



**ATHARVA INSTITUTE OF MANAGEMENT STUDIES**

( Approved by AICTE, DTE & Affiliated to University of Mumbai )

( NAAC Accredited )

International Research Conference

**ABSIC 2023**

*11th International Conference on “Changing Dynamics of Global Education”*

organised By

**Asian Business School(Noida,India)**

in Collaboration with

**Northern University Bangladesh(NUB),Bangladesh**

**Date : 11 and 12 December, 2023**

**Virtual Podium : Microsoft Teams, Zoom and Google link**

**TECHNICAL SESSION JUDGE : Dr Shubhi Lall Agarwal**

HOD , Systems, AIMS | Head, R &D Cell

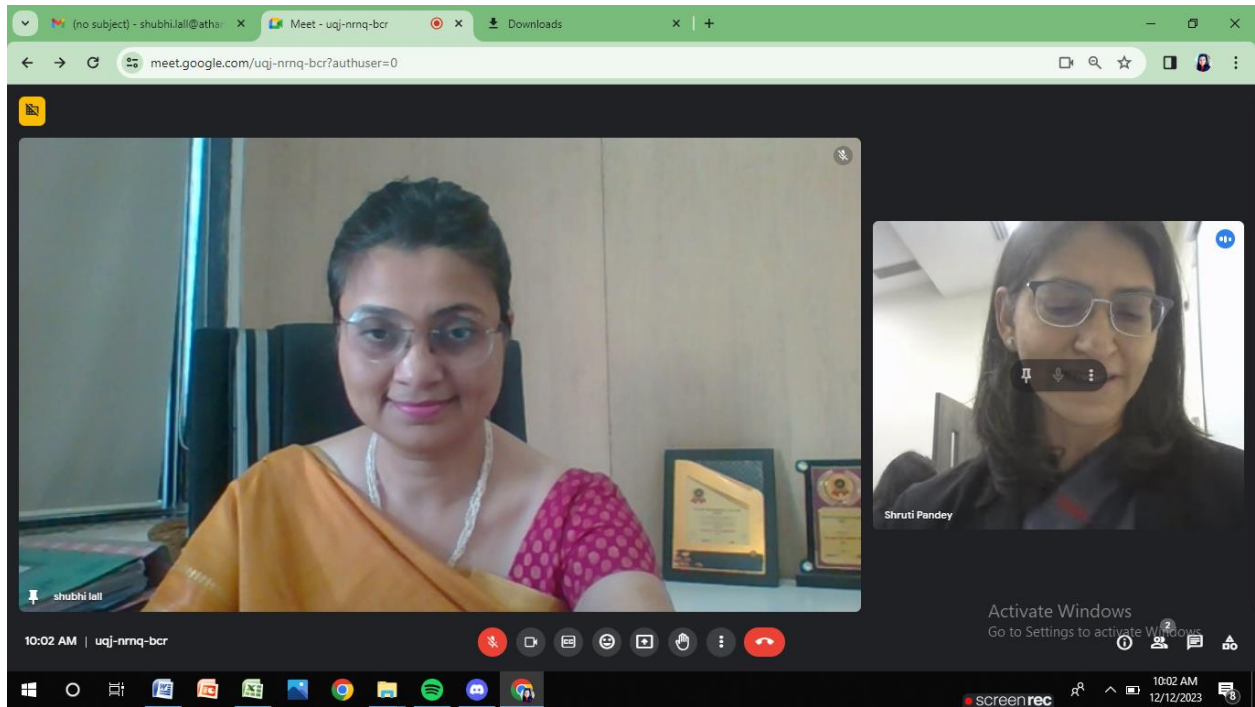
**Role of Dr Shubhi Lall Agarwal:** TECHNICAL SESSION JUDGE and guest in International Research Conference ABSIC organized by Asian Business School in Collaboration with Northern University Bangladesh, 11 – 12 December 2023.

Dr Shubhi Lall Agarwal evaluated 21 research papers spread across two days in the post lunch session at window 5. The students of Asian Business School and NUB, Bangladesh presented their papers and out of which one paper of Mr. Suntu Kumar Ghosh, Assistant Professor, Marketing, Northern University Bangladesh was awarded as **best paper of the International Research conference.**

The screenshot shows a Google Meet session with a presentation slide. The slide title is "Unveiling the Nexus: CSR, Corporate Image, Trust as a Mediator, and Hotel Guest Behavioral Intentions in Bangladesh". The authors listed are:

- Suntu Kumar Ghosh**  
Assistant Professor of Marketing  
Department of Business Administration  
Northern University Bangladesh  
Email: [suntu\\_ghosh@yahoo.com](mailto:suntu_ghosh@yahoo.com)
- Mohmmad Rafiqul Islam**  
Assistant Professor of Finance & Banking  
Tejgaon College, Dhaka  
Email: [rafiqu@gmail.com](mailto:rafiqu@gmail.com)

The meeting interface shows three participants: Shrutu Pandey (presenting), Suntu Ghosh, and Shubhi Lall. The system clock at the bottom indicates 11:31 AM on 12/12/2023.



## GLIMPSES OF DAY 2: 12 DECEMBER 2023

meet.google.com/uqj-nmq-bcr?authuser=0

shubhi lall

Shruti Pandey

10:04 AM | uqj-nmq-bcr

screenrec

10:04 AM 12/12/2023

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Shruti Pandey (Presenting)

Impact of E-Learning on the Global Economy

PRESENTED BY: Shruti Pandey

**E-LEARNING MARKET**  
Size: Technology, 2018 - 2028 (USD Billion)

Year	Market Size (USD Billion)
2018	10.5
2019	12.5
2020	15.5
2021	18.5
2022	22.5
2023	27.5
2024	33.5
2025	40.5
2026	48.5
2027	57.5
2028	67.5

10:04 AM | uqj-nmq-bcr

screenrec

10:04 AM 12/12/2023

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Shruti Pandey (Presenting)

Impact of E-Learning on the Global Economy

PRESENTED BY: SHRUTI SALUNKA, SUREYANSHI SHUKLA

**Introduction**

**Objective**

**Analysis**

**E-LEARNING MARKET**

Size Technology, 2020 - 2030 (USD Billion)

Year	Online E-learning	Learning Management System (LMS)	MOOCs E-learning	Mobile E-learning	Virtual Classrooms
2020	10.5	1.5	0.5	0.5	0.5
2021	12.5	1.8	0.6	0.6	0.6
2022	15.0	2.2	0.7	0.7	0.7
2023	18.0	2.8	0.8	0.8	0.8
2024	22.0	3.5	1.0	1.0	1.0
2025	27.0	4.5	1.2	1.2	1.2
2026	33.0	5.8	1.5	1.5	1.5
2027	40.0	7.5	1.8	1.8	1.8
2028	48.0	9.8	2.2	2.2	2.2
2029	57.0	12.8	2.8	2.8	2.8
2030	67.0	16.8	3.5	3.5	3.5

**E-learning Market CAGR: 17.83% (2022 - 2030)**

**GLOBAL TRANSITION**

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Shruti Pandey (Presenting)

