



**EAST WEST UNIVERSITY**  
**CENTER FOR RESEARCH AND TRAINING**

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**117<sup>th</sup> Seminar**

**16 October 2025**

Time	Sessions	Venue
	<b>Chair:</b>  <b>Dr. Rafiqul Huda Chaudhury</b> Chairperson East West University Center for Research and Training (EWUCRT)	<b>EWUCRT Seminar Room, Room no- 560, 4<sup>th</sup> floor, Block-C, East West University</b>
<b>9.00 am-9.05 am</b>	<b>Introduction:</b>  <b>Dr. Sohel Rana</b> Executive Director, EWUCRT	
<b>9.05 am -9.35 am</b>	<b>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”</b>  <b>Presenters:</b> <ol style="list-style-type: none"><li><b>Mr. Dewan Mehrab Ashrafi</b> Senior Lecturer, Department of Business Administration East West University</li><li><b>Mr. Md. Miad Uddin Fahim</b> <b>Lecturer</b>, Department of Business Administration East West University</li><li><b>Dr. Farhana Ferdousi</b> Professor, Department of Business Administration East West University and <b>Dr. Atiqur Rahman Sarker</b> Associate Professor, Department of Business Administration East West University</li></ol>	
<b>9.35 am- 9.45 am</b>	<b>Discussant:</b>  <b>Dr. Abul H. M. G. Azam</b> Professor-cum-Adviser Department of Business Administration East West University	
<b>9.45 am-9.55 am</b>	<b>Floor Discussion</b>	
<b>9.55 am</b>	<b>Vote of Thanks</b>	