|  |  |  |
| --- | --- | --- |
| **Table of Contents** | | |
| **Faculty of Business and Economics** | | |
| ***Book /Book Chapter*** | | |
| 1. | Revisiting Indian Green Marketing............................................................................................... | 1 |
| 2. | Does Branding Matter for Transformation from Informal to Formal Sector: Exploratory Cases  from Dhaka.................................................................................................................................... | 2 |
| 3 | **‘Haji Nanna Biriyani’: A Case of Transformation Through Brand from the Streets of Dhaka....** | 3 |
| 4. | Cost-Benefit Study on Implementing Village Courts in Union Parishads of Bangladesh.......... | 4 |
| ***International Journal*** | | |
| 1. | Performance Evaluation of Selected State Owned Commercial Banks of Bangladesh.............. | 5 |
| 2. | Associations Between Organisational Factors, TQM and Competitive Advantage: Evidence from an Emerging Economy........................................................................................................ | 6 |
| 3. | Study on Practice of Soft Skill among the Workforce: A Case from Ready Made Garment (RMG) Industry of Bangladesh................................................................................................... | 7 |
| 4. | The Impact of Rewards on Task and Extra Task Behaviors in Regards to Gender and Job Position: A Case Study from the UK Retail Industry.................................................................. | 8 |
| 5. | The Relationship Between Internal Marketing and Employee Job Satisfaction: A Study from Retail Shops in Bangladesh......................................................................................................... | 9 |
| 6. | Total Factor Energy Productivity and Efficiency Changes of the Gher (Prawn-Carp-Rice) Farming System in Bangladesh: A Stochastic Input Distance Function Approach.................... | 10 |
| 7. | Poverty, Income Inequality and Determinants of Income of the Ethnic Communities of Bangladesh................................................................................................................................... | 11 |
| ***National Journal*** | | |
| 1. | The Impact of TQM Practices in Improving Product Quality: Bangladesh Garment Organizations as a Case............................................................................................................... | 12 |
| 2. | Impact of Human Resource Management Practices on the Working Life of Tannery Workers  in Bangladesh............................................................................................................................... | 13 |
| 3. | Comparative Advantages of Lentil (Lens culinaris) and Mustard (Brassica nigra L.) Production and their Profitability in a Selected District of Bangladesh...................................... | 14 |
| ***International Conference*** | | |
| 1. | Engaging Graduates to be Social Entrepreneur in Bangladesh: Problems and Prospects........... | 15 |
| 2. | An Assessment of Soft Skill Awareness Level amongst Bangladeshi Managers: A Study from Ready Made Garments (RMG) Sector............................................................................... | 16 |
| 3. | Customer Retention for Small Brands, where Recovery Paradox is a Strategic Issue: A Study from Dhaka, Bangladesh.............................................................................................................. | 17 |
| 4. | Do Oil Price Shocks Affect Consumer Spending? Evidence from 5 OECD Countries.............. | 18 |
| ***National Conference*** | | |
| 1. | Sexual Harassment by Educator: A Glance at East West University.......................................... | 19 |
| **Faculty of Sciences and Engineering** | | |
| ***International Journal*** | | |
| 1. | First Steps in Creating Online Testable Reversible Sequential Circuits..................................... | 20 |
| 2. | Thermodynamic Limit of Solar to Fuel Conversion for Generalized Photovoltaic Electrochemical Systems............................................................................................................. | 21 |
| 3. | Optimization and Performance of Bifacial Solar Modules: A Global Perspective..................... | 22 |
| 4. | Biofilms Comprise a Component of the Annual Cycle of Vibrio Cholerae in the Bay of Bengal Estuary............................................................................................................................. | 23 |
| 5. | HIV-1 Tat Interactions with Cellular 7SK and Viral TAR Rnas Identifies Dual Structural Mimicry....................................................................................................................................... | 24 |
| 6. | Enhanced and Preferential Internalization of Lipid Nanocapsules into Human Glioblastoma Cells: Effect of Surface-Functionalizing NFL Peptide................................................................ | 25 |
| 7. | Analysis of Distortion-Induced Stress and Retrofitting Technique of Curved Twin I-Girder Composite Bridge........................................................................................................................ | 26 |
| 8. | A Statistical Analysis of the Dynamics of Household Hurricane-Evacuation Decisions............ | 27 |
| 9. | Analysis of Stationary and Dynamic Factors Affecting Highway Accident Occurrence: A Dynamic Correlated Grouped Random Parameters Binary Logit Approach.............................. | 28 |