Impact of E-Learning on the Global Economy

PRESENTED BY: SHRUTI SALUNKA, SUREYANSHI SHUKLA

**Introduction**

**Objective**

**Analysis**

**E-LEARNING MARKET**

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2026	33.0	5.8	1.5	1.5	1.5
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**E-learning Market CAGR: 17.83% (2022 - 2030)**

**GLOBAL TRANSITION**

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Shruti Pandey (Presenting)

### Introduction:

- Young technology facing technical, commercial, and regulatory challenges.
- Potential to transform financial services and the broader economy.
- Emergence of new ways to intermediate capital and risk.
- Special digital ledgers using consensus mechanisms and cryptographic techniques.
- Not intended for human reading; designed for machine understanding.
- Two identifying aspects: digitally signed transactions and an ever-growing chain of ledger entries.

shubhi lal

Shruti Pandey

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Shruti Pandey (Presenting)

### Findings

Financial Processes and Challenges	Confidence and Privacy Concerns
<ul style="list-style-type: none"><li>52.2% identified payment and money transfer as suitable financial processes.</li><li>Regulatory hurdles were a significant challenge for 36.6% in implementing blockchain in finance.</li></ul>	<ul style="list-style-type: none"><li>33.3% expressed confidence in blockchain security for financial transactions.</li><li>90.5% believed blockchain could address privacy concerns.</li></ul>

shubhi lal

Shruti Pandey

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Shruti Pandey (Presenting)

## Data Analysis

Here is the data presenting diverse perspectives on blockchain technology in finance from various respondents.

Category	Count	Percentage
Improved Security	19	82.6%
Increased Transparency	15	65.2%
Faster Transactions	13	56.5%
Cost Reduction	10	43.5%
Enhanced Traceability	10	43.5%

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Shruti Pandey (Presenting)

## Findings

### Financial Processes and Challenges

- 52.2% identified payment and money transfer as suitable financial processes.
- Regulatory hurdles were a significant challenge for 36.6% in implementing blockchain in finance.

### Confidence and Privacy Concerns

- 33.3% expressed confidence in blockchain security for financial transactions.
- 90.5% believed blockchain could address privacy concerns.

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Shruti Pandey

Shubhi Iani

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10:44 AM  
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Shruti Pandey (Presenting)

The screenshot displays a Google Meet interface. On the left, a PowerPoint presentation is being shared. The slide title is "11th International Conference ABSIC 2023" and the main heading is "RISE OF EDTECH IN GLOBAL EDUCATION". The author is listed as "By- Sakshi Kesarwani, Vishakha Tiwary, Pratik Singh, Piyush Singh". The presentation is shown in a window titled "7514593-2148-4e6f-864d-7e3920b6e022 (Protected View) - PowerPoint".

On the right side of the screen, there are two video call windows. The top window shows four participants in a group video call, with the name "Shruti Pandey" visible below the video. The bottom window shows a single participant, a woman with a red top, with the name "shubhi lall" below her video. A watermark "Activate Windows" is visible over the bottom video window.

At the bottom of the screen, the Windows taskbar is visible, showing the time as 10:49 AM on 12/12/2023. The system tray includes icons for network, volume, and battery, along with a "screenrec" watermark.

meet.google.com/uqj-nrmq-bcr?authuser=0

Shruti Pandey (Presenting)

## INTRODUCTION

- Education is pivotal for India's growth; government focuses on policies.
- COVID-19 spurs hybrid education, boosting global ed-tech companies.
- Surge in revenue, mergers, acquisitions; industry growth beyond products.
- Ed-tech startups fill education gaps with modern models.
- Tech adoption crucial for thriving in the modern education system.

10:50 AM | uqj-nrmq-bcr

meet.google.com/uqj-nrmq-bcr?authuser=0

Shruti Pandey (Presenting)

## EDTECH INDUSTRY PRE-COVID

- Steady growth with a focus on supplementary learning.
- Demand existed but not as widespread or urgent.
- Industry gaining recognition for enhancing traditional education.
- Mergers and acquisitions occurred, but not at the scale witnessed during the pandemic.
- Exponential growth and global prominence were yet to unfold.

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Shruti Pandey (Presenting)

### CURRENT SCENARIO

- Edtech focus on providing additional learning opportunities outside traditional classrooms.
- They've become popular during the pandemic as many students couldn't attend physical classes.
- But still traditional mode has an edge over the edtech companies due to several factors which made it important for the companies to innovate and adapt to the emerging requirements.

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Shruti Pandey (Presenting)

Is EdTech widely integrated into educational institutions in your region?  
212 responses

Response	Percentage
Yes	63.2%
No	32.2%
Maybe	4.6%

In your opinion, how has EdTech influenced the learning experience globally?  
328 responses

Response	Percentage
Positively	91.5%
Negatively	6.1%
No significant impact	2.4%

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Shruti Pandey (Presenting)

2021 was a record year for global edtech investment, with \$29 billion raised.

Global VC Investment in EdTech

Edtech Funding in H1 2022 Down By Over 41% Compared To Previous Six Months

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Shruti Pandey (Presenting)

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

**Suntu Kumar Ghosh**  
 Assistant Professor of Marketing  
 Department of Business Administration  
 Northern University Bangladesh  
 Email: [suntu\\_ghosh@yahoo.com](mailto:suntu_ghosh@yahoo.com)

**Mohmmad Rafiqul Islam**  
 Assistant Professor of Finance & Banking  
 Tejgaon College, Dhaka  
 Email: [rafiqcu@gmail.com](mailto:rafiqcu@gmail.com)

11:31 AM | uqj-nrnq-bcr

Windows taskbar: File Explorer, Edge, Teams, Zoom, Chrome, Outlook, OneDrive, Spotify, Discord, Zoom Meeting, screenrec

11:31 AM 12/12/2023

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Shruti Pandey (Presenting)

## This presentation will touch upon

- Background
- Objective of the Study
- Review of the Empirical Research
- Hypothesis Development
- Conceptual Framework of the Study
- Research Strategy
- Data Analysis and Result
- Conclusion

11:32 AM | uqj-nrmq-bcr

Shruti Pandey

Suntu Ghosh

shubhi lal

11:32 AM 12/12/2023

screenrec

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Shruti Pandey (Presenting)

## Background

- CSR is highly significant in marketing
- It is seen as an investment, with expectations of long-term returns (Lantos, 2001, 2002)
- Marketers must integrate CSR into their strategies, aligning with stakeholder values to achieve marketing objectives like sales growth, brand equity, trust, and enhanced customer preference
- Benefiting both the company and its stakeholders (Yang and Basile, 2021)

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Shruti Pandey

Suntu Ghosh

shubhi lal

11:32 AM 12/12/2023

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Shruti Pandey (Presenting)

## Review of Empirical Research

- Top ten emerging CSR issues in Asia
- CSR is a multidimensional phenomenon
- CSR outcomes in service industry are diverse
- CSR dimensions in hotel industry
- Corporate image and trust

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Shruti Pandey (Presenting)

## Data Analysis and Result

Hypothesis	Independent	Dependent	B	CR	R <sup>2</sup>	
H1	CSR	Corporate Image	0.521	5.222	0.311	Supported
H2	Corporate Image	Trust	0.271	4.343	0.280	Supported
H3	Trust	Behavioral intentions	0.483	6.198	0.329	Supported
H4	CSR	Behavioral intentions	0.559	7.991	0.471	Supported

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Shruti Pandey (Presenting)

**Objectives**

- To assess the impact of air quality on public health, with a focus on children and vulnerable populations.
- To identify key air quality indicators and their health implications.
- To develop a risk assessment model for air quality-related health impacts.
- To provide policy recommendations for improving air quality and protecting public health.

