

## **NEWSLETTER**

 International Conference of Business and Management 2021

- BBS Celebrates International Women's Day • BBS Strategic Planning Retreat 2022 Remembering Rahim B. Talukdar Sir • The HULT Prize 2022
- Brac University Launches New Club Research for Development Club (ReD)rize
- 2022 Casessination 2.0 • U-Succeed 2022 Roadshow

Publications



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**International Conference of Business and Management 2021** 



Business School in terms of arranging International Conference on Business and Management. Keeping the essence of the success, ICBM 2021 took place on 4th and 5th December which was a unique experience for all. Addressing the challenges that the global pandemic brought with itself, the 3rd version of ICBM was organized virtually. This year's conference theme was "Fostering Sustainable and Equitable Global Development: Building on 50 Years of Independence of Bangladesh and Overcoming Challenges of COVID-19". In the 3rd version of ICBM, we received a total of 149 abstracts along with 55 full papers. The remarkable contribution from the students made us realize that we were able to make our mark on

The glorious two years of 2017 and 2019 have brought tremendous success in the history of Brac

the students' minds with this year's theme, both locally and globally. This reflected in the 25% of the student authors who were specializing in different areas and were keen to share some insights on their chosen topics. The online mode of the ICBM had a reach of around 7,300 views. Besides having paper presentations, this year's conference facilitated numerous events such as Industry Talk, PhD

Workshop, PhD Colloquium, BBS Alumni Event, Meet the Editor Session, and Presentation Session

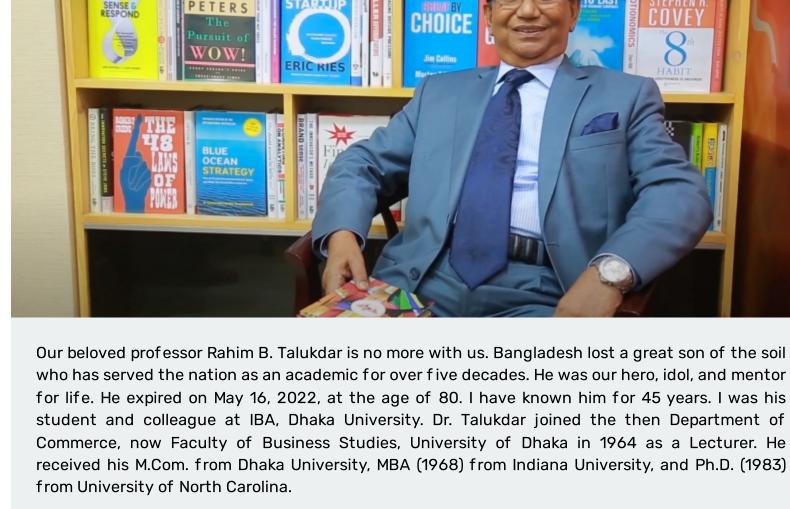
by Research and Professional Development Center (RPDC). Incorporation of such a wide variety of programs demonstrated that even after so many post-pandemic challenges, the team was able to pull off a great event and gave a distinctive experience to the participants and speakers. With time, we hope that our collaborative effort will create some new chapters in the field of research and will hold on to the core belief of Brac Business School. We are also optimistic that our initiatives in research area will help the students to explore and empower themselves and encourage others to make an impact. **BBS Celebrates International Women's Day** 

## On 8 March, Brac Business School celebrates International Women's Day. Dr Sang Lee, professor and dean of BBS took the opportunity to appreciate all the female members of the department including faculties, admins and staff for their effortless contribution. Dr. Lee emphasized the tremendous positive impact of women in the socio-economic context in all over the world. He personally gifted goodie bags to all the female employees and personally thanked them for their efforts and hard work.

