NOVEMBER 2023

NUB BUSINESS SCHOOL

NEWSLETTER

NORTHERN UNIVERSITY BAN DESH
NORTHERN UNIVERSITY BANGLADESH
6th NUB CONVOCATION 2023

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Taal Utsav (তাল উৎসব)

On November 18, 2023, the Department of Business Administration (DBA), Faculty of Business (FOB) at Northern University in Bangladesh celebrated the Pitha Festival named" তাল উৎসব" of the winter season, immersing itself in the rich tapestry of Bengali culture. This vibrant event, organized by students of 1st, 2nd and 3rd semester's of the BBA program, was an example to our esteemed institution's unity, innovation, and spirit of togetherness.

The morning began with a lively fair featuring a delectable array of Pithas. Students, faculty, and guests were treated to a sensory feast as they visited various cake stalls, each offering a distinct taste of Bengali culinary traditions. The honorable Vice Chancellor, Prof. Dr. Anwar Hossain, graced the occasion as the Chief Guest, accompanied by Pro-Vice Chancellor Prof. Dr. Nazrul Islam, Registrar Commodore M. Monirul Islam (Retd), Dean of the Faculty of Business Prof. Dr. Nazmul Ahsan Khan, and Dr. Md. Maruf Ul Islam, Associate Professor & Head of the Department of Business Administration, as Special Guests. The program was also enriched by the presence of other department heads and administrative staff from NUB.

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As the day unfolded, the festivities continued into the afternoon with a captivating Cultural Program, where the talents of our students took center stage. The dynamic performances added a touch of brilliance to the festivities, demonstrating how cultural richness and academic excellence can combine to create a truly enriching experience. From traditional performances to contemporary art forms, the cultural Program demonstrated the diversity and creativity that exists within our university community.

The coordination of BBA Coordinator MD Abdul Kader, along with the dedication of lecturers Kaniz Fatema Annana, Nusrat Jahan Dina, Tondra Rahman, and Prottasha Paul, played a pivotal role in ensuring the success of the event. Our esteemed faculties from DBA, actively participated by visiting each stall, encouraging the students, and adding to the lively atmosphere by purchasing from each stall.

The Pitha Fest, as it turned out, was not merely a celebration of cakes; it was a celebration of the values that make Northern University a beacon of excellence. It provided a platform for showcasing creative talents, fostering a sense of togetherness, and exemplifying the harmonious blend of academic and cultural elements that define our university.

A Triumph of Entrepreneurial Spirit: Advancing Skill in Excel Program

ADVANCING SKILLS IN EXCEL

The Business Entrepreneur and Leadership Club (BELC) at Northern University Bangladesh (NUB) soared to new heights on November 18th with its captivating program, "Advancing Skills in Excel". The event, which was co-hosted by the NUB Business school, was an overwhelming success, leaving an indelible imprint on the university's entrepreneurial landscape.

Distinguished guests graced the occasion, adding an aura of prestige to the gathering. The honorable Vice Chancellor, Prof. Dr. Anwar Hossain, Pro-Vice Chancellor Prof. Dr. Nazrul Islam, and Dean of Faculty of Business, Prof. Dr. Nazmul Ahsan Khan, alongside the Associate Professor & Head of the Department of Business Administration, Dr. Md. Maruf Ul Islam, were among the notables who shared their invaluable insights with the attendees.

Mr. Khairul Alom, Assistant Professor, DBA and Club Moderator, BELC was the driving force behind this transformative session. His visionary leadership, coupled with the collaborative efforts of the NUB Business Entrepreneurship & Leadership Club, resulted in an event that exceeded expectations. The program delves deeply into Excel skills, providing participants with a rich tapestry of knowledge and hands-on experience. It provided a platform for aspiring entrepreneurs to sharpen their skills and gain insights into the fast-paced world of business analytics.