**Methodology**

- Review of scientific literature and data from various regions on air quality and health outcomes.
- Development of a risk assessment model for air quality-related health impacts.
- Comparative study of air quality levels and health outcomes across different geographical regions.

**Results**

The high levels of air pollution in India are highlighted as a major public health concern. The study found that air quality-related health impacts are a significant burden on the population, particularly in urban areas. The study also identified key air quality indicators and their health implications.

**Recommendations**

- Implement stricter regulations on industrial emissions and vehicle pollution.
- Improve urban planning and infrastructure to reduce air pollution.
- Enhance public awareness and education on air quality and health impacts.
- Invest in research and development to improve air quality monitoring and assessment tools.

**References**

- World Health Organization (WHO). Air quality and health: A global public health challenge. <https://www.who.int/news-room/fact-sheets/detail/air-pollution-and-health>.
- Ministry of Environment, Forest and Climate Change (MoEFCC). Air quality index (AQI) for India. <https://www.moeffcc.gov.in/air-quality>.
- Central Pollution Control Board (CPCB). Annual Report 2021-22. <https://www.cpcb.gov.in/annual-report>.

**Charts and Graphs**

**Smart killer among us**

Country	Deaths of children below 5 years	Deaths
India	1,11,111	1,11,111
Spain	15,000	308.2
Australia	18,252	193.2
Chile	21,547	295.2

**India's Air Quality Index (AQI) Performance, 2019**

Category	Percentage
Good	15.2%
Satisfactory	28.5%
Moderate	35.1%
Poor	18.7%
Very Poor	2.3%

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Devi Archana (Presenting)

"Someday, in the distant future, our grandchildren's grandchildren will develop a new equivalent of our classrooms. They will spend many hours in front of boxes with fires glowing within. May they have the wisdom to know the difference between light and knowledge."

--Plato (as cited in George-Paltonis & Filak, 2009)

12:04 PM | uqj-nrq-bcr



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Devi Archana (Presenting)

The screenshot shows a Google Meet window with a PowerPoint presentation. The slide is titled "Introduction" and contains the following text:

- The presentation focuses on how post COVID, education has transformed while keeping the students in a first place and giving students a focal point of attention
- It has turned the teacher centered and book centered learning environment into a student centered environment.

Participants visible in the meeting include: Suntu Ghosh, Devi Archana, shubhi iall, Shruti Pandey, and VARTIKA DIXIT. The time is 12:06 PM on 12/12/2023.

meet.google.com/uqj-nmq-bcr?authuser=0

Devi Archana (Presenting)

The screenshot shows a Google Meet window with a PowerPoint presentation. The slide is titled "Research Objective" and contains the following text:

- To review the role of learner autonomy in the current crisis period
- To explore the challenges for enabling smooth implementation of learner autonomy for ensuring maximum impact and fuller utilization of resources

Participants visible in the meeting include: Suntu Ghosh, Devi Archana, shubhi iall, Shruti Pandey, and VARTIKA DIXIT. The time is 12:08 PM on 12/12/2023.

Browser tabs: Inbox (2,472) - x, Inbox (26,408) - x, Judgment 12th - x, Meet - uqj-nrmq-bcr - x, Downloads, New Tab, Metamorphosis - x

URL: meet.google.com/uqj-nrmq-bcr?authuser=0

Meeting Name: Devi Archana (Presenting)

Microsoft PowerPoint - ABS presentation [Compatibility Mode]

# Local to Global: A Transformation of Education towards Learner Autonomy, Skill, and More

Dr Devi Archana Mohanty

Slide 1 of 6 | English (United States)

Participants:

- Suntu Ghosh
- Devi Archana
- shubhi iall
- Shruti Pandey
- Dr. Anil Sheela Mishra
- 2 others

12:10 PM | uqj-nrmq-bcr

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Devil Archana (Presenting)

Local to Global: A Transformation of Education towards Learner Autonomy, Skill, and More

Dr Devi Archana Mohanty

12:11 PM | uqj-nmq-bcr

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Shruti Pandey (Presenting)

**AUTHORS**  
Sonat Jain  
Vishal  
Kirti Yadav  
Sagar Seth

**Abstract**  
In today's competitive global economy, organizations are recognizing the importance of investing in employee training and development programs to enhance their bottom line and overall success. These programs should focus on developing employee knowledge, expertise, and abilities to improve their performance and overall competencies. Effective training and development can lead to a multitude of benefits for both employees and organizations, including increased morale, engagement, and productivity. Moreover, systematic approaches are essential for assessing employee performance, which is influenced by various factors, such as personal attributes, organizational culture.

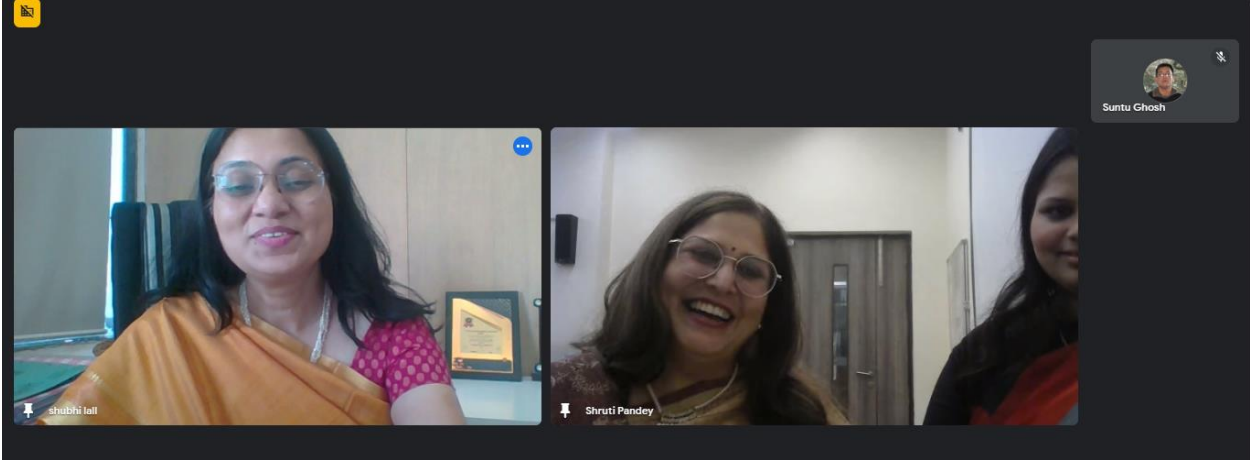
**01. Introduction**  
Effective employee training and development is essential for organizations of all sizes to succeed in today's competitive business landscape. Investing in training and development programs can lead to numerous benefits, including improved employee performance, increased productivity, and enhanced organizational culture. Training and development programs can also help organizations attract and retain top talent, as well as improve their overall reputation in the market.

**03. Methodology**  
In the first step, in order to obtain the data, the study of Employee Development and Training on employee performance is conducted. The research was conducted with reference to many academic journal papers and through these papers information we started our research.  
In the second step we went through various web search.  
In the third step we conducted the various employee research data.  
In the last step we conducted survey with employee and working professional.

