

EIILM-Kolkata, India

presents

INTERNATIONAL CONFERENCE

on

**ENVIRONMENT, TECHNOLOGY, WORK,  
LIFE & TRANSACTIONS:**

**THE ASIAN FOCUS FOR GLOBAL EMERGENCE**



**6<sup>th</sup>**

**CHAPTER OF  
ASIAN INTEGRATION  
INITIATIVE SERIES OF  
BORDERLESS Asia**

In Collaboration with



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# "ASIAN INTEGRATION INITIATIVE SERIES OF BORDERLESS ASIA"

Initiated by **Prof. (Dr.) R. P. Banerjee**,  
Chairman & Director, EILM-Kolkata

*"Let Entities of Asia Unite"*

Historically, Asia has witnessed stress from the Western part of the World in the form of political and economic dominance. Even after having achieved independence from Western Powers, different kinds of international trade blocks and organizations with Western dominance have continued to subordinate the Asians in the geographical region of Asia. Where nearly 60% of world's population and 40% of dominant global consumers inhabit in Asia, the economic control and thereby the flow of benefits in the economic process are hardly distributed among people of Asia. Asia does not have any dearth of resources- material, technological, knowledge, financial, and human. However, because of the discrete position of Asian nations and lack of appropriate coordination among them, the Asians are continuously pressed between the push and pull factors initiated by Western dominant powers.

It is in this context that we thought about giving a call to Asian Nations and people of Asia to look homewards and join hands for free flow of men, material and resources and develop a homogeneous integrated Asia. This will certainly give a new shape to the future in terms of developing a humanist society all over the world. EILM-Kolkata, India under the leadership of Chairman & Director Prof. (Dr.) R. P. Banerjee

The One-day International Conference on "Environment, Technology, Work, Life & Transactions: The Asian Focus for Global Emergence" is being organized by EILM-Kolkata, India in collaboration with Universitas Pancasakti Tegal (UPS), Indonesia, SEGi University & Colleges, Malaysia and University of Economics and Finance, Vietnam at JW Marriott Hotel & Suites Saigon, Ho Chi Minh City, Vietnam on October 30, 2025. With the emergence of Asia as a Giant of world economy, the plan of integrating Asians through a process of mutual understanding, developing a spirit of proper coexistence and identifying areas of communality in the thoughts and prospects of people of Asia need proper introspection and analysis. The story in Asia is about increasing connections, improving collaborations and deepening cooperation whereas in the West the story is about separation, the re-erection of barriers and taking back control. It is in this context the first International Seminar was held in Bangkok, Thailand under the title of "Business in Borderless Asia- the Hurdles, Possibilities and Prospects"; the second edition of the same theme with broader perspective was organized with the title "Asian Integration- Towards Creating a Homogeneous Asian Mind"; the third one was held on the main theme "Leadership for Emerging Asian Business: The Knowledge and Technology Dimension" at Bhasa Bhawan Auditorium, National Library, Kolkata, India; the fourth one the "Trans Asian Marketing Conclave" was held at Hotel Novotel Bangkok, Thailand; the fifth chapter titled, "Trans-Asian Integration of Industry, Business and Commerce" was held at Hotel Pullman, Kuala Lumpur, Malaysia. All these International Seminars/Conclave/Conferences have the prospect of sensitizing ideas and concepts across Asia to create a homogeneous mind in the future.

Business leaders, teachers and thinkers from around the Asian continent are going to take part in this conference to deliberate on the theme of this year's conference, i.e. integration of the Asian mind through thoughtful and evocative philosophical exchanges that will define business and leadership of the future. Aken a pledge to continue with the movement of creating One Asia, ultimately leading to a homogeneous world.

The speakers and guests will share their individual views on various aspects of Asian thoughts, philosophy, business models and history during their individual talks which will be followed by some remarkable presentations. The culminating point of the seminar will be the panel discussion summarizing the various ideas expressed during the day.

The list of eminent guests and speakers includes Special Guests from three collaborating foreign Universities - Dr. Majo George, Dean, Faculty of Economics, University of Economics and Finance, Vietnam; Ms. Stella Lau Kah Wai, Managing Director, SEGi University & Colleges, Malaysia; Prof. Srikumar Chakravarthi, Deputy Vice Chancellor (Academic Affairs) & Head of Innovation & New Revenues, SEGi University & Colleges, Malaysia; Dr. Taufiqulloh, M. Hum, Head, ADRI Central Java, Indonesia / Rector of Universitas Pancasakti Tegal (UPS), Indonesia, and Prof. (Dr.) R. P. Banerjee, Chairman & Director, EILM-Kolkata. Around fifty Special Guests from 14 countries, i.e., → Vietnam → Malaysia → Cambodia → Indonesia → Mongolia → Philippines → Russia → Singapore → Sri Lanka → Taiwan → Thailand → Uzbekistan → Poland → India are participating in the Conference. Prof. (Dr.) R. P. Banerjee along with the dignitaries from different Universities and Organizations will officially initiate the conference on 29<sup>th</sup> October 2025 at a grand dinner arranged at Lotte Hotel Saigon, Ho Chi Minh City.

# Environment, Technology, Work, Life & Transactions: The Asian Focus For Global Emergence

6<sup>th</sup> Chapter of **Asian Integration Initiative Series of *Borderless Asia***

Concept Note: **Asia for Global Integration**  
by **Prof. (Dr.) R. P. Banerjee,**

## The Technorise:

The world has arrived at a situation and condition wherein the focus needs to be given to the fundamentals of human learning and activities. It is in this perspective, the people of Asia should come forward to take lead in the journey forward for human society for the purpose of creating a homogeneous society and homogeneous scale of functioning, governing, governance and all activities on earth. The advent of technology and particularly the different dimensions of artificial intelligence and other implied factors disrupt many of the human functions and thoughts. However, there are other dimensions of the technology which are already available in human possession to correct certain erroneous functions and activities of human society, as has been the case over the last couple of centuries, in general and last couple of decades, in

particular. From this perspective, the world needs to be reviewed. The fundamentals of the earth system need to be protected. The earth system, for example, its own naturals, the earth as a governing entity, earth as a fundamental basis of human activity, human life and human domain needs to be protected, not only in the usual sense, but also in a larger sense wherein we can reinvent we can recreate certain dimensions to protect it further and to create a kind of eternity in the earth system.

The advent of new technologies with features of robotics, machine learning, internet of things(IoT), role of big data, neural networks, artificial imaging, data tropsy, agenting AI, crypto currencies and digitalisation of system, transaction and processes has collectively or singularly attempted to disrupt the carry-forward mode of living, market and economic transaction having further impact on human behaviour and influence on the cluster of human being in the society and organisation. The pool of exploration of the infinite vast outer space on one hand and infinitesimally small to the extent of 10-21 of centimetre dimension have doubly put across and assimilated the forces of disruption towards a homogeneous and unilinear growth of human society.

The earth system needs to be drawn back to its naturals and for that human life and the orientation to human life needs to be relooked at. The way we want to live our life; make our things happen; technology has emerged because of our pattern of thinking was towards that and it has been supporting the human thoughts and the vector of human dimensions. So, at the moment, there is a redefining dimension of the human living and human thoughts we will find the human society will start gaining and having the positions which are thoroughly different from what has been nurtured and followed so far.



## The Fragmenting:

The fragmentations of the human society on different scales have actually created enormous problems for the world. Fragmentation has been based on certain utopia, certain thoughts, certain philosophies, certain doctrines, certain beliefs, certain kind of human perceptions, ideas, and assumptions, which needs to be reviewed, relooked at, and repositioned to create a better human society, a better world. It is in this perspective the global human society should review the hitherto followed ways of thinking and attempt to create a new dimension of holistic homogeneity through cultivation of certain grounded principles which the earth system has maintained throughout. As a highlight of these attributes the dominant ones are:

- Collaborative existence.
- Collective living.
- Mutual transfer of the good wishes and good objects.
- The spirit of caring for the deserving.
- The spirit of tolerance in case of disruptions.
- The spirit of harmony to match the attempt, if any disharmony.
- Creating a world of unity, fraternity and freedom of soul.

From this dimension, one needs to look into the human order from an economic angle, functional angle, the social angle, and the environmental angle and an overarching holistic angle; and the human behaviour, human functioning, human characters become a focus.

The mother Earth has enormous providence for all creations on her surface, in the air, and in water. The continuous endowment received from the cosmic sources of light, air, energy are vital. She not only provides the elements of living but augments those elements at the required space of time. This as a core principle should be remembered by human society while creating pathways for existence, progression and creativity. So, the person has to rise beyond personal domain, beyond the small domain, beyond the national identities, beyond the regional, local, cultural and other identities. One has to rise up to the level of his or her cosmic human identity. When the person comes to the level of cosmic human identity, then it becomes non-discriminative. It becomes focused on the theories and themes of equality, then the equality fraternity and freedom as a kind of doctrine and conviction for human society becomes very evident for the world. When these discriminations are removed, and the society is destined to create pathways based on truth, pathways based on fundamentals, which are good for most. This is her endeavour, which anybody from any corner of the world can undertake and any nation, people with any identity can undertake, a group of persons with any kind of description can undertake.

## The Asian Sun in the Horizon:

However, Asia has an advantage. Asian advantage is an emphasis on the humans and on human society. Asian advantage is targeted to come closer to nature. Asian advantage is to think within and Asian advantage is to discover truths from within. Whenever a person can discover truth from within, a person can think within, a person can prioritise the intrinsics over the extrinsics, the person can do many more things than just serving the selfish interests of himself/herself. Asia has got that kind of opportunity because of the quality inbuilt in Asianism, quality inbuilt in the Asian soul and Asian minds. That is the reason why Asia should rise above Asianism; Asia should rise above the small domain and dimensions; Asia should rise above the smallness, pettiness and meanness at the personal level, at the group level, at the local level, even at the national level and regional level.

Asia has got the right opportunity. Asia has got the right chance to build a society or to foster ideas of building a society forward which is homogeneous in nature, which is equal in nature, which is equally distributive in nature, which is equally giving in nature, which is equally supporting in nature and the society, which is equally creative for everybody. The society, which can afford to have everybody within the domain and dimensions, within the horizon of its own, that society can be created by the people with the Asian mind and people from Asia.

It is in this perspective, we give a call to you all to come forward, join hands and create a society through the nurturing of Asianism with the ideas of universality and foster it forward not only for the world of humans, but for the world of all living souls, for the world of the flora, for the world of the fauna, for the world of any living soul, whether in the jungles of creatures or in the jungle of bricks, or whether in vacant areas, whether living on earth, on soil, or elsewhere. Let us all combine together, join hands and walk together to create a better society, a better world, and for that let us discuss the eventualities, the opportunities, and the factors of cohesion to create and make it happen for the future of the world.

# Environment, Technology, Work, Life & Transactions: The Asian Focus For Global Emergence

6<sup>th</sup> Chapter of **Asian Integration Initiative Series of *Borderless Asia***

## Purpose Statement:

Asia has done a lot towards achieving the human goal in terms of the solutions providing to the problems which human society by and large faces and on the other hand Asia has tried to open up opportunities and provide the opportunities to the people of art. The issues and problems human society perennially had suffered from were mostly biological and organic in nature. The issues of crisis of food, deficit of health security, problems of disparity, problems of massive inequality, problems of oppressions, problems of exploitations, problems of dissonance and the impositions of fragmentation on the society from various corners particularly from those who had enjoyed the authorities of the global system in different phases of history.

Asia has actually resolved many of the issues to a great extent. The issues of poverty, illiteracy and ill health have already been tackled to a great extent. The issues are now reasonably controlled and heading towards a final resolve and final solution, hopefully within the next few decades. However, the problems of ill fate of a large population of people on earth located in every continent of earth and also in particular located in Asian region matters still as an important and pertinent issue of human society. Asia has shown the pathways drawing the learning and experiencing from the other part of the globe in terms of the development of science and technology, social cohesion, the objectives and also the ways of living. The standard of life or the ideas of homogeneous good standard of living which has been more or less a global condition and global concern and global idea has been well adopted by Asia but in its own ways. Asia has actually interfered into resolve the issues and created a new hope for the global system following the same pathways of science, scientific principles, technology, technological outputs and the new drives in modern society.

Modernism in Asia has taken a different shape than other parts of the world. When we talk about the modernism we mix up the culture within the practice and we mix up the culture and practice with the power of innovation. We mix up the culture practice power of innovation with the power of economy and again finally the power of existence or the power of the mind and muscle comes into play. Asia has gone into all dimensions and equipped itself with all different aspects of human life to be considered as a grown human condition or a grown human profile at the individual level and a matured society at the collective level.

If we look at the origin of the thoughts in Asian region we find that earliest during the period of Vedic civilization the Indian Vedic sages who had talked about the quest for truth, searching about the truth, trying to identify the ultimate truth, the primordial conditions of truth and the supreme truth condition derived and identified through the process of realization in life, implemented in life and lived lives in societies in a way which the guiding factor as truth takes care of. Truth then embodies the persons. Truth embodied the persons in its own way and truth embodied the person for the future as well. The concern for truth by the Vedic sages of India were not only involving the human being but also involving the entire nature earth and even plants, animals and all small and large species of living cells, species of living organisms in the world.