BBS Strategic Planning Retreat 2022



any university. He encouraged the faculties to do more research and utilize university resources to pursue the goal. Dr. Mohammad Mujibul Haque conducted a session on elaborate discussion of SWOT analysis of BBS. The event was a successful retreat from the hustling life of Dhaka and get back to the physical classes of the campus. Remembering Rahim B. Talukdar Sir



Dr. Rahim B. Talukdar, popularly known as RBT (a different kind of Royal Bengal Tiger), was our teacher at the Institute of Business Administration (IBA), Dhaka University. Easy-going, softspoken, and ever smiling Dr. Talukdar is one of most respected individuals I have ever met in my life. He taught us Managerial Economics and Finance. Student loved him and his "marginal" analysis. He was calm, poised, and gracious. He treated everyone with respect. Decency followed him wherever he went. He touched our hearts. He was our mentor, friend, philosopher, and guide—too much to ask for in one individual! He was there for me in my good and bad days, always

encouraging me to stand up and move on. His lifelong learning motto was simple- patience and perseverance will prevail. When my father expired, he came to our house and stood by me as an elder brother. He was also there for me when I left North South University. He was aware of my

He was the Vice Chancellor of Eastern University (2006 – 2010), Vice Chancellor of Bangladesh University of Business and Technology (2003-2006), and Vice Chancellor- in-charge of Vigarunnissa University (2001-2003). He was a professor and director of the Institute of Business

Administration (IBA), University of Dhaka. He was also president of Rotary Club Dhaka Central.

I was in touch with him, spoke with him regularly. Topics included various national and international issues. I enjoyed talking with him. He always impressed me with a balanced centrist perspective. Whenever I visited Bangladesh, I visited him at his home. His wife graciously treated me with homecooked meals. I felt love and affection in their company. As I am writing, my eyes are filled with tears. Let me fondly narrate a few of the professional interactions that I had with him in recent years.

a new private university, it needed books for the library. I had about 500 business and economics books that I wanted to donate. I was glad that he arranged the delivery of the books to the BUBT library. • He gracefully chaired the session titled "From bottomless basket to a middle-income economy: A journey towards enhanced competitiveness" at the BRAC Center where I presented the keynote paper in 2013. He was instrumental in organizing a faculty development workshop on research methodology

BRAC.

at BRAC University in 2015. I conducted this workshop for the young faculty members of

• In 2004, he was the Vice Chancellor of Bangladesh University of Business and Technology. As

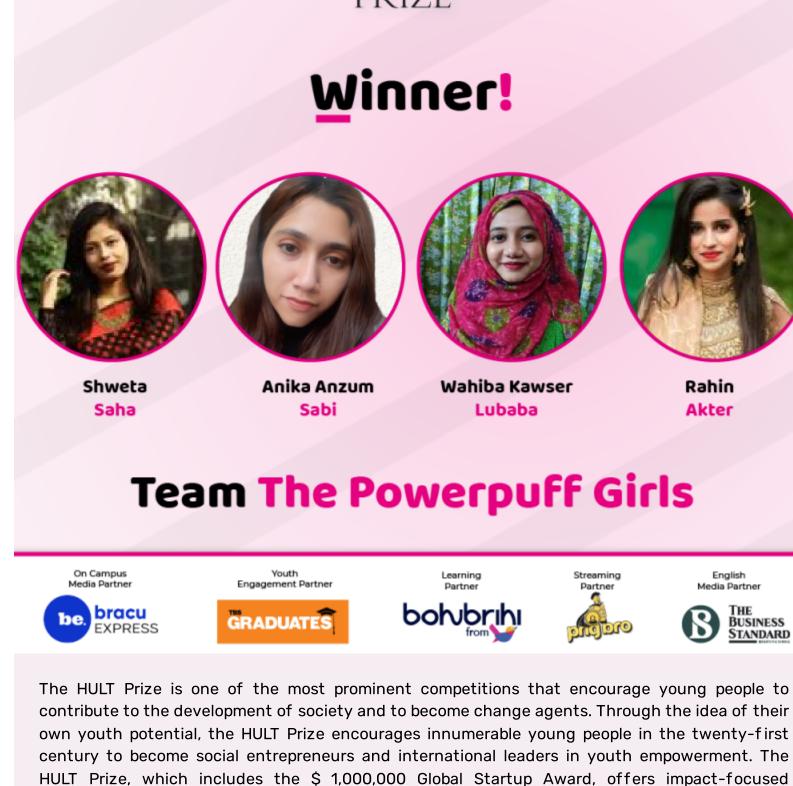
Allah reward him handsomely for his endeavors. By Abu N. M. Waheeduzzaman, Academic. Researcher. Writer. Professor of Marketing and International Business at Texas A&M University-Corpus Christi.

