

BUSINESS AND APPLIED SCIENCES

ACADEMY OF NORTH AMERICA



BAASANA

*2021 CONFERENCE
PROGRAM*

BAASANA

International Conference

August 4 -6, 2021

A Virtual Conference (via Zoom) from the USA

*Conference Theme:
Coping with Global Uncertainty During
COVID-19 Pandemic: Innovation and
Sustainability Models in Business,
Sciences, Humanities, and Social Sciences*



The Business and Applied Sciences Academy of North America (BAASANA) is an interdisciplinary, not for profit, professional association of business, sciences, and technology. It seeks dissemination of advanced knowledge and skills among scholars and practitioners of business and applied sciences toward resolving issues and problems of the 21st century. By sharing knowledge, expertise, and facilitating transfer of know-how across the digital divide, BAASANA programs seek to contribute toward improvement of human conditions. BAASANA was founded in 2008 by Dr. M. Ruhul Amin, then a Professor of Management & International Business at Bloomsburg University of Pennsylvania, USA.

The first BAASANA conference was held during the summer of 2009 in Philadelphia. The second conference was held during the summer of 2011 at Bloomsburg University of Pennsylvania, USA. The 2013 conference was held in New York City, USA, and the 2014 conference was held at Ramapo College of New Jersey, USA. In 2015, 2016, and 2017 BAASANA Conferences were held at Newman Conference Center of City University of New York, New York. The 2018 and 2019 annual Conferences were held at the conference center of Adelphi University, Long Island, New York with the last day of the conference in 2019 hosted at the United Nations (sponsored by IISRT). Due to Co-vid 19 Pandemic, we had postponed 2020 Conference. This year we did schedule a hybrid BAASANA conference with F2F sessions being hosted at the New York Times building. However, since NYT building will not be open until September 2021, it will be a fully online conference this year. BAASANA publishes peer reviewed and indexed proceedings with ISSN 2471-6847. at www.baasana.org. **Proceedings of the 2021 International Conference will be published in October 2021 and it will also be submitted to Reuter Thompson for indexing subsequently.**

The scholarly publication of BAASANA is the International Journal of Business and Applied Sciences (IJBAS) and International Review of Business and Applied Sciences (IRBAS). IJBAS published Volume 10, No. 1 recently (www.ijbas.com). IRBAS released its 2nd volume recently. The best (full) papers of the conference upon further review will be considered for publication in the journal. IJBAS is indexed by the U.S. Library of Congress, Cabell's Directory, and EBSCO. IJBAS invites authors of repute to submit scholarly papers (dealing with international, interdisciplinary, and or applied content) from any discipline. For a copy of the authors' guidelines, or sample article please visit: www.baasana.org. BAASANA also associates with two affiliated journals. For information, write to info@baasana.org.

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A Warm Welcome Note From President and Chairman of the Board of Directors of BAASANA

Dear Friends,

Welcome to 2021 International Conference of Business and Applied Sciences Academy of North America!

I would like to acknowledge the death and sufferings of many colleagues and friends and family members across the globe due to Covid 19 Pandemic. Please let me wish you/us long and healthy life! With a heavy heart, I welcome you to 2021 BAASANA International Conference. As you all know, we had to postpone the last year's conference due to the closure of the Conference venue due to the global reach of Covid 19. We can no longer let this invisible enemy keep haunting us. Human life must persist, and we all must defy the odds of living during unprecedented circumstances. However, there is good news all around us. The commercial tourism in the outer space, cars that also can fly with vertical landing and lift off; renewed climate control initiatives to begin, a serious multi-trillion-dollar infrastructure initiative that will modernize the US, and a quiet revolution that is underway through IoT that will disrupt positively the way we do things, use things, imagine, and diagnose/ solve problems--- just to mention a few. I believe during the upcoming decades, we will experience an unprecedented technological explosion, ushering a new era of innovations. We will be embracing renewable energy sources leading to changes in everything we normally do, we use, we learn, we enjoy, and we love. Therefore, we can continue to dream and seek to realize our scholarly potential once again.