| 10. | Correlation Development for Zeta Potential with Storage Time, Emulsion Concentration and the Stability of the Emulsion on the Droplet Size Distribution.................................................. | 29 |
| 11. | The Single-Index Support Vector Regression Model to Address the Problem of  High Dimensionality.................................................................................................................... | 30 |
| 12. | Fixed Parameters Support Vector Regression for Outlier Detection.......................................... | 31 |
| 13. | Application of Classification and Regression Trees Algorithm to Classify Children Ever Born: BDHS 2011........................................................................................................................ | 32 |
| 14. | The Performance of K-Means Clustering Method Based on Robust Principal Components...... | 33 |
| 15. | Collisions of Ion Acoustic Multi-Solitons in Electron- Positron-Ion Plasma with the Presence of Nonthermal Nonextensive Electrons....................................................................................... | 34 |
| 16. | The Modulation of a Dust Ion-Acoustic Wave in a Collisional Dusty Plasma........................... | 35 |
| 17. | Beyond Pristine Metal-Organic Frameworks: Preparation and Application of Nano Structured, Nanosized, and Analogous Mofs.............................................................................. | 36 |
| ***International Conference*** | | |
| 1. | Design and Development of Smart Water Purification Level Tester for Visually Impaired Person.......................................................................................................................................... | 37 |
| 2. | Recognition of Bangla Handwritten Characters Using Feature Combinations........................... | 38 |
| 3. | **Tailoring Light-Sound Interactions in a Single Mode Fiber for the High-Power Transmission or Sensing Applications, Proc. SPIE 10714................................................................................** | 39 |
| 4. | A New Hybrid Approach for Scalable Table-Driven Routing in MANETs............................... | 40 |
| 5. | Over Two Octave Spanning Visible and Near-IR Supercontinuum Generation in Dual-Core PCF............................................................................................................................................. | 41 |
| 6. | Performance Analysis of a CPDM-QPSK Direct Detection Optical Transmission System Under the Effects of Cross-Polarization...................................................................................... | 42 |
| 7. | Applicability of Unsteady RANS for Predicting Flow Fields Around Cylinders....................... | 43 |
| 8. | The Potential Use and Usefulness of Travel Time in Fully Automated Vehicles...................... | 44 |
| 9. | Effects of Non-Extensive Q-Distributed Electrons on Dust Ion Acoustic Shock Structures in an Unbounded Dusty Plasma with Two Thermal States of Electrons......................................... | 45 |
| 10. | Modulation of Heavy Nucleus Acoustic Wave in a Degenerate Relativistic Plasma................ | 46 |
| 11. | Effects of Vortex-Like Ion Distribution on Dust-Acoustic Solitary Waves in a Self-Gravitating Opposite Polarity Dust Plasma Medium.................................................................. | 47 |
| 12. | On Eigenfunction Based Outlier Detection in High-Dimensional Datasets ............................... | 48 |
| 13. | Metal Organic Frameworks (Mofs) Derived Magnetic Co-Carbon Composites for the Reduction Of *P*-Nitrophenol........................................................................................................ | 49 |
| 14. | Existence of Periodic Traveling Wave Solutions Correspond to Pattern Formation in the Brusselator Model........................................................................................................................ | 50 |
| 15. | Spiral Pattern Formation of Periodic Traveling Wave Solutions in Adiffusiveepidemic Model with Nonlinear Incidence Rate.................................................................................................... | 51 |
| ***National Conference*** | |  |
| 1. | Preparation of Metal Organic Framework (MOF) Derived Cu–Carbon Composite and its Catalytic Applications Towards Environmental Remediation.................................................... | 52 |
| **Faculty of Liberal Arts and Social Sciences** | | |
| ***International Journal*** | | |
| 1. | Hyper-Elitism in Writing Literary Criticisms: Theories and References.................................. | 53 |
| 2. | Thinking Unconventional: Alternative Assessment at Tertiary Level Education in Bangladesh.................................................................................................................................. | 54 |
| 3. | Comparative Studies on Films: Scopes of Digital Humanities.................................................... | 55 |
| 4. | Ignorance of Rights: Politics of Religious Sentiments Vs Human Rights in Bangladeshi School Textbooks........................................................................................................................ | 56 |
| 5. | Negotiating the Politics of Power: Tahmima Anam’s *The Good Muslim* and Women’s Role in War and Nation-Building........................................................................................................ | 57 |
