January 29, 2026 | Time: 16:10 – 17:30
Room No: 306
Session Chair: Dr. Saifuddin Khan

PID	Title
275	Environmental Accounting Information Disclosure and Financial Performance: An Empirical Analysis
277	The Impact of Fraud Management Practices on Forensic Accounting Effectiveness: Evidence from an Emerging Economy
279	Drivers of SME Performance in Emerging Economies: The Roles of Digital Transformation, Financial Resources and Capital Dimensions
340	Green Bonds vs. Sustainability-Linked: Measuring Environmental Additionality in the Emerging Markets — Evidence from Chittagong, Bangladesh
459	Growth, Inequality, and Poverty: Long-Run Dynamics in Bangladesh

17:30 – 18:15	Coffee, Tea and Pyaers Break

18:15 – 19:15	Cultural Program	Auditorium Hall
19:15 – 21:00	Conference Dinner	
21:00	VU Buses Leave the VU Campus Towards Major City Areas (Free and easy for the participants) **THE END OF DAY 1**	

Day – 2: January 30, 2026 | Friday

Session for Invited Speakers

Date: January 30, 2026 | Time: 9:30 – 10:15
Venue: Auditorium Hall
Session Chair: Dr. Bablu Kumar Dhar

9:30 – 9:50	**Invited Talk 1** *The Slippery Slope of Scientific Ethics* **Professor Dr. Shakila Yasmin, Institute of Business Administration (IBA), University of Dhaka, Bangladesh**
9:50 – 10:15	**Invited Talk 2** *Service Quality Dynamics in Star-Ranking Hotels: Bibliographic Analysis of Customer Expectations and Perceptions* **Prof. Dr. A. K. M. Golam Rabbani Mondal,** Department of Marketing, University of Rajshahi, **Bangladesh**

Session for Industrial Talks

Date: January 30, 2026 | Time: 10:15 – 11:30
Venue: Auditorium Hall
Session Chair: Professor Dr. Elias Hossain

10:20 – 10:50	**Industrial Talk 1** *Digital Transformation in Fintech: A Driver of Sustainable and Inclusive Innovation* **Md. Mezbaul Haque**, Former Executive Director, **Bangladesh Bank**
10:50 – 11:20	**Industrial Talk 2** *Data-Driven Innovation for Sustainable Development: Insights from Bangladesh's National Strategy for the Development of Statistics (NSDS)* **Dr. Mohammad Munsur Ahmed** Consultant, World Bank Economist, NSDS Implementation Support Project supported by the World Bank Visiting Professor, Department of Public Health, Varendra University, Rajshahi Executive Director and Member Secretary, Bangladesh Alliances for Social Equity Foundation (BASE)

11:20 – 11:40	**Coffee and Tea Break**

Contributed In-person Session

Session 16: Education and Learning

Date: January 30, 2026 | Time: 11:45 – 13:15
Room No: 302
Session Chair: Dr. Sumon Hossain

PID	Title
15	Investigating Children's Moral Development Through Folk Elements in Primary Education in Bangladesh
29	Early Detection and Management of Infant Common Illnesses (0-3 Years): A Symptom-Based Support System for New Parents
43	Student Perceptions of Sustainability Education and the Role of Literature: A Study at Varendra University
305	Research as a Bridge: Connecting Education and Climate Action for Sustainable Development
311	Impact of Technological and Learning Materials on AI Driven Personalized Learning
402	Integrating National Accreditation and Global Rankings: A Strategic Framework for University Transformation in Bangladesh (2026-2036)

Session 17: Sustainability and Environmental Studies

Date: January 30, 2026 | Time: 11:45 – 13:15
Room No: 303
Session Chair: Dr. Masud Rana

PID	Title
78	Energy-efficient and Secured Routing Infrastructure for Sustainable Green IoT Networks
96	The Impact of IoT on the Young Population
225	Assessment of Fish Biodiversity in Saganna Baor, Jhenaidah District, Bangladesh
427	Advancing Renewable Energy through Green Finance: A Bibliometric Perspective
464	Green Finance, Growth, and Energy Dynamics: Quarterly ARDL Evidence on CO2 Emissions in Bangladesh

