



EAST WEST UNIVERSITY

CENTER FOR RESEARCH AND TRAINING

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Reference: EWUCRT-RS (117/01)-2025(13)

25 September 2025

To : All Faculty Members
East West University

From : Dr. Rafiqul Huda Chaudhury 
Chairperson
East West University Center for Research and Training (EWUCRT)

Subject: 117th Research Seminar titled “Do the quality dimensions of m-fashion rental apps influence e-WOM intention of Gen Z? The roles of shame, perceived hygiene, and green altruism”

Dear All,

East West University Center for Research and Training (EWUCRT) cordially invites you to attend a research seminar titled “Do the quality dimensions of m-fashion rental apps influence e-WOM intention of Gen Z? The roles of shame, perceived hygiene, and green altruism” on 16 October 2025 at 9.00 am in EWUCRT Seminar Room (Room no. 560), 4th floor, Block-C of East West University. The presenters of the seminar are Mr. Dewan Mehrab Ashrafi, Senior Lecturer, Mr. Md. Miad Uddin Fahim, Lecturer, Dr. Farhana Ferdousi, Professor and Dr. Atiqur Rahman Sarker, Associate Professor, Department of Business Administration, East West University (EWU). A program schedule, short curriculum vitae of the presenters and an abstract of the seminar are attached herewith for your information.

Your participation in the seminar will be deeply appreciated.

Best regards