| 6. | An Old Issue of Protecting Gis for Culture: A New Insight from the Experience of India and Bangladesh.................................................................................................................................. | 58 |
| 7. | What Do Grown Children Owe their Parents? A Moral Duty and Legal Responsibility in Bangladesh.................................................................................................................................. | 59 |
| 8. | Plea-Bargaining: Socio-Legal Impacts on the Criminal Justice System of Bangladesh............. | 60 |
| 9. | Modeling and Mapping the Burden of Disease in Kenya............................................................ | 61 |
| 10. | Open Access Repositories of Bangladesh: An Analysis of the Present Status............................ | 62 |
| 11. | Perception on the Use of Mobile Phones in Retrieving Information from Academic Libraries: A Developing Country Perspective............................................................................................. | 63 |
| 12. | The Influence of Gender Relations on Women’s Involvement and Experience in Climate Change Adaptation Programs in Bangladesh.............................................................................. | 64 |
| 13. | Child Murder Issues in Bangladesh: Reasoning from Socio-Ethical Observation...................... | 65 |
| 14. | Web Technology and the Changing Pattern of Relationship: A Study on Urban Youth in Dhaka City................................................................................................................................... | 66 |
| 15. | Media and Consumption Behavior of Urban Youth in Dhaka City............................................ | 67 |
| 16. | Analyzing Disaster Risk Factors of Cyclone Survivors in Bangladesh....................................... | 68 |
| 17. | Are Organizations Accountable? Disconnect Between Gender and Sanitation in Bangladesh.. | 69 |
| ***National Journal*** | | |
| 1. | Mental Health Well-Being Among Undergraduate Students of East West University: Evidence from a Cross-Sectional Survey................................................................................... | 70 |
| 2. | Landslide in Chattogram City: Spatial Vulnerability and Risk Mitigations Options.................. | 71 |
| 3. | Unusual and Unnecessary C-Section Practice in Bangladesh: Violation of Respect for Autonomy Principle and Social Equity in Healthcare................................................................. | 72 |
| ***International Conference*** | | |
| 1. | Mandate of Safeguarding Intangible Cultural Heritage: Is IP Domain a Suitable One? A Missing Opportunity for Bangladesh.......................................................................................... | 73 |
| 2. | An Overview of the Challenges of ‘Jamdani’ and ‘Hilsha’- The Two Registered Gis from Bangladesh in Post Registration Epoch...................................................................................... | 74 |
| 3. | The Importance of the Arbitral Award in the Bangladesh-India Maritime Delimitation in the Aspect of International Maritime Boundary Law....................................................................... | 75 |
| 4. | A Critical Study on Hindu Woman’s Right to Property and to Divorce: Bangladesh Perspective................................................................................................................................... | 76 |
| 5. | Parents Maintenance Act 2013 of Bangladesh: An Analysis of The Provisions and the Implementation Context Strategy................................................................................................ | 77 |
| 6. | User’s Perception of Quality in Residential Aged Care in Bangladesh...................................... | 78 |
| 7. | Integration of Health Care and Social Support in Specialized School for Children with Autism: A Case Study from Dhaka City..................................................................................... | 79 |
| 8. | Designing Classroom Activity: To Understand the Key Psychological Perspectives in an Introductory Course..................................................................................................................... | 80 |
| 9. | Assessing the Role Public Participation in Safeguarding the Good Governance of Climate Finance......................................................................................................................................... | 81 |
| 10. | Adaptation Process of the Climate Change Migrants in the Dhaka Metropolitan Region.......... | 82 |
| 11. | Public Engagement in Nation Development Through Open Data Platform: Bangladesh Government Initiatives................................................................................................................ | 83 |
| 12. | Users Perception of E-Resources in the Private University Libraries of Bangladesh................ | 84 |
| 13. | What Makes Women Resilient in Climate Vulnerable Situation? Untold Stories of Bangladeshi Women in the Era of Climate Change.................................................................... | 85 |
| 14. | Information Economy and the New Urban Marginality in Dhaka City, Bangladesh................ | 86 |
| ***National Conference*** | | |
| 1. | From Classroom Discourse to a Business Product: The Commercialization of English in Bangladesh................................................................................................................................... | 87 |
| 2. | The Alienation of Bachelor in the Metropolitan Areas: A Case of Dhaka City, Bangladesh..... | 88 |