The HULT Prize 2022

His contribution runs across many universities, academic programs, his students, and children. May

HULT

PRIZE



out of 32 teams in the semi-final were selected for the final round. The top 5 teams are Spectrum-Aid, One Last Time, Spark, Empowering Happiness, and The Powerpuff Girls. We have found our winners and our future world-changing leaders in whose hands our world system will face a new chapter. The team "The Power Puff Girls" was our first winner of the Hult Prize 2022. The team "Spark" and the team "Spectrum Aid" are the second and third winners respectively. Many many congratulations and best wishes to the winners.

We would like to thank our honorable judges who help to find out the best from the teams. Our honorable judges for the final round were Rifat Sultana, Head of HR at BRAC University, Afsana Zarin, Chief of Staff at ShopUp, Rezaur Rahman Nafiz, General Manager of Organizational Development, Human Resources at bKash Limited, and lastly Dr. Sebastian Groh, Associate Professor at BRAC Business School (BBS), BRAC University. Thank you again for giving us your valuable time. Our campus director was Nishat Tasnim Sharika. With this, BRAC University Hult

programs, events, and training to over one million students throughout the world. Thousands of college and university students from more than 100 nations participate each year, and since its founding, participants have represented more than 2,000 institutions of higher learning in their

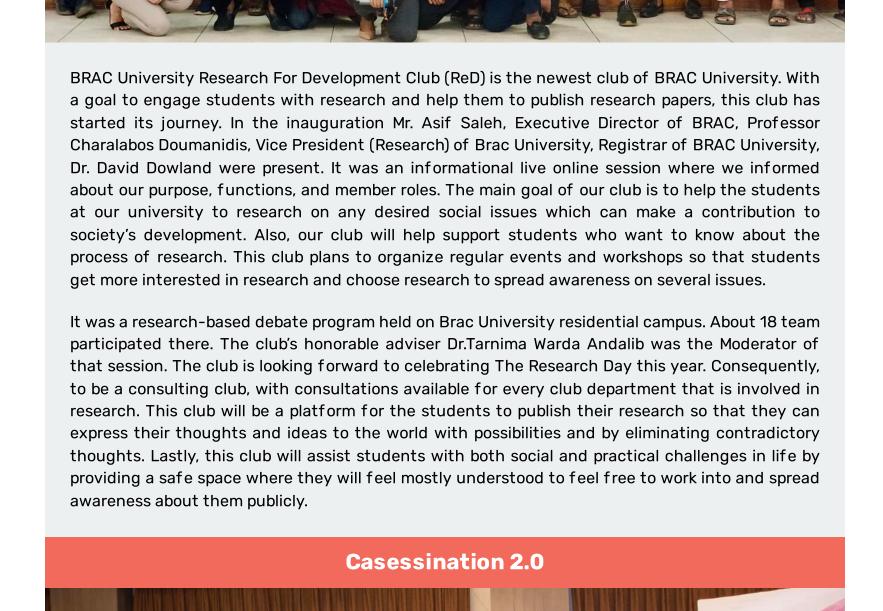
On 23rd March, the HULT Prize at BRAC University 2022 finished the final round. The top 5 teams

efforts to make the world a better place.

We will get many more future young leaders through whom the world will become a new world which is the main motto of the Hult Prize. Best wishes to all." Brac University Launches New Club Research for Development Club

(ReD)rize 2022

Prize 2022 is coming to an end. Hopefully, the winners will go further using their talents.





age of globalization, even graduates from the world's top universities compete with Bangladeshi youths. As a result, he emphasized the need to maintain an open mind and urged learners to think competitively. There were three rounds to the competition. Its first two rounds were conducted online, with the grand finale held at Grace 21 Smart Hotel. The teams were put to the test in each round as the tournament put them under increasing stress with increasingly difficult challenges. They were judged by a panel of corporate executives who analyzed the teams' time management, analytical skills, execution capabilities, practicality, and inventiveness. At the grand finale of the tournament on January 1st, 2022, the honorable judges of the last round declared team Digital, team Azor Ahai, and team Threat Level Midnight as the champion, 1st runner-up, and 2nd runner-up, respectively, after an extensive analysis. The Ultimate team's winner received Tk 1.5 lakh in prize money, while the two runner-up teams received Tk 1 lakh and Tk

**U-Succeed 2022 Roadshow** 

50 thousand, respectively.