Though in a limited scale, we are hosting this year's conference through a distance education platform (via Zoom) while nourishing the predilection of fully returning to F2F academic forum by this time next year. This year's conference theme fits the global current situation, and it seeks to highlight and disseminate how occupations and professions are making adaptations to a Covid 19 environment. We already know how so many traditional businesses are hurt/died but also learned that many businesses thrived, but we need to know why and how. Of course, it will certainly need more than one conference to get the stories of all innovations, adaptation, and changes. The program of this year therefore represents an international and inter-disciplinary mix of presentations and panels on applied research based mainly on the theme of this year's Conference. Please make an effort to attend the sessions outside your discipline. By participating in these diverse sessions, you and I will experience professional growth and interdisciplinary understanding of issues and solutions for which BAASANA has been founded.

Finally, I would like to thank the participants and presenters: **Your** participation is always critical for the success of BAASANA Conference. I would like to take this opportunity to congratulate and acknowledge the dedicated contributions of Dr. Serajul I. Bhuiyan, Program Chair of 2021 Conference. This is his first conference upon accepting the President's position. I have confidence in his ability to lead our organization with assistance from the distinguished Vice Presidents and the competent members of International Board of Directors. I also would like to recognize the dedicated contribution of the immediate past President, and now the Vice Chair, Dr. John Okpara. During his tenure, BAASANA as an organization expanded globally with several country chapters. Our flagship journal-International Journal of Business and Applied Sciences (IJBAS) with its publication of the 10th volume has been doing well under the Editorship of Dr. Yam Limbu of Montclair State University, NJ. However, it needs an endowment of its own to move up to the next level of excellence. Our second peer reviewed journal, International Review of Business and Applied Sciences (IRBAS) made a transition into its second volume, but it desperately needs your patronage through an increased submission of scholarly products, conceptual papers based on both qualitative and quantitative research. Please spread the word among your colleagues about the journal.

The honorable members of International Board of Directors of BAASANA! **You** indeed are the heart and soul of BAASANA! An applause for your dedication to BAASANA. I would now recognize the hard work and the contributions of Dr. Jet Mboga. VP administration. She keeps everything glued together. Please do thank her and also thank Mr. Anup Sharma who manages our website and meet all technology needs. Finally, I request you to assist Dr. Serajul I. Bhuiyan and work towards strengthening our Global Interdisciplinary Movement. The last but not the least, please consider submitting a paper for the International Conference on Human Capital and Knowledge Management hosted jointly by BAASANA-Malaysia and UTM. Please check out the CFP *on BAASANA website*.

With warm regards,



August 4, 2021

Dr. M. Ruhul Amin, President Emeritus and Chairman of the Board

Warm Greetings from Program Chair and President, Dr. Serajul I. Bhuiyan



Dr. Serajul I. Bhuiyan

Dear Conference Attendees,

On behalf of the Organizing Committee and the Board of Directors of BAASANA, I welcome you to 2021 BAASANA International Conference. I consider it a distinct honor and a rare privilege to serve as the Program Chair for this year's conference.

The organizing committee has again brought together a diversity of authors and speakers from universities, governments, and private sectors around the world to share ideas and new perspectives on a wide range of topics reflecting the conference theme of Coping with Global Uncertainty During COVID-19 Pandemic: Innovation and Sustainability Models in Business, Sciences, Humanities, and Social Sciences. Please attend all sessions and take advantage of this opportunity to share your ideas and experiences while listening to the presentations and panel discussions. Through presentations, discussion, and interaction you will contribute to the development of new ideas and new directions in Business and Applied Sciences research in the tumultuous period of our history.

I hope you find this year's conference, including the keynote speakers, the sessions, and other program events educational, productive, and interesting. Paper reviewers, session chairs, presenters and the panelists, "thank you". You have helped to make this year's conference a success.

I wish you have productive presentations and sessions and look forward to receiving your constructive comments.

