

EVENTS REPORT

SPRING 2023



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PUBLICATION & OTHERS

Publication

Alom, K., Hasan, M. K., Khan, S. A., **Reaz, M. T.** and Saleh, M.A. 2023. The Covid-19 and online learning process in Bangladesh. Heliyon, 9(3).

Ahmed, S., Hawarna, S., Alqasmi, I., **Ashrafi, D. M.** and Rahman, M. K., 2023. Mediating role of lean management on the effects of workforce management and value- added time in private hospitals. International Journal of Lean Six Sigma.

Hawarna, S., Ahmed, S., Alqasmi, I., **Ashrafi, D. M.**, Rahman, M. K. and Paraman, P. 2023. The Intricate Relationship of Employee Engagement and Lean Approach toward Quality Improvement of the Public Hospitals. Hospital topics. 1-15.

Ahamad, S., Islam, M. A. and **Baten, A.** (early online publication) The Nexus of Microfinance Intervention and Borrowers' Wellbeing: Does Religion Matter? International Journal of Microfinance, 1(1), 59-70.

Research Grant

Dr. Shamsuddin Ahamad has received a research grant as the Principal Investigator of a collaborative research project between the University of Liberal Arts Bangladesh (ULAB) and United International University (UIU). The research aims to analyze microfinance institutions' productivity in terms of financial capital, risk, and ESG performance.

He has also received research paper publication reward from the ULAB.

Training

Dr. Muhammad Faisol Chowdhury has completed an online course on 'HR Analytics for Future Leaders' by VUMI.

EVENTS

Event 1: Spring 2023 BBA Orientation

Date: January 26, 2023

Organized by: BBA Program Office



The Spring 2023 BBA orientation was held on the 26th of January 2023. The orientation offered the newly enrolled students at ULAB a great opportunity to meet new people, understand the campus facilities, and familiarize themselves with the policies and procedures of the program itself. Students participated in fun games and a cultural performance along with photo-shoots were arranged for them. In the first session, the participants were handed advice from Vice-Chancellor Professor Imran Rahman and the BBA Director Dr. Muhammad Faisol Chowdhury. The second session was held online to onboard the freshmen with the BBA curriculum and campus etiquettes. Assistant Professor Mr. Abdul Baten along with BBA Program Coordinator and Proctor, Ms. Arzoo Ismail were the facilitators for this session. Altogether, the orientation day helped the new ULAB-ians ensure a great start.

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Event 2: BBA Annual Sports Day 2023

Date: January 26, 2023

Organized by: BBA Program Office



The BBA Annual Sports Day took place on the 26th of January, 2023. It was organized by the BBA Programme Office and a total of 120 students participated in 10 different games including cricket, football, tennis and basketball. Facilitated by senior lecturers of the USB, Mr. Ashique Mahmood Adnan and Mr. Tawhid Reaz, the event was the first of its kind to allow students a different event from their monotonous routine. It served as an opportunity for students to participate in team sports which also evoked the team building skills in a manner. It was a great day to bring students from across the BBA program and it enhanced the opportunities to meet fellow mates from different majors.

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Event 3: EMT Members' Certificate Awarding Event

Date: January 26, 2023

Organized by: Mr. Shafayat Hossain Chowdhury



The Event Management Team (EMT) arranged a certificate event to recognize the contribution of their outgoing volunteers'. The facilitators of this award ceremony was BBA Program Director, Dr. Muhammad Faisol Chowdhury, Mr. Shafayat Hossain Chowdhury, Senior Lecturer of the USB and EMT committee members.

The event took place in room PD-209 of the ULAB main campus on the 26th of January. The EMT volunteers of 2020-21 and 2021-22 were awarded certificates for their contribution to EMT and ULAB. BBA Program Director, Dr. Muhammad Faisol Chowdhury handed over the certificates to the awardees. Dr. Shamsuddin Ahamad and Mr. Oeshwik Ahmed were also present in the event.

