

# BUSINESS CONNECT

AIUB'S BUSINESS MAGAZINE

2021 **EDITION**



## + **Whats Inside?**

*Academic*

**ARTICLES**

*Students*

**ACHIEVEMENTS**

*University*

**ACTIVITIES**

*Club*

**ACTIVITIES**

**And So  
much more.**



## Business Connect Issue no. 3 Features

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## Messages (old messages to be updated)



“The development and progress of business is growing so fast with the emergence of innovative strategies “  
**Carmen Z. Lamagna**  
Vice Chancellor

Congratulations to the Faculty of Business Administration for publishing the second edition of the BUSINESS CONNECT. This is a platform where Faculty, Students and Alumni are sharing their thoughts and views on certain business related topics. It is also a vehicle to keep the stakeholders informed of the important events in promoting business administration program in the university. This could also serve as a platform for all those who are interested to share their success and personal impressions on certain developments taking place in the university particularly in the Faculty of Business Administration. The development and progress of business is growing so fast with the emergence of innovative strategies aided by modern technologies. In preparing the students to cope with these developments, it is necessary that they should be equipped with cutting edge knowledge and skills. Let your talents be read as you start to scribble them in this document. I would also suggest that should the readers have some suggestions to improve, please let us know or the editorial board so that these can be given attention and considered for improvement in the succeeding issue. This initiative of the FBA is well appreciated and kudos to the editorial staff of the BUSINESS CONNECT on its 2nd edition.

The second edition of this publication, Business Connect by the Faculty of Business Administration (FBA) focuses on the various articles written by the Faculty/Department Heads/Program Coordinators/Directors and Dean. It also features the articles of the students, alumni and from the corporate. Above all, it highlights the proceedings of the Business Week 2018 Celebration. These articles would help enrich the students understanding and appreciation of the various thoughts and insights on the different issues and trends of business. Through this medium, the faculty will be given greater opportunity to concretize their brilliant and innovative ideas. The same opportunity is afforded to the BBA students who are not only learners but they have in their own inherent talents and ideas to share too.

This publication manifest how a higher education institution such as AIUB contribute to the sustainability of business. Congratulations to the Editorial Board for creating this publication, BUSINESS CONNECT, as this tool tries to scan important FBA activities in the university and for the teacher and students to speak their minds in addition to the teaching-learning they are engaged in but also to write and be read by the stakeholders.



**Prof. Dr. Charles C. Villanueva**  
Dean, Faculty of Business  
Administration



# AIUB JOB FAIR 2019

MONDAY 22 JULY 2019

American International University-Bangladesh (AIUB) held its annual Job Fair on 20th July 2019, in its picturesque campus in Kuratoli, exclusively for its students and alumni. It was a day-long event. The main purpose of the Fair was to facilitate the job-hunting process of the AIUB students and alumni. The Chief Guest for the program was **Mr. Golam Dastagir Gazi (Bir Protik) MP**, the Honorable Minister for Textile and Jute, Government of the People's Republic of Bangladesh.



The Vice Chancellor of the University **Dr. Carmen Z. Lamagna** welcomed the participants to the Fair. The Chairman of AIUB Board of Trustees **Ms. Nadia Anwar** also graced the occasion. The participating companies set up their stalls and collected a large number of CVs. Total number of **110 companies** participated in the job fair, belonging to different sectors of the economy. AIUB has been holding Job Fairs, annually since 2006 and this has greatly assisted its graduates in getting employed soon after completing their degree. This proactive initiative by AIUB Management has borne fruit in that, at present, approximately 70 % of the university's graduates are either in employment or self-employment. This is indeed gratifying and meets the focus of AIUB to enhance marketable skills amongst its students. The program was organized by the university's Office of Placement and Alumni (OPA) assisted by the Office of Students Affairs and was



a resounding success, with graduates coming in a constant flow throughout the day.



## List of companies participating in the AIUB Job

SL	COMPANY NAME	SL	COMPANY NAME
1	Aamra Active Ltd	21	bKash Limited
2	ACE Consultants Ltd	22	BNO Lubricants
3	Ahmed Food Products Ltd.	23	Bproperty.com Limited
4	Airposted Ltd	24	BRAC
5	Akij Food and Beverage Limited	25	Brain Station 23 Ltd
6	Aman Group	26	Brandbuzz
7	Apex Footwear Limited	27	BSHRM
8	Arla Foods Bangladesh Ltd	28	Chaldal Limited
9	AUGMEDIX	29	City Group
10	Auko-Tex Group	30	Colorplus Masterbatch Mfg. Co. Ltd
11	Avalanche Technologies Ltd.	31	Confidence Group
12	Bangla Trac Communication	32	Daraz Bangladesh Limited
13	Bangladesh Solar & Renewable Energy Assoc.	33	Data Path Limited
14	Bangladesh Youth Leadership Center (BYLC)	34	Dhaka Bank Limited
15	Banglalink Digital Communications Ltd	35	Dhaka Ice Cream Industries Ltd. (Polar Ice Cream)
16	Bank Asia Securities Limited	36	Eastern Bank Limited
17	Beacon Pharma	37	Field Nation
18	Bengal Group of Industries	38	First Selection Bangladesh
19	Bikroy.com	39	General Logistics Limited
20	BizBangla media Limited (Bonik Barta)		



## List of companies participating in the AIUB Job Fair 2019: ( Continued from previous page)

SL	COMPANY NAME	SL	COMPANY NAME
40	Genex Infosys Ltd	82	Pridesys IT Ltd
41	enuine Technology and Research Limited	83	Prolific Analytics
42	Glokel Company Limited	84	Purbani Group
43	rameen Danone Foods Limited	85	Radisson Blu Dhaka Water Garden
44	Grameenphone Ltd	86	Rani Food Industries Ltd.
45	Group QA	87	Robi Axiata Limited
46	grow n excel	88	Renaissance Group
47	H2o Technology & Treatment	89	Renata Limited
48	HR Bangladesh Limited	90	Reverie Power & Automation Engineering Limited
49	HungryNaki.com Limited	91	Runner Group
50	icddr,b	92	Sajida Foundation
51	IDLC Finance Limited	93	Savoy Ice Cream Factory Ltd.
52	Infolink Limited	94	SERVIQ Bangladesh Limited
53	International education Counselling Center	95	Southern Multi Products Ltd
54	IPDC Finance Limited	96	Shohoz Limited
55	JAGO FM 94.4	97	SJ Innovation BD Ltd
56	KAZI IT Center Limited	98	Sky City Hotel
57	LafargeHolcim Bangladesh Limited	99	State Bank of India
58	Lanka Bangla Finance Limited	100	Summit Communication
59	Light of Hope Limited	101	The ACME Laboratories Ltd
60	Link3 Technologies Limited	102	The Chartered Inst. of Logistics and Transport (CILT)
61	Locus	103	Three Angle Marine Limited
62	M2M Communications Ltd	104	Transcom Beverages Limited
63	Match Wheel Limited	105	Truck Lagbe
64	ME SOLshare Ltd	106	UNIQLO Social Business Bangladesh Ltd.
65	Meghna Group of Industries	107	Unique Group
66	MEP Group	108	Viper Leather
67	Meridian International (Pvt.) Ltd.	109	VSO Bangladesh
68	Meridian Finance & Investment Limited	110	Zaman IT
69	Metrocem Group		
70	MGH Group (Obhai Solutions limited)		
71	Modern Erection Limited (MEL GROUP)		
72	Munshi		
73	Munshi HR Solutions		
74	Navana Group		
75	No Borders Tourism & Travels		
76	NOVOAIR Limited		
77	One Bank Limited		
78	Pastamania & Gelatofix Bangladesh		
79	PIISTECH		
80	Plus Trading Far East Limited (H&M)		
81	PRAN RFL Group		

## THE FIRST AICBM 2018 : EVERY INCH, A SUCCESS

**SUNDAY**  
**9 DECEMBER**  
**2018**

The Two-Day First AIUB International Conference on Business and Management 2018 held on 29-30 November ended with a resounding success. The Inaugural Ceremony unfolded with the presence of distinguished personalities from the academia and corporate spearheaded by the Chief Guest, the esteemed Chairman of the University Grants Commission, **Prof. Abdul Mannan** who delivered an inspiring message; the honorable Vice Chancellor of AIUB, Dr. Carmen Z. Lamagna who warmly and enthusiastically welcomed all the participants; the special guest **Mr. K.A.M. Majedur Rahman**, Managing Director, Dhaka Stock Exchange who was generous to provide some funds for the conference and likewise delivered a message to boost the theme of the conference; another special guest, Prof. **Dr. Syed Ferhat Anwar**, Director, Institute of Business Administration (IBA), Dhaka University delivered a brief message focusing on the theme; and lastly, the Vice President, Academics and Dean, Faculty of Business Administration of AIUB shared his insights on the importance of responsible research to foster productive relationship of Business and Management as service organization and partners.

