



4th International Conference on Recent Trends in Business and Entrepreneurial Ventures (ICRTBEV 2021)

*Focal Theme: Role of Business Research in Changing Technological World
Online/Virtual*

Date: 27th & 28th November 2021

Organised by

Lincoln University College, Malaysia

In Collaboration with

AKS University Satna, MP, India

PROGRAMME SCHEDULE

27th November 2021 (Saturday) 11 AM Kuala Lumpur, 9:30am Myanmar, 8:30am India, 8:45am Nepal

11:00-11:30 Inauguration Function

National Anthem

Inauguration by:

Datuk Dr.Hjh. Bibi Florina Abdullah
Pro Chancellor, Lincoln University College

Welcome Address by :

YBhg Dato (AMB) Yusoff Abu Bakar
CEO and Vice Chancellor, Lincoln University College, Malaysia

Er Anant Kumar Soni

Chairperson and Pro Chancellor
A K S University, Satna, MP, India

Message from

Prof. Dr. Harshvardhan Srivastava
Pro Vice Chancellor (Development)
AKS University, Satna (MP), India

Presidential Address by :

Prof. Dr. Amiya Bhaumik
President, Lincoln University College, Malaysia

11:30-11:50	<p>Keynote Address by:</p> <p>Covid-19: A Personal Reflection Prof. Dr. Andrew Ware Director of Research University of South Wales, United Kingdom. Regional Director of Techno Camps.</p>																		
11:50-12:20	<p>Chairperson: Prof. Dr . Abhijit Ghosh</p> <p>Plenary Lecture I Transforming the Postal and Courier Industry Business Model for Survival Datin Sri Prof. Dr. Suhaiza Hanim Binti Dato Mohamad Zailani Editor in Chief International Journal of Management and Human Sciences (IJMHS) Department of Management Faculty of Business and Accountancy University of Malaya, Malaysia</p>																		
12:20-12:50	<p>Plenary Lecture II Users' Perception on The Usage of Cryptocurrency & Bitcoins – A Study in Indian Context Prof. Dr. Pranam Dhar Professor & Head, Department of Commerce & Management, West Bengal State University, India</p>																		
12:50-13:20	<p>Plenary Lecture III</p> <p>Developing Skill among Students for Being Successful Entrepreneur Dr. Vishal Khasgiwala Dean – Faculty of Business & Commerce Atmiya University, Rajkot (Gujarat), India</p>																		
13:20:14:00	Lunch																		
14:00-17:30	<p>Open paper Session: Chairpersons: Prof. Dr. Sateesh Kr Ojha Dr. Vishal Khasgiwala</p> <table border="1"> <tr> <td>1</td> <td>A Systematic review of Industry 4.0 maturity models for assessing industries readiness</td> <td>Deepthi. B</td> </tr> <tr> <td>2</td> <td>Impact Factors Affecting The Success of Women Entrepreneurship in SME Business of Myanmar</td> <td>Thae Su Mon Htut</td> </tr> <tr> <td>3</td> <td>Impact of Financial Literacy to Overcome the Issues and Challenges Faced by The Rural People Towards Financial Inclusion with Special Reference to Satna District (M.P.)</td> <td>Shweta Singh , Shinu Shukla</td> </tr> <tr> <td>4</td> <td>Review of Supply Chain Management Practices: Myanmar Heavy Equipment Machinery Industry</td> <td>Pyi Kyaw Soe</td> </tr> <tr> <td>5</td> <td>Health Care Management in the Perspective of Cervical Cancer Elimination and Barriers of Cervical Cancer Screening in Nepal: A Scoping Review</td> <td>Pramila Devkota</td> </tr> <tr> <td>6</td> <td>Problem Faced by Women in India for Entrepreneur</td> <td>Chandan Singh Prakash Kumar Sen</td> </tr> </table>	1	A Systematic review of Industry 4.0 maturity models for assessing industries readiness	Deepthi. B	2	Impact Factors Affecting The Success of Women Entrepreneurship in SME Business of Myanmar	Thae Su Mon Htut	3	Impact of Financial Literacy to Overcome the Issues and Challenges Faced by The Rural People Towards Financial Inclusion with Special Reference to Satna District (M.P.)	Shweta Singh , Shinu Shukla	4	Review of Supply Chain Management Practices: Myanmar Heavy Equipment Machinery Industry	Pyi Kyaw Soe	5	Health Care Management in the Perspective of Cervical Cancer Elimination and Barriers of Cervical Cancer Screening in Nepal: A Scoping Review	Pramila Devkota	6	Problem Faced by Women in India for Entrepreneur	Chandan Singh Prakash Kumar Sen
