

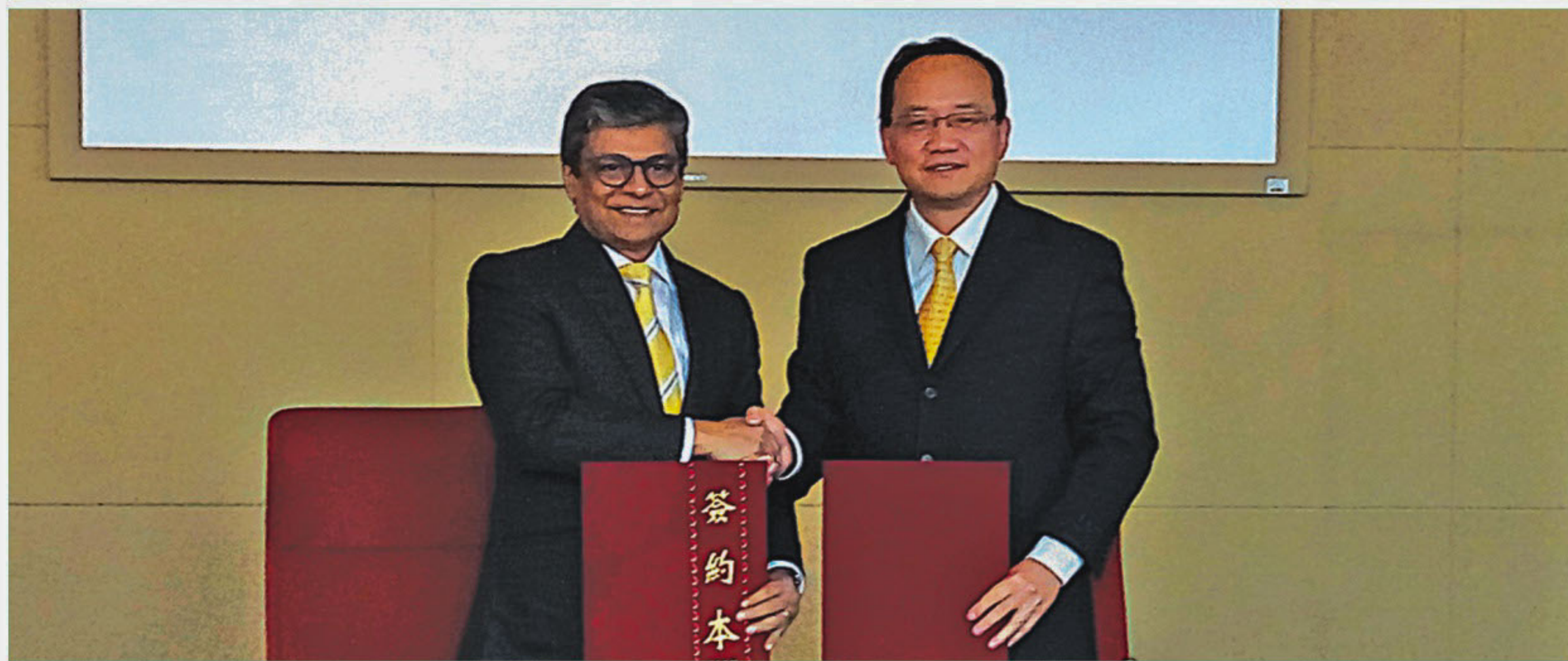
EWU

arranges seminar on "Tomorrow's Economy: Bangladesh Perspective"

The Department of Economics and the Bangladesh Youth Economist Association jointly organised a seminar on "Tomorrow's Economy: Bangladesh Perspective" on January 14, 2017 evening at East West University, (EWU) Aftabnagar, Dhaka.

Prominent economist Dr. Mohammed Farashuddin, Chairperson, BOT, EWU and former Governor of Bangladesh Bank presented the keynote paper on this issue. Dr. Toufic Ahmed Choudhury, Director General, Bangladesh Institute of Bank Management (BIBM) was the discussant of the session.