There were **2 plenary sessions** featuring foreign and local speakers. **Dr. Engku Muhammad Nazri B Engku Abu Bakar**, Professor and Director, College of Arts and Sciences, Universiti Utara Malaysia; Prof. Dr. U.C. Jha, Professor, School of Mechanical Engineering, Lovely Professional University, India. There were 14 Parallel Sessions with 3 featured speakers on the areas of Marketing, Economics, Operation and Supply Chain

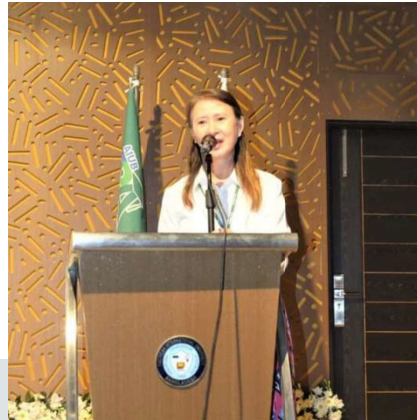
Management, Accounting and Finance, Human Resource Management and Management Information System (MIS), and Education and Learning. It was a platform designed to allow the participants select the session/topic of their interest. After every presentation, the audience is given the opportunity to intellectually exchange with the speaker. It was very cordial and enriching as each



speaker shared their know-how on the area assigned to them. The papers and presentations on the theme were selected from more **100 submissions** were all relevant and augurs well to the theme.



The Closing Program was made significant with the presence of the Chairman of the Board of Trustees, Ms. Nadia Anwar with her brief appreciation to all those who were responsible in the conduct of the successful event, who together with the Vice Chancellor and the Pro Vice Chancellor who delivered a vote of thanks. To entertain the participants after 2-day of intensive discussions and exchanges, a short cultural program was presented by the AIUB Performing Arts Club and one foreign guest performer. The night ended with a gala dinner hosted by the management.



Special thanks goes to the generous sponsors of the events, Dhaka Stock Exchange, Igloo, Burger King, Nagorik TV, The Olives Hotel and AUDIT Cost. Heartiest thanks to the Founder Treasurer and VP HR, **Dr. Hasanul A. Hasan and his hard-working team** for ensuring that the venue is ready for the most awaited event.

## AIUB and BFF Signs MOU SATURDAY, January 20, 2020

American International University-Bangladesh (AIUB) and Bangladesh Football Federation (BFF) have signed an **MOU** on Saturday, January 18, 2020 at 2 pm in the BFF House in Motijheel, Dhaka. Under this MOU, AIUB will be the official Education Partner of Bangladesh Football Federation for the next 3 years. On behalf of AIUB, **Dr. Hasanul A. Hasan**, honorable Founder Member, AIUB and on behalf of BFF, **Mr. Kazi Md. Salahuddin**, honorable President, BFF and Former National Football player of Bangladesh Football Team signed the MOU. The MOU signing ceremony was followed by a press conference which was attended by a large number of media representatives of our country.

Ms. Mahfuza Akhter Kiron, FIFA Council member and Chairman, Female Football Committee of BFF, Dr. Khondoker Sabbir Kabir, Director, Finance and Accounts of AIUB, Abdul Kader Nazmul, Director, Sports & Cultural Affairs of AIUB, Md. Showkat Ali Khan Jahangir, Member, BFF, Mr. Md. Elius Hosaain, Member, BFF, Mr. Amit Khan Shuvro, Member, BFF, Mr. Md. Abu Nayeem Sohag, General Secretary, BFF



and Mr. Khondoker Wasim Iqbal, Former National Football Player of Bangladesh Football Team were present among other high officials from both the organizations during the MOU signing ceremony and the press conference. and Mr. Khondoker Wasim Iqbal, Former National Football Player of Bangladesh Football Team were present among other high officials from both the organizations during the MOU signing ceremony and the press conference.



# Post-pandemic Bangladesh: Re-inventing university learning paradigm

Dr. Carmen Z. Lamagna

The Covid-19 contagion will come to an end, and we will return to our usual, normal daily life. But higher education (HE) may never be the same. Universities are now engaged in the largest, most revolutionary, and most disruptive technology-enabled pedagogical method – a paradigm shift that will potentially shape the future course of campus life. Higher education institutions (HEI) are making sweeping changes in a very short period of time, shifting traditional face-to-face course content/teaching to online content/teaching. The traditional paradigm of universities has been a four-year university experience featuring life on campus, with lectures, presentations, seminars, laboratories, dormitories, social and cultural activities, sports, and—of course—semester breaks. This traditional campus experience can be personally, socially, and intellectually transformative. It develops the learner into a gregarious and confident individual due to constant interaction with the teacher and fellow students helping one another in acquiring cognitive knowledge and practical skills relevant to the completion of the course.



As we in HEI make short-term decisions to respond to the global pandemic, we will also have a long-term opportunity to reinvent the traditional university in-person learning experience. Reinventing the traditional university learning paradigm is an opportunity at hand and an appropriate course of action to address the teaching-learning requirements under the uncertainties of Covid-19. Online education has been around for a while, a flexible, and a proven support tool to a tradition face-to-face education. It challenges the teachers to be more creative to ensure that knowledge are imparted and learning takes place in the learners. On the other hand, it develops nuances and creativity on the students on how to cope with the new approach in teaching thereby, learning becomes more accessible and easy as it becomes more customary to the new teaching learning process. Administrative matters, academic scheduling, curricula, assignments, and even some assessments have moved online, but most students are

The online teaching platform will also challenge the traditional paradigm, since they are suitable to deliver a lecture-case study-based course than a science and engineering laboratories or a studio in the architecture or visual arts. There is no reason why HE can't be paced along with the traditional four years, in-person with the online delivery. Just as consumers have welcomed the choice between a physical and online option for everything from banking to paying bills to grocery shopping, HE should also offer students a choice for physical and online learning or both. One of the biggest differences with education, however, is the outcome. Online learning may require a shift in expectations of what we're preparing our students for. In education, the vision is always towards a reflection of where and what the students will be after graduation, and develop a capable workforce, and inculcate them with a set of cultural and social values. This emulation is often more than just

still expected to attend lectures, laboratories, and seminars. Although, there is a proliferation of personal computing devices and smart devices, the higher-education sector in general has not seen a significant increase in major technology-enabled pedagogy. The COVID-19 has transformed that. When the dust settles, millions of students will acknowledged and realized that there are some valuable learning which took place, even though they were not on-campus. Though, we must admit that online education is not an accurate or easy substitute for the on-campus experience—but exploring ways to combine the two delivery models will be a leverage to HEIs. There will always be a need for a physical presence for we are naturally social beings. Eventually, the future campus scenario could merge online learning with traditional campus learning. The university will continue to explore novel ideas and mechanism both inherent or adaptation from experiences of other learning environment and approaches. But the future campus could merge online learning with the traditional campus learning. HE can leverage the impact of this. Accessibility to class lectures of well-known professors and making them available online to students at any institution will benefit the students. There is no fundamental difference between this technique and using textbooks authored by the same professors, because straight from the “horse’s mouth” students are learning with more trust and confidence.





the environment—it's the rigor, the course work, and the professionalism. Companies and offices across the globe have sent their employees to "working from home" (WFH) which is now a sudden reality, the future HEIs will be highly influenced by what the workplace becomes. HEIs should equipped the students with capabilities and capacities to respond to the requirement of the emerging and evolving job market. If done right, the blended/hybrid of the in-person and online learning could allow more students to enroll at universities because of the convenience of learning at home or other suitable place and pace. We could also witness higher completion/graduation rates, while students are using the virtual learning, they will have the ability and option to listen, relisten, and slow down an online learning module until they fully comprehend. As we have witnessed universities make some immediate, fundamental shifts, these short-term and immediate adaptations could have profound long-term implications for how we plan for future learning space. A new use for digital platforms and communications channels, changes to work and learning pace and cadence, an individual and systemic approaches to resilience and preparedness, imperatives around human connection and innovation around achieving this, and support services (advising, counseling, mental health, financial, moral, etc.) that will make an individual learner a true social, sound and global citizen.