Session 18: Technology and Innovation

Date: January 30, 2026 | Time: 11:45 – 13:15
Room No: 304
Session Chair: Professor Dr. Elias Hossain

PID	Title
205	The Business Landscape of 5G in Bangladesh: Opportunities and Challenges
210	Understanding Bankers' Intention to Use Blockchain Technologies Applying Unified Theory of Acceptance and Use of Technology (UTAUT) Model
211	Towards Green Competitiveness: FDI, Urbanization, and Carbon Dynamics of Agricultural Export in Bangladesh
371	Digital Trust and AI Personalization in Mobile Commerce: An Integrated SOR–TAM–UTAUT Approach

PID	Title
428	Implementation of Blockchain Technology in the Climate Finance system of Bangladesh: A Transparent and Accountable Approach
445	Exploring the Impact of Everyday AI Chatbot Communication on Human Decision-Making
447	Machine Learning Analysis of Chatbot Adoption: Efficiency, Accessibility, and Environmental Benefits in Tourism

Session 19: Consumer Behavior and Marketing

Date: January 30, 2026 | Time: 11:45 – 13:15
Room No: 305
Session Chair: Professor Dr. Muhammad Mahboob Ali

PID	Title
187	Consumer Attitudes Towards Flat: A Study on Dhaka City
368	Exploring Barriers and Opportunities in Sustainable E-Commerce Adoption Among Bangladeshi SEMs: An extended T-O-E Framework View Using PLS-SEM Approach
386	An Analytical Study on Consumers' Green Consumption Intention and Behavior towards Organic Cosmetics in Bangladesh
394	Sustainable Marketing and Ethical Branding: Shaping Consumer Behavior and Corporate Responsibility in Bangladesh's Emerging Green Economy
456	Customer Loyalty in the Restaurant Industry: An Empirical Study in Bangladesh
461	A Qualitative Study on Exploring the Influence of Hard Sell and Soft Sell Appeals towards the Online Green Purchasing Behaviors of Bangladeshi Gen Z and Gen Y by adopting the Theory of Self Determination (STD)
502	Impact of Social Media Influencer on Purchase Decision: A Study on Facebook Users in Bangladesh

Session 20: Governance, Policy, Corporate Responsibility, and ESG

Date: January 30, 2026 | Time: 11:45 – 13:15
Room No: 306
Session Chair: Dr. Md. Sazib Miyan

PID	Title
354	Untangling the Puzzle: The Impact of Environmental Reporting Practices on Islamic Banks Profitability in Bangladesh
413	Adopting Circular Business Model in Garment Industry of Bangladesh for Sustainable Transformation: Exploring the Feasibility and Challenges
443	The Impact of IFRS S1 and IFRS S2 Sustainability Standards on the ESG Investment of Listed Companies in Bangladesh
517	Governance Structures, Sustainability Practices, and Bank Profitability in Bangladesh: A Panel Data Analysis
518	Impact of Ownership Structure on the Quality of Integrated Reporting: Empirical Evidence from an Emerging Economy
521	Strengthening Corporate Governance for Sustainable Growth: Insights from the Pharmaceutical Industry in Bangladesh

13:15 – 14:30	Lunch and Prayer Break

Session 21: Climate Change, Sustainability, and Social Impact

Date: January 30, 2026 | Time: 14:30 – 16:00
Room No: 302
Session Chair: Dr. Md. Motahar Hossain

PID	Title
263	Print vs. Pixels: Redefining Revenue and Sustainability for Bangladesh's Legacy Media
384	Assessing the Role of Digital Finance Variables in Enhancing Business Sustainability among Women Entrepreneurs: An Empirical Study from Bangladesh
452	Unveiling the Intellectual Landscape of Supplier Quality: A Bibliometric and Science Mapping Analysis with a Focus on Sustainability and Digital Transformation
471	Converting Plastic Waste into Assets: A Scalable Social Enterprise Framework for Sustainable Accessories
494	Fintech Adoption and Environmental Quality in Bangladesh: Pathways Toward Achieving Sustainable Development Goals
514	Corporate Governance Quality and Sustainability Performance in the Bangladeshi Banking Sector: A GRI-Based Panel Moderation Analysis
516	Mobile Financial Services and Digital Transformation as Drivers of Sustainable Economic Inclusion in Bangladesh