**05. ANALYSIS**

**Conclusion**  
Training and development ultimately improve not only the productivity of employees but also of the organization. It has rightly been said, "employee development"

12:34 PM | uqj-nmq-bcr



## Certificate of Judgments

The image shows a mobile phone screen with a video call in progress. The time is 15:29. A 'REC' button is visible in the top left corner. The video call shows two women. Below the video call, a PDF document is open in a browser. The PDF is a certificate of honours from Asian Business School (ABS) for Dr. Shubhi Lall Agarwal. The certificate is for her role as Technical Session Chair in an international conference on 'Changing Dynamics of Global Education' in collaboration with Northern University Bangladesh, held on 11th & 12th December 2023. The certificate is signed by AEC.

15:29

REC

Dr. Shubhi Lall Agarwal (1).pdf

File | C:/Users/AEG/Desktop/Dr.%20Shubhi...

1 of 1

**ABS**  
ASIAN BUSINESS SCHOOL

Honours

*Dr. Shubhi Lall Agarwal*

HOD, Systems,  
Atharva Institute of Management Studies.  
Mumbai

For her Presence as Technical Session Chair in  
**INTERNATIONAL CONFERENCE**  
on  
**Changing Dynamics of Global Education**  
in collaboration with Northern University Bangladesh

11th & 12th December 2023

**AEC**

## Certificate

Certificate no :2023/ABS-RDC/12-254



**ABS**  
ASIAN BUSINESS SCHOOL

# ASIAN BUSINESS SCHOOL

## INTERNATIONAL CONFERENCE



**NORTHERN UNIVERSITY**  
Knowledge for Innovation and Change

---

### “CHANGING DYNAMICS OF GLOBAL EDUCATION”

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## CERTIFICATE

This is to certify & honour Dr. Shubhi Lall Agarwal, HOD, Systems  
from Atharva Institute of Management Studies, Mumbai for her Presence as Technical Session Chair in the International Conference on “**Changing Dynamics Of Global Education**” organized by Research & Development Cell of Asian Business School, Noida in collaboration with Northern University Bangladesh (NUB), Bangladesh , on Monday & Tuesday 11th & 12th December, 2023.



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**Dr. Swati Bhatia**  
Head - R&D, ABS



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**Dr. Lalitya Vir Srivastava**  
Director - AEG



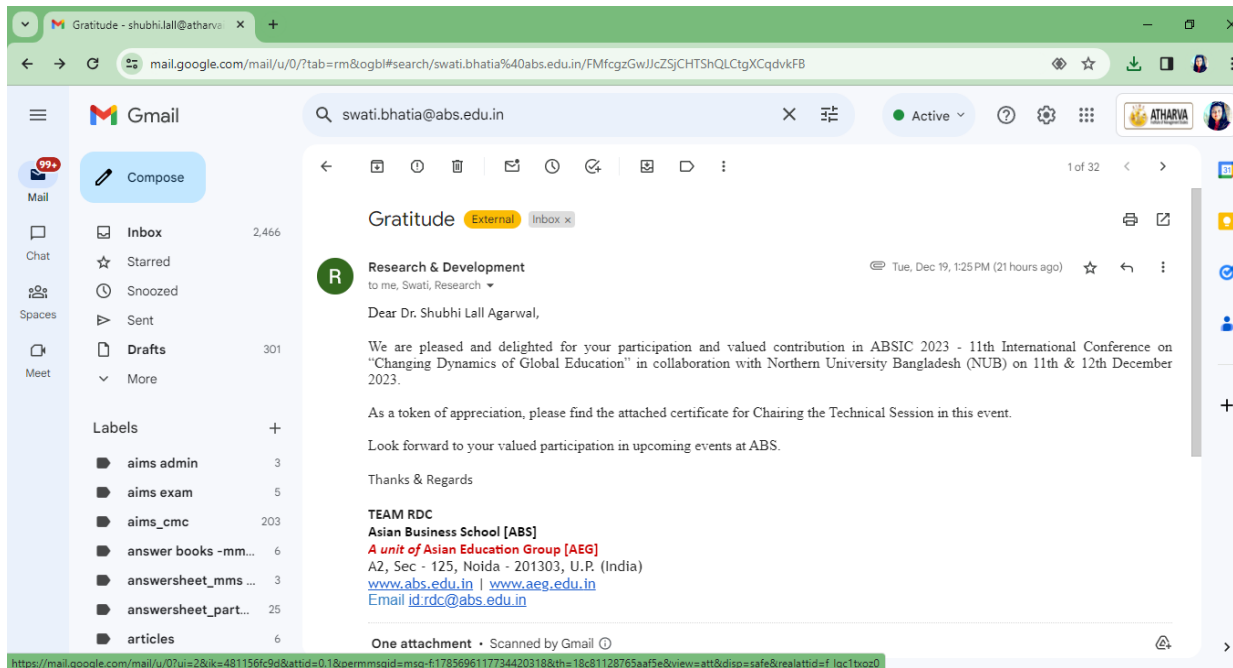
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**Prof. Khairul Alom**  
Convener, NUB