How will these immediate changes play a role in defining what the future university will be? We need to allow for our universities to not only address the immediate pandemic at hand, but also plan for a long-term vision to evolve the traditional learning environment while looking to a future state of a more blended learning experience. If we take the best practices we have learned from other HEIs that have implemented successfully the hybrid learning programs, make use of the knowledge-base within our university system, and augment the impact for our future generations, this would be a true paradigm shift in higher education that would transform its trajectory for generations to come. The reality and the unplanned, large-scale experiment in off-campus instruction necessitated by the coronavirus, make it all but certain that online learning is poised for explosive future growth.

***"We need to allow for our universities to not only address the immediate pandemic at hand, but also plan for a long-term vision to evolve the traditional learning environment"***

Writer: Dr. Carmen Z. Lamagna is the Vice-Chancellor of American International University-Bangladesh (AIUB)

## ACADEMIA IN THE TIME OF PANDEMIC – AIUB MODEL



R. Tareque Moudud



Checkpoints in strategic places are installed to regulate unnecessary movement of the motorists and people. Garments industry has slowed down but for those who have urgent orders and timeline to comply, factories are operating under closed supervision and proper monitoring by the authorities. To encourage them to work, there are benefits provided. For lockdown industries, the regular workers will be provided with 3 months salary, a government initiative, to sustain life under this pandemic situation.

### Role of academia

The academic sector of the nation has also suffered due to this pandemic. What makes this a particular cause for concern is the fact that academic institutions have thousands of customers/stakeholders—students, faculty entering its campuses daily, thus, presenting a potential threat to public health. While a corporate house can make up for lost production at a later time or apply means which will redesign the production line—albeit at a cost, what about the educational institutions? A semester or a calendar year may be lost in some educational institutions but not in the case of American International University-Bangladesh (AIUB). With large parts of the working world under physical lockdown, and most likely to remain so for a while to come, it is imperative that organizations start designing new ways of meeting the needs of their clients and thus, staying gainfully occupied and safe at the same time. Employers and employees have to work much closer "virtually" in designing work methods jointly and in a way which is more participatory in approach. And so, whatever modifications and changes are brought into the way employees work, the hallmark has to be "social distancing" with focus remaining on how to meet client-demand under these changed circumstances. In a manufacturing environment, protective clothing, masks, etc. may well become common sights on the shop floor. But what about the services sector? In these trying times will it at all be possible to ensure "business as usual"? Some establishments were lockdown but essential ones are open on a limited time schedule to ensure that food service and other front-line services are provided and not interrupted. In the city, to avoid movement of people, the delivery service through online order are commonly availed of especially. Motorist are apprehended if they move without proper justification. Checkpoints in strate-







And thus, it could happen that an entire generation of human excellence in the form of educated youth will be hampered.

It is vital that academic institutions garner their talents and resources and keep their service delivery unabated. Partner industries and organizations both local and international continuous through the online link established for the purpose. For it is this sector which can help maintain the macroeconomic digits by suggesting well researched alternatives to industry on how to redesign their

### AIUB's initiatives

Two pertinent points arise from the foregoing:

1. The need for continuing academic life;
  2. The need for designing / researching ways of helping industry, even during this lockdown.
- Let us now look at each in turn, with particular emphasis on how one of the leading private Universities of the country, American International University-Bangladesh (AIUB) has sought to address this dual challenge in the light of the emerging crisis that beset the entire country and the globe.

#### 1. The need for continuing of academic life:

The pandemic struck AIUB's Spring 2020 semester midway and threatened to tear it apart. Classes subsequent to Government directives were suspended from around the mid of March, just over a month left for the final semester examinations.

It was then that the University's management decided to switch to online teaching. This was a "first time" and unique project in the context of Bangladesh. AIUB with its technical and IT backbone could well afford to launch into such an enterprise, confident of success. After few sessions of briefing and training, the online class project was ready to take off. Online classes started on 22nd March. Students and faculty alike took up the challenge and the project got under way. Online delivery of services included the entire gamut of classes, consultation sessions, assignments, holding of quizzes, internship counseling. The underlying satisfaction lay in the fact that the students were getting their money's worth, in the best possible way under the circumstances. This is pivotal to AIUB management's ethos. Policy development and governance are made functional through online availing of the technology. The Academic council is convened to inform the members of the actions and other developments. Likewise, their views and suggestions to address certain issues are solicited and exchange of ideas,

as usual, cordial and dynamic. The same approach was also applied to reach out the members of the Syndicate to keep them abreast of the university's development initiatives and actions. At the same time, generate suggestions on how best the university will address the issues brought about by the crisis. Approval on certain actions are sought after a thorough briefing and suggestions are to be considered.

#### 2. The need for designing / researching ways of helping industry, even during this lockdown:

Life in a University, even during a pandemic cannot be limited to holding "virtual" classes. Research must go on accompanied by online discussions, webinars, etc. In fact, it is during a crisis that research needs to be intensified—in fields of both natural and management sciences, and other disciplines. Faculty development is given impetus through research activities, course enrichment and lesson planning. AIUB has the platform – technical and faculty expertise to take its research work further. The University has already initiated another project to address the above priority. Faculty are being encouraged to create "virtual" research teams, invite speakers, conduct sessions on sharing research ideas/ resources, brainstorming, group discussion to generate new ideas for articles, projects, etc. Faculty is also being encouraged to hold sessions on Research methodology, academic writing and related topics. Online consultations with some of the corporate houses on how to allviate issues arising out of the pandemic, will

The coming weeks will see a number of such sessions. All of these serve the dual purpose of not only improving networking with the country's corporate sector, but also facilitating skills development of faculty. Project ideas are given attention through partnership and commissioned to individual faculty/department/Faculty in the name of the university. Students are also engaged as assistants to enhance their theoretical knowledge and practical skills especially in MIS, Animation, engineering, electronics, computer science, architecture and arts. Memorandum of Understanding(MOU) are signed between AIUB and the partner institution/organization after mutual discussions on the Terms of Reference(TOR) of the partnership.

**Conclusion:** The current pandemic notwithstanding, all sectors of the country's economy must learn a very important lesson, and that is survival and success lies in the adaptability to change to fit new circumstances. Innovation must be ongoing, because changes in the external environment will require that. And innovation not only in the service and academic delivery, but continuous upgrading of the contents of the courses taught. This has always been AIUB's forte, because it believes that education is a continuous process and a lifelong endeavor that must reflect societal requirements thereby creating ripple effects of change to benefit the target beneficiaries and stakeholders. Business as usual—but with a difference!

Writer: R. Tareque Moudud FCMA,  
Director OPA, American International  
University-Bangladesh (AIUB).





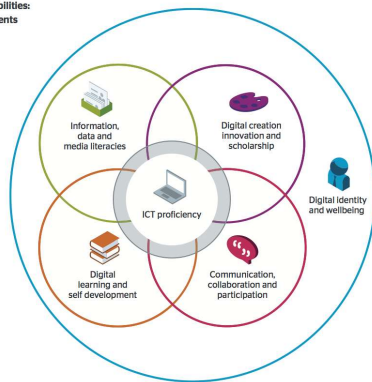
# Digital and Traditional Pedagogy in Education

Prof. Dr. Charles C. Villanueva & Nelson Udaundo

In the past couple of decades, the leaps and bounds in digital media technology has radically changed the means of distribution of information and entertainment. There has been and still is a continuing exodus of printed information, books, news, the visual arts and entertainment into the digital platform on a global scale. As internet and computing devices driven by algorithms which establish user patterns and behaviour, offer solutions to our needs, the deeper we get entrenched into this digital age.