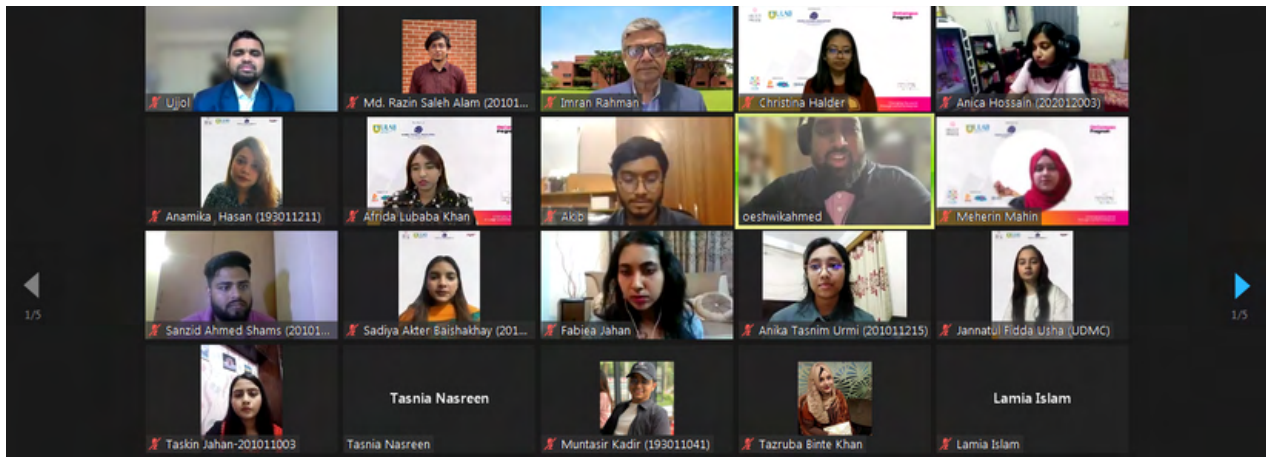
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Event 4: Hult Prize Opening Ceremony

Date: January 30, 2023

Organized by: Mr. Oeshwik Ahmed



The Hult Prize is an annual social entrepreneurship competition that challenges students from around the world to propose innovative solutions to global challenges. The winner for this year was awarded \$1 million in seed funding to launch their idea as a sustainable social enterprise.

The Hult Prize Opening Ceremony at the ULAB took place on the 30th of January online. The program was designed to promote students to the HULT Prize while answering the general queries of the interested participants. The presenter for this event was Mr. Oeshwik Ahmed, Senior lecturer of the USB and Professor Imran Rahman, Vice Chancellor of ULAB was the keynote speaker. The students got an opportunity to understand how to combine sustainable activities with business plans. The opening ceremony was successful in meeting the queries of the students who were interested in the competition.

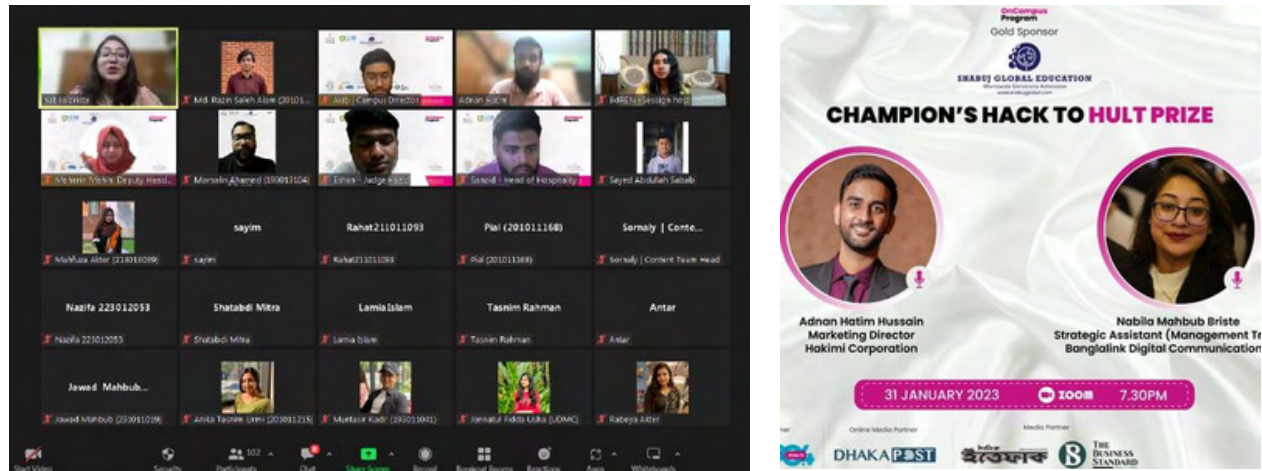
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Event 5: Champions Hack to Hult Prize

Date: January 31, 2023

Organized by: Mr. Oeshwik Ahmed



An online workshop called ‘Champions Hack to Hult Prize’ was arranged on the 31st of January 2023 in relation to the Hult prize. The purpose of this particular workshop was to groom the interested students of ULAB on how to make business plans and combine sustainable activities to the plan which is a must while participating in the Hult Prize competition.