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7	Impact of HR Practices on small firm performance in Satna (M.P), India	Prakash Kumar Sen Chandan Singh
8	Green-gram Farmers' Pesticides Usages, Best Seller Pesticides, And Correlation Between Pest Pattern and Pesticide Buying Behaviour in Bago Region, Myanmar.	Nyi Nyi Lwin
9	The Challenges of Withholding Tax Deductions on Sustaining The Profitability of Construction Companies In Nigeria.	Muniru Haruna
10	Implication of 'Smart Village' in Nepal: Rural development and rural-urban migration perspectives	Deepak Chaudhary
11	The Impact of Governance on Sustainability of Microfinance Institutions (MFIs) in South Asian Countries	Basu Dev Lamichhane Achyut Gyawali
12	The Influencing Factors of the Customers Satisfaction in Mobile Brands in Myanmar	Ba Nyar Eain
13	The Importance of Façade System in Construction: Aesthetics and Energy efficiency	Arkar Htet
14	Key success factors and challenges of Talent Management in Banking and Financial Institutions	Avash Koirala, Sateesh Kumar Ojha
15	Status of Safety and Health Management on Construction Site in Nepal	Om Prakash Giri, Sateesh Kumar Ojha
16	Seismic Behavior of RC Frame Structures with Infill Masonry Wall	Ram Krishna Shrestha Sateesh Kumar Ojha
17	The Impact of Globalization on Consumer Behavior Differences Affiliated to Culture, a Case Study of Employees in Yangon, Myanmar	Win Naing Soe
18	Pesticide Utilization in Myanmar and Effects on Human Health and Environment	Ko Ko Latt
19	Occupational safety and health practices of the health care facilities in Nepal: A Review	Subash Ghimire
20	An Empirical Study on Mountain Tourism: Opportunities and Challenges in Nepal	Surya Bahadur Ghimire
21	Factors affecting to the Teachers' Professional Development in Nepal: A Systematic Review	Sushma Tamang

28th November (Sunday)

10:30-12:30

Open Paper Session:

Chairpersons:

Prof. Dr. Jaskiran Kaur

Dr. Indrajit Ghosal

1	Consumer behavior in crisis from the perspective of a marketing expert, case of Covid-19 pandemic in Ho Chi Minh City, Vietnam	Nguyen Hoang Mai
2	A Study of The Impact of Rewards And Recognition on Employee Job Satisfaction: A Case Study of Myanmar Zarlayatha Distribution Company	Naw Phyu Zar Thwin
3	A way forward for Agri startups in India	Deepak Pal Laveena Sharma
4	Impact of Remittance on Local Entrepreneurship: Creating Employment Opportunities for Returnee Migrant Workers in Home Country	Nurul Islam Manual Selvaraj Bexci
5	Effects of Motivational Factors on Employee Performance in Microfinance Industry in Myanmar	Aung Thu Win
6	A Study on Factors Impacting The Investment in Life Insurance Policy	Yash Sharma
7	Educating for Social Responsibility (ESR): Uncovering and Integrating Values Embedded in Secondary Level English Textbooks in Nepal	Romkanta Pokhrel
8	Policy measures introduced by government, other institutions and agencies for agro-processing industry in the Madhya Pradesh state	Laveena Sharma Deepak Pal
9	Factors Influencing Investment Decisions in Stock Market: Evidence From Nepal	Pratap Shakya
10	To investigate the relationship between Ecosystem services and human well-being of Mindat District in Myanmar using the Indigenous lance.	Lucia Yaw Laing
11	Impacts of Covid-19 Pandemic on Nursing Education of Nepal: Experiences of Nursing Faculties	Sirjana Pandit Pahari
12	Impact of social media in consumer buying behavior on apparels with special reference to Satna	Shweta Singh