The Vedic sages had identified two fundamental principles of truth. The first one is the intrinsic unity and oneness of all human beings on earth and they had the view that everybody is an embodiment in his or her own way of the divine and therefore each person carries the same potential as the other. The issue is the unfoldment of the potential and unleashing them in its own flourishing, in its own maturity through the process of its development and growth. This has not taken part in various parts of the world. At a later period the Chinese scholars particularly the Laozi and Confucian streams, Laozi has actually coined the same idea as the Vedic principle of the Vedic sages and the same stream was later on adhered to by far eastern areas of Asian territories in the Zen philosophy and all connected philosophies of the Zen one. The other one, the Confucianism had emerged as a strength and vision with a valour. Strength and vision with a valour, it was there in the Vedic civilization but it was coordinated and controlled by the power of the truth. It was given a name that Sattva-Guna, meaning the truthful and truth-oriented, truth-centric values for human living.

cross Asia, the concepts of Buddhism which had talked about the miseries of the human society and offered a solution to the misery through the embodiment of the personality, becoming the personality, the mind, concentrating the mind and also the transcendence of the mind in a condition where there will be no desire or desireless mind and that is what was the fundamental principle during the Vedic civilization as identified by the Vedic sages in the earliest period of the civilization. Asia coins the inheritance of this equality, fraternity and liberty among all human individuals on earth. Equality, fraternity and liberty, these are the birthrights of every

individual on earth. It's not only for Asians to enjoy that but also people across the globe to have it in their own life and experience it in such a passion and have their orientation as such that they advocate this for everyone on earth and they would actually work with hands joined together to establish and see that everyone on earth enjoys the same kind of unity, fraternity and liberty in their own life, thoughts and actions. The freedom for the individuals in their thoughts unleashes the creativity in the field of technology which Asia has proved. Asia has contributed the world environment friendly technology, a kind of technology which consumes less power, technology which consumes less energy, technology which is more friendly to human being and also on the other hand the technology which is a pathway for the creation of multiple generation of other devices and technological instruments. That's how Asia has created a pathway for uniqueness in the global system.

The school of Taoism, the school of Motism and the school of law, these are all actually have nurtured the same basic and fundamental philosophy of unity, fraternity and liberty. These have tried to ensure the human orientation to the facts of life. Technology is an added appendage to the human functioning and that way when we come to the artificiality of the human function using the technology, the artificial intelligence, the science of artificiality and the technological tools and ingredients which would actually support the artificiality of the natural ingredients, these all have emerged from different parts of the globe. Asia has got a significant contribution towards making that happen. The Asian civilization that way can be termed as a civilization which orients and factors human being and human individual as more important than others. When it comes to a comparison and a mutually exclusive choice between human life and certain gains or the material gains from any quarter, then Asian mind naturally on an average would actually take the side of the human organism in terms of its own life and the preference and the priority of that life lived or the priority for the life would carry it forward towards an era which would actually dominate for a longer period.

For example, in Asia, there was at one point of time during the Indian Vedic civilization that the nature earth was worshipped in terms of worshipping the elemental of this, the trees, herbs, shrubs and all these were actually worshipped in terms of this and worshipping means the gratitude that you offer to that, you cannot destroy or cause any harm to that and in order to maintain a perpetuity and sustainability, what you do is you maintain that harm-free and harmless condition of the elements of nature earth and that would make the environment clear and perfect. The Vedic sages gave a call saying that you are actually swimming through the air and when you are swimming through the air like a fish swims through the water, you are swimming through the air, so you need to have the responsibility carried on your shoulder to maintain and to see that the quality of this air is maintained the perfect and maintained as a good quality or the goodness of that has to be maintained. This is what talks about the environmental integrity and protecting the environment from its polluting agents and Asia in ancient civilization particularly it was initiated in India by Indian Vedic sages wherein they have talked about the purity of air, purity of water and purity of your intent and attitude in the human living, human society so that through that you achieve something which is pure and good for everyone to live and survive in this world. Asia has actually been docile, have always offered the goodness in life, goodness in transaction and always tried to have the justice of mutuality and corresponding through the cooperation, this on one hand at the collective level and on the other caring, compassion at the individual level, these have combined together have offered a good characteristic feature of the Asianism.

Asianism talks about causing less harm to others, causing less harm to yourself at the same time, you take care of yourself but not at the cost of the others, you take care of your own requirements but not at the cost of the others, you be good to yourself but never be bad to the others, if you have to be good to yourself then you could do it at any cost but Asia talks about the ends and means, if you have to achieve something as a kind of your ends you have to be careful and particular about the means and the means and ends when you have coordinated then you need to keep in mind that the resources of the global system, the earth are not created by you, these are not yours, the fundamental resources which have actually multiplied and created the secondary and tertiary resources for human survival, living, growth are actually there which is drawn from the divine and when we are using as a human being of that then the selfish rational mind would always tend to orient that towards personal gains.

Asia in an overall scenario has actually tried to avoid that, however there have been a lot of impositions on Asian continent and Asian territory by others and during the periods of those impositions the cultures, traditions have got distorted and apart from those periods of impositions Asia has shown its own upright condition and its own resilience, its own the integrity and its own adherence to the values of life, its own inclination towards collectiveness, cooperation and mutual coexistence on earth. The Asianism thereby and therefore talks about joining hands together, this is what the Vedic sages have talked in terms of Sam Gachhadhwam. The Vedic sages have actually mentioned that we have certain things common among ourselves and let's be common with others,

Let's all imbibe the goodness and let's all try to maintain the goodness in life and if we can maintain the goodness of life what you can do is we can offer the goodness to others in the society and civilization, the goodness that we can offer to others in the society and civilization has actually two components, one is the component as of now the time now and the other one is the component which is for the perpetuity for the future. If you have to be sustainable in nature then that component has to be taken care of, sustainable component of that in nature is actually something which talks about the something which can be taken forward and carried forward with the emerging dimensions, with the creative dimensions for the future of living and future of mankind in the world.

Asia thus gives a call to human society, Asia wishes to make itself free, make itself mobile amongst each other by creating a borderless Asia, by creating integrity amongst the entities within the Asian continent, the free movement of goods, services and the individuals, free movement of the talents, free movement of the people who wishes to offer their labour to the making of things in the world, free movement of the people who are actually growing on soils, the cultivations of different types, free movement of those who have got their merit and cultivating the merit to do some creative things and make some creative additions in life and also at the same time free movement of the wise men and wise ladies, wise women across the entire continent. Therefore, Asia wishes to give a call to the inter-world to join hands with Asia towards creating a global harmony, homogeneity and ultimately to land up creating a one world in the true sense of the term. One world on the basis of one identity of one humanity, one world on the basis of creating an identity of one identity having derived from the same supreme one, one world because it is having the same oneness, same identity at the intrinsic level, one world because we wish to survive and we wish to let other person survive, we wish to grow and we wish to let other person grow, we wish to make new things together, we wish to make better things together, we wish to create better fortune for human society, we wish to create a better world in the time to come, in the days to come, we wish to have it nurtured, we wish to have it established, we wish to make it happen.

I wish to give a call to the Asians and to the people on earth, everyone in this world that let's consider this as our intrinsic call and you give your positive consent to this intrinsic call and let's all join hands on fulfilling, towards fulfilling that call in our own life.

**Thank you.**



# UNIVERSITY OF ECONOMICS & FINANCE

Ho Chi Minh City  
Vietnam

Ho Chi Minh City University of Economics and Finance (UEF) was established on 24th September, 2007 by Decision No. 1272/QĐ-TTg of the Prime Minister. UEF aims to become Vietnam's leading university and achieve international academic standards, based on its philosophy: Quality, Efficiency, and Integration.

UEF consistently aims to achieve high standards in higher education by adapting the world's best expertise to the local context of change and economic integration, focusing on providing specialized study programs to meet the country's increasing needs for high-quality human resources.

To ensure good learning outcomes, UEF's lecturers are carefully selected based on the following criteria: commitment, expertise, experience, pedagogical approach, and student rapport. The dynamic and humane working environment at UEF is an important impetus for dedicated lecturers to help students mature.

UEF's strategic direction, coupled with the achievements gained over nearly a decade, has helped create a strong UEF brand within the high-class human resources training segment in Vietnam, earning absolute trust from students and parents throughout the country.

## About Faculty of Economics

Established in 2017 following Decision No. 07/QĐ-HĐQT dated August 29, 2012, by the Chairman of the UEF Board of Directors, based on the merger of the Faculty of Finance and Accounting and the Faculty of Business Administration. Aiming for educational standards and the philosophy of "**Comprehensive Education - Lifelong Learning**".

In fulfilling UEF's mission, the Faculty of Economics places great emphasis on combining knowledge with skills, professional competencies, and language proficiency. This approach ensures that graduates can easily adapt to modern, professional work environments, meeting not only the demands of the domestic labor market but also enabling them to become global citizens, excelling not only in Vietnam but also in the region and worldwide.

**Our Mission:** Training high-quality human resources in the field of Economics to meet needs of society and global integration; creating an environment of academic freedom and research that facilitates the comprehensive, dynamic, and creative development of learners; enhancing practical working skills, professionalism, and a sense of social responsibility through strong connections with businesses and the community.

**Our Vision:** The Faculty of Economics strives to become the leading faculty of UEF, serving as "a cradle" for cultivating successful global citizens who are ready to contribute to society.

**Our Core Value:** Learner-centered approach; Emphasizing professionalism, dynamism, and creativity; Promoting a sense of responsibility and social contribution; Valuing quality culture; Promoting cooperation, development, and international integration.



SEGI UNIVERSITY

## SEGi University: A World-Class Institution of Global Excellence

Since its founding in 1977, SEGi University (SEGi) has grown into one of Malaysia's largest and most diverse education providers, welcoming students from over 90 countries. In the QS World University Rankings 2026, SEGi made its landmark debut in the #731–740 band, placing it among the top 1.5% of universities globally. The university also ranks #8 in the world for Student Diversity and #13 for International Students, alongside strong positions in Faculty-Student Ratio and International Faculty.

Complementing this is SEGi's QS 5 Stars Plus Rating, a recognition held by only 24 universities worldwide. SEGi achieved excellence across eight categories, including Teaching, Internationalisation, Online Learning, Arts & Culture, Employability, Academic Development, Inclusiveness and the specialised field of Bachelor of Medicine and Bachelor of Surgery (MBBS).

As a leading research university, SEGi aligns all research with the United Nations Sustainable Development Goals (SDGs), partnering with prestigious institutions like Duke University and the University of Malaya. Its signature approach of "Bringing Industry into the Classroom" embeds real-world projects into coursework, co-developed and co-assessed by industry experts from partners such as Google, Microsoft, Huawei, and Malaysia Airlines.

Beyond academics, SEGi fosters a vibrant, multicultural student life with inclusive events, world-class facilities, and a community that champions diversity, innovation, and excellence—continuing to set new benchmarks in Malaysian and global higher education.



# UNIVERSITAS PANCASAKTI TEGAL (UPS)

Indonesia

1980  
YAYASAN PENDIDIKAN PANCASAKTI  
UNIVERSITAS PANCASAKTI TEGAL



Welcome to UPS Tegal Campus "The Biggest and Best Campus in Central Java West Region" The pride of the Regional Community and Indonesian Society.

## History Profile

Universitas Pancasakti Tegal (UPS Tegal) is one of the private universities in Central Java that is domiciled in Tegal City. Established on March 1, 1980.

Based on the Circular Letter of the Minister of Education and Culture of the Republic of Indonesia Number 07/MPK/1984 concerning the prohibition of having 2 (two) names of the same university (Universitas Pancasila in Jakarta), on October 1, 1984, the Tegal Pancasakti Education Foundation with letter number C.IPRB/SK/YPP /1984 changed the name from the Tegal Pancasila Education Foundation to the Tegal Pancasakti Education Foundation and the Universitas Pancasila Tegal to the Universitas Pancasakti Tegal, abbreviated as UPS Tegal, which means Pancasila Sakti.

Universitas Pancasakti Tegal always strives to improve its professional abilities by using a new paradigm in the process of implementing and managing quality education. Therefore, the implementation of the Tri Dharma of Higher Education is carried out in a balanced manner to have graduates who are academically capable, creative, and innovative within the framework of their service to the nation and state.

UPS Tegal has 7566 Student, 19350 University Alumni, 360v Lecturers and Employees, and 25 Study programs.

Universitas Pancasakti Tegal has 6 faculties and postgraduate programs with a total of 25 active study programs consisting of 18 undergraduate study programs, 3 diploma study programs, 1 professional teacher program for 5 fields of study and 3 master's study programs.

University accreditation is B. There are 3 study programs accredited Unggul (Outstanding/A+); Law, Accountancy, and Science Education Program. At present Universitas Pancasakti is preparing to be accredited Unggul in 2024.



# BHARAT CHAMBER OF COMMERCE

## About Bharat Chamber Of Commerce:

**Bharat Chamber of Commerce** is one of the oldest, largest, and leading Chambers of Commerce in Eastern India, rendering unwavering service to trade, industry and society at large for **125 years**. Since its inception, the Chamber has remained at the forefront of policy advocacy, business facilitation, and regional growth, upholding a legacy of leadership and impact that few institutions in India can parallel.

Its diverse membership base spans across large corporates, dynamic MSMEs, exporters, importers, professionals, and service providers with strong representation across nearly every sphere of trade and industry. The Chamber also serves as a collective voice for numerous affiliated local Chambers of Commerce and Industry and Trade Associations, thereby consolidating the region's commercial ecosystem. Besides, the Chamber's two vibrant verticals—**Bharat Chamber Young Business Forum** and **Bharat Chamber Ladies Forum**, play an instrumental role in nurturing entrepreneurship, empowering youth and women, and driving inclusive socio-economic progress.

In addition to providing conventional support services to its Members, the Chamber also offers special help and co-operation to Foreign Business Delegations and its members to explore trade and business opportunities in other countries. The Chamber is also regularly addressed by **Ambassadors, High Commissioners, and Consul Generals** from across the globe, reaffirming its role as a trusted bridge between Indian industry and the international diplomatic and trade community.

Establishing regular contacts with Chambers of Commerce and business leaders in other countries to ensure continuous exchange of trade and business information, entering into Agreements of Co-operation with Chambers of Commerce and Trade Agencies across the world, and promoting business delegations to other countries while hosting trade delegations from abroad are some of the important features of the Chamber's activities for the promotion of bilateral trade.

With an emphasis on fostering new and diversified avenues of international cooperation particularly with African nations—the Chamber has set up an '**Africa Desk**'. A dedicated '**Bangladesh Desk**' has also been established to strengthen bilateral trade and economic ties with the neighbouring country. To offer dedicated handholding support to MSMEs in the domain of defence production and exports, the Chamber has also set up a specialized '**Defence Sector Facilitation Centre**'.