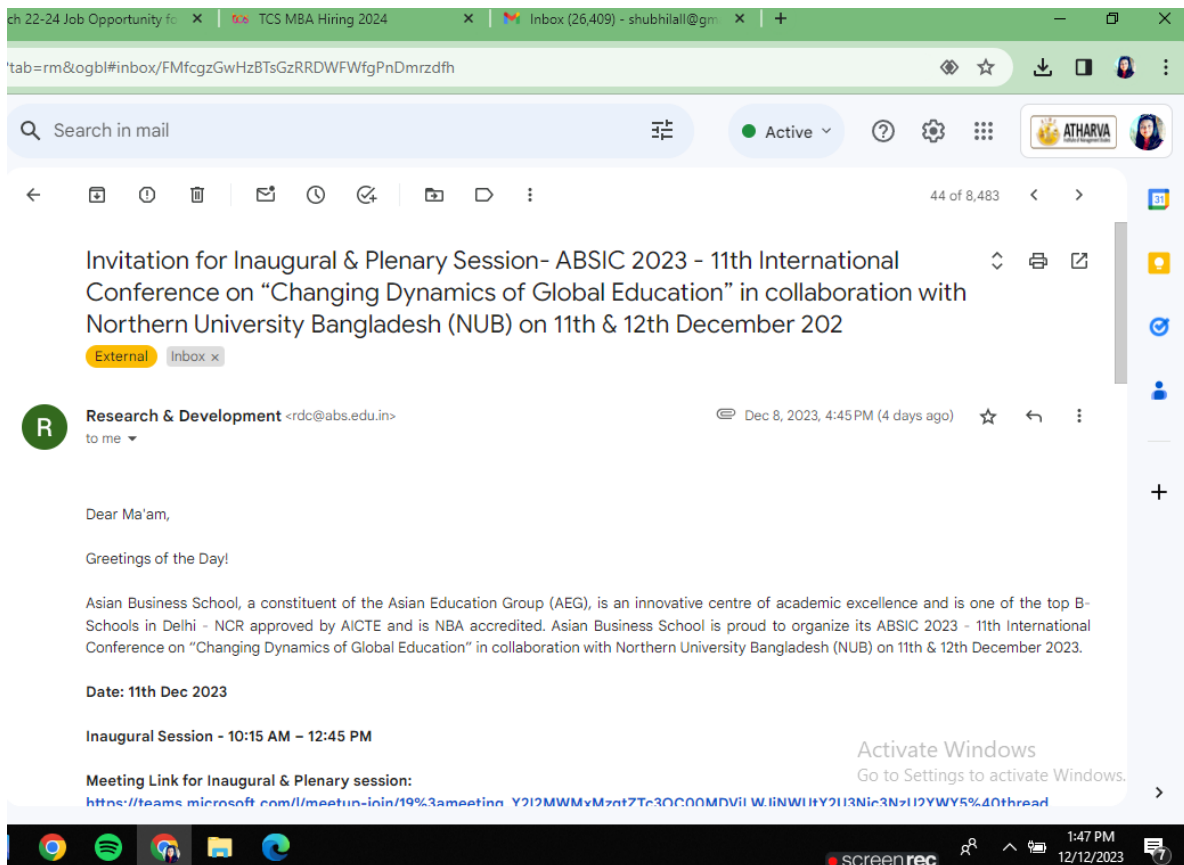


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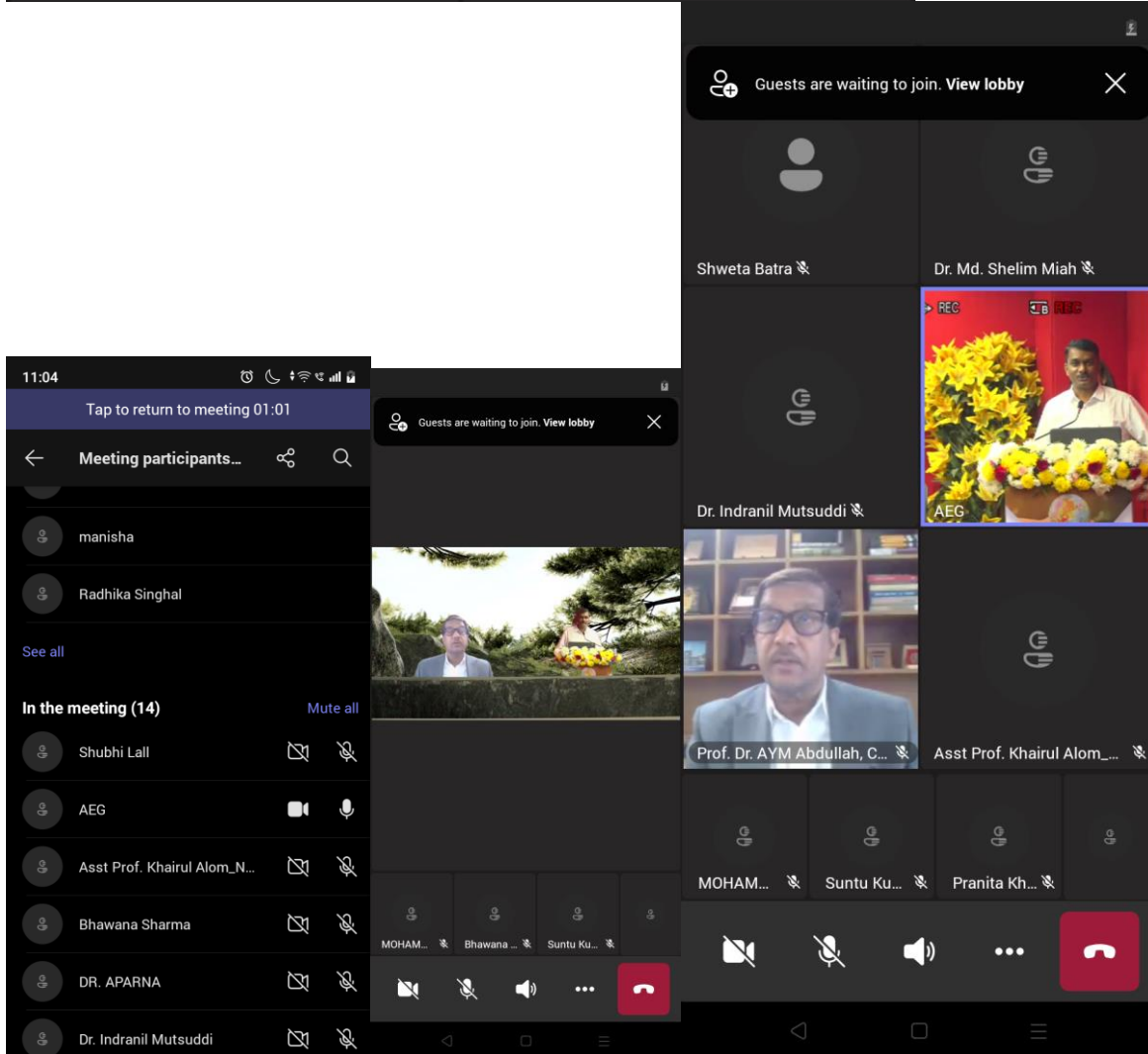
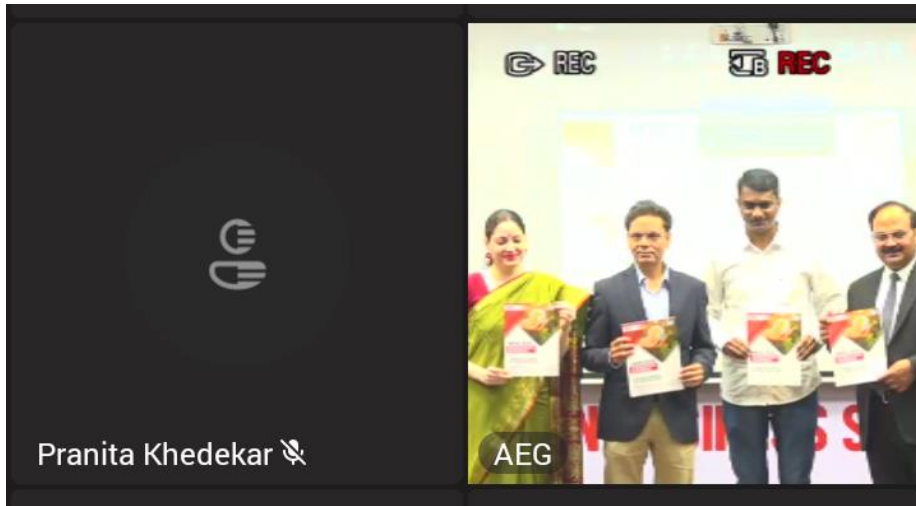
**Dr. Nazmul Ahsan Khan**  
Dean of Business School, NUB