As the latest advances in media technology continue to collide and lock arms with the ever growing informative content in the cyber highways, it is inevitable that most if not all education institutions and other centers of higher learning as well, will be swayed into this global paradigm shift in information and skills training delivery. The Massive Open Online Courses (MOOC) has enticed thousands upon thousands of students who learn skills and knowledge from a broad spectrum of online courses and ever since Stanford University opened the first MOOC program in 2011. Today, online delivery centers like Coursera and Udemey have rosters of educational institutions under their wings and offer hundreds of thousands of courses to millions of students worldwide.

Digital capabilities: the six elements



In 2014, Duke University offered an online course entitled "The History and Future of Higher Education" which was followed by 18,000 participants from all over the world. The course traced and outlined the development of educational systems from the ancients to the Harvardian model of training the mind in creating adequate intellectual filters, the French educational system which is disciplinary and hierarchical learning of the arts and crafts, the British educational system that adapted the French system and the German Humboldtian model of focusing in the production of new knowledge through research and experimentation. All these systems produced the underpinning system of education that we know today and are carried on in today's delivery of knowledge that is rapidly migrating to full digital platform. Public sites like Wikipedia alone boasts of 23 million articles translated in 300 languages being updated continuously by a global community of knowledge producers. Google has 20 million online books and more are published daily. This deluge of information online resulted in an unprecedented scale of engagement both

from the users and producers of information. Indeed, the global educational scenario is being restructured at a pace never imagined before. It might be just a matter of time when classrooms and contact sessions will be meant more as research facilities and for guidance of

Yet despite the innumerable positive changes that the digital paradigm offers, a question begs to be answered. Beyond the revolutionary shift and the overwhelming rivers of information and knowledge flooding the cyberspace that benefits everyone and anyone, how does this global digitization of education resolve the inculcation of the affective dimension of learning. While we agree that gargantuan leaps have been made in raising the bar of knowledge acquisition and skills development through a democratised and easy to reach media, can we do the same for the development of common and core attitudes vital in the formation of a professional in any field of endeavour in this digital era? Are we risking a future of cyber educated world population in with sky-high "S" and "K" but without an "A"?

How can digital pedagogy assure us that even without the presence of a warm bodied mentor in front of a student, the proper affective and moral components of a holistic education, be instilled with the upcoming digital world order? This is a question which up to now, no concrete and valid answer has been arrived at. No hard data and valid statistics are available to provide response to this question. New and emerging technologies are discovered but the human aspect and tangible life of a teacher who understands and appreciates his sacrifices, patience and love have not yet been challenged or replaced inside the classroom. The teacher's ability to touch the lives of the students; the molding and honing the character of the students to become upright individuals; the creativity and innovativeness of the teachers in imparting knowledge with utmost enthusiasm and motivation for effective teaching and learning are the many facets of a teacher which cannot be equated or replaced by a nonhuman technolo-

what was acquired outside the classroom and not anymore for direct learning. What used to be complementary knowledge acquired from online resources may become the main source of education while contact sessions in the premises of institutions may later serve as mere reinforcements of what was learned online. Day by day, the growing popularity and advantages of what you may call digital pedagogy are convincing more and more people. To name a few advantages, the digital education platform raises social intelligence that results from a deeper and more direct way of getting and eliciting reactions among online peers in the learning process through forums and community interactions online. Adaptive and cross-cultural competencies are honed as the ability to operate in different cultural settings develops and proficiency in thinking rises, in dealing with solutions beyond rote and repetition that traditional education systems offer. The new-media literacy brings about critical thought, a higher level of thinking that uses new media forms and techniques in assessing knowledge received.





-gy. It is still the human person like a teacher can create this technology and approaches work to maximise its impact when utilised or applied in the teaching and learning process. On the other hand, technology aided teaching and learning becomes interesting, facilitating and stimulating. However, the improper use of these technologies like those in the social media has misled the students in their study habits and imbalance way of life. They have forgotten the rudiments of learning which creates a strong foundation for sustainable and continuous application of the 3 learning domains: cognitive knowledge, psychomotor skills and affective or attitude/behaviour. Learners become dependent on these gadgets rather than becoming self-reliant and independent thinker. When these technologies become dysfunctional, students are at a loss and the application of knowledge becomes difficult. It is, therefore, necessary to repackage this technology to suit the needs of the learners and according to the requirements of the teachers. Operationally, pedagogy is an emergent expression of teaching, actual situation that takes place when a teacher begins to interact with students; the process of implementing and conducting the planned

instructional experience. For me, it is more of an art rather than a science. Sometimes, it is the combination of both depending on how you impart knowledge to make sure that learning takes place in the learners. In this regard, let the use of technology in the digital pedagogy complement with the traditional method or approach of teaching adhering to some principles of teaching that the students are the centerpiece of all the efforts of development in the university. Start teaching where the child is. Make instruction interactive and participatory to allow students to express their ideas. Consider or understand individual differences; always start teaching with motivation to arouse the interest of the learners. These principles of teaching cannot be provided by just applying digital pedagogy. In short, teacher knows best. With this context, under the able and competent teachers, learning becomes more enriched, interesting and challenging. The critical and analytical minds of the students should be cultivated using both the traditional and digital pedagogy, the end result is a learned individual who is ready to match or respond to the complex demands and requirements of the job market and the society.

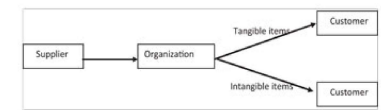
The writers are VP Academics and Animation Specialist respectively at American International University-Bangladesh



# Possibility of Providing Intangible Services through Online during Post Corona Pandemic Period

Dr. Charles C. Villanueva and Mohammad Ali

The imbalanced distribution between the ratio of facilities and infrastructures apparently affect the capability of providing products and/or services to the poor population of the country. The global technological advancement has compelled markets to adapt suitable systems to take advantage of the modern technology, hence the advent of online marketing and other services worldwide. Many arguments can be forwarded for and against providing services face-to-face physically (tangible services) and providing online services (intangible services). The current corona pandemic has compelled all citizens to isolate themselves within their residences. This situation, in particular, has accentuated the need for and supply of products online. Looking beyond the pandemic period, we see the continuation of these services in the post pandemic period. In this paper, we will try to analyze and explain the mechanism of delivering intangible services to the public. Some functions are easy to provide services through online rather than face-to-face. During the global pandemic, people are more concerned to come up with service with their stakeholders through online while staying in their home as they strictly maintained the social distancing. There is very less opportunity for the manufacturing company to produce but there is more possibility for the service organizations



to increase their services because of the strong demand. In this category, some organisations are purely to provide the services and some are not. Sometimes, customers avail of the services both from the online and within the organization. In this paper, it is clearly explained how an intangible service may happen through online successfully at the time of crisis. Bangladesh was constrained to impact country wide shutdown since all the sectors are bearing the stun of the continuous corona virus flare-up since March 2020. COVID-19 has influenced numerous nations over the world including Bangladesh. These nations were compelled to execute absolute lockdown. At this stage, government carefully exhorted all residents to remain at home to stop the spread of the disease from human to human transmission by means of respiratory beads like coughing, sneezing or may be minimum distance. People groups may likewise get tainted by contacting a contaminated individual or debased surfaces. Figure 1: SCM of service organization for tangible and intangible items Figure 2: SCM of service organization only for tangible items Figure 3: SCM of service organization only for intangible items.