Over the years, the Chamber has been privileged to host several stalwarts from the highest echelons of the Government of India as well the State Government. The Chamber is also uniquely privileged to have been graced by the highest Constitutional Authorities of India at every milestone celebration in its history. Its **75th Anniversary** was inaugurated by **Mr. Atal Bihari Vajpayee** as the then Hon'ble Minister of External Affairs, while its Centenary Celebrations were blessed by him again, this time as the Hon'ble Prime Minister of India. The Hon'ble Prime Minister, **Mr. P. V. Narasimha Rao** visited the project area of the Chamber in South 24 Parganas district of West Bengal. In 2016, the Chamber's new office building was inaugurated by the Hon'ble President of India, **Mr. Pranab Mukherjee**, adding yet another golden chapter to its illustrious journey.

**As it celebrates 125 years of illustrious legacy**, Bharat Chamber of Commerce stands as a beacon of credibility, foresight, and resilience, steadfast in its commitment to advancing sustainable growth, shaping forward-looking policies, and strengthening the linkages between industry, government, and society.



# TOWARDS LIFE FOUNDATION

(A Socio-Environmental Initiative of EILM-Kolkata)

“ LET'S WIPE OFF ALL TEARS FROM THE DIMMING EYES ”

- Prof. (Dr.) Rama Prosad Banerjee  
Chairman & Director, EILM-Kolkata

The Towards Life Foundation (TLF), arises from a deeply philosophical understanding of human equality, spiritual oneness, and the need for socio-cultural redressal in modern India. It reflects a deliberate return to India's Vedic roots while addressing the brokenness in today's society – particularly among marginalized urban communities.

At its core, TLF responds to the deep civilizational divide – one that the West sought to address during the Enlightenment through thinkers like Socrates, Plato, and Aristotle, culminating in Newton's Principia Mathematica. This work was more than a scientific breakthrough; it was a projective understanding of the human soul, affirming intrinsic individual attributes and enabling each being to bloom through harmony with nature. The Western awakening, though focused on logic and inquiry, ultimately sought to affirm the dignity of human life through rational discovery.

In contrast, India's spiritual civilization had already realized – over 20,000 years prior to the Christian era – the essential equality of all beings. The Vedic seers proclaimed “**Sarvam Khalu Idam Brahman**”, affirming that the Supreme Divine resides in every soul. This philosophical understanding rejected hierarchies and divisions, recognizing every human as a unique embodiment of the same universal essence.

However, historical progression in India witnessed a paradoxical decline, where social divisions – caste, creed, class, and regionalism – eroded the spiritual ideal. The realization that all are equal before the divine was obscured by institutional, religious, and socio-political classifications. The innate potential of countless individuals – what the Vedic sage considered divine treasures – was left uncared for, resulting in systemic marginalization.

Recognizing this societal fragmentation, The journey of TLF started way back in 2006 through a comprehensive Research Study of the City of Kolkata to provide education, emotional support, and life lessons to children from impoverished areas in Kolkata. Students and their teachers from EILM-Kolkata, along with the sympathetic good-hearted people volunteered to bring meaningful changes in lives plagued by lack of educational support, hunger, ignorance, and emotional suffering.

## The Promise and Vision of Towards Life Foundation (TLF):

- › **Mental Strength:** Empower children from impoverished areas with mental resilience.
- › **Education Inputs:** Provide foundational education in life sciences, art, thought, and creation.
- › **Unfold Inner Spirit:** Channel intrinsic strengths into meaningful work.
- › **Economic Empowerment:** Help them become economically productive members of society.
- › **Spiritual Values:** Instill righteousness (Sattwa Guna) to foster a future-ready, value-driven society.



# EIILM-KOLKATA, INDIA

Eastern Institute for Integrated Learning in Management (EIILM)-Kolkata



EIILM-Kolkata is amongst the top B-schools in India, known for imparting quality education in the field of management and allied areas. Established in 1995, the Institute is helmed by renowned academician, author and edupreneur, Prof. (Dr.) R. P. Banerjee, known for his significant contribution in carving a niche in the competitive landscape of management education, incorporating a blend of modern management theories and traditional spiritual insights, preparing students to be not only skilled professionals but also ethical leaders.

EIILM-Kolkata is driven by the principle of the primacy of students. Over the years, the institute has gained the reputation of building leaders of the future through quality academic delivery and outstanding placement record. The institute offers Doctoral, Postgraduate and Undergraduate courses in management and allied disciplines with a focus on Business Analytics, Cloud ERP, Global Business, Hospital Management, Hotel & Hospitality Management, Sports Management, Media Management and Computer Applications.

Industry and academic collaborations enrich the academic environment of the institute and create awareness among students regarding recent business trends and best practices of the industry. Students get the rare privilege to interact with and learn from Global Industry experts through international seminars, conferences, overseas internships, research and immersion programs. EIILM-Kolkata has already established successful collaboration with 44 institutions across the globe to offer meticulously designed courses of international standards.

To further its mission of creating global citizens for the global corporates, EIILM-Kolkata has now established EIILM-Kolkata Centre for Leadership & Ethics (EKCLE), a flagship initiative that empowers students with specially designed courses in collaboration with leading universities & industries of the world to build leaders of the future.

This centre offers specialized courses in management and allied areas, developed and delivered in collaboration with leading international universities and industries.

Companies like, PWC, KPMG, DELOITTE, E&Y SERVICE, LOREAL, Coca-Cola, S&P Global, Blackstone, GE, Kelloggs, ITC, Colgate Palmolive, Nestle, ICICI Bank, Axis Bank, Federal Bank, IndusInd Bank, Kansai Nerolac, Asian Paints, MRF Tyres, Luminous, LG, Hindware, Saint-Gobain, Vodafone, Hindalco have regularly recruited students from EIILM-Kolkata. The Institute has been conferred with many awards as mark of excellence from reputed forums.

**DN-9, Sec-V, Salt Lake City, Kolkata - 700091**

**6, Waterloo Street, Kolkata - 700069**

**Tel: +91 33 2210 0911/12/13, Fax: +91 33 2210 0909**

**Email: [info@eiilm.co.in](mailto:info@eiilm.co.in), Website: [www.eiilm.co.in](http://www.eiilm.co.in)**



## Our Motto

छात्र सुखे सुखम् शिक्षकः  
छात्रानाम च हिते हितम् ।  
नात्म प्रियम् सुखम् शिक्षकः  
छात्रानाम तु प्रियम् हितम्॥

Teachers always feel happy if their students experience happiness.

Teachers consider the well-being of students as their well-being.

Teachers consider happiness and well-being of students as their happiness and well-being.

## Outreach Activities

- International Immersion Programs for UG & PG Students
- Study Tours Abroad
- Overseas Internships & Placement Opportunities
- Joint International Conferences
- Exchange of Academic Thoughts and Practices
- Faculty Development Programs
- International Community Services
- Collaborative Research

## Our Courses



## Industry Collaborations

Some of the leading Enterprises of India have partnered with us to encourage learning and thought-exchange.



# International University Collaborations

EIILM-Kolkata boasts of excellent collaboration initiatives with International Universities. Students get the rare privilege to interact with and learn from Global Industry Experts at Seminars, Conferences, Internships, Research and Immersion Programs.



University of South Florida,  
Muma College of Business,  
USA



Borough of Manhattan  
Community College of the City  
University of New York (CUNY),  
USA



SEGI University & Colleges,  
Malaysia



CBS International Business  
School,  
Germany



Moscow City University  
(MSCU), Samara,  
Russia



Universal Business School,  
SYDNEY



FPT University,  
Vietnam



University of Economics  
and Finance,  
Vietnam



Universitas IVET,  
Indonesia



Rajamangala University of  
Technology,  
Thailand



Pathamthani University,  
Thailand



Universitas Pancasakti Tegal,  
Indonesia



Thai Global Business  
Administration Technological  
College (TGBC), Thailand



Kimyo International University  
in Tashkent,  
Uzbekistan



Don Mariano Marcos Memorial  
State University (DMMMSU)  
La Union, Philippines



Asian Institute of Cambodia,  
Cambodia



KIU University,  
Sri Lanka



Suan Dusit University,  
Thailand

# International University Collaborations



Universiti Malaysia Sarawak (UNIMAS) Kuala Lumpur Learning Centre@Grand International Academy, Malaysia



Lazarski University, WarsaeARSAW, Poland



University of Economy and Pedagogy, Uzbekistan



Universitas Swadaya Gunungjati, Indonesia



Politeknik Indonusa Surakarta, Indonesia



Institute of Technology and Business Widya Gama Lumajang, Indonesia



Universitas PGRI Semarang, Indonesia



Universitas Nahdlatul Ulama Sunangiri (UNUGIRI), Indonesia



Universitas Pakuan Bogor, Indonesia



Hatyai University, Thailand



RV University, India



Universitas Bahamada Slawi, Indonesia



Stimik Sinar Nusantara, Indonesia



Institut Islam Mambaul 'ULUM, Indonesia



Akademi Manajemen Administrasi Yogyakarta (AMAYO), Indonesia



Universitas Maarif Hasyim Latif (UMAHA), Indonesia



Tashkent State Transport University, Uzbekistan



UIN K.H. Abdurrahman Wahid Pekalongon, Indonesia  
+ 5 Other Universities

In the minds and hearts  
Realizing the Blissful Supreme Brahman within.  
Asia.....Asia.....Asia

of innovation  
Into the real  
Asia.....



## Song of ASIA

Written & Composed by

**Prof. (Dr.) R.P. Banerjee**

Chairman & Director, EILM-Kolkata

**A**

Asia.....Asia.....Asia  
Chariot of Asian Sun enters with horizon  
Infusing the path of earth with illuminations  
Divine wisdom spreads  
In the minds and hearts  
Realizing the Blissful Supreme Brahman within.  
Asia.....Asia.....Asia

**B**

For the building of new one Asia  
Let's put our strength  
of brain and minds  
Together we combine our strength  
of innovation creative potential and dreams  
Into the reality of making Finest products and services  
Asia.....Asia.....Asia

creative potential and dreams  
ity of making Finest products and services  
Asia.....Asia

of the people of the world  
Asia now all set to create  
Asia.....Asia.....Asia



## ASIAN INTEGRATION INITIATIVE SERIES OF BORDERLESS ASIA

A Rama Prosad Banerjee (RPB) initiative

**“Let Entitie of Asia Unite”**

*Rama Prosad Banerjee*

**Prof. (Dr.) R.P. Banerjee**

Chairman & Director, EILM-Kolkata

**C**

We grow together endlessly  
We grow continuously  
We win the world.  
Asia emerges on top of the globe  
Integrated Asia hold hands  
of the people of the world  
Asia now all set to create  
Asia.....Asia.....Asia



Scan the QR Code  
to listen the Song of Asia

**D**

New Global Man  
To make  
World free from poverty-illiteracy-ill health  
A new world of happiness  
World of harmony  
Asia.....Asia.....Asia

**E**

“Sarve Vavantu Sukhinath  
Sarve Santu Niramayah”  
Let all be happy and well  
Asia calls.....Rise Unite.  
Asia.....Asia.....Asia.

# ASIA INTEGRATION DINNER

Sapphire Ballroom, Lotte Hotel Saigon, Ho Chi Minh City, Vietnam

## PROGRAM SCHEDULE

OCTOBER  
**29**  
2025

TIMING (ICT)	AGENDA	RESOURCE PERSON
18:00 – 18:02 Hrs.	Introduction by the Emcee	Prof. Diya Banerjee, Assistant Professor, EIILM-Kolkata, India
18:02 – 18:05 Hrs.	Welcome Address	Dr. Jayanta Saha, Head- Global Outreach, EIILM-Kolkata, India
18:05 – 18:14 Hrs.	Video Presentation on Asian Integration Initiative Series of Borderless Asia	
18:14 – 18:30 Hrs.	Theme Address	Prof. (Dr.) R. P. Banerjee, Chairman & Director, EIILM-Kolkata, India
18:30 – 18:40 Hrs.	<ul style="list-style-type: none"> <li>✓ Formal Announcement of the Asian Integration Forum</li> <li>✓ Unveiling of the Asian Integration Conference Brochure</li> <li>✓ Unveiling of International Journal of Leadership and Management</li> <li>✓ Unveiling of Annual Food Magazine of the School of Hotel &amp; Hospitality Management, EIILM-Kolkata- 'Prananna'</li> </ul>	
18:40 – 18:50 Hrs.	Keynote Address	His Excellency Dr. Vipra Pandey, Consul General, Consulate General of India, Ho Chi Minh City, Vietnam
18:50 – 18:54 Hrs.	Special Address	Ms. Stella Lau Kah Wai, Managing Director, SEGi University & Colleges, Malaysia
18:54 – 18:58 Hrs.	Special Address	Dr. Majo George, Dean- Faculty of Economics, University of Economics & Finance, Vietnam
18:58 – 19:02 Hrs.	Special Address	Mr. Maneesh Tripathi, Director & CEO, Marble Rocks VCC Fund, Singapore
19:02 – 19:06 Hrs.	Special Address	Asst. Prof. Dr. Nithima Yuenyong Vice-President – Pathumthani University, Thailand
<b>CULTURAL PERFORMANCE &amp; DINNER</b>		
19:10 – 19:25 Hrs.	Cultural Performance	Students of University of Economics & Finance (UEF), Vietnam
19:28 – 19:58 Hrs.	Cultural Performance	Students of EIILM-Kolkata, India
19:58 – 20:00 Hrs.	Vote of Thanks	Dr. Sanchita Saha, Lead- Global Outreach



# ASIA INTEGRATION DINNER

Sapphire Ballroom, Lotte Hotel Saigon, Ho Chi Minh City, Vietnam

OCTOBER  
**29**  
2025



**EIIILM-Kolkata, India presents**  
*In association with Asian Integration Forum*  
**6<sup>th</sup> Chapter of Asian Integration Initiative Series of *Borderless Asia***  
*on*  
**Environment, Technology, Work, Life & Transactions:**  
**The Asian Focus For Global Emergence**  
*In collaboration with*