## Invite in Email

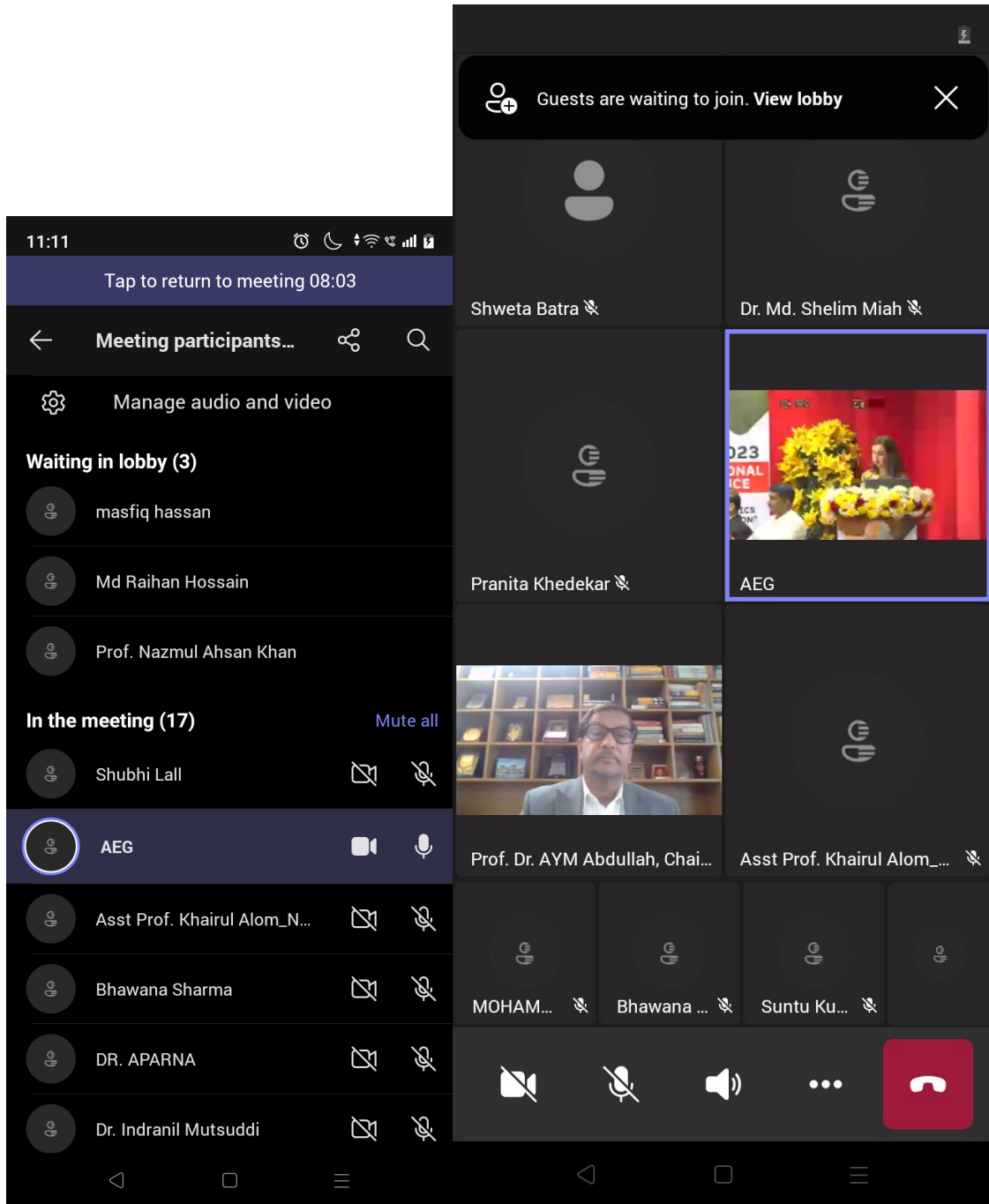


# GLIMPSES OF DAY 1 : 12 DECEMBER 2023





# Online Attendees on DAY 1



Guests are waiting to join. [View lobby](#)

Shweta Batra

Dr. Md. Shelim Miah

Pranita Khedekar

Prof. Dr. AYM Abdullah, Chai...

Asst Prof. Khairul Alom...

MOHAM...

Bhawana ...

Suntu Ku...

Shweta Batra

Dr. Md. Shelim Miah

AEG

Prof. Dr. AYM Abdullah, Chai...

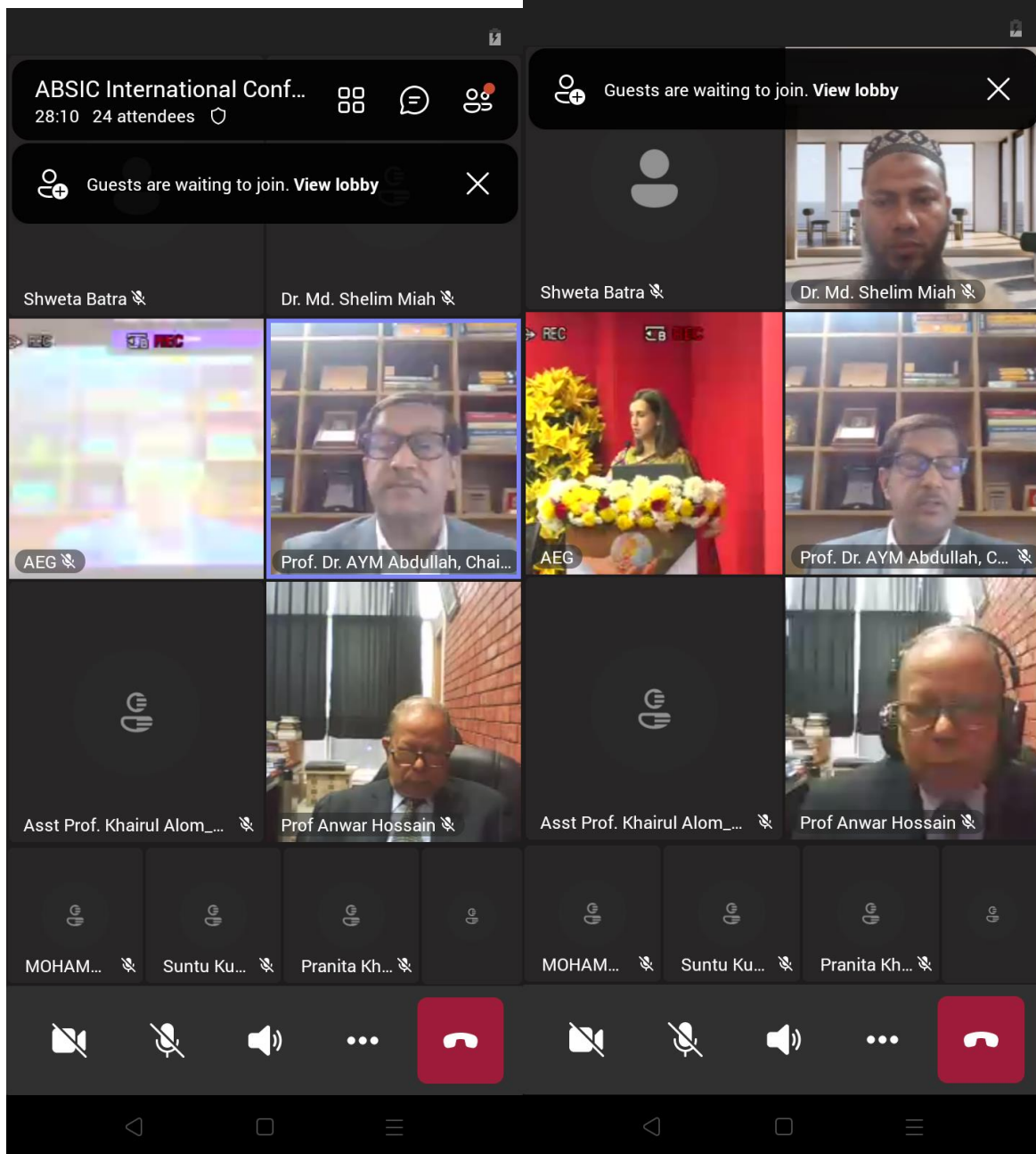
Prof Anwar Hossain

Radhika Singhal

Asst Prof....