The benefits of participating such as global exposure, co-curricular points, representing ULAB on a global platform were also discussed during the session. The facilitator USB Senior Lecturer, Mr. Oeshwik Ahmed presented the champion team of the 2020 Hult Prize, Team Crossover. The speakers Mr. Adnan Hatim Hossain and Ms. Nabila Mahbub Briste from North South University spoke about their experience and hacks to thrive at the competition.

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Event 6: Poster and Video Presentation

Date: March 22, 2023

Organized by: Dr. Shamsuddin Ahamad



On March 22, 2023, BBA Students of Micro and Macroeconomics courses at ULAB showcased their Group Projects. They presented their poster entitled "Unemployment after Graduation and Creating Employment Opportunity," as well as group video projects on "Scarcity, Choice, Opportunity Cost, and Responsible Consumption." The event was coordinated by Dr. Shamsuddin Ahamad, Assistant Professor at USB and course instructor for Macroeconomics and Microeconomics. Professor Dr. Sarwar Uddin Ahmed graced the event as the guest of honour. Associate Professor and BBA Program Director, Dr. Muhammad Faisol Chowdhury was also present in the event as the session chair. This poster presentation was the result of a cooperative project by BBA students. In addition to the exploration and problem-solving endeavors, the purpose of this project was to help students develop an entrepreneurial attitude through critical and creative thinking, innovation, teamwork, and leadership.

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Event 7: Entrepreneurial Marketing - The Plan

Date: February 6, 2023

Organized by: Ms. Mehnaz Huda



The event 'Entrepreneurial Marketing' was a great event to expose ULAB students to the aspects of entrepreneurship and their take on the marketing process. The event took place on the 6th of February in the ULAB Permanent Campus. The facilitator of the event was Ms. Mehnaz Huda, lecturer at USB and the guest speaker was Mr. Rehanur Rahman. He is the founder franchisee of Crimson Cup and being human Bangladesh. He is a graduate from Warwick Business School. He worked as a faculty member in North South University (Part time) and was also a guest lecturer at Dhaka University and IBA.

Mr. Rahman began the discussion on how he, along with his partner, propagated the coffee culture among young adults in Bangladesh while making Crimson Cup such a strong brand locally. He spoke about the resource constraints of an entrepreneur and how it heavily affects the marketing strategy of a new brand. He also shared the innovative and creative approaches that he had to adopt in the form of their marketing strategy to maximize the brand's impact. This truly was an enlightening session for the BBA students who got in touch with the real world branding aspects.

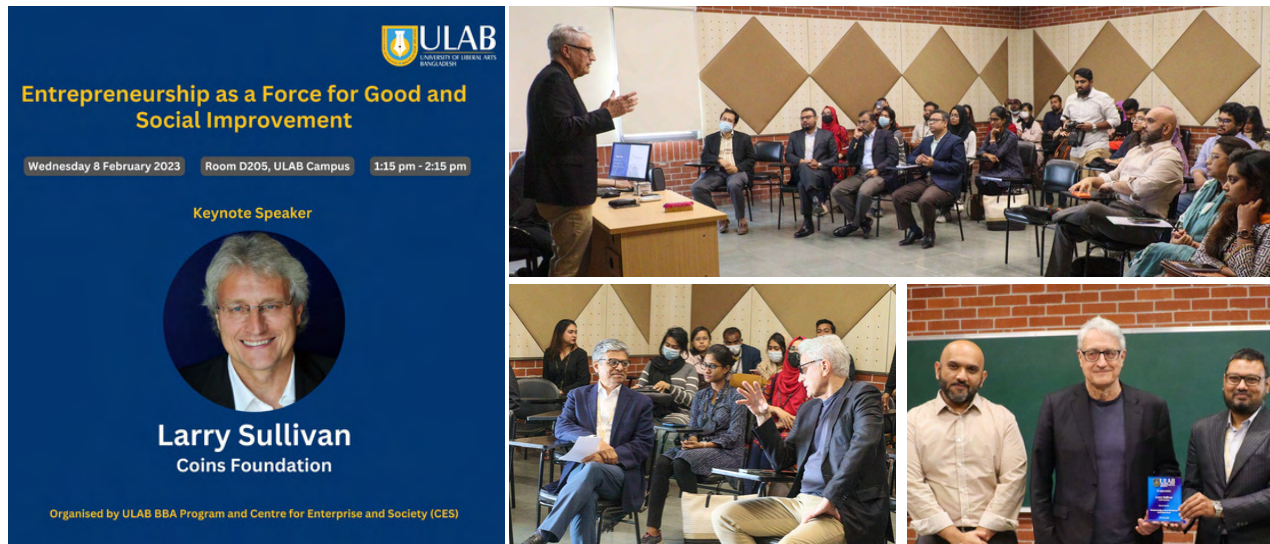
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Event 8: Enterprise as a Force for Good and Social Improvement