UCB STOCK

Limited has sponsored this global inter-university 360-degree interactive business case competition. Galib Bin Mohammad, Head of Marketing, Arla Foods Bangladesh, Mohammed Zia Uddin, Cluster Head of Supply, Reckitt, and Ashraf-Ull-Bari, EVP & Head of Brand, bKash Limited, have enlightened the audience with their presence as the honorable judge panel of the grand finale. Mr. Galib Bin Muhammad, the ceremony's honorable judge, said in his speech that, in this

আপনার স্বপ্নযাত্রার সঙ্গী ~Succeed **ROADSHOW 2022** AT BRAC UNIVERSITY

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the importance of this more than anyone else. It was such a great initiative by the club to bring such an event for us and give us to think about youth empowerment in this field. After the first successful event, the business and economics club decided to try something new and impactful event. In today's world, the only trending topic is the conflict between Ukraine - Russia. While the economist was divided between two sides and portrayed their thoughts. In our country, there was no difference. The sudden price hike of different products, the increasing rate of foreign currency, and the increasing cost of imported products made us confused and also think about the relation between the conflict with our economy. In that situation, the club took the initiative first and then decided to organize a session titled "The Call of Economy", where our respective faculty members Mr. Sifat Islam Ishty sir and Mr. Shamim Ehsanul Haque sir addressed the impact of the Russia-Ukraine conflict on Bangladesh's economy. The first speaker, Mr. Sifat Islam Ishty stressed the important trade relations Bangladesh has with both Ukraine and Russia, especially with the latter. With geo-political pressure from India and China added to that, Bangladesh has opted to remain neutral regarding this conflict in an attempt to minimize the commercial damage. He further talked about the rising inflation rate and the myriad of consequences resulting from this on-going war. Mr. Shamim Ehsanul Haque shared similar views with Mr. Sifat Islam Ishty. He further talked about the cursory assessment and statistics of the war, describing losses for both sides. He said this war is almost a "mutual destruction of sorts". Mr. Shamim expressed concerns

BRAC University Business and Economics Forum (BUBeF) organized the Banglalink boot camp session "Jump-start Your Career in Digital Marketing" which was conducted by the Digital Campaign Analytics Manager of Banglalink Digital Communications Limited, Mahmud Hasan Alvi. The importance of digital marketing is not unknown to any of us. From the freelancing world to the corporate job everywhere digital marketing is a hot topic. The new entrepreneurs can assume

enthusiasts out there. Moreover," The Call of Economy" event was definitely a blast .The vastly informative discussion wrapped up with a wishful consideration for swift negotiations and cooperation from all countries involved, to put an end to this devastating conflict as soon as possible. **Publications Nusrat Hafiz** 

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that the Russian energy sector is bound to have economic implications on Bangladeshi businesses as it is heavily relied upon. Besides, it was the first offline event after the two year break of covid situation. All the members of BUBeF worked hard and soul to arrange a great session for everyone.

"Jump-start Your Career in Digital Marketing" session was insightful for all the marketing

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Dr. Kausar Alam

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- Wang, L., Sarker, P., Alam, M. K., & Sumon, S. (2021). Artificial Intelligence and Economic Growth: A Theoretical Framework. Scientific Annals of Economics and Business, 68(4), 1-23. DOI: https://doi.org/10.47743/saeb-2021-0027 Faruk Bhuiyan

https://doi.org/10.1007/s00187-021-00332-5 Workshops/Seminar/Conferences: Guest Speaker as Accounting Researcher in 'Spreading the Accounting Message Across the Nation' celebrated on the night of the International Accounting Day 2021 on 10 November, 2021 arranged by Vacancy Hunting & Professionals' Academia.

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• Faruk Bhuiyan, Kevin Michael Baird, Rahat Munir, The Associations between Management

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