University of Economics &  
Finance, Vietnam



SEGi University & Colleges,  
Malaysia



Universitas Pancasila Tegal  
(UPS), Indonesia

**JW Marriott Hotel & Suites Saigon,**  
Ho Chi Minh City, Vietnam

**October 30, 2025, Thursday**  
**8:00 AM Onwards**

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**PROGRAM SCHEDULE (VIETNAM TIMING GMT+06hrs.) Updated as on 28-10-2025**

<b>INAUGURAL SESSION (S<sub>1</sub>) [Hall: Grand Ballroom 2]</b>		
<b>TIMING (ICT)</b>	<b>Agenda</b>	<b>Resource Person</b>
08:00 – 08:45 hrs.		<b>Registration</b>
08:45 – 09:00 hrs.	Stall Inauguration- Towards Life Foundation (A Socio-Environmental Initiative of EIIILM-Kolkata) **	All Dignitaries
09:00 – 09:02 hrs.	Introduction by the Emcee	<b>Prof. Diya Banerjee, Assistant Professor, EIIILM-Kolkata, India</b>
09:02 – 09:08 hrs.	Program Overview & Welcome Address	<b>Dr. Surajit Ghosh Dastidar, Professor, EIIILM-Kolkata, India</b>
09:08 – 09:15 hrs.	Theme Song: "Song of Asia" composed by Prof. (Dr.) R. P. Banerjee, Ideator & Convener of Asian Integration Initiative Series of Borderless Asia	Chorus led by Prof. (Dr.) R. P. Banerjee, supported by Prof. Chittresh Coomer, Prof. Somrita Chakraborty, Mrs. Sipra Banerjee and EIIILM-Kolkata, India's Students - <b>Mr. Indranil Das, Ms. Saheli Kuri, Mr. Sayantan Majumder &amp; Mr. Subhadip Chakraborty.</b>
09:15 – 09:17 hrs.	National Anthem	Vietnam & India

09:17 – 09:25 hrs.	International Book Release of “Gita for Work and Life” by Prof. (Dr.) R. P. Banerjee, a Routledge (Taylor & Francis, UK) Publication	
09:25 – 09:33 hrs.	<b>MoU Signing between University of Economics &amp; Finance (UEF), Vietnam and EILM-Kolkata, India</b>	
09:33 – 09:48 hrs.	Theme Address: "Environment, Technology, Work, Life & Transactions: The Asian Focus for Global Emergence"	<b>Prof. (Dr.) R. P. Banerjee</b> Ideator & Convener of Asian Integration Initiative Series of Borderless Asia, Chairman & Director, EILM-Kolkata, <b>India</b>
09:48 - 09:58 hrs.	Keynote Address 1	<b>Mr. Mahesh Chand Giri,</b> Consul, Consulate General of India, Ho Chi Minh City, <b>Vietnam</b>
09:58 – 10:05 hrs.	Keynote Address 2	<b>Mr. Le Thang Loi</b> Director of the Southern Center for Education and Training Development at the Ministry of Education & Training Office, <b>Vietnam</b>
10:05 – 10:12 hrs	Keynote Address 3	<b>Mr. Naresh Pachisia</b> President, Bharat Chamber of Commerce, <b>India</b>
10:12 – 10:20 hrs	<b>Unveiling of the Logo of Rama Prosad Global University (RPGU), an EILM-Kolkata Initiative</b>	
10:20 – 10:27 hrs.	Keynote Address 4	<b>Dr. Do Huu Nguyen Loc</b> Vice President, University of Economics & Finance, <b>Vietnam</b>
10:27 – 10:34 hrs.	Keynote Address 5	<b>Ms. Stella Lau Kah Wai,</b> Managing Director, SEGi University & Colleges, <b>Malaysia</b>
10:34 – 10:39 hrs.	Keynote Address 6 (Virtual)	<b>Dr. Taufiqulloh, M. Hum</b> Head, ADRI Central Java, Indonesia/Rector of Universitas Pancasila Tegal (UPS), <b>Indonesia</b>
10:39 – 10:46 hrs.	Keynote Address 7	<b>Prof. (Dr.) Srikumar Chakravarthi</b> Deputy Vice Chancellor (Academic, Research & Innovation), SEGi University & Colleges, <b>Malaysia</b>
10:46 – 10:53 hrs.	Keynote Address 8	<b>Mr. Maneesh Tripathi</b> Director & CEO, Marble Rocks VCC Fund, <b>Singapore</b>
10:53 – 11:00 hrs.	Keynote Address 9	<b>Prof. (Dr.) Selvaraj Oyyan Pillay</b> Deputy Vice-Chancellor/ Vice President, TWINTECH International University College of Technology, <b>Malaysia</b>
11:00 – 11:10 hrs.	<b>MoU Signing between Twintech International University College of Technology, Malaysia and EILM-Kolkata, India</b>	
11:10 – 11:30 hrs.	<b>TEA BREAK</b>	
<b>CONCEPT SESSION (S2): PANEL DISCUSSION – I [Hall: Grand Ballroom 2]</b>		
11:30 – 12:10 hrs.	<p><b>Panel Discussion-I:</b> "Creating Sustainability towards Optimizing Natural, Human, Financial and Economic Resources using the Evolving Generations of Technology"</p> <p><b>On Chair:</b> <b>Mr. Ajeya Bandyopadhyay,</b> Asia Lead I Advisory, Manufacturing, Agribusiness &amp; Services (MAS), <b>IFC-World Bank</b></p>	<p><b>Prof. Chea Samphot</b> Vice-director in charge of Academic Affairs and International Relations, Asian Institute of Cambodia, <b>Cambodia</b></p> <p><b>Prof. Elchin Gashimov</b> Professor at Moscow City University, Samara Campus, Vice-Rector, Head of the Education Center of Samara, <b>Russia</b></p> <p><b>Dr. Martin Dahl</b> Dean of Economics and Management Faculty at Lazarski University, <b>Poland</b></p> <p><b>Asst. Prof. Dr. Nithima Yuenyong</b> Vice-President – Pathumthani University, <b>Thailand</b></p> <p><b>Assoc. Prof. Nur Hidayat</b> Head of International Affairs, Universitas PGRI Semarang (UPGRIS), <b>Indonesia</b></p>

	<p><i>*Names are in the alphabetical order</i></p>	<p><b>Prof. (Dr.) R. K. Chauhan</b> Former Secretary, UGC, Govt. of <b>India</b> Former Vice-Chancellor of Guru Jambheshwar University, Hisar, Govt. of Haryana, Global Open University, Govt. of Nagaland, Lingaya's University, Faridabad, Siksha 'O' Anusandhan University, Odisha</p> <p><b>Dr. Sajeewanie Liyana-arachchi</b> Vice-Chancellor, KIU University, <b>Sri Lanka</b></p> <p><b>Dr. Yee Shyi Chang</b> Honorary Chairman, Ultichip Communication Technology Ltd., <b>China</b></p>
<b>CONCEPT SESSION (S3): PANEL DISCUSSION – II [Hall: Grand Ballroom 2]</b>		
12:15 – 12:55 hrs.	<p><b>Panel Discussion-II:</b> "The Asian Perspective of Developing Human Centric Markets through Optimization of Efficiency, Engaging the Creative Power of Individuals and Economy"</p> <p><b>On Chair:</b> <b>Mr. S. K. Dutt,</b> Director- First Act Global Pvt. Ltd. Head-HR, Legal &amp; Corp. Affairs, GI Infotech (Macalvins Group, UK) Sr. Advisor – United Nations UNCTAD Empretec, India Program Fmr. Sr. Advisor- IIM Mumbai</p> <p><i>*Names are in the alphabetical order</i></p>	<p><b>Dr. Chayarnithsarr Khanijor</b> Director of Foreign Affairs, Pathumthani University, CEO-GBC Overseas Consultants, <b>Thailand</b></p> <p><b>Prof. Chhan Sopheap</b> Director – Asian Institute of Cambodia, <b>Cambodia</b></p> <p><b>Prof. Christopher Poole-Johnson</b> Chairman of the Board, WEDC, HCMC, <b>Vietnam</b></p> <p><b>Dr. Dien Noviany Rahmatika</b> Vice Rector of Academic Affairs, Universitas Pancasila Tegal, <b>Indonesia</b></p> <p><b>Dr. Majo George</b> Dean- Faculty of Economics, University of Economics &amp; Finance, <b>Vietnam</b></p> <p><b>Prof. (Dr.) Supaphorn Akkapin</b> Dean of IC-RMUTK, <b>Thailand</b></p> <p><b>Assoc. Prof. (Dr.) Tubagus Achmad Darodjat MPd.</b> Senior Lecturer of IC-RMUTK, <b>Thailand</b></p> <p><b>Prof. Victoriya Levchenko</b> Head of the Department of Foreign Languages and Professional Communications, Professor, Samara National Research University, <b>Russia</b></p>
12:55 – 13:05 hrs.	<p>Keynote Address 10 <b>Topic:</b> Human Artificial Intelligence: Designing Technology That Understands and Empowers People – The Asian Leap Toward Global Hyper-Performance</p>	<p><b>Prof. Agnis Stibe</b> Associate Professor, Business Innovation Department, Centre for Business and Emerging Technologies, RMIT University, <b>Vietnam</b></p>
13:05 – 14:00 hrs.	<b>LUNCH</b>	

14:00 – 17:00 hrs.	<b>Concurrent Sessions in Grand Ballroom 2 and Côn Đảo</b> Emcee at Grand Ballroom 2: Prof. Manjistha De Emcee at Côn Đảo: Prof. Diya Banerjee
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<b>CONCEPT SESSION (S<sub>4</sub>): PAPER PRESENTATIONS [Hall: Grand Ballroom 2]</b> (On Chair: Prof. (Dr.) Srikumar Chakravarthi & Prof. (Dr.) R. P. Banerjee)
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14:00 – 14:35 hrs.	<b>Paper Presentation – 1:</b> "The Unfinished Journey of Gender Equality in Asian Leadership"	<b>Assoc. Prof. Mega Novita</b> , Head of International Affairs, Universitas PGRI Semarang (UPGRIS), <b>Indonesia</b>
	<b>Paper Presentation – 2 (Virtual):</b> "Enhancing Neonatal Resuscitation Skills Through Simulation-Based Training - A Quality Improvement Study Among Healthcare Professionals From The Himalayan Foothills."	<b>Dr. Debajyoti Banerjee</b> , Department of Pediatrics, Swami Rama Himalayan University, Dehradun, Uttarakhand, <b>India</b> & <b>Dr. Dimple Bamrah Banerjee</b> , Department of Obstetrics & Gynecology, Swami Rama Himalayan University, Dehradun, Uttarakhand, <b>India</b>
	<b>Paper Presentation – 3:</b> "Higher Education, Lower Satisfaction: Why are Indian Professors just 'Moderately Happy'?"	<b>Prof. Pallavi Pandey</b> , Assistant Professor, School of Commerce, Finance and Accountancy, CHRIST University, India, <b>Dr. Shaji Joseph</b> , Associate Professor, SCIT, Pune, <b>India</b> , <b>Prof. Avichal Sharma</b> , Assistant Professor, School of Sciences, CHRIST University, India & <b>Dr. Majo George</b> , Dean- Faculty of Economics, University of Economics & Finance, <b>Vietnam</b>
	<b>Paper Presentation – 4 (Virtual):</b> "Emerging Dimensions of Global Manpower Management in Public Enterprises: Role of Technology and Culture"	<b>Dr. Abhijit Pakira</b> , Assistant Professor (Grade III) Department of Business Administration, The University of Burdwan, Burdwan, West Bengal, <b>India</b> & <b>Mr. Tamal Jyoti Chakraborty</b> , Chief Finance Officer, EILM-Kolkata, <b>India</b>
	<b>Paper Presentation – 5:</b> "A Comparative Study of Inclusivity, Work Diversity, and Job Embedders among Employees"	<b>Dr. Qristin Violinda</b> , Head, Department of Economics, (UPGRIS), <b>Indonesia</b>

<b>CONCEPT SESSION (S<sub>5</sub>): PAPER PRESENTATIONS [Hall: Côn Đảo]</b> (On Chair: Prof. Dr. Selvaraj Oyyan Pillay & Prof. Elchin Gashimov)
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14:00 – 14:35 hrs.	<b>Topic 1:</b> "Reclaiming Human-Centric Values in the Age of Technology: A conceptual exploration into the Asian framework of Equality, Fraternity and Freedom"	<b>Dr. Smita Datta, Prof. Supriya Paul, Dr. Mitali Sengupta</b> , EILM-Kolkata, <b>India</b>
	<b>Topic-2:</b> "From Local to Global: How Asian Corporations Reframe Cultural Identity into Global Branding"	<b>Dr. Jayanta Saha, Dr. Sanchita Saha, Prof. Diya Banerjee, Ms. Priyannita Bose and Ms. Torsha Maitra</b> EILM-Kolkata, <b>India</b>
	<b>Topic 3:</b> "The Not So Impossible Trinity: Estimating India, Russia and China's long run trade relations"	<b>Dr. Sarthak Dasgupta, Prof. Somrita Chakraborty and Prof. Aratrika Roy Chowdhury</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 4:</b> "AI Assisted Technologies in Bridging Learning Gap: The Road Ahead In Inclusive Education"	<b>Prof. Satyajit Kr. Vidyarthi, Prof. Priyabrata Choudhury, Prof. Anik Raha Roy &amp; Prof. Riten Basak</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 5:</b> "The Need of Prioritizing Human Element in Modern Day Living"	<b>Dr. Rajib Kumar Das</b> , EILM-Kolkata, <b>India</b>

	<b>Topic 6 (Poster Presentation):</b> "One World One Earth One Humanity"	<b>Mr. Sagnik Roy, Mr. Sayantan Majumdar, Mr. Subhadip Chakraborty, Mr. Sandip Das, Mr. Deep Maity &amp; Ms. Sweetie Biswas, Students, EILM-Kolkata, India</b>
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### CONCEPT SESSION (S<sub>6</sub>): PAPER PRESENTATIONS [Hall: Grand Ballroom 2]