Session 22: Data Analysis, Social Work, and Resource Management

Date: January 30, 2026 | Time: 14:30 – 16:00
Room No: 303
Session Chair: Professor Dr. Shakila Yasmin

PID	Title
364	Sentiment and Skepticism: A Machine Learning Analysis of the Climate Change Conversation Online
370	Inflation and Economic Growth in SAARC Countries: Evidence from Panel Data Analysis
451	Does Digital Financial Inclusion Improve Green Economic? Central Bank Digital Currency
463	Explaining Solar Irrigation Adoption in Water-Scarce Bangladesh: A Comparative Farmer-Institution Study in Godagari Upazila, Rajshahi
478	Integrated Machine Learning for Country-Level Solid Waste Management (MSW) Prediction and Policy Diagnostics
480	Private Daycare Centers in Dhaka: Revealing the Business Opportunities and the Role of Social Work in Building a Successful Industry
493	Determinants of Street Vendors' Income in the Informal Sector of Rajshahi City

Session 23: Climate, Environment, Waste & Sustainable Mobility

Date: January 30, 2026 | Time: 14:30 – 16:00
Room No: 304
Session Chair: Dr. Bablu Kumar Dhar

PID	Title
235	Wise Token: A Gamified, AI-Enabled Credit Scoring System for Promoting Sustainable Waste Management
383	Relationships in The Long-Run Between FDI, Trade Openness, and the Consumption of Renewable Energy: The Economies of RCEP
422	Bridging Ministries for Climate Action: Comparative Insights on Policy Coherence from Sweden and Bangladesh
424	Waste to Wealth: Exploring the Global Market Potential of Banana Fiber from Rajshahi Division, Bangladesh
430	Challenges of Waste Management and Impact on Sanitation Practices among Climate Migrants in Khulna
457	Forecasting Urban Travel Demand for Sustainable Mobility Planning: A case study of Pabna Municipality
496	A Predictive–Prescriptive Analytics Approach to E-Commerce Profitability Using Blended Ensemble Model
503	Impacts of Land Use Land Cover Changes on Carbon Emission Dynamics in Khulna Region, Bangladesh

Session 24: Finance, Banking, Accounting & Economics

Date: January 30, 2026 | Time: 14:30 – 16:00
Room No: 305
Session Chair: Professor Dr. Norhayati Rafida Abdul Rahim

PID	Title
280	The Moderating Effects of Audit Quality on the Relationship Between the Readability of Notes and Disclosures to the Financial Statements and Performance of The Listed Manufacturing Companies in Bangladesh
378	Sustainability Practices and ESG Reporting in Bangladesh's Commercial Banks: A Cross-Sectional Analysis of 2024
389	The Impact of Knowledge Deficiency on the Entrepreneurial Ecosystem Dynamics of Real Estate Sector in Bangladesh
390	Modeling the Factors of Financial Inclusion in Bangladesh Using EFA
437	Optimization of Production and Supply Chain Using Integrating MILP-LCA Model to Reduce Carbon Emission in Garment Industry
446	Intellectual Capital Efficiency and Bank Performance: Evidence from Bangladesh
448	Does the Phillips curve exist? Trade-off between inflation and unemployment in Bangladesh
498	Data Localization and Its Impact on Business Opportunities: A Bangladesh Perspective

Session 25: Education, EdTech, HR & Work Psychology

Date: January 30, 2026 | Time: 14:30 – 16:00
Room No: 306
Session Chair: Prof. Dr. Md. Borak Ali