Suntu Ku...

Pranita Kh...



ABSIC International Conf...  
32:05 23 attendees

Shweta Batra

Dr. Md. Shelim Miah

REC

AEG

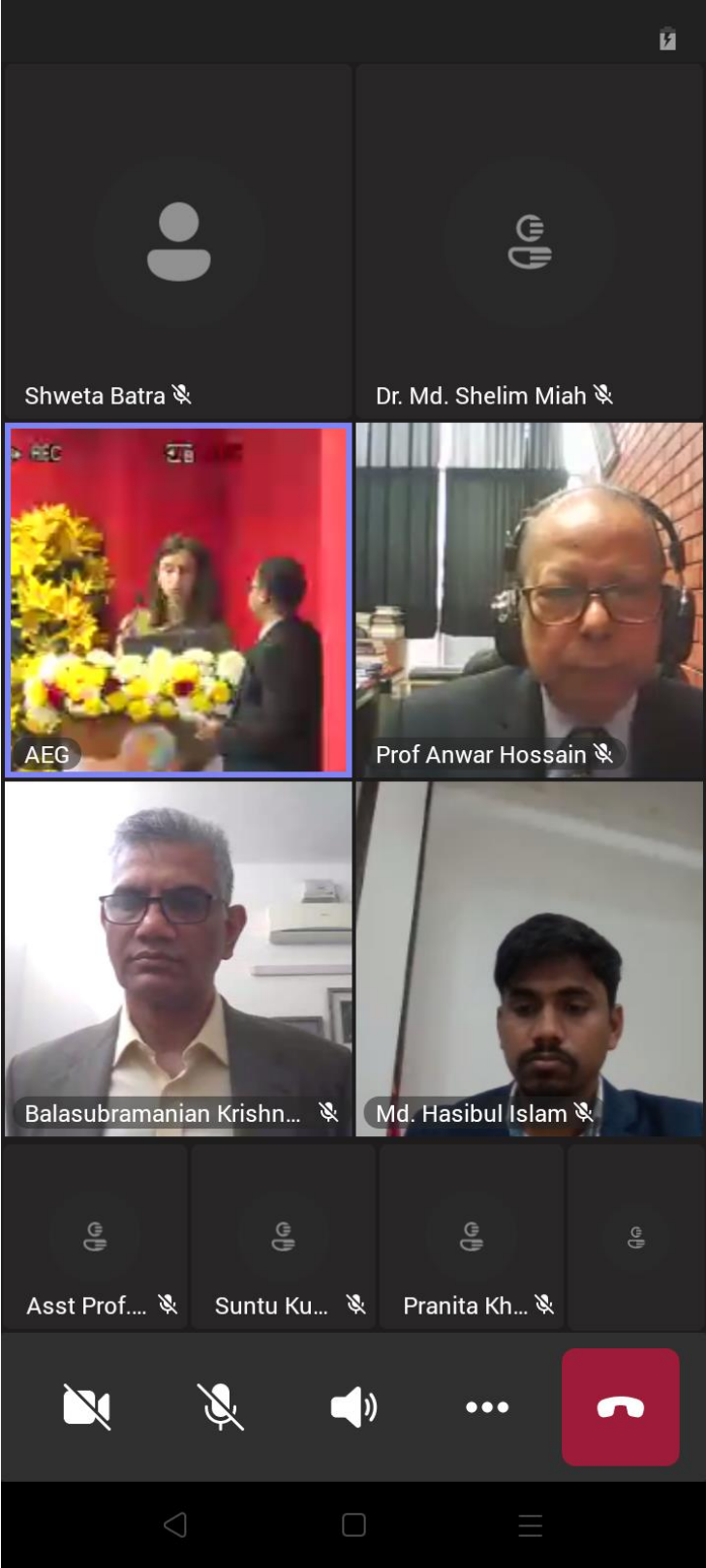
Prof. Dr. AYM Abdullah, C...

Prof Anwar Hossain

Balasubramanian Krishnan ...

Asst Prof...  
Suntu Ku...  
Pranita Kh...

Microphone, Mute, Speaker, More, End Call



Shweta Batra

AEG

Dr. Nazrul Islam

Pranita K...

Dr. Md. Shelim Miah

Prof Anwar Hossain

Balasubramanian Krishnan (...)

khushi jain

Shweta Batra

AEG

Dr. Nazrul Islam

Pranita K...

Dr. Md. Shelim Miah

Prof Anwar Hossain

Balasubramanian Krishnan (...)

khushi jain



## Global Education Policy and Governance: Digital Learning & Online Education

Dr. Balasubramanian Krishnan  
CEO & Co-founder, NuVeda Learning Pvt. Ltd.









Balasubramanian Krishnan (Gue...)
⋮

Pranita K...
🔇

AEG
🔇

⏸
🔇



## The Future of Digital Learning



- Emerging trends and technologies shaping the future of education – Augmented Reality (AR) & Virtual Reality (VR)
- Personalized learning ecosystems and AI-powered education platforms
- Focus on soft skills development and adaptability
- Lifelong learning and continuous upskilling in a rapidly changing world
- “The Google of Learning”

Balasubramanian Krishnan (Gue...)
⋮

Balasubram...
🔇

Shweta B...
🔇

⏸
🔇



Shweta Batra



Pranita Khedekar






































13:52 



[Close](#)

## Participants (13)

 Search

-  Dr Shubhi Lall Agarwal (me) 
-  ABSIC 2023 (Host)   
-  46230100124 fatema  
-  46220300059  
-  Maisha Nawar  
-  Marzia Lamia(0127)  
-  Masfiq hassan  
-  Md Habibur Rahmam Bappy (4...  
-  Prottasha Paul  
-  Rabeya Khatun  
-  raihan hossain  

Invite

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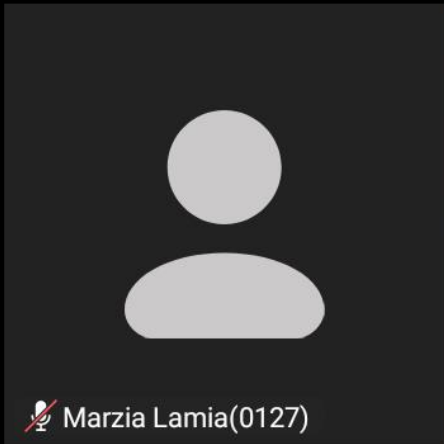
REC



ABSIC 2023



Tanhiat (0109)