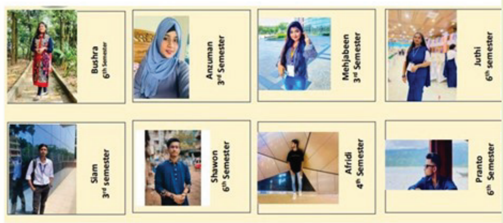
The event's success is a testament to the meticulous planning and dedication of everyone involved. Their dedication to creating a culture of continuous learning and growth was evident in every aspect of the program. The presence of esteemed faculty members enhanced the event by instilling a sense of academic seriousness and excellence.

The collaborative spirit exhibited by the Entrepreneur Club and the faculty showcased the university's commitment to developing future business leaders.

The session was more than just an exercise in Excel; it was also a celebration of the entrepreneurial spirit that exists within the NUB community.

Pinnacle of Excellence: Introducing DBA's Distinguished Ambassadors for 2023. A Vanguard of Leadership and Inspiration

Bristy Biswas
11th Semester
Farias
12th Semester
Tawhid
7th Semester
Monirul
6th Semester
Rubayet
3rd Semester
Tahmid
3rd Semester
Munna
3rd Semester
Rizon
6th Semester



DBA proudly announces the appointment of accomplished students as Ambassadors for the esteemed Student Ambassador Program 2023 on November 9th. The ceremony, marked by an air of elation, saw the bestowal of appointment letters upon these erudite individuals, eliciting a palpable sense of pride.

The response to this year's Student Ambassador Program was overwhelming, with a deluge of applications showcasing the aspirational fervor of students seeking to shoulder the responsibilities and privileges attendant to representing our academic community. The selection process, characterized by rigor, meticulously evaluated academic prowess, leadership acumen, community engagement, and a fervent commitment to enhancing the stature of our institution.

From a plethora of applications, a select cadre of 20 exemplary individuals emerged as ambassadors. These students, with their multifaceted talents, epitomize the quintessence of our institution's brilliance, innovation, and unwavering commitment, particularly within the Department of Business Administration.

The distinguished presence of Dr. Md. Maruf Ul Islam, the Head of the Department, lent a profound significance to the event, and our heartfelt gratitude is extended to him. The success of the Student Ambassador program owes much to the indefatigable efforts of our esteemed lecturers, namely Nusrat Jahan Dina, Kaniz Fatema Ananna, Tondra Rahman, and Prottasha Paul. Their unwavering support, mentorship, and dedication have been instrumental in the triumphant execution of this program.

As DBA celebrate this remarkable milestone, department eagerly anticipate the consequential contributions and initiatives that our Student Ambassadors are poised to bring forth. Their roles transcend conventional boundaries of academic representation, as they stand as paragons of our institution's values and ethos. DBA express confidence that not only will they discharge their responsibilities with commendable proficiency but also serve as catalysts, inspiring their peers to ardently pursue excellence.

Upcoming Events in the month of December

Upcoming Events

Graduation Dinner: December 1

Round Table with high Profile Alumni: December 2

Industrial Visit by the Students: December 5

Workshop on CV writing: December 5

Meet the Corporate Leaders: December 9

Faculty Research Seminar: December 10

Conference with Asian Business School: December 11-12

Parent's Day (Meet & Greet): December 22

Throughout December 2023, our business school will be bustling with a diverse array of engaging and informative events. The month kicks off with a celebratory Graduation Dinner on the 1st, where we will honor the achievements of our graduating class. Following this, on the 2nd, a Round Table session will welcome esteemed alumni, offering an invaluable opportunity for current students to connect and learn from their experiences.

The 5th will mark an Industrial Visit, providing students with hands-on exposure to real-world practices. Simultaneously, a Workshop focusing on CV writing and Corporate Grooming will aim to equip students with essential skills for their professional journey.

Mid-month, on the 9th, our students will interact with Corporate Leaders, gaining insights into industry trends and expectations. This will be followed by a Conference on the 11th and 12th, in collaboration with an esteemed Asian Business School, fostering global perspectives and networking opportunities.