(On Chair: Prof. (Dr.) R. K. Chauhan & Dr. Majo George)

14:40 – 15:15 hrs.	<b>Topic-1:</b> "Transcending Boundaries: Redefining the Future of Humanity through Global Cohesion and Non-discrimination Integration"	<b>Prof. (Dr.) R. P. Banerjee &amp; Prof. Arpita Ghosal, EILM-Kolkata, India</b>
	<b>Topic 2:</b> "Enhancing Agricultural Product Distribution via e-Commerce: Insights from Consumer Purchase Intentions in Vietnam"	<b>Dr. Lâm Thanh Phi, Quỳnh, Lecturer, Faculty of Economics, University of Economics &amp; Finance, Ho Chi Minh City, Vietnam</b>
	<b>Topic- 3:</b> "The Asian Model of Human Progress from Imbalance to Harmony: A Case Study of Some Service Sectors of India"	<b>Dr. Anish Kumar Dan, Associate Professor &amp; Head Department of Commerce, Coordinator, IQAC, Bangabasi College, India; Guest Lecturer, PG Department of Commerce, University of Calcutta; Member, UG Board of Studies (Commerce), University of Calcutta, India</b>
	<b>Topic- 4:</b> "Building Bridges: How a Guest Lecture on Bullying Expanded Students' Global Perspectives"	<b>Dr. Yoga Prihatin, Dean of Teacher Training and Education Faculty, Universitas Pancasila Tegal, Indonesia &amp; Dr. Justyna Kaczmarczyk, Tarnowska Szkoła Wyższa Stosowanych, Poland</b>
	<b>Topic- 5:</b> "Creating a Caring Earth: Community-Based Practices for Environmental Sustainability in Vietnam"	<b>Dr. Tuyen Tran (Wilson), Ph.D., Senior Research Associate, University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam</b>

### CONCEPT SESSION (S<sub>7</sub>): PAPER PRESENTATIONS [Hall: Côn Đảo]

(On Chair: Dr. Sajeewanie Liyana-arachchi & Dr. Yee Shyi Chang)

14:40 – 15:15 hrs.	<b>Topic 1:</b> "Transcendence of Mind above the Social Inequalities and Barriers with Special Reference to Quantum Theory and the Brain"	<b>Prof. Tanima Chatterjee &amp; Prof. Sreemoyee Ghosh, EILM-Kolkata, India</b>
	<b>Topic 2:</b> "Bibliometric Analysis of Generative AI in Higher Education: Trends, Epistemological Frameworks, and Critical Perspectives"	<b>Mr. Võ Hồng Sơn, Head of Business, International Institute, Ho Chi Minh City University of Economics and Finance &amp; Nguyen Thi Lan Chi, Faculty of Tourism and Hospitality Management, Ho Chi Minh City University of Economics and Finance, Vietnam</b>
	<b>Topic 3:</b> "From Abundance to Order: Cosmic Gifts in Indian and World Myths"	<b>Dr. Somali Chakraborty, EILM-Kolkata, India</b>
	<b>Topic 4:</b> "Reimagining Quality of Life in Borderless Asia"	<b>Dr. Sarmistha Biswas &amp; Dr. Debashree Chakraborty, EILM-Kolkata, India</b>
	<b>Topic 5:</b> "Supremacy of Knowledge and Wisdom over Raw Information"	<b>Prof. Dibakar Bose, Prof. Keya Chakraborti, Prof. Jayshree Ghosh, EILM-Kolkata, Jalpaiguri Campus, India</b>
	<b>Topic 6 (Poster Presentation):</b> "Primacy of knowledge expertise over information and data"	<b>Ms. Tamanna Naha, Mr. Indranil Das, Ms. Sneha Sarkar &amp; Mr. Aniruddha Bandyopadhyay, Students, EILM-Kolkata, India</b>

### CONCEPT SESSION (S<sub>8</sub>): PAPER PRESENTATIONS [Hall: Grand Ballroom 2]

(On Chair: Asst. Prof. Dr. Nithima Yuenyong & Prof. (Dr.) R. P. Banerjee)

15:20 – 16:00 hrs.	<b>Topic 1:</b> "Technology and Environment: Impacts of Automation and Green Innovation in Asian Contexts"	<b>Dr. Suman Kumar Dawn, EILM-Kolkata, India</b>
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	<b>Topic 2:</b> Mongolia's Renewable Energy Resources and their Important Role in the Asian Super Grid project	<b>Dr. Khorloo Baatarkhuu</b> , International studies doctor, (Ph.D.), Foreign policy independent expert, TV-2 Television, Ulaanbaatar, <b>Mongolia</b>
	<b>Topic-3:</b> "Creating Global Citizenship—A Pathway to Unlock the World of Sustainability: An Empirical Study on East Asia"	<b>Dr. Sarmistha Biswas &amp; Dr. Jayanta Saha</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 4:</b> "Economic and Environmental Efficiency Analysis of Asia-Pacific Region Countries: Analysis Based on DEA Model"	<b>Prof. Arijit Banerjee</b> , State Aided College Teacher (Grade- I), Shibpur Dinobundhoo Institution (College), <b>India</b>
	<b>Topic 5 (Virtual):</b> "Revealing the Human Faces of Society and Government in Asia"	<b>Dr. Aniza C. Gadaza</b> , Faculty, Don Mariano Marcos Memorial State University, <b>Philippines</b>

### CONCEPT SESSION (S<sub>9</sub>): PAPER PRESENTATIONS [Hall: Côn Đảo]

(On Chair: Mr. S. K. Dutt & Dr. Chayarnithsarr Khanijor)

15:20 – 16:00 hrs.	<b>Topic-1:</b> "Segments and Spending of Customers: Data Reveals Everything"	<b>Prof. Aditya Narayan Ghosh</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 2:</b> "Improving Recovery and Standardized Health Outcomes with the Incorporation of Nutritional Screening and Support into Adolescent Substance Use Treatment Programs"	<b>Dr. Chitra Paul</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 3:</b> "Air Pollution Governance in Asia's Leading Economies: Evaluating Policy Effectiveness and Future Mitigation Pathways for Sustainable Air Quality"	<b>Mr. Sudipto Roy &amp; Mr. Swastik Samadder</b> , Students of EILM-Kolkata, <b>India</b>
	<b>Topic 4:</b> "From Policy to Practice: Maternal Health and Social Welfare Integration in Asian Nations "	<b>Prof. Paromita Mukherjee, Prof. Manjistha De, Dr. Sanchita Saha</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 5:</b> "Agent-AI for Cross-Border Tourism: Optimising Digital Connectivity and Sustainable Growth in Asia "	<b>Prof. Gangotri Ganguly &amp; Prof. Pooja Ghosh</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 6 (Poster Presentation):</b> "Asian Trade in the Era of Technology"	<b>Ms. Sudeshna Meikap, Ms. Priyanka Debnath, Mr. Sowrin Mazumder, Ms. Taniya Chaudhary &amp; Ms. Ujjwala Mondal</b> , Students, EILM-Kolkata, <b>India</b>

### CONCEPT SESSION (S<sub>10</sub>): PAPER PRESENTATIONS [Hall: Grand Ballroom 2]

(On Chair: Mr. Ajeya Bandyopadhyay & Prof. Victoriya Levchenko)

16:05 – 17:00 hrs.	<b>Topic 1:</b> "Blood will have Algorithms: Macbeth and the Business of AI Accountability"	<b>Dr. Prem Raj Kharbanda, Prof. Surajit Chatterjee &amp; Ms. Soma Mukherjee</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 2:</b> "The Moderating Role of Perceived Product Organicity on Masstige Product Consumption Intention: A Conceptual Framework"	<b>Dr. Surajit Ghosh Dastidar, Prof. Chittresh Coomer</b> , EILM-Kolkata, <b>India</b>
	<b>Topic 3:</b> "Prospects for Utilizing Technological Waste Generated from the Purification of Sulfurous Gases in Gas Fields and their Targeted Application in Various Sectors"	<b>Dr. Umida Ziyamukhamedova, Jasurbek Nafasov, Turgunaliyev Elbek, Sevara Karimova, Shaozimova Umida &amp; Abdurakhimov Shokhjakhom</b> , Tashkent State Transport University, Tashkent, <b>Uzbekistan</b>
	<b>Topic 4:</b> "Women Entrepreneurs and the Commercialization of Traditional Vietnamese Food"	<b>Ung Thi Phuong Thao</b> , Lecturer, Center of Project Design Education, Ho Chi Minh City University of Economics and Finance, <b>Vietnam</b>

<b>Topic 5:</b> "Multidimensional Impacts on Workers in the Gig Economy: A Systematic Literature Review"	<b>Minh Anh Vu</b> , Master's student, Faculty of Sociology, University of Social Sciences and Humanities in Ho Chi Minh City, National University Ho Chi Minh City, <b>Vietnam</b> & <b>Thi Thuc Duyen Nguyen</b> , Sociology and Social Work Department, Da Lat University, <b>Vietnam</b>
<b>Topic-6:</b> "Role of Playful Work Design in Improving Employee's Innovative Work Behavior in Vietnamese Enterprises"	<b>Hà Lê Thu, Hoài</b> , Deputy Director, Center of Project Design Education, Ho Chi Minh City University of Economics and Finance, <b>Vietnam</b>
<b>Topic 7 (Virtual):</b> "The Impact of AI on Women's Business Activities in Urban Vietnam"	<b>Nguyen Thu Hao</b> , PhD program under ICCR scholarship at University of Kerala, <b>Nguyen Duy Thai</b> , M.A, Research assistant, journal editor in Institute of Sociology, Vietnam Academy of Social Sciences (VASS), <b>Minh Anh Vu</b> , Faculty of Sociology, University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam, <b>Dr. Bushra Beegom R.K.</b> , Associate Professor (MA, MPhil, PhD), Head of Department of Sociology, University of Kerala
<b>Topic 8:</b> "Cultural Integration and Social Cohesion among UEF Students in Academic Settings"	<b>Dr. Nguyen Duy Quang (Phd.)</b> , Head of Digital Economics, Faculty of Economics, Faculty of Economics, Ho Chi Minh City University of Economics and Finance, <b>Vietnam</b>

**CONCEPT SESSION (S<sub>11</sub>): PAPER PRESENTATIONS [Hall: Côn Đảo]**  
(On Chair: Dr. Nur Hidayat & Prof. (Dr.) R. P. Banerjee)

16:05 – 17:00 hrs.	<b>Topic 1:</b> "The Impact of the Scor Model on the Efficiency of Supply Chains in Vietnamese Enterprises"	<b>Dr. Jeki Mediantari Wahyu Wibawanti</b> , Study Program of Animal Science, Faculty of Agricultural Science, Universitas Muhammadiyah Purworejo, <b>Indonesia</b>
	<b>Topic 2:</b> "Placing Humans at the Core: AI-Driven Productivity Improvements in Asian Organizations"	<b>Prof. Mithila Roy Bardhan (Deb)</b> , EIIILM-Kolkata, <b>India</b>
	<b>Topic 3:</b> "A Sustainability-Based Community Empowerment Model Using a Circular Economy Approach for the Management of Jeruk Coral Reef in Tegal, Central Java, Indonesia"	<b>Prof. Noor Zuhry</b> , Faculty of Fisheries and Marine Sciences, Universitas Pancasakti Tegal, <b>Dr. Dien Noviany Rahmatika</b> , Vice Rector of Academic Affairs, Universitas Pancasakti Tegal & <b>Dr. Yoga Prihatin</b> , Dean of Teacher Training and Education Faculty, Universitas Pancasakti Tegal, <b>Indonesia</b>
	<b>Topic 4:</b> "Digitalisation of Asian Culture: Paving the Path of Homogeneity among Asian countries"	<b>Prof. Sarmistha Dutta Roy</b> , EIIILM-Kolkata, <b>India</b>
	<b>Topic 5:</b> "Replacing Western Fast Food with Asian Convenient Food Can Create a Healthier and More Active Society"	<b>Prof. Saswati Bhattacharya &amp; Prof. Utshab Sinha Roy</b> , EIIILM-Kolkata, <b>India</b>
	<b>Topic 6:</b> "Technology and Ecology in the 21st Century: Towards a Responsible Digital Future"	<b>Prof. Sohini Pal</b> , EIIILM-Kolkata, <b>India</b>
	<b>Topic 7 (Poster Presentation):</b> "Cohesiveness, collaboration, Humanside of decision, Grassroot Concern, Collective Values, Creativity through Coordination"	<b>Ms. Srijaleena Saha</b> , <b>Ms. Shrijeet Mallick</b> , <b>Ms. Saheli Kuri</b> , <b>Ms. Ditipriya Das</b> & <b>Ms. Sreejani Mukherjee</b> , Students, EIIILM-Kolkata, <b>India</b>
	<b>Topic 8:</b> "Nurturing & Sustainability: Green pathway to Synergistic effect on HRM and Organizational Culture- A drive to Asianism in Hotel Industry"	<b>Prof. Abhijit Ghosh</b> , EIIILM-Kolkata, <b>India</b>

**VALEDICTORY SESSION (S12): AWARDS, CERTIFICATES, VOTE OF THANKS,  
INTERACTION [Hall: Grand Ballroom 2]**

17:00 – 17:30 hrs.	Closing Ceremony, Certificate Distribution	<p><b>Dr. Do Huu Nguyen Loc</b> Vice President, University of Economics &amp; Finance, <b>Vietnam</b></p> <p><b>Dr. Majo George</b> Dean- Faculty of Economics, University of Economics &amp; Finance, <b>Vietnam</b></p> <p><b>Mr. Naresh Pachisia</b> President, Bharat Chamber of Commerce, <b>India</b></p> <p><b>Dr. Ngo Minh Hai</b> Vice President, University of Economics &amp; Finance, <b>Vietnam</b></p> <p><b>Asst. Prof. Dr. Nithima Yuenyong</b> Vice-President – Pathumthani University, <b>Thailand</b></p> <p><b>Prof. (Dr.) R. P. Banerjee</b> Chairman &amp; Director, EILM-Kolkata, <b>India</b></p> <p><b>Prof. (Dr.) Srikumar Chakravarthi</b> Deputy Vice Chancellor (Academic, Research &amp; Innovation), SEGi University &amp; Colleges, <b>Malaysia</b></p> <p><b>Ms. Stella Lau Kah Wai</b> Managing Director, SEGi University &amp; Colleges, <b>Malaysia</b></p> <p><i>*Names are in the alphabetical order</i></p>
17:30 – 17:35 hrs.	Vote of Thanks	<b>Prof. Supriya Paul</b> , Chief Administrative Officer and Assistant Professor, EILM-Kolkata, India
17:35 – 18:00 hrs.	International Socializing & Interpersonal Interactions over Closing Tea/Coffee	All Dignitaries and Participants

**\*\* Day-Long Engagement at the stall of Towards Life Foundation coordinated by Mrs. Sipra Banerjee, CEO, TLF, Mr. Partha Sarathi Bose, Mrs. Krishna Bose, Mrs. Somdutta Paul, Mrs. Debjani Choubey & Ms. Srijaleena Saha**

# शुभाशिषम् धन्यवादम्

**(Subhashisham Dhanyabadam)**  
*Wish your glory and happiness, thanks...*

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## International Conference on

"Environment, Technology, Work,  
Life & Transactions.