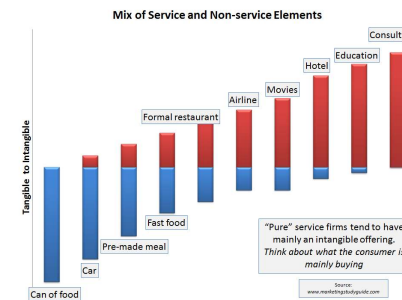




Figure 1 shows the supply chain management for the service organization where customer can get the services both from online and physically. For example: a hospital where patients can get the advice through the online but for the diagnosis, patients should go to hospital for laboratory testing purposes and consultation with the doctor. Figure 2 explains how to take the services from the organizations where online services is not possible. For example, customer has gone to the saloon for their services and also, we can consider uber, pathao where we can get the transport services. Figure 3 shows the supply chain management for intangible items where customer can get full services through online. We can consider education sector where students can get the services through online without entering the campus physically. During the global pandemic, people are always trying to provide their services though online by using different apps. As social distancing is an important factor to consider, it is expected to provide protection from being infected, so online activity is presently the most appropriate alternative solution. Online teaching can be provided by the educationist and the students can remain at home, thus fulfilling the need for social distancing simultaneously ensuring providing smooth and free-flowing education. The benefits are listed as follows:

- | Teachers can provide their lectures to students through online by using different apps without any interruption with the use of a strong and reliable infrastructure.
- | Teachers can also provide the counseling time more than the regular time in regular office as they are at home.
- | As teachers are comfortable with their lectures, they can custom-design the system for the assessment of the students by using a combination of different tools like quiz, assignment, presentation and others.
- | Teachers and the students can mutually agree upon increasing the number of classes to enable the students to fully grasp the topic being discussed before moving on to the next.
- | Teachers can easily complete the semester before the normal scheduled date by doing all the activities through online.
- | Students have more access to contact with their teachers rather than the class time.
- | Students don't feel pressurized to attend the classes in time through online.
- | Students can record the lecture for



their review and repetitive works. We are not advocating against traditional classroom teaching whenever and wherever it is possible. Although, there may be arguments against online classes, yet we feel that to keep process of education moving instead of being at a standstill like now, online education is a way out. Online courses, online training and workshop are gaining popularity day by day. In this paper, we are suggesting that a portion of class hours be spent for thorough online even after the global pandemic. Teachers and students being familiar with this technique will find it easy to adapt. More empirical studies need to be conducted to determine the effectiveness and usefulness of this intangible delivery of teaching services.

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## Minor Contributions: where to start for social well-being?

Dr. Rezbin Nahar



The word "contribution" itself is noble by its virtue. Contribution, whether it is big or small is recognized in any society. In these days, any form of contribution is highly regarded as an inseparable part of the development concept. Indeed, where to initiate this thought of contribution is becoming a new phenomenon. In dictionary form the word contribution is described as "the part played by a person or thing in bringing about a result or helping something to advance". This act has a strong potential of uniting people as well as nations through the compassionate act of giving back to society. That is why we all need to be concerned, do our part and contribute to social well-being. The legendary Nelson Mandela mentioned that in Africa there is a concept known as 'ubuntu'- the profound sense that we are human only through the humanity of other. That if we are to accomplish anything in this world, it will be in equal measure and due to the work and achievements of others. Its importance can be observed from different dimensions, like how it creates feelings of gratitude, gives encouragement, develops a culture of giving, strengthens communities and nations, moreover, helps alleviate poverty, and sufferings from any country.



"Contribution towards the well-being of society" helps to efficiently distribute resources through creating a nation of emotionally intelligent people and equips citizens with the building blocks for a better and brighter future. By making contributions, no matter how small or big, you will grow as a human who possesses the ability of rational judgment while enjoying the mental as well as physical benefits of giving back to society. The feeling of contentment that is received through social contributions is deemed to be unparalleled, which is why many decide to contribute even without getting any worldly rewards.

When it comes to contributions, we should realize when to go forward with it. Should it be after our graduation or after getting a job or is it after making a family? That is a common concern of many. Historically, we usually start to contribute after starting a job. In a way we can say that, we earn and con-

tribute to family and then with time, to society. But if we think in a rationale manner, we need to cultivate the practice of contribution from a very early age. The inspiration of this should primarily come from family as well from the educational institutions. Students at the time of studying should think how they can contribute in a broader perspective to their school. Schools can arrange incentive centric teaching programs for students who are willing to guide other students who have a relatively harder time understanding different topics in the classroom. Their contributions will be clearer as there will be a freer communication among the students in the community.

Teachers can also include cleanliness programs in school curriculum, where the students will bring photos of their participation in cleaning activities of their own homes. It will not only create a healthy habit of cleanliness but will also strengthen the bond between family members, especially, between the mother and the child. In Bangladesh, it is a common practice for mothers to sit idly and engage in small talk as they wait for school to break. These mothers can also contribute to society by setting up a committee where they can share current problems of the school and discuss upbringing of children to come up with inventive solutions. Collectively, mothers can propose ideas for the better-



-ment of education from a different dimension. Hence, a society must be ready for minor contributions and this should start from students in schools and from their families. Parents can ask the children to engage themselves in household activities, where the sense of belongingness can improve. All the moral teachings children receive from schools can later be shared with the helping hands in their homes too. So that they can carry these teachings to their own home, apart from the salary received for working in the house. Today's youth will lead the future nation. Their ability to think proactively will shape the total work into completeness. For the development of the society, every single activity of the young generation is valuable. Once the young generation understands the meaning, they will be contented with whatever they have and also feel the delight of accomplishment. Now, the vital question that comes to mind is, from where will we start? To make it systematic and formalized, the starting point should be from primary level where government intervention is required. The present government has already taken some contributory initiatives to develop its human resource where possible; the outcome is yet to be evaluated due to some limitations which can be referred to as "micro level contribution".

The minor contributions are able to create a big impact on the society. A small survey regarding this matter reveals that, a micro level contribution to the society can impact positively on a macro level. The survey was conducted on different professionals from different sectors. This implies that, small communities can train their own people to develop the overall human resource of a country. Similarly, college or university students can immediately start contributing to society. It should be mentioned here that in many universities the students provide minor contributions through different clubs such as social welfare clubs, cultural clubs etc. So, this practice can be ensured in all universities through govt. rules. Owners of different apartment buildings and their residents can provide minor contributions by maintaining a book corner near the car parking area, offering good food to the guards and drivers weekly or at their convenience. This will surely bring about a positive change in the society we live in.

Community service is often coordinated by lo-

cal groups. Most people have a habit of early morning jogging, they can establish informal communities through which they can do some social work as a minor contribution that can positively impact the locals. We as active members of the society can distribute books, pencils, pens and other stationeries (educational equipment) to poor children through informal association; organize annual picnics and other programs for the under privileged children of the community. In addition, for nearby slum dwellers, able community members can also coordinate health-related awareness campaigns, cleanliness, and value to stay under the light of education. Furthermore, they can also provide minor contribution by distributing preloved or good condition old clothes to the poor, organize tree plantation programs, do roof top gardening and many more. These minor contributions will not only generate innovative ideas to shape the future but will also contribute to the overall betterment of the society.



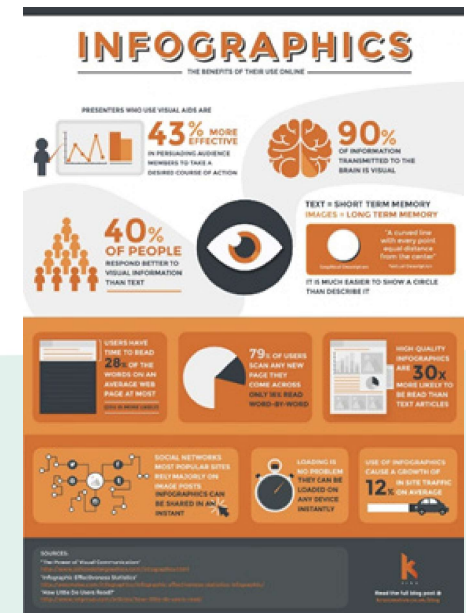
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## Why and How Business Graduates Should Learn the Fundamentals of Graphics and Animation?

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In the light of the pandemic crisis the world's economies are facing today, businesses of sizes and shapes are being brought down to its knees. Stock trading has fallen to level reminiscent of the pre-war depression of 1930. Establishments from the biggest corporations to the smallest corner stores are practically getting only a fraction of what they used to make if not totally nil. Countries have locked down their borders to the minimum, quarantine measures have been enhanced and people are confined to their homes in this concerted fight against the deadly virus. In the thick of these gruesome conditions, social distancing and work stoppages have become a new norm in the hope of flattening a very steep curve of infections and a harvest of deaths. Businesses are driven to home-based operations wherever possible and operations are conducted remotely but connected in order to deliver goods and services. Given this global scenario, the digital communications and information technologies become the nerve center of continuing commercial operations.