Best wishes,

Serajul I. Bhuiyan August 4, 2021

Serajul I. Bhuiyan MBA, Ph.D.
Professor and Former Chair,
Department of Journalism and Mass Communications
Savannah State University, Savannah, GA
President & BAASANA International Conference Program Chair



Zoom Links to Meeting Rooms

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

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Session Layout

Day 1: August 4

Time (EST-NY)	Session	Category	Subject	Link
09 - 9:50 am	1-1	Inauguration		
10 - 11:20 am	1-2		Plenary session	
11:30 am-12:45 pm	1-3	Presentation	IT and IoT	
<i>** Concurrent Session</i>	1-4	Presentation	Medical Science	
			<i>Lunch Break</i>	
1:30 - 2:30 pm	1-5	Panel on Business	Covid 19 and the future business: Remote work, Digitization, Automation	
2:40 - 3:55 pm	1-6	Presentation	Higher Education	
4:05 - 5:05 pm	1-7	Panel on Non-Profit Organization	Challenges of Managing Non-Profit Organizations in COVID-19 Pandemic Era	

Day 2: August 5

Time (EST-NY)	Session	Category	Subject	Link
09:00 -10:15 am	2-1	Presentation	Business Management and Strategy	
10:25 - 11:25 am	2-2	Panel on Student Loans	Ramifications of Forgiveness of Student Loans by the United States government in light of Covid 19	
11:35 - 12:40 pm	2-3	Presentation	Political Science and Behavioral Science	
<i>** Concurrent Session</i>	2-4	Presentation	Diversity and Inclusion	
			<i>Lunch Break</i>	
1:30 - 2:30 pm	2-5	Panel on Ethics	Practice of Ethical Norms in Dealing with Fake News	
<i>** Concurrent Session</i>	2-6	Panel on Impact on Women	Covid-19 and its impact on women: Global Perspective	
2:40 - 3:55 pm	2-7	Presentation	Communication and Marketing	
4:05 – 5:05 pm	2-8	Panel on Education	Teaching in the Time of Covid-19 Pandemic	

Day 3: August 5 (hybrid)

Time (EST-NY)	Session	Category	Link
08:30 - 9:50 am	3-1	Business Meeting	
10:00 - 12:00 pm	3-2	NYT Plan	
12:15 – 12:40 pm	3-3	Award Ceremony and Closure of the Conference	



DAY 1: August 4, 2021 (Wednesday)

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

9:00 – 9:50 am

Session 1-1: Inauguration

Dr. Serajul I. Bhuiyan, Program Chair, 2021 BAASANA International Conference—Greets participants and introduces the President and Chairman of the Board of BAASANA

Dr. M. Ruhul Amin, President Emeritus and Chairman of the Board of Directors of BAASANA Welcomes the participants and introduces the Board of Directors of BAASANA and the International Guests

Dr. Angus I. McLeod, Adrienne McLeod, Special VIP Guest

Prof. Alexandra Esimaje, Benson Idahosa University (BIU), Benin City, Nigeria

10:00 – 11:20 am

Session 1-2: Plenary Session

Chair: Dr. M. Ruhul Amin

The "New Normal": Myth or Reality post Covid 19

Presenter: Dr. Frank Owarish, Ph.D., MIEEEE, Member of the Royal Economic Society, Former Director of Training, UNITAR

Dr. Angus I. McLeod, Special VIP Guest

MONEYISM - The Cancer Ravaging Earth

Presenter: Walter Szykitka, *The Coalescence Project*, New York, NY

11:30 am – 12:45 pm (Main Session)

Session 1-3: IT and IoT

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021



Session chair: Anup Sharma, Instructional Technologies New York

Blockchain Implication in Government Digital Services: A Literature Review

Dr. Sultana Sabina Chowdhury, University of Liberal Arts Bangladesh

The Impact of Mobile Learning Application on Telekom Malaysia (TM) Employee Skill Usage Through Intention to Use

Ir. Azizi Mohd Noor, Razak Faculty of Technology and Informatics Universiti Teknologi Malaysia
Prof. Dr. Nik Hasnaa Nik Mahmood, Razak Faculty of Technology and Informatics Universiti Teknologi Malaysia
Dr. Wan Normeza Binti Wan Zakaria, Razak Faculty of Technology and Informatics Universiti Teknologi Malaysia
Dr. Zainal Abu Zarim, Razak, Faculty of Technology and Informatics Universiti Teknologi Malaysia

Exploring the Contributing Factors of Adopting Business Software Systems in Small and Medium Enterprises

Md Tariqul Islam, Postgraduate Student, Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia, Malaysia
Dr. Maslin Masrom, Razak Faculty of Technology and Informatics, Universiti Teknologi Malaysia, Malaysia