12:30-13:30

Chairperson: Prof. Dr. Pranam Dhar

Plenary Lecture I

Post-COVID trends from entrepreneurs

Assoc. Prof. Dr. S. Yavana Rani

Associate Professor

CMS Business School Jain University, Bangalore, India

Plenary Lecture II

Global trends in Micro-finance

Prof. Dr. Jaskiran Kaur

Dean of Academic Affairs

Lingaya's Vidyapeeth, Faridabad, Haryana, India

13:30 – 14:00 Lunch Break

14:00-16:30 **Open Paper Session:**

Chairpersons: Assoc. Prof. Dr. S. Yavana Rani
Dr. Kausik Mukherjee

1	Impact of Digital Transformation on Effective Customer Relationship Management (CRM) of Banking Sectors in Myanmar	Thae Su Mon Htut
2	Implementation of Franchising as a Business Model for Rapid Growth; Challenges and Growth Prospects in Developing Economies. A case study of select Hospitality MSMEs in Nepal.	Nimesh Prasad Adhikary
3	Policy measures introduced by government, other institutions and agencies for agro-processing industry in the Madhya Pradesh state	Laveena Sharma Deepak pal
4	Comparative Analysis of Apartment Building using Seismic Code NBC 105:1994 and NBC 105:2020 (A Case Study)	Suraj Malla Purushotam Dangol
5	The deep-and-wide hypothesis in enhancing entrepreneurial potential of family caregivers: An empirical analysis	Juanita J. Tony Sam George
6	The Impact of COVID-Pandemic on Employer Branding and their impact on Corporate Working	Manish Kumar Sinha Kausik Mukherjee
7	A Country's Development and Public Management with Public Private Partnership: The Case Study of Build-Operate-Transfer Road Construction in Myanmar	Myat Thiri Aye
8	Role of Governance for Sustainability of Microfinance Institutions in Nepal and Bangladesh	Basu Dev Lamichhane
9	Employee job satisfaction and Productivity of organization	Dharma Raj Dhakal
10	Can research be made fun to the coming generation? The relation of learning habit with inquiry	Sateesh Kumar Ojha Jagadish Chandra Wagle
11	The role of educational entrepreneurs in Nepal towards educational quality and for the proactive endeavors towards national development	Jayaram Khanal
12	Role of external and internal factors for TQM implementation in Nepalese bank and financial institution A systematic literature review and theoretical framework	Jugal Kishor Kushwaha
13	Practices and Importance of Dietary Antioxidant Rich Foods: A Trial Study in Nepal	Kabita Maharjan
14	The process of smart cities development: a comparative study of Nepal and some other developed and developing countries	Milan Panta

15	Assessment of Sub-Engineer in Nepal graduate from CTEVT in terms of Building Construction	Moti Shrestha
16	Do two factor theory really applicable to the Nepalese organization: Empirical study on motivation of Nepalese organization?	Narayan Aryal Sateesh Kumar Ojha

16:30-17:00 **Valedictory Session**
Vote of thanks

Datin Prof. Dr Hafizah Che Hassan
Prof. Dr Abhijit Ghosh

Please visit: <http://icrtbev2021.lincoln.edu.my/program.aspx>

NB: The program is based on confirmed speakers, subject to rescheduling (if any).