

Short Bios of

Jawad Md. Asadullah

Jawad Md. Asadullah is a Lecturer in the Department of Business Administration at East West University. He completed both his Bachelor of Business Studies (BBA) and Master of Business Studies (MBA) with a major in International Business from the University of Dhaka. He achieved the Dean's Honour Award in recognition of academic excellence during his MBA program. His research interests span cross-border cultural management, artificial intelligence in business, sustainability, brand management, and case studies. ORCID ID: 0009-0005-4665-8267

Md. Farvez Mosharrof

Md. Farvez Mosharrof is a Lecturer in the Department of Business Administration at East West University. He earned both his BBA and MBA in Finance from the University of Dhaka. He is currently exploring diverse research areas within the broader field of business to identify his long-term research interests. He is particularly interested in interdisciplinary research that addresses contemporary business challenges and contributes to academic knowledge and practical decision-making. As an early-career academic, he is committed to developing a strong research profile through continuous learning, collaboration and high-quality scholarly research. ORCID ID: 0009-0006-2160-5289

Tasneem Nabila Islam

Tasneem Nabila Islam is currently working as a Lecturer in the Department of Business Administration of East West University. She has completed both her BBA and MBA in the Department of International Business of the University of Dhaka. She has received the Dean's Honour Award and the Dean's Merit Award for her academic excellence in the regular MBA program and secured first position for her outstanding results in both BBA and MBA. She has 5 years of university-level teaching experience and published research papers in national and international journals. Her research interests include international trade and investment, international human resource management, global value chain, and the impact of AI on international business. ORCID ID: 0009-0008-2574-4141

Fairose Farin

Fairose Farin, a lecturer in the Department of Business Administration at East West University. She has completed both her Bachelor of Business Studies (BBA) and Master of Business Studies (MBA) with a dual major in Accounting and Human Resource Management from East West University. She has achieved the Dean's Merit Scholarship for her excellent academic performance during her MBA program. Her research interests include cross-border human resource practices, the integration of artificial intelligence into HRM, sustainability, and case studies. ORCID 0009-0008-2100-0794