Dr. Qazi Kholiquzzaman Ahmad, Chairman, Palli-Karma-Sahayak Foundation graced the occasion as the chief guest. Prof. Dr. M. M. Shahidul Hassan, Vice Chancellor, EWU was the special guest. Badrul Munir, President, Bangladesh Youth Economist Association was the chair of the programme. Dr. Syed Basher, Chairman, Department of Economics, EWU has given the vote of thanks on the occasion. A large number of economists and students from Economics department were also present at the seminar.



ULAB signs MoU with Yunnan Open University, China

The University of Liberal Arts Bangladesh (ULAB) and Yunnan Open University (YNOU), China signed a Memorandum of Understanding (MoU) on January 10, 2017, paving the way for collaboration via faculty and student exchange, joint research and publica-

tions, joint art exhibitions, seminars and academic meetings, setting up a Chinese Language Centre at ULAB, conducting special short-term academic programmes, and internship arrangements for ULAB students in China.

Prof. Imran Rahman, VC of ULAB

and Prof. Lou Ji, Vice President of YNOU signed the MoU in Kunming, China on behalf of their respective universities. Abu Rasel, Director, ULAB Career Services Office, and Prof. Li Rui, Vice Dean, YNOU's International Affairs were present during the signing ceremony.

UIU celebrates Pitha Festival and Winter Evening

Junior Economist Forum, a wing of the Cultural Community of the United International University organised the Winter Evening and Cake Festival in its campus at Dhanmondi. All the Cultural Clubs participated in the event. It was a day-long programme where different clubs and forums had well decorated stalls. There were pithas from Bandarban, Chittagong and Khulna. Students and teachers visited the stalls and enjoyed the delicacies of the winter pithas. The stall of Junior Economists' Forum (JEF) was sponsored by Harriken who decorated the stall and arranged a raffle draw at the end of the programme.

Shortly after the Pitha festival and Winter Evening, the students organised a cultural event where artists from various students bodies and distinguished members of Faculty including VC, Pro-VC, Dean, School of Business and Economics and Director of Student Affairs, Director, BBA programme presented songs, recitation and jokes.

BRACU VC publishes book on strategic marketing management

BRAC University VC Prof. Syed Saad Andaleeb, Ph.D recently published his book, "Strategic Marketing Management in Asia: Case Studies & Lesson across Industries", co-edited by Dr Khalid Hassan, through Emerald Group Publishing Ltd., UK.

Featuring top scholars and practitioners, this book is expected to help academics and students understand key issues, especially in the context of changing economic and related challenges in Asian markets.

In the foreword, Jaideep Prabhu, a Jawaharlal Nehru professor of Business and Enterprise at the Judge Business School at the University of Cambridge, England, commented, "This book is both timely and timeless. Timely because it addresses a topic - marketing - that is particularly relevant to a region - South Asia - that is turning into a global powerhouse of consumption-led growth."

In his book review, Chairman of University Grants Commission of Bangladesh Prof. Abdul Mannan commented, "The contribution of the book is indeed invaluable and will serve to inform localised strategy combined with generalised principles to add relevance to the study of markets and marketing."

Prof. Andaleeb has been the editor of the Journal of Bangladesh Studies since 1999 and his present pursuits are on capacity development in research methods and pedagogical approaches at the institutions of higher education in Bangladesh. Dr. Khalid Hasan is a senior advisor, South Asia, Nielsen, which is based in Toronto, Canada. He is also the editor of the prestigious "Mind Your Marketing" journal.

Stamford launches course on Art of Presentation for the Television and Radio

"Presentation is very important in every aspect of our life and for television and radio," said Samia Rahman, Head of Current Affairs of News24 Channel and Associate Professor, Department of Mass Communication & Journalism, Dhaka University. She said this while speaking at the launching ceremony of the "Art of Presentation for the Television and Radio" course in the BSS (Honours) programme of Journalism & Media Studies Department of Stamford University Bangladesh on January 14, 2017.

Chairperson of the department, Prof. Quazi Abdul Mannan, in his welcome speech, said that the introduction of the course was in keeping with the demand of the time. Fatinaz Feroz, Vice President of the university and VC of the university, Dr. M Feroze Ahmed attended the programme as guests of honour. Head, PR and Media, of Summit Group and renowned TV news presenter Shamsuddin Haider Dalim was also present as a special guest.