Date: February 8, 2023

Organized by: BBA Program Office & CES



The seminar took place on 8 February 2023 with Mr. Larry Sullivan as the guest speaker. Larry Sullivan is an international angel investor in tech, biotech, and artificial intelligence start-ups. He is the Chairman and Co-Founder of Construction Industry Solutions (COINS), a global software company with offices and clients in the UK, USA, Australia, UAE, Ireland, and Russia. He is also an investor in Praava Health in Bangladesh. The session was also graced with the presence of Professor Imran Rahman, Vice Chancellor of the ULAB and Dr. Muhammad Faisol Chowdhury, Associate Professor & Director, BBA Program. In the session, Larry introduced COINS Foundation as the not-for-profit organization of the COINS group. He highlighted how people can be committed to supporting social enterprises and businesses with a social mission keeping the belief that economic and social value should be intertwined. He explained how his startups and grants support the Widad Center for special education and therapy in Dubai, Habitat for Humanity, PEAS (Promoting Equality in African Secondary Education), Challengers (inclusive activities for disabled children and young people), Big hArt in Australia, and disability sailing in both the UK and Australia.

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Event 9: ULAB - BYEAH MoU

Date: February 12, 2023

Organized by: BBA Program Office



The University of Liberal Arts Bangladesh (ULAB) and Bangladesh Youth Enterprise Advice and Help Centre (BYEAH) signed a Memorandum of Understanding (MoU) on 12 February 2023 with an objective to provide comprehensive support to youth-led social and green initiatives. BYEAH, a member of the London-based global network named Youth Business International, is ULAB's exclusive technical partner in establishing the "ULAB Social & Green Entrepreneurship Incubator."

The MoU aims to exchange knowledge, conduct joint research, and launch joint projects, including setting up a social and green entrepreneurship-focused incubator at the ULAB. BYEAH will support ULAB's students who wish to tackle Bangladesh's most pressing social and environmental challenges through their ventures. BYEAH Chairperson, Barrister Manzoor Hasan, Vice-Chancellor of ULAB, Professor Imran Rahman, Dr. Muhammad Faisol Chowdhury, Associate Professor & Director, BBA Program, and Dr. Shamsuddin Ahmed, Assistant Professor, ULAB School of Business were present in the event.

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Event 10: Resume & Cover Letter Writing

Date: February 16, 2023

Organized by: ULAB Career Services Office



The event was organized by Mr. Jamal Uddin Jamy, Director, Career Services Office (CSO) on 16 February 2023 at the ULAB Research Building. In this seminar, ULAB students got hands-on training on the basics of resume and cover letter writing. The interactive seminar served as a great opportunity for the students to receive feedback on their resumes. The participants learned how to tailor their resumes and cover letters to different positions and industries. Tawhid Reaz, Senior Lecturer at the ULAB School of Business and Khadija Rubaiyat Tasmia, Assistant Director of English Zone attended the event.

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Event 11: Seminar on Financial Management and Political Economy in Great Britain

Date: February 20, 2023

Organized by: BBA Program Office & ULAB International Affairs Office



The seminar was organized by the ULAB BBA Program Office and International Affairs Office in an endeavor to provide insights into the policies, strategies, and challenges faced by the country in managing its finances in the current global economic scenario. Dr. Shabbir Dastgir, Senior Lecturer in Financial Economics at the University of Huddersfield, UK visited the University of Liberal Arts Bangladesh (ULAB) on 20 February 2023. He was accompanied by Mr. M.A.R. Khan, Chairman, International Education Consultancy Ltd. They were welcomed by Dr. Muhammad Faisol Chowdhury, Associate Professor and Director, BBA Program and Ms. Jennifer Hossain, Director, International Affairs.