E-Commerce in Bangladesh: Awakening the Sleeping Giant

Imran Rahman, Dean, ULAB School of Business,
Sajid Amit, Associate Professor, Director of Center for Enterprise and Society, and Director of EMBA Program, ULAB
Prottay Hasan, Project Officer, Center for Enterprise and Society, ULAB

Cyber Security Reviewing Recent Cyber Attacks

Dr. Frank Owarish, Ph.D. MIEEEE, Member of the Royal Economic Society, Former Director of Training, UNITAR
Dr. Donald Hsu, Professor Dominican College, Doctoral Faculty University of Phoenix, and President of Chinese American Scholars Association

**11:30 am – 12:45 pm (Concurrent Session)
Session 1-4: Medical Science**

BAASANA 2021 Conference Concurrent Session Link

<https://us02web.zoom.us/j/81271456570?pwd=RFVYWECrdHhkTUU4RmNTM3R1bjdFZz09>

Meeting ID: 812 7145 6570

Passcode: 2021

Session Chair: Dr. A. Z. Bashed, Dallas Community College, TX



Confronting Uncertainty: Translational Cancer Research – Where Generosity of Imagination Embraces the Rigor of Medical Need

Dr. John F. DeCarlo, Hofstra University

Student's Perspective: Some Things I've learned taking a Medical Sociology Course amid COVID'19

Bidhata Tripathi, Undergraduate Student Stony Brook University, NY, Student Coordinator of BAASANA

Predictors of Knowledge of the HIV Window Period Among Men: An Online Study that Includes Evaluation of an Avatar Video Intended As E-Health on the HIV Window Period

Dr. Afolarin Joshua Aiyedun, Ed.D, MS, St. John's University, NY

Dr. Barbara C. Wallace, PhD, Chairperson of Health & Behavior Studies Department, Teacher's College, Columbia University, NY, NY

Dietary Supplements, Cosmetic and Drinks Designed for Aging Population

Dr. Hiroki Hamada, Professor in the Department of Life Science, Faculty of Science, Okayama University of Science, Okayama, Japan

Mindfulness Meditation in a Click

Dr. Weranuj Ariyasriwatana, Department of Communication, Marist College, NY

Dr. Amjol Shrestha, Department of Philosophy and World Religions, Rowan University

LUNCH BREAK (12:45 pm – 1:30 pm)

1:30 – 2:30 pm

Session 1-5: Panel on Business

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Covid 19 and the Future Business: Remote Work, Digitization, Automation

Panel Chair: Dr. Asit K Barma, Director & Professor, Department of Marketing, Bharathidasan Institute of Management, Trichy, India

Panelist: Dr. Mafruz Sultana, Lecturer, Department of Finance and Economics, Jagdish Sheth School of Management, Bangalore, India



2:40 -3:55 pm

Session 1-6: Higher Education

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Session Chair: Dr. Kathryn Woodbury Zeno, Ramapo College of New Jersey, USA

Meeting the New Challenges in Education by Creativity

Dr. Frank Owarish, Ph.D., International Institute for Strategic Research and Training
Dr. Michael Hamlet, Ph.D., International Institute for Strategic Research and Training
Dr. Jet Mboga, Ph.D., DBA., International Institute for Strategic Research and Training
Anup Sharma, MS Instructional Technologies

Teaching-Learning and Administration During Covid-19 Pandemic: Experience at ULAB

Dr. H. M. Jahirul Haque, School of Science and Engineering, University of Liberal Arts Bangladesh, Dhaka
Faisal Mohammad Shahriar, School of Business, University of Liberal Arts Bangladesh, Dhaka

Studio Model in Business Education: Overturning Conventions & Surviving Disruption

Dr. Kevin Pon, *The Catholic University of Lyon, France*
Dr. Chanaz Gargouri, Saint Peter's University
Dr. Mary Kate Naatus, Saint Peter's University
Dr. Katia Passerini, *Seton Hall University*
Dr. Mark Somers, NJIT

How do We Scale Up to Meet the New Demand for Online Learning?