**The Asian Focus for Global Emergence"**

In Collaboration with The Tele...



### 6<sup>th</sup> Chapter of Asian Integration Initiative Series of *Borderless Asia* International Conference on

**Environment, Technology, Work, Life & Transactions: The Asian Focus For Global Emergence**

at Sapphire Ballroom, Lotte Hotel Saigon, Ho Chi Minh City, Vietnam on 29 October, 2025

## Asian Integration Forum

The golden rays of the Sun touch the soil of Asia to begin the day. As the day rolls on, the Sun faces the realities in the worlds of the Middle and the West. Global life has various kinds of tastes, preferences, choices and attitudes. The sustenance for growing and blossoming in the world has emerged from the soil, the cosmic endowment of climate, the void and transactions among the linear and vertical peers across the globe.

At the dawn of civilization, the Vedic call of wisdom from Bharat had its transmittance and growth in newer forms of thoughts for civilized living. It cultivated and adhered to the truth of the supreme through the cosmic realities and into the forms and structures of minds and habitants. Varied wisdom of life grew at different plateaus of the earth system encircled by the related flora and fauna and sustained by the oceans and infinite air.

However, the seeds of discrimination and differentiation grew pertaining to the soils and geographical localities. The continents emerging through the natural process and phenomenon have created their identities with certain specific uniqueness, while being universally common with others in other geographical spread. Among the others, Asia stands out with certain specialised features:

- Prioritization of human beings over others.
- Search for intrinsic truth within the human content while transacting with the rest of the world.
- Interiorization as a process and spirit with a priority over exteriorization.

It is in this context, Asia deserves a unified focus to help the remaining part of the globe sustain and glow with homogeneous collectivity. Economic, financial and functional realities would always converge with the spirit of human being for the purpose of creating a sustainable, homogeneous global system with focus on the spirit of mutual friendliness and equality.

Asia thus deserves to become a unified entity with a voice and spirit of oneness to spread the same across the remaining part of the globe and help the human society become more intrinsically human with noble attributes.

**THUS, ASIAN INTEGRATION REQUIRES TO BE A REALITY.**

I, on behalf of this spirit of things, invite all noble souls of the human society in general and Asian society in particular, to combine, collate, collaborate and get unified towards creating an Integrated Asia.



**Prof. (Dr.) R. P. Banerjee**

Ideator and Convenor of Asian Integration Initiative Series of Borderless Asia &  
Chairman & Director, EIILM-Kolkata



**EILM-Kolkata, India Presents**

**6<sup>th</sup> Chapter of Asian Integration Initiative Series of *Borderless Asia*  
International Conference on**

**Environment, Technology, Work, Life & Transactions: The Asian Focus For Global Emergence**

*In Collaboration with*



**University of Economics  
& Finance**  
Vietnam



**SEGi University & Colleges**  
Malaysia



**Universitas Pancasakti Tegal  
(UPS)**  
Indonesia

## INAUGURAL SESSION (S1):

**Registration |||**

**Stall Inauguration |||** Towards Life Foundation (A Socio-Environmental Initiative of EILM-Kolkata)

**Introduction |||** by the Emcee **Prof. Diya Banerjee**, Assistant Professor, EILM-Kolkata, India

**Program Overview & Welcome Address |||** by **Dr. Surajit Ghosh Dastidar**, Professor, EILM-Kolkata, India

**Theme Song |||** "Song of Asia" composed by **Prof. (Dr.) R. P. Banerjee**, Ideator & Convener of Asian Integration Initiative Series of Borderless Asia

**National Anthems |||** Vietnam & India

**International Book Release |||** "Gita for Work and Life" by **Prof. (Dr.) R. P. Banerjee**, a Routledge (Taylor & Francis, UK) Publication

**MoU Signing |||** between **University of Economics & Finance (UEF), Vietnam** and **EILM-Kolkata, India**

**Theme Address |||** by **Prof. (Dr.) R P Banerjee**, Ideator & Convener of Asian Integration Initiative Series of Borderless Asia & Chairman & Director, EILM-Kolkata, India

**Keynote Address |||** **Mr. Mahesh Chand Giri**, Consul, Consulate General of India, Ho Chi Minh City, Vietnam

**Keynote Address |||** **Mr. Le Thang Loi**, Director of the Southern Center for Education and Training Development at the Ministry of Education & Training Office, Vietnam

**Keynote Address |||** **Mr. Naresh Pachisia**, President, Bharat Chamber of Commerce, India

**Unveiling of the Logo |||** of **Rama Prosad Global University (RPGU)**, an EILM-Kolkata Initiative

**Keynote Address |||** **Dr. Do Huu Nguyen Loc**, Vice President, University of Economics & Finance, Vietnam

**Keynote Address |||** **Ms. Stella Lau Kah Wai**, Managing Director, SEGi University & Colleges, Malaysia

**Keynote Address |||** **Dr. Taufiqulloh, M. Hum**, Head, ADRI Central Java, Indonesia/Rector of Universitas Pancasakti Tegal (UPS), Indonesia

**Keynote Address |||** **Prof. (Dr.) Srikumar Chakravarthi**, Deputy Vice Chancellor (Academic, Research & Innovation), SEGi University & Colleges, Malaysia

**Keynote Address |||** **Mr. Maneesh Tripathi**, Director & CEO, Marble Rocks VCC Fund, Singapore

**Keynote Address |||** **Prof. (Dr.) Selvaraj Oyyan Pillay**, Deputy Vice-Chancellor/ Vice President, TWINTECH International University College of Technology, Malaysia

**MoU Signing |||** between **Twintech International University College of Technology, Malaysia** and **EILM-Kolkata, India**

# CONFERENCE REGISTRATION



# STALL INAUGURATION



# LAMP LIGHTING CEREMONY



## INAUGURAL SESSION PROCEEDINGS



**Introduction by the Emcee:**  
*Prof. Diya Banerjee, EILM-Kolkata, India*



**Program Overview & Welcome Address:**  
*Dr. Surajit Ghosh Dastidar, EILM-Kolkata, India*



**"Song of Asia":** Composed by *Prof. (Dr.) R. P. Banerjee*, Chorus led by *Prof. (Dr.) R. P. Banerjee*, supported by *Prof. Chittresh Coomer, Prof. Somrita Chakraborty, Mrs. Sipra Banerjee* and EILM-Kolkata, India's Students - *Mr. Indranil Das, Ms. Saheli Kuri, Mr. Sayantan Majumder & Mr. Subhadip Chakraborty*



# NATIONAL ANTHEMS: VIETNAM & INDIA



## INTERNATIONAL BOOK RELEASE



*"Gita for Work and Life"* by Prof. (Dr.) R. P. Banerjee,  
A Routledge (Taylor & Francis, UK) Publication

## MoU with UEF & EIILM

between *University of Economics & Finance (UEF),  
Vietnam* and *EIILM-Kolkata, India*



# THEME ADDRESS



Theme Address by **Prof. (Dr.) R. P. Banerjee**, Ideator & Convener of Asian Integration Initiative Series of Borderless Asia & Chairman & Director, EIIIM-Kolkata, India



# UNVEILING OF THE LOGO



Unveiling of the Logo of **Rama Prosad Global University (RPGU)**, an EIIIM-Kolkata Initiative



# MoU with TWINTECH & EIILM

Between *Twintech International University College of Technology, Malaysia* and *EIIIM-Kolkata, India*





“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”

# KEYNOTE ADDRESS



**Mr. Le Thang Loi**  
Director of the Southern Center for Education  
and Training Development at the Ministry of  
Education & Training Office, Vietnam



**Mr. Naresh Pachisia**  
President, Bharat Chamber of Commerce,  
India



**Dr. Do Huu Nguyen Loc**  
Vice-President, University of Economics &  
Finance, Vietnam



**Ms. Stella Lau Kah Wai**  
Managing Director, SEGi University &  
Colleges, Malaysia

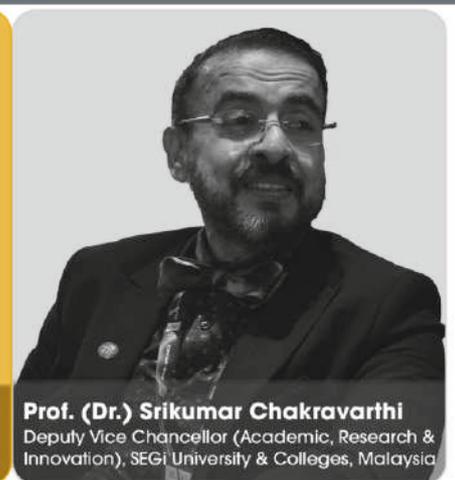
## KEYNOTE Address



**Mr. Mahesh Chand Giri**  
Consul, Consulate General of India,  
Ho Chi Minh City, Vietnam



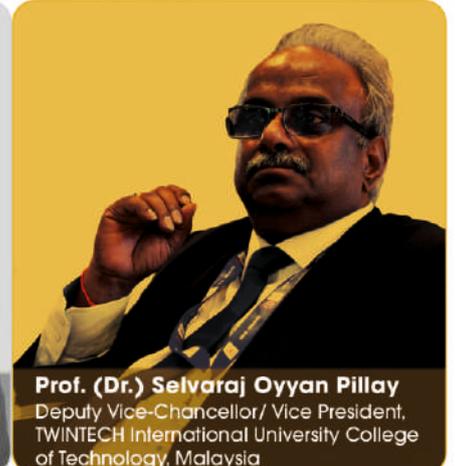
**Dr. Taufiqulloh, M. Hum**  
Head, ADRI Central Java, Indonesia/  
Rector of Universitas Pancasakti Tegal (UPS),  
Indonesia



**Prof. (Dr.) Srikumar Chakravarthi**  
Deputy Vice Chancellor (Academic, Research &  
Innovation), SEGi University & Colleges, Malaysia



**Mr. Maneesh Tripathi**  
Director & CEO, Marble Rocks VCC Fund,  
Singapore



**Prof. (Dr.) Selvaraj Oyyan Pillay**  
Deputy Vice-Chancellor/ Vice President,  
TWINTECH International University College  
of Technology, Malaysia



**“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”**

## CONCEPT SESSION (S2)

[Hall: Grand Ballroom-2]

Creating sustainability towards  
Optimizing Natural, Human, Financial  
and Economic Resources using the  
Evolving Generations of Technology



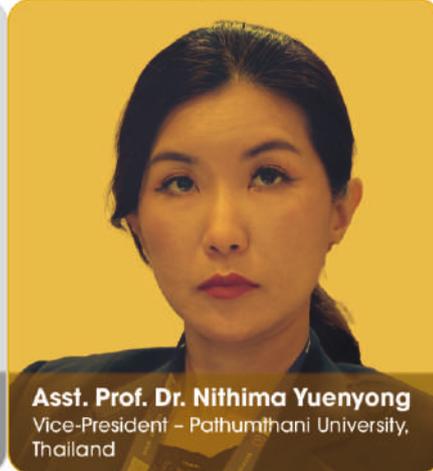
**Prof. Chea Samphot**  
Vice-director in charge of Academic  
Affairs and International Relations,  
Asian Institute of Cambodia, Cambodia



**Prof. Elchin Gashimov**  
Professor at Moscow City University,  
Samara Campus, Vice-Rector,  
Head of the Education Center of Samara, Russia



**Dr. Martin Dahl**  
Dean of Economics and Management  
Faculty at Lazarski University, Poland



**Asst. Prof. Dr. Nithima Yuenyong**  
Vice-President – Pathumthani University,  
Thailand

# PANEL Discussion - I



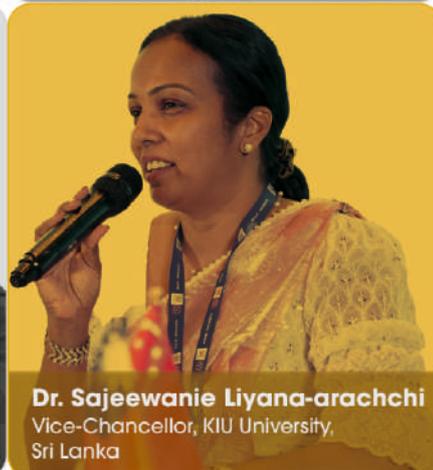
**Assoc. Prof. Nur Hidayat**  
Head of International Affairs,  
Universitas PGRI Semarang (UPGRIS),  
Indonesia



**Prof. (Dr.) R. K. Chauhan**  
Former Secretary, UGC, Govt. of India  
Former Vice-Chancellor of Guru Jambheshwar University,  
Hisar, Govt. of Haryana, Global Open University, Govt. of  
Nagaland, Lingaya's University, Faridabad, Siksha 'O'  
Anusandhan University, Odisha



**Dr. Yee Shyi Chang**  
Honorary Chairman,  
Ulfichip Communication Technology Ltd.,  
China



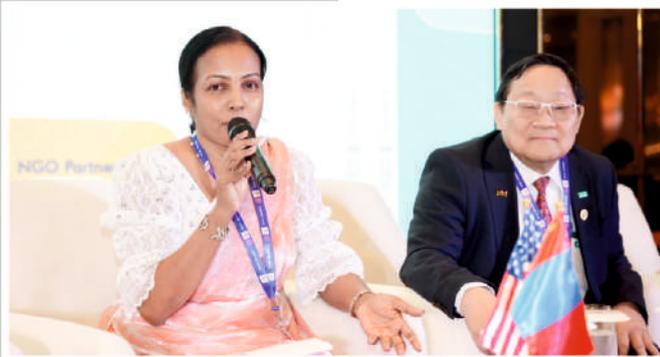
**Dr. Sajeewanee Liyana-arachchi**  
Vice-Chancellor, KIU University,  
Sri Lanka



**Mr. Ajeya Bandyopadhyay**  
Asia Lead | Advisory, Manufacturing, Agribusiness &  
Services (MAS), IFC-World Bank

## On Chair

# CONCEPT SESSION (S2)





**“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”**

## CONCEPT SESSION (S3)

[Hall: Grand Ballroom-2]

The Asian Perspective of Developing Human Centric Markets through Optimization of Efficiency, Engaging the Creative Power of Individuals and Economy.