Dr. Dastgir delivered a short session on the recent political economy of the United Kingdom. He discussed the recent economic situation in Great Britain and its relationship with Brexit as well as the Russia-Ukraine crisis. He also talked about political affairs and why the office of the prime minister in the UK has been so volatile in recent years. He mentioned the importance of London as an international financial hub and the city's role in the national and regional economy. Before concluding, he addressed several questions from the students concerning the session as well as higher education in the UK.

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Event 12: Grand Final of Hult Prize Competition

Date: February 20, 2023

Organized by: Mr. Oeshwik Ahmed



Hult at ULAB is a student-led initiative that organises annual events to foster collaboration and innovation among young leaders from diverse backgrounds. The theme for the year 2023 is sustainable fashion. Mr. Oeshwik Ahmed, Senior Lecturer, ULAB School of Business and advisor of ULAB HULT Prize competition was the speaker at the event which took place on 20 February 2023 at the ULAB Research Building auditorium. The event focused on showcasing innovative ideas and solutions for sustainable fashion, ranging from circular economy models to eco-friendly design practices with guests from diverse prominent corporate houses.

The objective of this particular event was to find the top three (3) teams out of twenty (20) teams of participants who came up with unique business ideas for the sustainable fashion industry. Team Hawk Insights has been crowned as the winner of the University of Liberal Arts Bangladesh (ULAB) Hult Prize 2023. Through this event, Hult at ULAB aims to inspire and empower young leaders to become change-makers in the fashion industry, promoting sustainability and social responsibility.

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Event 13: Soft Skills Development Workshop

Date: March 22, 2023

Organized by: ULAB Communications Office & ULAB Admissions Office



ULAB regularly arranges various skills development workshops for students and their teachers. One such workshop on soft skills was attended by teachers and HSC students from Government Mohammadpur Model School & College on 22 March 2023. The Director of the BBA Program, Associate Professor Dr. Muhammad Faisol Chowdhury was the main guest in this event. The workshop was arranged to help individuals improve their communication skills, allowing them to express themselves more effectively, understand others better, and build stronger relationships. The workshop was a collaborative endeavor between the ULAB Communications Office and the ULAB Admissions Office.

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Event 14: What will it take to shape the workforce of the future?

Date: February 25, 2023

Organized by: BBA Program Office & Career Services Office



An event featuring a panel discussion on what it will take to shape the workforce of the future took place on 25 February 2023 at the ULAB Main Campus. The panelists were Dr. Muhammad Faisol Chowdhury, Associate Professor & Director BBA program, Ms. Umme Salma, Head of HR at Nitol Niloy Group, Mr. Mir Omar Naser, Head of HR at Shanta Securities, Mr. Mohammad Mostofa Jaman, Head of Partnership & PR at Genex Infosys Limited, and Ms. Farah Tanjeem, Business Partner & Circle HR at Grameenphone. The panel discussion focused on the skills and competencies that will be necessary for success in the workforce of the future, as well as the challenges and opportunities that lie ahead. The speakers shared their insights and experiences on the changing landscape of the workforce, and how individuals and organisations can adapt to stay ahead of the curve. They emphasised on the importance of lifelong learning and the need for individuals to continuously upskill and re-skill to remain relevant in the workforce, emotional intelligence in an era of automation and artificial intelligence, challenges and opportunities brought about by remote work and the need for organisations to create a culture of trust and collaboration, strong partnerships and networks to succeed in a rapidly changing business environment, diversity and inclusion in order to attract and retain top talent.

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Event 15: Career in Banking and Non Banking Sector, Bangladesh

Date: March 16, 2023

Organized by: Ms. Jenifar Soheli



On 16 March 2023, a seminar on "Career in Banking and Non-Banking Financial Institutions in Bangladesh" was held at the University of Liberal Arts Bangladesh (ULAB) campus. Tashmeem Muntazir Chowdhury, AGM & Cluster Head, Corporate Division, IDLC Finance Ltd was the guest speaker at the event which was attended by students pursuing major in finance or intending to do so. The event was organised by Jenifar Soheli, Lecturer of ULAB School of Business. The seminar was interactive that provided students with insights into the scope and challenges of the financial sector in Bangladesh.