PID	Title
382	Exploring the Relationship Between Students' Career Choices and Post-Graduation Employment Outcomes: A Study of Public and Private Universities in Bangladesh
411	Examining the Impact of e-HRM Practices on Sustainable Competitive Advantage: The Mediating Role of HR Analytics among HR Professionals in Bangladesh
469	Intersection of Language, Minority Status and Coping Mechanism in the Educational Experiences of the Manipuri Ethnic Minority in Bangladesh
474	Outcome-Based Education Through the Eyes of Learners a Reality Check with Their Performance: A case study of Varendra University Students
500	Do Job Demands Always Harm Performance? Reframing Work–Life Balance in Tourism Policing
511	Exploring the Impact of EdTech: A Study of Digital Transformation of Education in Bangladesh
512	How Personality Shapes Performance: An Empirical Study of the Big Five Traits in the Workplace

Session 26: Media, Digital Transformation, Marketing, Misinformation & Applied Tech

Date: January 30, 2026 | Time: 14:30 – 16:00
Room No: 307
Session Chair: Dr. Md. Kuddus

PID	Title
262	The Shift from TV to OTT: Trends and Transformations in Bangladesh's Media Landscape
369	Shopping with Friends and Teens' Susceptibility to Peer Influence: A Study in Bangladesh
399	Impact of Digital Transformation in Business Practices: Exploring The Drivers and Barriers
408	Shaping Gen Z's Perception of Sustainable Brands through Events and Activations
460	Echoes of Untruth: A Time-Series Study on the Growth of Fake News in Bangladesh's Digital Ecosystem
523	Automated String Art Generation: A Review of Optimization and Machine Learning Approaches in Computational Fabrication

16:00 – 16:30	Coffee and Tea Break

16:30 – 17:30	Valedictory, Best Paper Award Giving and Closing Sessions	Auditorium Hall
18:00	VU Buses Leaves the VU Campus Towards Major City Areas (Free and easy for the participants) **THE END OF DAY 2**	

Virtua Program Summary
ICBISD 2026
Department of Business Administration
Varendra University

Day – 2: January 30, 2026 | Thursday
*All the time mentioned is Bangladesh Standard Time (GMT +6)

Contributed Virtual Session 1

Date: January 30, 2026 | Time: 11:45 – 13:30
Platform: Zoom Meeting
Zoom Meeting Session Link:
https://bdren.zoom.us/j/97927044825?pwd=bXAoAPlwFJZ67oXbu2Ok4y2GZoo2bB.1

Session Chair: Dr. Asif Raihan

PID	Title
247	SME Banking as a Dual Engine for Poverty Reduction and Sustainable Development in Bangladesh
271	How Does Digital Transformation Impact Firm Performance When Being Moderated by Firm Resilience?
414	Exploring the Connection between Employees' Perception on Performance Appraisal and Work Outcome
449	Impact of Customer Engagement on Brand Loyalty in the Retail Industry: The Roles of Brand Reputation, Relationship Quality, and Brand Advocacy with Data-Driven Insights
450	Green Bonds vs. Sustainability-Linked: Measuring Environmental Additionality in the Emerging Markets
526	Exploring the Impact of Education, Health, and the Labour Force on Economic Growth: A Case Study of Morocco
477	Sustainable Waste Pathways: Reimagining Mountain Tourism Practices in Bandarban

Contributed Virtual Session 2

Date: January 30, 2026 | Time: 14:30 – 16:00
Platform: Zoom Meeting
Zoom Meeting Session Link:
https://bdren.zoom.us/j/91844241629?pwd=kAWDOIqws5q0zV7ab2a45TL328ZsSt.1

Session Chair: Dr. Abdullah Al Mamun

PID	Title
415	Green Finance Integration and Climate Risk Management in Bangladesh's Banking Sector: An Assessment of ESG Readiness, Sustainable Lending Practices, and Climate Adaptation Financial Products
416	Modeling AI Adoption Intention Using the Technology–Organization–Environment (T-O-E) Framework: The Mediating Role of Complexity in Bangladeshi Banks
458	Lean Hospitality: A Blueprint for Efficiency, Sustainability, and Guest Satisfaction
488	Skill Gap of Youth: A Comparative Analysis Between Bangladesh and Malaysia
490	Controlling Inflation through Market Dynamics and Government Policy
492	Impact of Isomorphic Pressures on Accounting Textbook Selections: Evidence from Bangladesh