**Prof. Chhan Sopheap**  
Director – Asian Institute of Cambodia,  
Cambodia



**Dr. Chayarnithsarr Khanijor**  
Director of Foreign Affairs,  
Rathumthani University, CEO-GBC Overseas  
Consultants, Thailand



**Dr. Dien Noviany Rahmatika**  
Vice Rector of Academic Affairs,  
Universitas Pancasila Tegal, Indonesia



**Prof. Christopher Poole-Johnson**  
Chairman of the Board, WEDC, HCMC,  
Vietnam

# PANEL Discussion - II



**Prof. (Dr.) Supaphorn Akkapiin**  
Dean of IC-RMUTK, Thailand



**Dr. Majo George**  
Dean- Faculty of Economics,  
University of Economics & Finance,  
Vietnam



**Prof. Victoriya Levchenko**  
Head of the Department of Foreign Languages and  
Professional Communications, Professor, Samara  
National Research University, Russia



**Assoc. Prof. (Dr.) Tubagus Achmad  
Darodjat Mpd.**  
Senior Lecturer of IC-RMUTK, Thailand



**Mr. S. K. Dutt**  
Director- First Act Global Pvt. Ltd., Head-HR, Legal &  
Corp. Affairs, GI Infotech (Maealvins Group, UK),  
Sr. Advisor – United Nations UNCTAD Empretec,  
India Program, Fmr. Sr. Advisor- IIM Mumbai

## On Chair

# KEYNOTE ADDRESS CONCEPT SESSION (S3)



**Prof. Agnis Stibe**  
Associate Professor, Business Innovation  
Department, Centre for Business and Emerging  
Technologies, RMIT University, Vietnam



## Topic

**H**uman Artificial Intelligence: Designing Technology That Understands and Empowers People — The Asian Leap Toward Global Hyper-Performance.



# CONCEPT SESSION (S3)





Presents

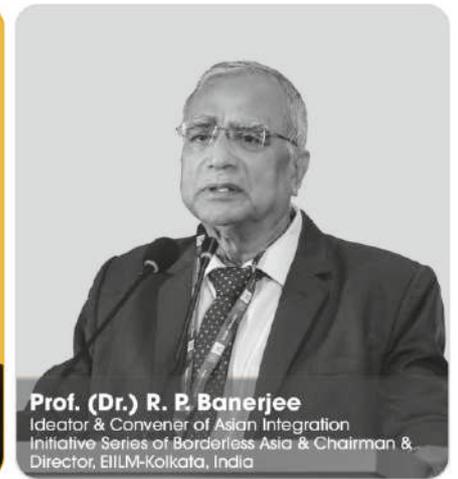
**"Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence"**

## CONCEPT SESSION (S4)

[Hall: Grand Ballroom-2]



**Prof. (Dr.) Srikumar Chakravarthi**  
Deputy Vice Chancellor (Academic, Research & Innovation), SEGi University & Colleges, Malaysia



**Prof. (Dr.) R. P. Banerjee**  
Ideator & Convener of Asian Integration Initiative Series of Borderless Asia & Chairman & Director, EILM-Kolkata, India

# PAPER Presentations

Introduction by the Emcee:  
**Prof. Manjitha De, EILM-Kolkata, India**



### III Paper Presentation - 1:

**"The Unfinished Journey of Gender Equality in Asian Leadership."**

by **Assoc. Prof. Mega Novita**, Head of International Affairs, Universitas PGRI Semarang (UPGRIS), Indonesia

### III Paper Presentation - 2:

**"Enhancing Neonatal Resuscitation Skills Through Simulation-Based Training - A Quality Improvement Study Among Healthcare Professionals From The Himalayan Foothills."**

By **Dr. Debajyoti Banerjee**, Department of Pediatrics, Swami Rama Himalayan University, Dehradun, Uttarakhand, India & **Dr. Dimple Bamrah Banerjee**, Department of Obstetrics & Gynecology, Swami Rama Himalayan University, Dehradun, Uttarakhand, India

### III Paper Presentation - 3:

**"Higher Education, Lower Satisfaction: Why are Indian Professors just 'Moderately Happy'?"**

by **Prof. Pallavi Pandey**, Assistant Professor, School of Commerce, Finance and Accountancy, CHRIST University, India & **Dr. Shaji Joseph**, Associate Professor, SCIT, Pune, India & **Prof. Avichal Sharma**, Assistant Professor, School of Sciences, CHRIST University, India & **Dr. Majo George**, Dean- Faculty of Economics, University of Economics & Finance, Vietnam

### III Paper Presentation - 4:

**"Emerging Dimensions of Global Manpower Management in Public Enterprises: Role of Technology and Culture."**

by **Dr. Abhijit Pakira**, Assistant Professor (Grade III) Department of Business Administration, The University of Burdwan, Burdwan, West Bengal, India & **Mr. Tamal Jyoti Chakraborty**, Chief Finance Officer, EILM-Kolkata, India

### III Paper Presentation - 5:

**"A Comparative Study of Inclusivity, Work Diversity, and Job Embedders among Employees."**

by **Dr. Qristin Violinda**, Head, Department of Economics, (UPGRIS), Indonesia

# “ The Unfinished Journey of Gender Equality in Asian Leadership ”

by

**Assoc. Prof. Mega Novita** *Head of International Affairs, Universitas PGRI Semarang (UPGRIS), Indonesia*

**Abstract:** Gender equality has been widely promoted as a global principle, yet its realization in leadership remains incomplete. In Indonesia’s largest teachers’ association, where women constitute the majority of the workforce, leadership positions at regional and national levels are still predominantly occupied by men. Field evaluation between 2023–2024 revealed persistent cultural and structural barriers. Women aspiring to leadership roles often face domestic constraints, with some reporting the need to “seek permission from their husbands” before accepting nominations. Moreover, electoral data indicate a paradoxical pattern: both male and female voters tend to support male candidates, reflecting deep-rooted gender bias across genders. Despite the existence of organizational policies encouraging women’s participation, actual representation of women in executive boards remains below 30%. These findings illustrate that numerical policies alone cannot dismantle ingrained cultural perceptions. This study argues that the unfinished journey of gender equality in leadership requires a paradigm shift toward cultural transformation, inclusive trust-building, and recognition of women’s agency. Such transformation is essential not only for advancing gender equality but also for shaping inclusive leadership models that define the future of a non-discriminative, borderless world.

**Keywords:** *Asian Leadership; Cultural Bias; Future Of The World; Gender Equality; Organizational Evaluation; Women Leadership.*

# “ Enhancing Neonatal Resuscitation Skills Through Simulation-Based Training - A Quality Improvement Study Among Healthcare Professionals From The Himalayan Foothills ”

by

**Dr. Debajyoti Banerjee** *Department of Pediatrics, Swami Rama Himalayan University, Dehradun, Uttarakhand, India*

**Dr. Dimple Bamrah Banerjee** *Department of Obstetrics & Gynecology, Swami Rama Himalayan University, Dehradun, Uttarakhand, India*

**Abstract:** A Medical education has journeyed far beyond the walls of lecture halls and didactic teaching. What was once an exercise in the transfer of knowledge has now transformed into an active, engaging, and learner-centred process. At its heart lies a deeper purpose: not merely to inform minds, but to shape capable, compassionate, and skilled professionals.

Yet, knowledge alone is never enough. The true essence of training lies in the acquisition of skills, and this can only be nurtured through a personal, stepwise journey. It begins with attentive observation, continues with careful assistance, grows stronger through supervised performance, and culminates in the confidence of independent practice. Competency-based learning ensures that trainees do not just know – but can apply, practice, and imbibe – the knowledge, attitudes, and skills essential to their calling.

Going by the dictum, " Do No Harm", simulation-based teaching provides the answer and an extended opportunity to practice to perfection. Clinical simulation provide the much-needed platform for training in a wide variety of skills, and Neonatal Resuscitation program is one of the most important of all – the mastering of which requires repeated practice and rigorous training.

Effective neonatal resuscitation is a cornerstone of newborn survival, particularly in low-resource settings where Birth asphyxia remains a leading cause of neonatal mortality. Simulation-based training (SBT) offers a safe, practical, and standardized method to enhance healthcare professionals' (HCPs) competence and confidence in neonatal resuscitation.

**Keywords:** *Healthcare Professionals; Himalayan Foothills; Neonatal Resuscitation Program; Newborn Survival; Quality Improvement; Simulation-based Training .*

# “ Higher Education, Lower Satisfaction: Why are Indian Professors just ‘Moderately Happy’? ”

by

**Pallavi Pandey** *Research Scholar, Symbiosis International University, India,  
Assistant Professor, School of Commerce, Finance and Accountancy, CHRIST University, India*

**Dr. Shaji Joseph** *Associate Professor, SCIT, Pune, India*

**Avichal Sharma** *Assistant Professor, School of Sciences, CHRIST University, India*

**Dr Majo George** *Professor, UEF, Ho Chi Minh City, Vietnam*

**Abstract: Purpose:** Faculty well-being plays a crucial role in higher education, influencing academic productivity, student satisfaction, and institutional performance. However, empirical studies on faculty happiness in India remain fragmented. This research examines workplace happiness among university faculty members in India, linking findings to national workforce trends and Sustainable Development Goals (SDGs), specifically SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities).

**Design/methodology/approach:** A mixed-methods approach was used, integrating quantitative survey analysis (n = 152) with semi-structured interviews (n = 30). The study applied Job Demands-Resources (JD-R) Theory and Self-Determination Theory (SDT) to assess how institutional factors impact faculty well-being. The survey incorporated validated scales, including the Workplace Happiness Index (WPHI), Job Demands-Resources Scale (JD-RS), and Basic Psychological Needs at Work Scale (BPNS-W). Data were analyzed using descriptive statistics, Structural Equation Modeling (SEM), and mediation analysis to assess the relationship between workplace conditions and faculty happiness.

**Findings:** The study revealed that only 21% of faculty members reported high workplace happiness, while 58% experienced moderate levels, and 21% faced dissatisfaction or burnout. Faculty at research-focused universities exhibited higher happiness levels than those in teaching-centric institutions due to greater autonomy, transparent leadership, and structured career growth opportunities. Major stressors included excessive administrative workload (reported by 72% of respondents), career progression inequalities, and a lack of institutional support in private universities.

**Practical implications:** The findings emphasize the need for higher education institutions to reduce administrative burdens, enhance research autonomy, implement structured mentoring programs, and establish clear career advancement policies. These reforms can improve faculty retention, engagement, and institutional effectiveness. The study also provides evidence-based recommendations for policymakers, accreditation bodies, and HR professionals to build a diverse, sustainable, and motivated academic workforce.

**Originality/value:** This research is among the first to comprehensively evaluate workplace happiness in Indian higher education using validated constructs. By aligning findings with national labor trends and SDG targets, the study offers actionable insights to enhance faculty well-being, institutional performance, and long-term sustainability.

**Keywords:** *Faculty Well-being; Higher Education; India; Job Demands-resources (jd-r) Model; Self-determination Theory (sdt); Sdg 4; Sdg 8; Sdg 10; Workplace Happiness.*

# “ Emerging Dimensions of Global Manpower Management in Public Enterprises: Role of Technology and Culture ”

by

**Dr. Abhijit Pakira** *Assistant Professor (Grade III), Department of Business Administration, The University of Burdwan, West Bengal, India*

**Mr. Tamal Jyoti Chakraborty** *Chief Finance Officer, EILM-Kolkata, India*

**Abstract:** A Medical education has journeyed far beyond the walls of lecture halls and didactic teaching. What was once an exercise in the transfer of knowledge has now transformed into an active, engaging, and learner-centred process. At its heart lies a deeper purpose: not merely to inform minds, but to shape capable, compassionate, and skilled professionals.