Mr. Chowdhury shared his experiences and knowledge about the sector and provided valuable advice to the students on how to prepare themselves for a career in finance. Students were encouraged to ask questions and participate in discussions. The seminar proved to be highly informative and beneficial for the students as it provided them with a better understanding of what to expect in the banking and nonbanking financial institutions sector in Bangladesh, and what it takes to succeed in the industry.

SDG IMPACT



Event 16: Workshop on Medical Humanities

Date: March 20, 2023

Organized by: Ms. Arzoo Ismail & Ms. Anika Nawar Oishi



Two USB faculty members organised a workshop on 20 March 2023 at the ULAB main campus on Medical Humanities for their respective Business Communication and Industrial Psychology classes in the Spring 2023 term. The workshop's purpose was to make students more interested in understanding how medicine has changed the shape of our culture and the people in it over time. With Farah Binte Bashir as the guest speaker, this workshop was divided into three segments where the speaker briefly gave an overview of what medical humanities entails. The guest has a Master's degree in Comparative Literature and a minor in Music Studies from the University of Hyderabad, India. The students were divided into groups where they were given a particular brain teaser and they all shared their opinion as a group. Moving forward, some music-related exercises were also integrated into the session. Overall, the students truly enjoyed the session and they have expressed an active interest in learning more about their body-mind relationship.

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Event 17: Workshop on Social and Green Entrepreneurship

Date: March 20, 2023

Organized by: Dr. Shamsuddin Ahamad



On 20 March 2023, a workshop on Social and Green Entrepreneurship was held at the permanent campus of the University of Liberal Arts Bangladesh (ULAB). The event was moderated by Assistant Professor and Director of the ULAB EMBA Program, Dr. Shamsuddin Ahamad, and featured two guest speakers: Assistant Professor and Director of the Graduate Business Program at ULAB, Asif Uddin Ahmed, and CEO of Bangladesh Youth Enterprise Advice & Help Centre (BYEAH), Md. Rashed Mamun.

The workshop focused on how entrepreneurs can create a positive impact through their businesses while maintaining commercial viability. The speakers shared their experiences and knowledge about social and green entrepreneurship and provided valuable insights into the challenges and opportunities of the sector. The workshop was interactive, and attendees were encouraged to ask questions and participate in discussions. During the workshop, an announcement was made for the launch of the call for applications for the upcoming Social and Green Entrepreneurship (S&GE) Incubation Program. This program will provide support and resources to entrepreneurs who are working on businesses that have a positive social or environmental impact. Overall, the workshop was a success and provided attendees with a platform to learn, interact, and gain insights into the world of social and green entrepreneurship. The speakers shared valuable information, and the announcement of the S&GE Incubation Program provided attendees with an opportunity to further widen their knowledge and pursue their entrepreneurial dreams.

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Event 18: ULAB Hult Prize Gala night

Date: March 21, 2023

Organized by: Mr. Oeshwik Ahmed



The ULAB Hult Prize Gala Night was a grand success, marking the closing ceremony for the international competition Hult Prize. The event was held on 21st March 2023 at ULAB. The facilitator for the night was Mr. Oeshwik Ahmed, Advisor of ULAB Hult Prize 2023 and Senior Lecturer, ULAB School of Business. The guests for the event included judges from different corporate houses such as ACI, Asian Paints, Deco Group and partners. The speaker for the night was from Shabuj Global Education, the gold sponsor of the event.

The main objective of the event was to award the winning team, judges, and organizing committee with prize money, crests, and certificates, respectively. The team that won the competition was awarded a substantial prize money, and the judges were given certificates of appreciation for their contribution to the competition. The organizing committee was also presented with certificates to acknowledge their hard work and dedication towards making the event a success.

Overall, the ULAB Hult Prize Gala Night was a memorable event that celebrated the hard work and dedication of everyone involved in the competition. The event ended on a high note, with everyone looking forward to the next edition of the competition.

SDG IMPACT



Event 19: The Next Page

Date: May 11, 2023

Organized by: MBA & EMBA Program Office



The Next Page event was recently organized by the ULAB MBA and EMBA Program Office to facilitate a smooth transition for BBA Interns into MBA/EMBA studies. The objective of the program was to encourage BBA interns who had just completed their Internship Defense to learn more about the ULAB MBA/EMBA Program.

