

# 3rd International Conference on Recent Trends in Business and Entrepreneurial Ventures (ICRTBEV 2020)

Date: 4<sup>th</sup> July, 2020

Organized by:

*Lincoln University College, Malaysia*

## PROGRAMME SCHEDULE

11:30-  
12:30

### Inauguration Function

Doa Recital

National Anthem

*Inaugural Address :*

**Prof. Dr. Amiya Bhaumik**

*President, Lincoln University College*

*Welcome Address :*

**Dr. Abhijit Ghosh**

*Dean, Faculty of Business & Accountancy, Lincoln University College*

*Key Note Speech*

**Research on Entrepreneurship**

**Datin Sri Prof. Dr. Suhaiza Hanim Binti Dato Mohamad Zailani**

*Director of the University Malaya Entrepreneurship Centre (UMEC).*

*Professor of Supply Chain, Faculty of Business and Accountancy, Universiti Malaya.*

12:30-  
13:30

### Session I : Plenary

**Chairman : Dr Abhijit Ghosh**

**Co Chairman: Dr Ibrahim Mohamed Alrajawy**

1.

**Impact of COVID19 on Business, Education and Entrepreneurships**

**Dr. Swapan Kumar Majumdar**

Ph.D(IIT,Delhi)

Professor of Operations Management,

Information Systems and Digital Entrepreneurship

Presidency University, India

2.

**CSR and COVID 19**

**Dr. A.B.M. Rashedul Hassan**

MCom, DBA

Vice-Chancellor,

EXIM Bank Agricultural University

Chapainawabganj , Bangladesh

3.

**Banking and Financial Sector- Pandemic and Post-Pandemic India - Challenges and Recovery**

**Dr. Pranam Dhar**

Ph.D., D.Litt. (HC-Mgt.), D.Litt. (HC-Banking & Finance), Dip. Acct. GDCA, Grad CWA, FIARA, M.Sc.(IT) (Part-I)NET, SLET. Professor & Head, Department of Commerce & Management, West Bengal State University.

4.

**Knowledge Management: Study of Applicable Aspects**

**Dr. Vijay Pithadia**

MBA, PhD.  
Director MBA Program  
Smt MJ Gajera Mahila College, Amreli,  
Rajkot, Gujarat, India

13:30-  
16:00

**Session III : Open paper Session**

**Chairman : Dr. Ali Ameen**

**Co Chairman : Dr. Osama Isaac**

1	Toward Proposing Strategic of Planning of Informationsystems in Oil & Gas Industry in Malaysia <b>Lynn Khor Geak Lian</b> , Ali Ameen, Lina Tio
2	Critical Factors Affecting Adoption of Nepal's e-Government Services A Literature Review <b>Mohan Maharjan</b> , Sabindra Maharjan, Ali Ameen
3	Towards Utilizing e-Learning as an Effective Solution for the Learning in the time of Wars and Pandemics Crisis <b>Dhoha Younis</b>
4	Factors Affect Young Consumer's Green Purchasing Intention toward Green Products in Ho Chi Minh City <b>Nguyen Hoang Mai</b> – Van Lang University,HCMC, Vietnam
5	Perception of the Stakeholders' on CSR Practices of Select Banks in Kolkata, West Bengal, India. Pranam Dhar, <b>Bidhan Baidya</b> , Soumika Bhattacharyya
6	Malaysian-Muslims' resilience to the religiously based terrorism <b>Jahaberdeen Bin YM Mohamed Yunoos</b> , Hari Krishnan Andi; Amiya Bhaumik
7	Impact of Migration and Remittance on Households' investment on Health care in Nepal: A Quantile Regression Analysis <b>Bivab Neupane</b> , Sateesh Kumar Ojha
8	Employees motivation, satisfaction and productivity in hotel Shangrila Kathmandu <b>Roopesh Shrestha</b> , Sateesh Kumar Ojha
9	The Role of the Performance of Maritime Security Management System in Myanmar <b>Toe Myint</b>
10	Social media marketing and its impact on consumer buying behavior on the automotive sector (Study across generations) Senjuti Goswami, <b>Deepak Mandhalapu</b>
11	Predicting consumer behaviour using Artificial Neural Network: A Deep learning approach for Direct to

	Consumer brands Bikram Prasad, <b>Indrajit Ghosal</b> , Sandeep Poddar
12	Organizational Culture, Employee Engagement and its Role In Building of Job Satisfaction Among Employees of Information Technology Industries in West Bengal <b>Arnab Kumar Samanta</b> , Pranam Dhar
13	Preventive measures by building immunity for the pandemic Covid-19 through Ayurveda <b>Suchetana Dey</b> , Pranam Dhar
14	Viral Marketing: Evolution and Journey <b>Kallol Saha</b> , Pranam Dhar
15	A Study on Students' Involvement in Academic and Creative Activities, During Covid-19 Lock-Down Period <b>Pritam Dhara</b> , Pranam Dhar
16	A Study on GST and its Impact on Pre and Post Covid-19 Pandemic in India <b>Bishnu Pada Das</b> , Pranam Dhar
17	The Impact of Training and Job Satisfaction on the Employees Performance within the Public Sector of North Benghazi Power Station in Libya <b>Marei Mohammed Altohami Kumati</b>
18	Impact of COVID-19 on Stock Prices and Growth Expectations <b>Esha Jain</b>
16:00 hrs <b>Valedictory Session</b>	

**NB: The program is based on confirmed speakers subject to rescheduled.**