Dr. Alfred Ntoko, Dean, School of Business, National University of San Diego

4:05 -5:05 pm

Session 1-7: Panel on Non-Profit Organization

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Challenges of Managing Non-Profit Organizations in COVID-19 Pandemic Era

Panelists:

Dr. John O. Okpara, Ph.D., Professor of Management & International Business, Zeigler College of Business
Bloomsburg University of Pennsylvania, Bloomsburg, Pennsylvania



Dr. Jet Mboga, DBA, Ph.D., Assistant Professor of Management & International Business, Zeigler College of Business, Bloomsburg University of Pennsylvania, Bloomsburg, Pennsylvania

Dr. Afolabi Aiyedun, Ph.D. ThD., President Holy Trinity Bible College, Southern New Hampshire University MEd, Gladys Wilson MEd., Westbridge Academy, Bloomfield, NJ

Moderator:

Dr. Ruhul M. Amin, Ph.D., Founder, President Emeritus, Chairman of the Board, Former Fulbright Management, Specialist, USA

Day 2: August 5, 2021 (Thursday)

9:00 – 10:15 am

Session 2-1: Business Management and Strategy

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Session chair: Dr. Chanaz Gargouri, Saint Peter's University, New Jersey

Circular Business Model for SMEs In the Beauty Industry

Palak Sharma, University of the West of Scotland
Dr. Nazrul Islam, University of the West of Scotland

Psychological Stress and Violence in The Working Environment on Firm's Profitability

Ahmed, Quazi Zafar, University of West of Scotland
Dr. Nazrul Islam, University of the West of Scotland

Workforce Management Moving forward in the "New Normal" of the pandemic

Dr. Chanaz Gargouri, Saint Peter's University
Ana Aparicio Martinez, Saint Peter's University.
Angie Benavides, Saint Peter's University.
Adriana Carmona, Saint Peter's University.

Which Factors Affect Employee Retention for Generation Z?

Dr. Chanaz Gargouri, Saint Peter's University.
Denisse Vargas, Saint Peter's University.
Edward Collins, Saint Peter's University.
Sanjana Mehta, Saint Peter's University.
Derek Estrada, Saint Peter's University.

10:25 -11:25 pm

Session 2-2: Panel on Student Loans



BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Ramifications of Forgiveness of Student Loans by the United States Government in Light of Covid 19

Panel Chair: Dr. Donald L. Crooks, Wagner College, NY

Panelists:

Dr. Cathyann Tully, Wagner, College
Professor Edward Strafaci, Pace University
Siddarth Anand, Wagner College
Elena Andreyev, Wagner College
Vuk Bulajic, Wagner College
Milos Popovic, Wagner College

**11:35 - 12:40 pm (Main session)
Session 2-3: Political Science and Behavioral Science**

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Session chair: Dr. Donald L. Crooks, Wagner College

The Evolution of the United States Supreme Court decisions on Covid 19 Restrictions

Dr. Arleen Caballero Gonzalez, J.D., Stockton University

Dictators or Leaders: Negotiating the Roles and Effect of Political Leadership in Nigeria through Music

Dr. Emmanuel O. Nwachukwu, Ph.D, Jackson State University
Dr. Adaobi Duru-Okechi, Assistant Professor, University of Louisiana at Monroe
Dr. Ngozi Akinro, Associate Professor, Texas Wesleyan University

Election of the Outsiders: A Functional Analysis of the US 2016 Presidential Campaign

Dr. Emmanuel Nwachukwu, Jackson State University

Informational/transformational appeals in political advertising: Content analysis of 2020 US presidential elections campaigns Ads.

Dr. Emmanuel O. Nwachukwu, Ph.D., Jackson State University
Mr. Nzekwe Nnamdi George, Godfrey Okoye University, Enugu, Nigeria



Quid Pro Quo" Paying it Back by Paying it Forward—An Integrative Study of Consideration of Combining Student Loans and Social Security

Dr. Donald L. Crooks, Wagner College
Dr. Cathyann Tully, Wagner, College
Professor Edward Strafacci, Pace University
Siddarth Anand, Wagner College
Elena Andreyev, Wagner College
Vuk Bulajic, Wagner College
Milos Popovic, Wagner College

**11:35 -12:40 pm (concurrent session)
Session 2-4: Diversity and Inclusion**

BAASANA 2021 Conference Concurrent Session Link

<https://us02web.zoom.us/j/81271456570?pwd=RFVYWecrdHhkTUU4RmNTM3R1bjdFZz09>

Meeting ID: 812 7145 6570

Passcode: 2021

Session Chair: Dr. Jahirul Haque, *Senior Advisor to the Trustee Board, Canadian University of Bangladesh, Former Vice Chancellor of ULAB, Bangladesh*

