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| Title | Fundraising via Online Banking by Young Donors: An Exploratory Investigation in Bangladesh | | |
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| Abstract |  |
| The purpose of this study is to identify the major factors that influence the young donors’ involvement in fundraising programs that are accomplished via the various online platforms. To achieve the research objectives, a sample of 342 respondents was selected from various groups of demographics, different employment backgrounds, and education levels within the high population area. These groups of people may or may not have the habit of using online banking services. A set of questionnaires was designed as the instrument used in data collection from the Dhaka city in Bangladesh consisted of adults between 15 to 40 years old who totaled to be with the Internet user experience. Results show that, although there are significant relationships between quality of Internet connection and provided information with customers’ acceptance of fundraising via online banking but there is no significant relationship between security, privacy, and customers’ acceptance of fundraising. Thus, the results of this study offer a good identification of the factors that attract the youths to go for online fundraising. Moreover, the current study brings some implications to the policymakers and regulators as well. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | **Goal 4** | **Quality Education** |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

**Goal 9- Industry, Innovation and Infrastructure**