The event started with a warm welcome for the students at the venue. The emcee then took the stage to start off the program. Following this, the BBA Program Director gave a farewell speech to the BBA students. The MBA Program Director then gave a welcome speech and proceeded with a short presentation about the MBA/EMBA program, outlining its benefits and opportunities that the students could look forward to. The event lasted for about an hour and was short and the closing speech by the emcee marked the end of the event. The BBA interns left the event with a better understanding of the MBA/EMBA program at ULAB, which would help them plan their future endeavors.

SDG IMPACT



Event 20: Biz Wizards 2023

Date: February 3 & 4, 2023

Organized by: ULAB Business Club



The University of Liberal Arts Bangladesh (ULAB) successfully organized the ULAB Biz Wizards 2023, a prominent national inter-college management festival held on February 3rd and 4th, 2023. The event, meticulously orchestrated by the ULAB Business Club, a dynamic student-led organization, attracted participants from more than 18 colleges nationwide. This esteemed festival served as a platform to exhibit a diverse range of challenges crafted to evaluate participants' adeptness and competency in the fields of management, finance, entrepreneurship, and marketing. A total prize money of 60 Thousand BDT was awarded to the winning teams during the closing ceremony held at ULAB's campus. Notable attendees included Professor Imran Rahman, Vice Chancellor of ULAB; Professor Shams Rahman from RMIT University, Australia, serving as a special guest; and Mr. Arfan Ali, Chairperson of Zaytoon Business Solution and Ex-Managing Director of Bank Asia, who graced the occasion as the chief guest. During the ceremony, Professor Imran Rahman, Professor Shams Rahman, and Mr. Arfan Ali presented the winning teams with crests and prize money. The event was presented by ACI Limited and powered by Southeast Bank Limited. Luminedge played a significant role as the co-powering partner, while City Bank Limited served as the co-sponsor.

SDG IMPACT



Event 21: Critical Supply Chains in the Economy of Bangladesh – Strategies to Building Resilience

Date: February 2, 2023

Organized by: ULAB & Bangladesh Supply Chain Management Society



On February 2, 2023, a workshop on Critical Supply Chains in the Bangladesh Economy – Strategies to Building Resilience was held at the conference hall of the Grand Oriental Hotel from 3:00 pm to 6:00 pm. The workshop was conducted by Professor Shams Rahman, a distinguished Professor from the Department of Supply Chain and Logistics at RMIT University, Australia. Professor Rahman has gained global recognition, being ranked among the world's top 2% scholars in 2021 and 2022.

The workshop was jointly organized by the University of Liberal Arts Bangladesh (ULAB) and the Bangladesh Supply Chain Management Society (BSCMS). The event was inaugurated by Professor Imran Rahman, Vice Chancellor of ULAB. The attendees comprised of ULAB faculty members and students, industry practitioners, and prominent executive members of BSCMS, including Mr. Naquib Khan, the President.

The workshop aimed to shed light on the importance of critical supply chains in the context of the Economy of Bangladesh and provide strategies for building resilience in this domain. It served as a valuable platform for knowledge exchange and collaboration among academia, industry professionals, and the supply chain management community.

SDG IMPACT



Event 22: Supply Chain Management: A Career with Endless Possibilities

Date: March 11, 2023

Organized by: Mr. Shawkat Tanveer Rahman



An engaging and informative webinar recently took place, inviting both undergraduate and graduate students from the School of Business to delve into the captivating realm of supply chain management and explore the multitude of career opportunities available in this field. The webinar, moderated by Shawkat Tanveer Rahman from ULAB School of Business, featured Dr. Ferdoush Saleheen, a distinguished member of the Faculty of Business at Higher Colleges of Technology (HCT) in the United Arab Emirates. Drawing from his extensive experience in esteemed organizations such as Partex Star Group, Akij Food & Beverage Ltd., Kazi Farms Limited, LG Butterfly Manufacturing Co. Ltd., Buhler Bangladesh, and Meena Bazar, Dr. Saleheen offered invaluable insights into the subject.

The webinar provided a platform for students to explore the numerous career paths and opportunities available within the field of supply chain management. Participants gained valuable insights into this dynamic industry and received guidance on their career journeys.

SDG IMPACT



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