Adapting the New Normal: A Shift in People Management Policies

Prof. Madhumita Guha Majumder, Professor & Program Head - Research & Business Analytics
Prin. L.N. Welingkar Institute of Management Development & Research, Bangalore, India
Dr. Sangita Dutta Gupta, Associate Professor-BML Munjal University, Gurgaon, India

Understanding Consumer Response to Service Encounter Involving Service Failure and Recovery in Online Shopping during Covid 19 pandemic: Evidence from Emerging Economy

Dr. Asit K Barma, Professor & Director, Bharatidhasan Institute of Management, Trichy, India
Dr. Anand Ellur, Assistant Professor, Jagdish Sheth School of Management, Bangalore, India
Dr. Mafruz Sultana, Lecturer, Jagdish Sheth School of Management, Bangalore, India

Critical Race Theory and Disparity in Murder Exonerations Between Black and White Teenagers in the United States.

Kenneth Jordan Dr. Savannah State University, GA

Where's Waldo? – A Geospatial Audience Analysis of Foreign Embassies in the U.S.

Imran Hasnat, Assistant Professor of Gaylord College of Journalism and Mass Communication, University of Oklahoma

Adaptation, Acculturation and much more: Argentine Mate drinking culture in COVID times,
Avinash Thombre, Professor, Department of Applied Communication, University of Arkansas at Little Rock

LUNCH BREAK (12:40 pm – 1:30 pm)



1:30 – 2:30 pm (Main session)
Session 2-5: Panel on Ethics

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Practice of Ethical Norms in Dealing with Fake News

Panel Chair:

Dr. Nikhil Moro, Associate Professor and Former Director of the A.Q. Miller School of Journalism and Mass Communications at the Kansas State University

Panelists:

Dr. Serajul I. Bhuiyan, Professor and Former Chair of the Department of Journalism and Mass Communications at Savannah State University, Savannah, GA

Dr. Benn Bongang, Professor of Political Science and Public Administration, and Journalism and Mass Communications, Savannah State University, Savannah, GA

Dr. Emmanuel Nwachukwu, Jackson State University

1:30 – 2:30 pm (concurrent session)
Session 2-6: Panel on Impact on Women

BAASANA 2021 Conference Concurrent Session Link

<https://us02web.zoom.us/j/81271456570?pwd=RFVYWecrdHhktUU4RmNTM3R1bjdFZz09>

Meeting ID: 812 7145 6570

Passcode: 2021

Covid-19 and Its Impact on Women: Global Perspective

Panel Chair:

Dr. Sangita Dutta Gupta, Associate Professor-BML Munjal University, Gurgaon, India

Panelists:

Prof. Madhumita Guha Majumder, Professor & Program Head - Research & Business Analytics

Prin. L.N. Welingkar Institute of Management Development & Research Bangalore, India

Prof. Jet Mboga, *Bloomsburg University, PA*

2:40 – 3:55 pm
Session 2-7: Communication and Marketing

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021



Session chair: Dr. Chanaz Gargouri, Saint Peter's University, New Jersey

Carnival Corporation Image Restoration Strategies: A Content Analysis of Carnival Corporation Press Releases 2007-2017

Emmanuel Nwachukwu, Jackson State University

The Effects of Social Media Product Messages on Brand Loyalty: Young American Consumers' Perceptions toward Luxury Brands

MyatNoe PwintPhyu, Ramapo College of NJ

Christina Chung, Ramapo College of NJ

Research on Evolutionary Dynamic Behavior of New Product Diffusion based on Social Network

Huike Zhu, Research Base of Beijing Modern Manufacturing Development, College of Economics and Administration, Beijing University of Technology; Department of Science, Innovation, Technology and Entrepreneurship, University of Exeter Business School, University of Exeter

Dr. Nazrul Islam, Department of Science, Innovation, Technology and Entrepreneurship, University of Exeter Business School, University of Exeter

Social Media Use by Advertising and Public Relations Practitioners in Nigeria

Dr. Emmanuel O. Nwachukwu, Ph.D, Jackson State University

Mr. Nzekwe Nnamdi George, Godfrey Okoye University, Enugu, Nigeria

4:05-5:05 pm

Session 2-8: Panel on Education

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Teaching in the Time of Covid-19 Pandemic

Panel Chair:

Dr. Aftred Ntoko, Professor and former Dean, School of Business, National University of San Diego

Panelists:

Dr. Kathryn Woodbury Zeno, Associate Professor, Ramapo College, New Jersey.