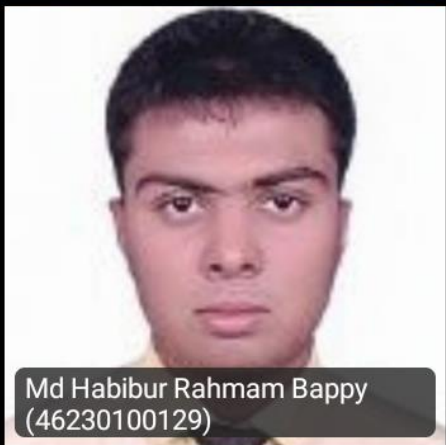
Marzia Lamia(0127)



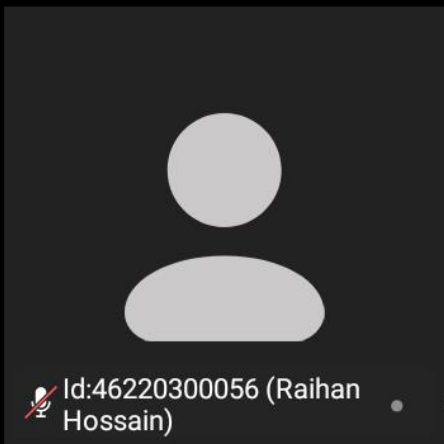
Maisha Nawar



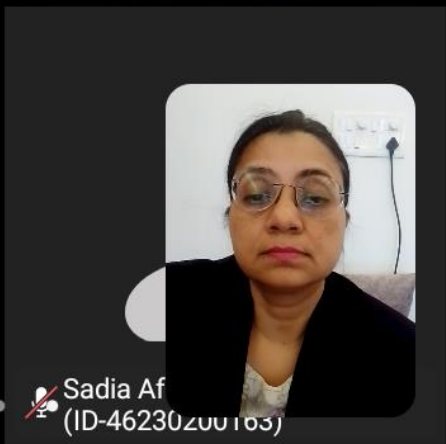
raihan hossain



Md Habibur Rahmam Bappy  
(46230100129)



Id:46220300056 (Raihan Hossain)



Sadia Af  
(ID-46230200103)

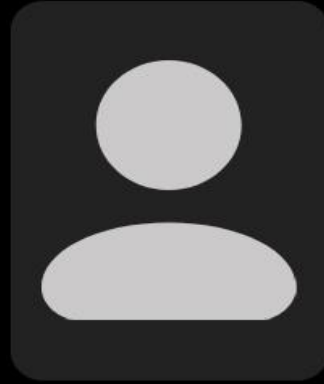
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## *Background of the study*

The educational system is a pivotal environment that shapes the mental health of university students. In Dhaka City, where educational pressures and societal expectations are high, understanding the correlation between the educational system and mental well-being becomes imperative.



14:31



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## *Methodology*

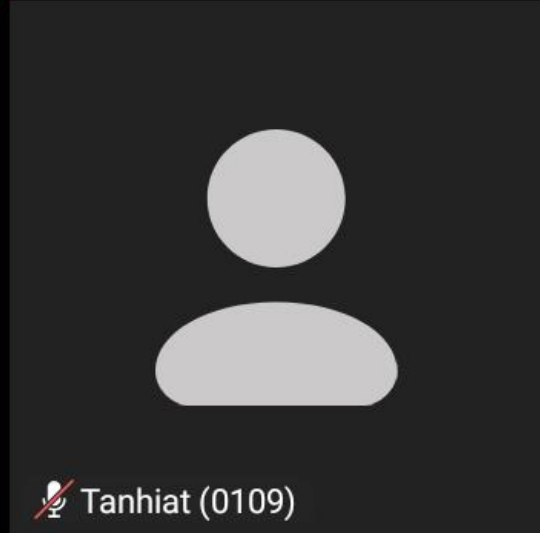
- **Survey Design:** Structured questionnaires assessing mental health indicators (anxiety, stress, depression) and gauging perceptions of the educational system.



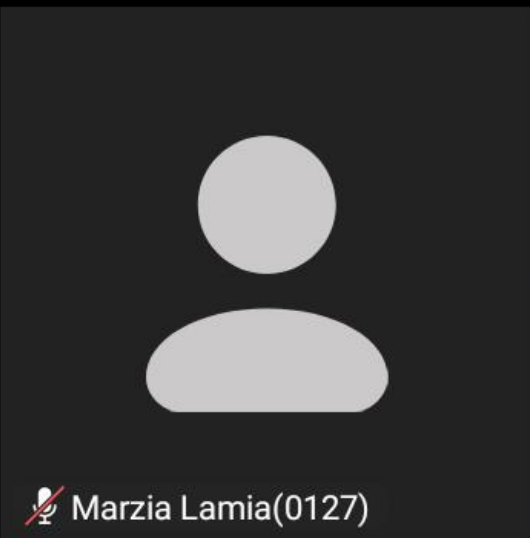
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Tanhiat (0109)



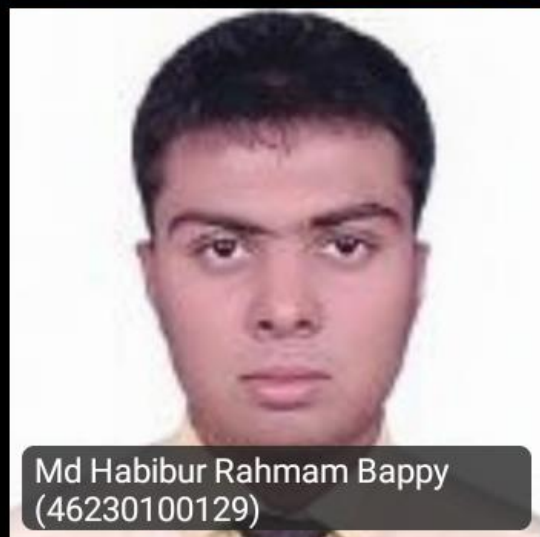
Marzia Lamia(0127)



Maisha Nawar



raihan hossain



Md Habibur Rahmam Bappy  
(46230100129)

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## **HYPOTHESIS:**

- "Transforming digital education in Bangladesh will significantly improve educational accessibility, equity, and quality, but overcoming persistent challenges like infrastructure gaps, digital literacy disparities, and cultural barriers is crucial for successful implementation.
- This hypothesis proposes that while digital education has immense potential to revolutionize the learning landscape in Bangladesh, addressing existing obstacles is essential to realize its full potential."



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A screenshot of a Beamer presentation slide. The slide features a decorative circular frame composed of various green leaves and red flowers. Inside the frame, the text reads: 

TOPIC TITLE

**The Impact of Regulatory & Environmental Compliance on Sustainable RMG Sector Development in Bangladesh**

The slide is displayed within a Beamer window. The window's title bar shows the URL "http://masrout.com/Original/Compliance-on-Sustainable-RMG-Sector-Development-in-Bangladesh" and a "Logout" button. The Beamer interface includes a top menu bar with options like "File", "Home", "Insert", "Design", "Transitions", "Animations", "Slide Show", "Review", "View", "Recording", and "Help". Below the menu is a toolbar with icons for navigation and editing. On the left side, a vertical pane shows a list of slide thumbnails numbered 1 through 6. The bottom status bar indicates "Slide 1 of 12", "Index", "Comments", and a zoom level of "216%".

Md Hasibul Islam's screen