Digital Content creators has never been more important than it is today due to dramatic digital consumption brought about by the paradigm shift in a post-covid 19 economy. In the educational landscape, business students in particular should leverage degree with graphics design skills to align with the fourth industrial revolution because every reputable business will hire more digital content marketers to achieve their brand objective in a struggling economy. Employers require tech savvy and well-rounded staff familiar both artistic and digital skills to achieve communication excellence and effective branding. They can create quick prototypes and other visual presentations for stakeholders to understand their expecta-



tions and can convey a comprehensive roadmap in return. Aim of this article is to illustrate why graduates should be equipped with illustration, photoshop, animation skills to sell themselves in the challenging future job market and how those skills can be acquired. Graphics design is an easily adaptable skill for business graduates because they possess all the requirements that graphic designers requires for a successful career. For example, they can define Key Performance Indicators (KPI), understand value of communication, exercise critical problem-solving abilities and apply their case analysis abilities to create and deliver the right content



the right content to the right people at the Right Time.

Graphic designers' job is not only creating great looking images and executing high quality work, but also It is also requiring lots of research, conceptual thinking, understanding, thinking and development to make a relevant and a lasting imprint of their brands and products. It is commonly believed that Graphic designers' job is to combine art and technology to communicate ideas through visual contents and becomes integral part of business communication. Research shows that Infographics provides plethora of creative ways to draw attention to their content in order to communicate and influence more, because around 90% of information conveyed to the brain is in visual form, which is flashier, vibrant and better than words. Unlike medicine or engineering, visual arts discipline doesn't require years of background studies. Furthermore, marketing graduates also have an advantage in this rapidly growing e-marketing industry. They are learning "what to create" and "for whom" with their branding guidelines as clients. Learning how to use these design tools with the cognitive knowledge of design principles, color management and proximity will give them more control in their profession. For example, business students can easily understand requirements of a logo that distinguish their brand from others and communicate its unique message clearly. In addition to this, problem-solving nature of graphic design course assignments help business graduates in developing innovation and re-thinking abilities by setting unconventional and visually innovative ideas. For example, business graduates have knowledge on various consumer behavior perspectives and can address the distinction between what their inexperience clients' need rather than what they want. It helps them to offer better and more effective alternatives with explanation.

HR and management professionals can use their computer aided creativity to illustrate eye catching trainer manuals, personalized birthday cards, posters, brochures, short animations and enhance photos to achieve their professional aims. Even students with accounting, economics, data analytics and finance majors get an option to broaden their scopes and pursue interests other than their core study areas. Computer aided vis-



ual arts course not only encourage their involvement in the acquisition of new computer skills but also helps them to present their monotonous tables, diagrams, Graphs and charts more in a lucrative and responsive style.



Modern Day educators and e-marketing practitioners should help business schools to break out of their traditional comfort zones and replace courses that teaches obsolete "management principles and control mechanisms" of previous century and replace them with more contemporary skill enhancement courses. Bridging the gap and building a two-way street through academic friendships between school of arts and professional preparation would enrich academic domains of business schools. University programs has a structure to regulate assessment to gauge and evaluate students' performance through their demonstration of employability with regards to technical and academic outcomes. It makes them more agile and compliant for an unpredictable workplace. **AIUB Business Faculty** has been offering an elective course for

undergraduates titled "Business Graphics and Animation". Many business graduates completed the course with flying colors are professionally involved in digital content creation and procurement. However, animation and Graphic Design related courses are considered as one of the most popular courses offered by polytechnic institutes, Makeshift IT-training centers and various online platforms. Tech savvy students with the sense of Self-discipline prefers MOOCs to enhance their skills because of open learning environment and flexible schedule.

**In conclusion,** business students will definitely benefit from a graphic design course where available information and design technology meets a business objective. It helps any business professional to improve their communication skills with text and graphics that are more effectively recalled, Lower Operating Costs of the business, Improve Creativity of a person, encourage professionals to experiment with New Technologies and Understand Clients Better. In today's uncertainty of the immediate future of business and economy, the use of digital, computer-enabled content is undeniably the order of the day. Not to mention that now more than any other time, we have more time to dabble and reap the benefits of being familiar with applications like Photoshop, Illustrator and animation software that offer an arsenal of tools that can be both a gratifying source of new skills and a path to unleash creativity in our everyday work.

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# Training a Worthy Paradigm Shift for Skills Development—Post COVID-19 Era.



Prof. Dr. Charles C. Villanueva



Dr. Rezbin Nahar

The COVID-19 outbreak has changed employers, workers and consumer's everyday lives in many aspects. It has compelled to consider and understand human beings what matters for the world today. The organizations are shifting and coping their actions to continue with the present job. However, they need a survival plan in this new situation to adjust post-crisis era. All business sectors should figure out how rapidly their employees can adapt to this changing situations. They also need to learn how to furnish employees new responsibilities and activities. This paradigm shift is much more than operating remotely. It is concerned with how business leaders can upskill their existing employees and retool newcomers to deliver novel business models in the post-pandemic period.

## A Guide to Remote Learning Terminology during COVID-19



To address this challenge, organizations need to develop a talent management policy that improves the required technical, cognitive, emotional and social skills of the employees. Further, there is a to strengthen the resilience and adaptability of employees. All organizations are required to double their learning budget and commit to reskilling and upskilling their employees. The Covid-19 forced academician and industry experts to think about new knowledge and skills that graduates should know how to enter into professional life. Researchers, enterprises, policy-makers and community leaders believe that the R&D is now an essential platform to develop partnerships among many industry partners. An exclusive-stop-shop with a variety of tools and information sources can be created to support deliberate attempts to defeat the contagion COVID-19.

Research models from researches will represent the future business engagement that solves the crisis of present pandemic. But there is still a

a disparity between academics and industry experts to participate in research to surmount this disease outbreak actively. It is the time to reduce the gap and help students continue to develop new skills and involve them in their practice, which gives back to society by holding distancing themselves and other essential protocols. The skill difference can be reduced by providing recognition and access to resources, creating opportunities for networking and application, studying industry problem solving

communications to raise awareness about pandemic prevention; management and staff also worked together to ensure a safe return to work, and it began participating in SCORE Training in May 2018 and has completed the Workplace Cooperation Module (ILO, 2020). WHO also states that global cooperation is indispensable to survive after pandemic (World Health Organization, 2020).

Most importantly, Alibaba also focuses on people's development. In several programs, Alibaba co-founder Jack Ma states the need to invest in people to survive and succeed. During SARS, Alibaba not only survives but also launches a new business because it focuses mainly on people: it unites people (Erisman, 2020). So, soft skill is a value added qualities of the graduates.

Second, COVID-19 has established a new reality where nearly every aspect of life has shifted from analog to digital. E-commerce is growing in this modern environment and is helping to be a lifeline for businesses. This offers an opportunity for retailers that can quickly move to non-store shopping opportunities and growing a new type of supply chain. In this scenario, companies are required to support the staff to learn this changes in the overall Industry. To support this shift, digital knowledge is a prerequisite by identifying and bridging skill gaps, organizations can survive this crisis. Digital training includes online selling and marketing, diversification of sales training, online business management training, Cybersecurity Training Module which can help graduates to be recruited.

Third, we are witnessing Darwinian effects in every industry because of Covid-19. The lack of resilience, which was noticeable but not vital, now has serious consequences. The most agile companies will appear as the strongest. The same goes for employees. Employees with flexibility and resilience can go far. By examining and strengthening attitudes, behaviors, and social support structures, employees can gain the required strengths to survive workplace changes and capitalize on it later.

Fourth, it is also time to provide training to both students and employees regarding the Strategic Plan. Combining academicians and industry





experts, this type of training to the university students can afford at this time. As it is known to all that a strategic plan is advantageous, regardless of the size of company. No matter a small or a big business enterprise with hundreds to thousands of employees, strategic planning helps ensure that the organization goes in the right direction. Many webinar sessions combine effort with academicians and industry experts to enhance the learning of graduate students by providing knowledge of the current operating system so that students can come up with new ideas which will be their lifetime learning. Combine effort will complete their leaning and add value to the sustainability to the country's economy.

However, it will take longer than expected to achieve a specific objective and understand that this is not a matter of concern. The main concern is to improve strategy to make a stronger position to succeed. When strategy formulation is successful, everybody in the company should agree on the business direction and objectives. Each person must know what makes the company better and what needs to be improved. And it is expected that every individual should be able to contribute more to the development and success of the company.