Dr. Nikhil Moro, Associate Professor and former Director, the A.Q. Miller School of Journalism and Mass Communications at the Kansas State University

Dr. Serajul I. Bhuiyan, President, BAASANA, Professor and Former Chair of the Department of Journalism and Mass Communications at Savannah State University, Savannah, GA



Day 3: August 6, 2021 (Friday)

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

8:30 -9:50 am

Session 3-1: Business Meeting

Attendees: Members of BAASANA Board of Directors and the Invited Guests

Agenda

Call to Order: Dr. M. Ruhul Amin, Ph.D. Chairman of the Board

Roll Call: Dr. Jet Mboga, VP Administration

Introduction of Guests

Annual Report: BAASANA: Dr. M Ruhul Amin

President's Report: Dr. Serajul I. Bhuiyan (Includes priorities for 2021-23)

Reports from Country Representatives

UK: Dr. Nazrul Islam, President, UK Chapter (Proposed UK Chapter Conference?)

Malaysia: Dr. Nik Hasanat Nik Mohammad (Please check spelling!), President Malaysia Chapter (Include a status report on of Malaysian Conference)

Indian Chapters:

Vietnam Chapter:

Bangladesh Chapter: Imran Rahman, University of Liberal Arts Bangladesh

Nigeria Chapter: Prof. Alexandra Esimaje, Director of Research and International Programmes, Benson Idahosa University, Benin City, Nigeria

Nominations to the Board: Dr. Donald Crooks ----- Action

Proposal for Chapter/Institutional Dues...

Status of BAASANA Chapters Overseas--Need for Coordination of activities and annual reporting requirement: Dr. John Okpara, Vice Chairman of the Board.

Dates of 2022 Conference in August--- Venue: New York Times Building (?), Manhattan, New York.

Open Forum

Adjournment.

10:00 -12:00 pm

Session 3-2: NYT Plan

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021



BAASANA Day at The NYT August 6 2021 via Zoom 10 am to 12 noon

- 10:00 Opening remarks by Dr. Frank Owarish, VP BAASANA and CEO IISRT
- 10:05 Welcoming address by Kandace Rusnak, Director B2B Education, NYT
- 10:10 Welcoming remarks by Dr. Ruhul Amin, Chairman of the Board BAASANA
- 10:15 Welcoming remarks by Dr. Serajul Bhuiyan, President BAASANA
- 10:20 Dr. Owarish introduces Dr. Angus McCleod, the Keynote Speaker
- 10:40 Dr. Owarish passes the Chair to NYT Director Kandace Rusnak
Presentations Q&A
- 12:00 Dr. Frank Owarish: Concluding remarks

12:15 -12:40 pm

Session 3-2: Award Ceremony and Closure of the Conference:

BAASANA 2021 Conference Main Session Link

<https://us02web.zoom.us/j/87282612841?pwd=QzZsU1ZUV0RtNTkraUpUQW9zdzhBQT09>

Meeting ID: 872 8261 2841

Passcode: 2021

Chair: Dr. John Okpara, Vice-Chairman of the Board

MC: Dr. Serajul I. Bhuiyan, President of BAASANA Awards announced

Vote of Thanks: Dr. Serajul I. Bhuiyan

Closure of 2021 BAASANA Conference: DR. John Okpara, Vice-Chairman of the Board.

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Dr. Zarim, Zainal Abu	Universiti Teknologi	Malaysia	1-3
Dr. Zeno, Kathryn Woodbury	Associate Professor, Ramapo College, New Jersey <i>Ph.D Student, Research Base of Beijing Modern Manufacturing Development, College of Economics and Administration, Beijing University of Technology; Department of Science, Innovation, Technology and Entrepreneurship, University of Exeter</i>	USA	2-8
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