As December progresses, our Faculty Research Seminar on the 10th will showcase cutting-edge research initiatives, demonstrating our commitment to academic excellence. Finally, rounding off the month, we will welcome parents on the 22nd for Parent's Day, facilitating connections between families and the educational journey of their children. These events will collectively enrich our educational environment, fostering holistic growth and learning experiences for all involved.

Research and Development

Journal Articles

Khairul Alom

- The Scientific Research Publications and Sustainable Sectoral Value Addition in Bangladesh. International Journal of Empirical Economics,2 (1).

- Profitability and Expanding Collection Period in Bangladesh (accepted).International Journal of Asian Business and Information Management.

Conference Proceedings:

Nusrat Jahan Dina

- Time Series Forecasting for Potato Price Prediction in Bangladeshi Market: A Comparative Study (Paper Id: EICT2023-95). 6th International Conference on Electrical Information and Communication Technology (EICT).

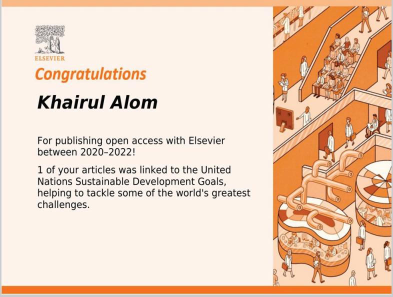
Work-in-Progress (WIP) Papers:

Prottasha Paul,Tondra Rahman, Kaniz Fatema Ananna and Nusrat Jahan Dina

- Insights into the Usage Pattern of Functional Food of Generation Y: A Comparative Study (Paper Id: EICT2023-95). 6th International Conference on Electrical Information and Communication Technology (EICT).

Suntu Kumar Ghosh

- Unveiling the Nexus: CSR, Corporate Image, Trust as a Mediator, and Hotel Guest Behavioral Intentions in Bangladesh.



ELSEVIER

Congratulations

Khairul Alom

For publishing open access with Elsevier between 2020–2022!

1 of your articles was linked to the United Nations Sustainable Development Goals, helping to tackle some of the world's greatest challenges.

Participation in a round table talk

On November 16, 2023, **Khairul Alom**, an Assistant Professor of Finance from the Department of Business Administration, Faculty of Business, participated in a round table discussion titled "Unlocking the potentials of young researchers in Bangladesh." This event was organized by TCRD and took place at Hotel Lakeshore. Mr. Alom, serving as a discussant, delved into crucial topics including constrained funding, insufficient infrastructure, and the vital necessity for mentorship.

Khairul Alom Honoured: Research Excellence

DBA is overjoyed to announce the amazing news that Mr. Khairul Alom, Assistant Professor of Finance, DBA has been awarded a prestigious certificate by Elsevier in recognition of his exceptional contribution to the field of research. One of his articles addressed the most important issues facing the globe today and was connected to the Sustainable Development Goals of the UN.

The Newsletter Team

The Newsletter is a group effort. We rely on the input and contributions of faculty members and other individuals to provide all the content on this platform. Mr. Suntu Kumar Ghosh and Ms. Prottasha Paul coordinate the creation of the newsletter under the guidance of Professor Dr. Nazmul Ahsan Khan, the Dean of the Faculty of Business (FOB), and Professor Dr. Maruf Islam, the Head of the Department of Business Administration.

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This issue covers updates November, 2023

NORTHERN UNIVERSITY
BANGLADESH
Knowledge for Innovation and Change

NUB BUSINESS SCHOOL

SPRING 2024
BEGIN YOUR JOURNEY TODAY

BBA PROGRAM
Major in- Marketing, Human Resource Management, Finance, Accounting, Management Information Systems (MIS)

MBA PROGRAM
Major in- Marketing, Human Resource Management, Finance, Accounting, Management Information Systems (MIS) & Supply Chain Management

Loan Support For Students
Available for Students

Waiver Available
Based on SSC & HSC Results