For graduates, as well as employees, need following training on Strategic development plan. Specifically, need to know the procedure of environmental plan and internal assessment. They need to talk about industry dynamics and implications where they will learn the significant changes in industry dynamics resulting opportunities and risks. The competitive assessment also need to consider where graduates will identify and prepare competitive strengths and weakness in this COVID situation. We also need to train our students regarding internal assessment where they will focus to know current business opportunity and competitive landscape. Training should be on strategic alternatives of business to consider along with the financial projections at uncertain situation. Training should be required on the impact of major strategic initiatives which will be taken to pursue over the next 3 to 4 years for business.

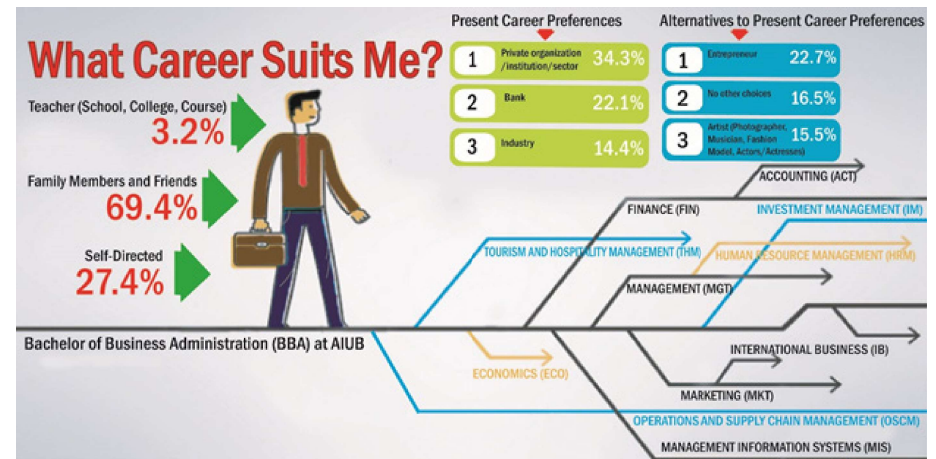
**Last but not the least**, basic work procedure and forecasting technique will be another important

area for training. Forecasting techniques assess the scenarios of the past, making it possible to prepare an accurate prediction about the future situation. These predictions could help in preparing for potential threats and consequences. Along with this, how quickly those issues can be resolve will be another success during pandemic situation. Moreover, Information dissemination is also a big challenge. So, this should be a training topic for students—ethical and social value in a different area is now considered an essential session.

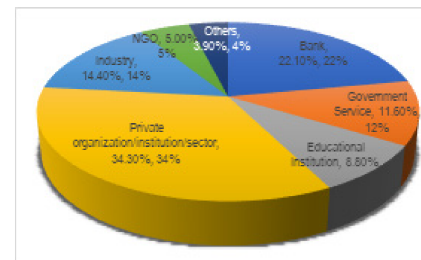
The above observations support the notion that industry engagement is essential to improve organizational learning, capability development and innovative performance of existing employees and graduates. It has significant impact in the organizations, as they are aware which part of their activities will drive to the organizations' work. During Covid-19, we are losing so many talented lives that we may face an expert gap in different industries after pandemic. Hence, our immediate priority is to train graduates and existing employees solid knowledge by reskilling and upskilling to fill up the vacuum of expertise at different sectors.

*" For graduates, as well as employees, (they) need following training on Strategic development plan. Specifically, (they) need to know the procedure of environmental plan and internal assessment."*

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**Choosing a career** is not an easy task nor a game of luck. It should be well chosen with care, passion and aptitude. A career that matches one's skills, interest, style and values. The same is true in choosing a major if you take up Bachelor of Business Administration (BBA) with nine (9) majors to choose from. Each major comprised of about 8-10 courses. Each major promise good opportunity and bright prospects if you listen to the Department Head or an invited speaker/resource person who would advocate and promote a particular profession he is engaged in.



**Figure 1: Present career preferences**

This kind of approach sometimes creates confusion instead of enlightenment. If one is confused which career suits him/her, it is better for him/her to dig deeper or explore more information from various sources. The more information about career paths you become aware of, the more it enhances your chance of finding a job that suits you. Also, Social media is a convenient platform and tool for students to inquire

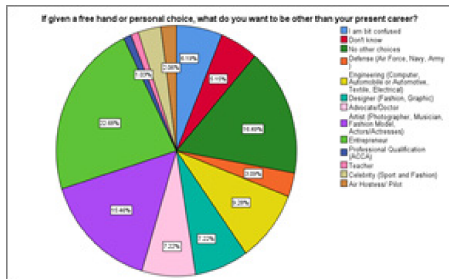
and search for acceptable answer to the basic life-changing question, what career suits me?

The Faculty of Business Administration launched an action research based on a simple 10-question questionnaire to a purposively selected 133 students who have not yet declared their major. The survey envisages to find out the plan, the influence, the inspiration, the type and reasons for choosing a major. The results of this survey can be used to further provide information to students in their choice of career or major and a discussion paper for the planned Panel Discussion on the same title.

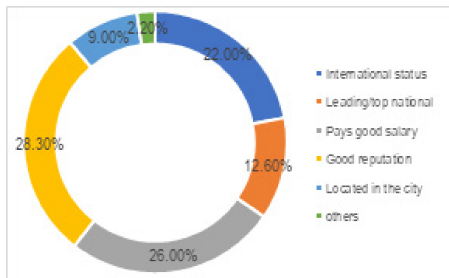
It seems that the majority (nearly 82.7%) of the students, who responded to the questionnaire, have not chosen a major yet. This made this survey and planned intervention more meaningful and useful for them. The planned panel discussion can provide both theoretical and practical reasons for whatever major the BBA student will choose. Getting employed is the primordial reason why students are in the university to earn a degree. For whatever reason, some students revealed that they do not like to get employed or work after graduation. It is assumed that, at the early stage of their studies, these students must have a preconceived career plans, i.e., pursuing higher studies, putting up its own business, and others. For those who would like to work, most of them prefer to work in private organizations/institutions/sectors followed by those who are



interested in the Bank and Industry sectors (see Figure 1).



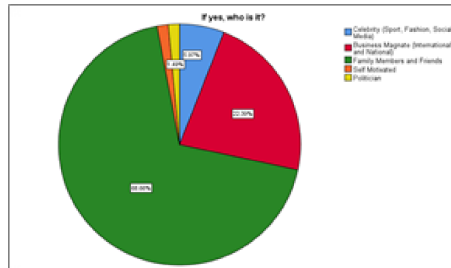
**Figure 2: Alternatives to present career preferences**



**Figure 3: Priorities in choosing an organization**

When asked if their parents have business of their own, almost 61 percent said yes. However, few of them wanted to help or join their family business while a little higher number do not want to help, 47.5% and 52.5%, respectively. The students were also asked, if given a free hand or opportunity to choose their own major/career, other than what they are taking, what will it be? A few are confused while some of students said, they don't know. Few said no other choice other than current selection. Apparently, a group of students is not familiar with the career or major that suits them. Hence, the need for career orientation and guidance of the teachers is crucial. The student can realize and change their mind set with proper orientation in choosing what major suits them. Although not a majority, as shown in Figure 2, becoming an entrepreneur is opted for by the students followed by being an artist. This is a bit surprising for choosing to become an artist considering that the student respondents were all business students or taking up BBA. Another relative question was asked as to what

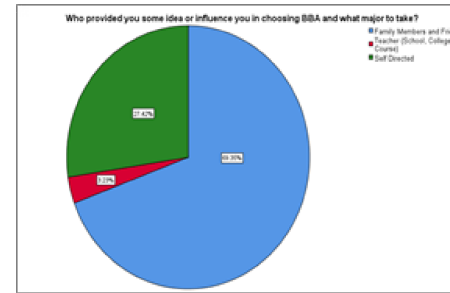
consideration they have taken in choosing the organization/institution/company to work for. Not majority but diverse responses, reputation was identified followed by pay good salary and international status as the top three choices (e.g. Figure 3). Since majority or 82.7 percent of them have not chosen a major, they were asked who was their inspiration or role model in choosing their career? It is a common knowledge that the family plays an important role, and this is



confirmed by 68.7 percent of the students mentioned family members and friends truly influence in their choice (see Figure 4). A few of them mentioned self-motivated that means it is their personal decision to have chosen their major. It is surprising to note that the teacher (school, college, course) did not have a significant role or influence in the choice of student's career or major as revealed by 3.2 percent only (e.g. Figure 5).

Who of these role model or persons inspired the students in choosing their major? Consistently, the family members and friends are their role models who inspired the students in their choice of major followed by well-known and successful business magnates (e.g. Figure 4). To further the preceding question, a question was asked as to who provided them the idea to take BBA and what major to take? Again, the respondents were consistent in identifying the family member and friends. This was followed by a self-directed decision because somewhere somehow, they have been informed about the major they want to take through their initiative and source/information (e.g. Figure 5)

As revealed in the study, it is imperative that BBA students prior to declare their major need some orientation and guidance on the prospects of the major courses should they choose one so that their choice is free of influence, but rather based on their self-directed knowledge and interest.



**Figure 5: Sources of influence in selecting a major**

Written and oral promotion citing the advantages and disadvantages of a particular major should be made known to the students. Some testimonies about the success stories of businessmen can truly inspire them. Family members need to be well informed of the prospects of each of the major courses so that they can direct and support their children in the right choice of career instead of advising them with some biased choice based on their own personal preference. Teachers should intensify their guidance and counselling role so that students can be properly enlightened and make a right choice based on the demands of the job markets and in consonance with the student's passion for that particular profession and the type of work they want to engage in and spend their professional life on. The choice of what career path to take can never be underestimated for on that singular decision rests the kind of life and profession you will have.



**Key Highlights:**

- Nearly 34% of the students envision to work for private organizations/institutions/sectors. Unfortunately, only 11.6% of the students are interested in government service.
- Approximately 61% of the students have family business; interestingly, of 61%, 46.6% of the respondents do not envision to work for their family businesses.
- The professions such as Entrepreneur, Artist (e.g. Photographer, Musician, Fashion Model, Actors/Actresses), Engineering (i.e. Computer, Automobile or Automotive, Textile, Electrical) have been marked as alternatives to the present career choices of the students.
- Students are more interested in those companies which are reputed globally and locally compare to those which pay good salary.
- Family members and friends are still the most influential factors in choosing career. Unfortunately, only 6% of the students are following celebrity (sport, fashion and social media) in choosing their career.
- The thought of choosing major in a university is directed mostly by advice given by family members and friends rather than Teachers or Mentors (School, College, Course) with whom they are closely associated with.

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# RESPONSIBLE RESEARCH

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**RESEARCH** is an indispensable function of a higher institution of learning. Through research, new knowledge and ideas are discovered and developed. Results are imparted and utilized to contribute to the enrichment and improvement of the academic programs and the socio-cultural system as a whole. According to C.F. Kettering as quoted from the book of Dr. David entitled: Understanding and Doing Research, "Research is a high-hat word that scares a lot of people especially the students. It should not be. It is rather simple. Essentially, it is nothing but a state of mind-a friendly, welcoming attitude towards change. Going out to look for a change, instead of waiting for it to come. Research for a practical man, it is an effort to do things better and not to be caught asleep at a switch. The research state of mind can apply to anything. It is the problem-solving mind as contrasted with the let-well-enough-alone mind. It is the composer mind, instead of a fiddler mind; it is the tomorrow's mind instead of the yesterday's mind." According to Webster, 1984, Research is defined as a careful, systematic study in a field of knowledge, undertaken to discover or establish facts or principles. It is also defined as a systematic process of collecting and analyzing data to find answer to a question or a solution to a problem or to validate or test an existing theory. Many people are engaged in activities which have the characteristics of a formal research. People often ask question and when they cannot answer them, they make hunches. To determine whether their hunches are correct, they ask further questions, evaluate their guesses and decide on the best answer. This process cannot be called research unless they follow systematic procedures, ask appropriate questions and use reliable and

valid instruments. It is at this stage that research must be responsible. Within the context of the abovementioned definition or concept of research, I will expound on the relevance of Research and its impact to society's development. In my discussion, I will be making reference to my university, the American International University-Bangladesh (AIUB) and how it cultivates research to enhance the existing culture of research being a young and growing university, from 34 students when it formally started its journey in 1995 to more than 10,000 students at present. The university is exerting its best efforts to give more attention to research as its major function aside from well established and functional instruction and community outreach commitments. Theoretically, Responsible research is anchored on a number of valuable dimensions. Each of these dimensions is characterized with the sense of responsibility from Problem identification to Research output and the impact or contribution this output to the enhancement of societal needs. One of these needs is the utilization by the higher education institutions for curriculum development, enrichment and restructuring; capacity building of both the academic and non academic staff; formulating/revision of policies and programs; adopting new strategies for effective delivery of educational services and other quality improvement.

## The Value of Research

Educators, health service providers, entrepreneurs, managers, policy makers, counselors, development organizations, administrators, teachers and students, need information to make decisions or perform their functions more effectively. Research can help them meet this need. Teachers need to know what teaching approaches and materials can be used to help students learn better. Health service providers need health-related data in developing health services and in improving delivery of health services and in identifying interventions that will improve the health condition of individuals. As a decision maker, a manager and administrator needs accurate information before selecting a course of action. When several options are available, data about the options can help the decision maker in selecting the best or the better alternative that will yield a better outcome. A Responsible Research has these functions:

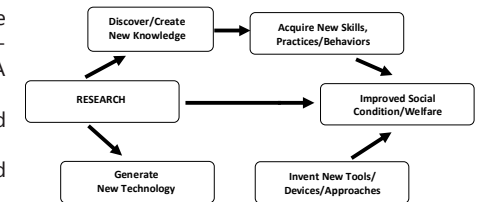
- It helps answer questions, solves problems and makes decision.
- It enables us to see and understand how and why a situation or a problem exists.
- It helps discover new things and ideas.
- It allows to validate existing theories or generates new ones.
- It helps identify and understand the causes and effects of a situation or a phenomenon.

**-Relevancy of the Topic.** This applies to the need of a particular sector or area. It maybe prescribed, commissioned, predetermined or personal choice of the researcher. It maybe an academic exercise as a requirement for the completion of a degree or course. This maybe with reference to existence of researches on related problem. It should primarily attuned with the Mission and Vision of the institution where research is an indispensable area of development.

**-Improves the Quality of Life.** Through research, new knowledge or technology is discovered. New knowledge can result in the development or improvement of skills, behavior or practices while newly discovered or developed technology can lead to the development of new tools or devices. Improved skills, behavior or practices can lead to better conditions and better quality of life. Moreover, new or improved tools or strategies can result in improved performance and/or better service delivery which in turn con-



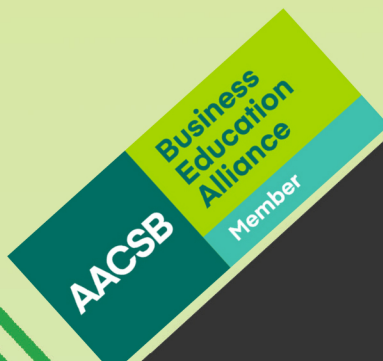
tribute to the improvement of man's living conditions and quality of life. The connection between research and the improvement of man's welfare is shown in this illustration:



In the article published by the EU, a community research on Improving the quality of life reported on the startling progress in life science heralding dramatic new developments in food, pharmaceuticals, health care and agriculture. It has cited 10 ways to improve quality of Life:

1. Think daily. Meditate or make a reflection. Your mind will work and will not remain stagnant.
2. Get in Zone. Productivity moments during time zone.
3. Make it a point to do something bold everyday. Step out from your routine.
4. Learn something new. Read and do something different.
5. Debate on Something. Exchange views with other person(s).
6. Spend time with a child. Be at their level once in a while. Be a hero to them.
7. Go outside. Expose to outside world and experience new events.
8. Recognize what makes you happy. Be satisfied and contented of what you are doing.
9. Stop broken thoughts. Continue to finish a task not later on.
10. Don't stress about it. Relax and maintain composure.





# Business Connect

AMERICAN INTERNATIONAL UNIVERSITY-BANGLADESH (AIUB)  
ENVISIONS PROMOTING PROFESSIONALS AND EXCELLENT  
LEADERSHIP CATERING TO THE TECHNOLOGICAL PROGRESS AND  
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