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**Keywords:** *Healthcare Professionals; Himalayan Foothills; Neonatal Resuscitation Program; Newborn Survival; Quality Improvement; Simulation-based Training .*

# “ A Comparative Study Of Inclusivity, Work Diversity, and Job Embeddness Among Employees ”

by

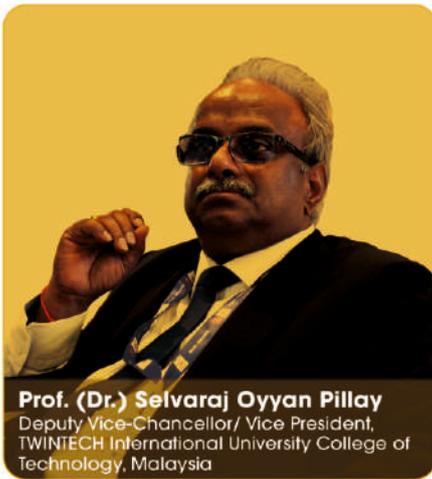
**Qristin Violinda** *Universitas Persatuan Guru Republik Indonesia Semarang, Indonesia*

**Abstract:** This study aims to conduct a study on the influence of inclusivity, work diversity, and job embeddedness on lectures in Indonesia. Inclusivity and work diversity are important factors in creating a supportive work environment, while job embeddedness affects the extent to which employees are attached to the organization. This study uses a quantitative method with the PLS SEM Analysis technique with a sample size of 120. Based on the hypothesis test, first hypothesis (H1a) shows that Diversity has positive and significant (sig 0.000) impact towards Inclusivity. Something similar also happened the second hypothesis (H2a), where Diversity has positive and significant (Sig 0.001) impact towards Job Embeddedness. However, the third hypothesis (H3a) that assesses the impact of Inclusivity towards Job Embeddedness is denied there is no significant (Sig 0.121) difference among those variables. Besides, the fourth hypothesis (H4a) that assesses Inclusivity mediation effect among Diversity and Job Embeddedness also not significant (Sig 0.131). It can be concluded, in Indonesia, the impact of Diversity towards Job Embeddedness is more direct without going through Inclusivity mediation. Diversity plays a crucial role in fostering inclusivity among lecturers in Indonesia. In Indonesia, multicultural education enhances lecturers' ability to manage diverse classrooms. However, despite the positive link between diversity and inclusivity in Indonesia countries, challenges such as language barriers and cultural misunderstandings must be addressed through effective educational strategies. The presence of international students and lecturers in Indonesia necessitates inclusive teaching approaches. Sustained efforts are needed to integrate diversity into education, ensuring an inclusive learning environment for lecturers and students.

**Keywords:** *Inclusivity; Job Embeddedness; Work Diversity, .*

# CONCEPT SESSION (S4) PAPER PRESENTATION





**Prof. (Dr.) Selvaraj Oyyan Pillay**  
Deputy Vice-Chancellor/ Vice President,  
TWINTech International University College of  
Technology, Malaysia



**Prof. Elchin Gashimov**  
Professor at Moscow City University, Samara  
Campus, Vice-Rector, Head of the Education  
Center of Samara, Russia



Presents

**"Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence"**

**CONCEPT SESSION (S5)**

[Hall: Côn Đảo]



## PAPER Presentations

Introduction by the Emcee:

**Prof. Diya Banerjee, EILM-Kolkata, India**

### III Paper Presentation - 1:

**"Reclaiming Human-Centric Values in the Age of Technology: A conceptual exploration into the Asian framework of Equality, Fraternity and Freedom."**

By **Dr. Smita Datta, Prof. Supriya Paul, Dr. Mitali Sengupta, EILM-Kolkata, India**

### III Paper Presentation - 2:

**"From Local to Global: How Asian Corporations Reframe Cultural Identity into Global Branding."**

by **Dr. Jayanta Saha, Dr. Sanchita Saha, Prof. Diya Banerjee, Ms. Priyannita Bose and Ms. Torsha Maitra, EILM-Kolkata, India**

### III Paper Presentation - 3:

**"The Not So Impossible Trinity: Estimating India, Russia and China's long run trade relations."**

by **Dr. Sarthak Dasgupta, Prof. Somrita Chakraborty and Prof. Aratrika Roy Chowdhury, EILM-Kolkata, India**

### III Paper Presentation - 4:

**"AI Assisted Technologies in Bridging Learning Gap: The Road Ahead Inclusive Education."**

by **Prof. Satyajit Kr. Vidarthi, Prof. Priyabrata Choudhury, Prof. Anik Raha Roy & Prof. Riten Basak, EILM-Kolkata, India**

### III Paper Presentation - 5:

**"The Need of Prioritizing Human Element in Modern Day Living."**

by **Dr. Rajib Kumar Das, EILM-Kolkata, India**

### III Poster Presentation:

**"One World One Earth One Humanity."**

by **Mr. Sagnik Roy, Mr. Sayantan Majumdar, Mr. Subhadip Chakraborty, Mr. Sandip Das, Mr. Deep Maity & Ms. Sweetie Biswas, Students, EILM-Kolkata, India**

# “ Reclaiming Human-Centric Values in the Age of Technology: A Conceptual Exploration into The Asian Framework of Equality, Fraternity and Freedom ”

by

**Dr. Smita Datta** *Associate Professor, EILM-Kolkata, India*

**Prof. Supriya Paul** *Chief Administrative Officer, EILM-Kolkata, India*

**Dr. Mitali Sengupta** *Associate Professor, EILM-Kolkata, India*

**Abstract:** The sudden dominating onset of machines and artificial intelligence have led to a profound debate regarding the future of humanity, with specific reference to human values. It often considers productivity, efficiency and effectiveness to be at the centre-stage and overlook dignity and ethics. This research article conceptually attempts to reframe the ongoing discourse of technology and technological innovation considered to be of paramount importance. It logically builds an argument on prioritization of human values over the paradigms of machine-centric anthropological activities, in the backdrop of the philosophical depth provided by the Asian fundamental value system coupled with the solid foundation of wisdom from the Bhagavad Gita. This study, while positioning itself within the broader framework of Asianism, puts forward the concept of “New Humanity”, that is anchored to the ideals of fraternity, equality and freedom.

The review of literature from scholarly articles, policy documents and texts put forwarded by classical philosophers, this article develops a theoretical model where Asian traditions provide a counterbalance to the mechanistic worldly viewpoints. The human-centered society is laid down on the strong ethical foundations given by the teachings of Srimad Bhagavad Gita, where “Samatvam Yoga Uchyate” or equanimity as equality and balance through yoga, “Atmaupamyena sarvatra” or igniting the path of equality, universal empathy as fraternity as well as “Svadharmā” or self-realised duty as freedom. These values have often been found to be contrasted with the westernised rationality emphasizing technology which follows the discourse of reducing human beings into economic units or mere algorithmic functions with predictive outcomes.

Various findings pertaining to Asian humanism has successfully been able to provide a sustainable pathway filled with compassion, balance, moral responsibility and discourse on technology. This new model is based on the foundation that machines serve as important instruments of service, where as the human being remains as an ethical decision maker and co-creator of a progressive society, that balances technology and human values. The current framework not only challenge the post humanism notion, but also positions Asian values as a moral compass of civilisation.

This paper concludes with the philosophy that the novel design of humanity is propelled not only by technological supremacy were tools and machines forward the final verdict, but value supremacy that returns to the basic foundations of human values to uphold dignity, freedom and equity and unity. Such reorientation through Asian values of human psychology shall lay strong foundations in the future emerging digital era, where technology is to be demarcated as a service provider and not the ultimate master of human values.

**Keywords:** *Asianism; Bhagavat Gita; Equality; Fraternity; Freedom; Human Values; Technology.*

# “ From Local to Global: How Asian Corporations Reframe Cultural Identity into Global Branding ”

by

**Dr. Jayanta Saha** *Associate Professor, EILM-KOLKATA, India*

**Dr. Sanchita Saha** *Associate Professor, EILM-KOLKATA, India*

**Ms. Priyannita Bose** *Assistant Professor, EILM-KOLKATA, India*

**Prof. Diya Banerjee** *Assistant Professor, EILM-KOLKATA, India*

**Prof. Torsha Maitra** *Manager - Global Outreach, EILM-KOLKATA, India*

**Abstract:** Every business develops its own management principles, and these principles are often deeply rooted in history, heritage, cultural norms, political ideologies, religious philosophies, geography, and ethical practices that have evolved over thousands of years. In Asia, management thought has been profoundly influenced by cultural heritage, ethical systems, religious philosophies, and the social fabric developed over centuries. This has given Asian businesses a distinctive orientation where human relationships, mutual trust, and collective responsibility often take precedence over short-term commercial gains.

In this study the focus is given on how Asian corporations are increasingly reframing their local cultural identities into global branding strategies, balancing authenticity with universal appeal. It is observed that instead of discarding their heritage, many use cultural values as a source of differentiation – Japanese brands like Muji and Uniqlo translate Zen-inspired simplicity into minimalist global aesthetics, while South Korean companies such as Samsung and Hyundai weave subtle elements of “Han” philosophy into their design and innovation narratives. The Tata Group globalized through values of dharma and seva, building trust and collective uplift into a universal brand identity, while Forest Essentials translated India’s Ayurvedic traditions into luxury beauty, turning local rituals of purity and well-being into globally aspirational experiences. Founded in 2006, Indian company Patanjali Ayurved Ltd has emerged as a major player in India’s FMCG Sector. The company differentiated its products with a unique mix of Indian nationalism, yoga spiritualism, social welfare motives and natural/ ayurvedic ingredients. They show how cultural roots can drive local-to-global success. It is noteworthy to mention that Diaspora Network has been central to the global rise of many Asian homegrown brands, acting as both cultural anchors and bridge markets. These brands are turning their humble starts into great global success through their focus on ‘not just making profit but making a contribution to people’. In Asian business environment the importance of developing long term trusting relationships is emphasized variously as Wa in Japan, Inhwa in South Korea, Blat in Russia, Guanxi in China, Nasabah in Indonesia. In India it referred to as Shradhha, the Indian way of doing business where respect plays a key role in business. The collective identity, resilience, and adaptability ingrained in Asian societies enable businesses to navigate global markets with unique strategies that balance tradition with modernity. This cultural psychology allows firms to transform local philosophies into universal values—harmony, innovation, trust, and community—that resonate beyond national boundaries. Asian brands, in particular, can draw on their seeding philosophy of “You and Me” Together to create economic homogeneity.

**Keywords:** *Collectiveness; Cultural Heritage; Diaspora Network; Economic Homogeneity.*

# “ The Not So Impossible Trinity: Estimating India, Russia and China’s Long Run Trade Relations ”

by

**Dr. Sarthak Dasgupta** *Assistant Professor, EILM-KOLKATA, India*

**Prof. Somrita Chakraborty** *Assistant Professor, EILM-KOLKATA, India*

**Prof. Aratrika Roy Chowdhury** *Assistant Professor, EILM-KOLKATA, India*

**Abstract:** India, Russia and China seems to be a part of the major powerhouse in the global economy. This trio might look like an impossible trinity but if this can be made possible then the global economy might see a surge in the economic growth trajectory. There are candidate set of factors that might make this impossible trinity possible, but the most impactful endogenous factor would be the *international trade relations* among these three countries. An improvement in the trade relations among these countries can be a consequence of the tariff war initiated by USA. With this backdrop, a pertinent question opens up: What happens to certain indicators of trade in the long run for India, Russia and China!

While China is a hostile neighbor to India, experts have shown optimism in improved bilateral relations mainly through trade. Apart from common agenda of the US, India and China are part of the BRICS bloc which provides an official platform for better bilateral ties. Since Independence, India has been more inclined towards Russia both in terms of economic planning and foreign planning. Russia has been an unwavering friend starting from its heroics during 1971 war till date where the two countries have successfully conducted international trade in their respective currencies without depending on US dollars.

In this paper, we try and estimate the *long run equilibrium relationship of Trade to GDP ratio* of India, Russia and China. The econometric specifications employed in this paper is an Auto-Regressive Distributed Lag Model (ARDL) in a Time Series model framework. Engel-Granger Test and Johansen Test would be used as the analytical tools to confirm (or not confirm) the long run relationship of Trade to GDP ratio of the three countries. The main variable of interest will be collected from IMF and World Bank. Tracing the long run relationship of Trade to GDP of these three powerhouse economies would have ample policy implications in the global forum.

**Keywords:** *China; India; Russia; TariffWar; Trade To GDP Ratio; Time Series Framework.*

# “ AI Assisted Technologies in Bridging Learning Gap: The Road Ahead In Inclusive Education ”

by

**Prof. Satyajit Kr. Vidyarthi** *Assistant Professor, EIILM-KOLKATA, India*

**Prof. Priyabrata Choudhury** *Assistant Professor, EIILM-KOLKATA, India*

**Prof. Anik Raha Roy** *Assistant Professor, EIILM-KOLKATA, India*

**Prof. Riten Basak** *Assistant Professor, EIILM-KOLKATA, India*

**Abstract:** The modern education system, characterized by its complexity and continual change, seeks to equip students with cognitive, social, and practical competencies for continuous development. Inclusive education, committed to equitable access for all learners, faces persistent barriers arising from diverse needs including special needs, languages, and learning styles. This paper explores how artificial intelligence (AI)-assisted technologies can bridge learning gaps and advance inclusion in educational settings. We examine the transformative potential of AI to deliver personalized, scalable, and accessible learning experiences, while also addressing challenges and ethical considerations related to data privacy and bias. AI-enabled tools—such as screen readers, speech-to-text and text-to-speech systems, and natural language processing (NLP) interfaces—offer targeted support for students with visual, physical, cognitive, or language barriers, enabling greater access to instructional content and participation in classrooms. The integration of AI with assistive technologies promises more tailored accommodations, adaptive pacing, and enhanced engagement, contributing to improved learning outcomes and equity. Yet global disparities persist: an estimated 240 million children with disabilities remain out of school, and language barriers affect roughly 40% of the world’s population. These gaps call for responsible AI deployment, inclusive design, and ongoing evaluation to ensure that AI tools meet diverse needs without reinforcing inequities. This paper reflects an understanding on AI-driven technological support and AI-based assistive technologies which are currently in use and discusses ethical, pedagogical, and policy considerations essential for utilizing AI to support inclusive education and to visualize a road ahead for learner-cantered systems.

**Keywords:** *Accessible Learning Experiences; Artificial Intelligence; Learning Gaps; Special Education; Targeted Support.*

# “ The Need of Prioritizing Human Element in Modern Day Living ”

by

**Dr. Rajib Kumar Das** *Associate Professor, EILM-Kolkata, India*

**Abstract:** In Vedas, humans are considered as amṛtasyaputrāḥ (sons of the immortal, Param Brahmaan). By birth, irrespective of religions, castes, gender, ethnicities, every human being holds the right to live in equal terms with others. After the industrial revolution in Europe, almost 100 years been passed by, and the world witnessed rapid technological advancement using machines for meeting individual and global need of various goods and services. Machines, being creations of human intelligence, lack emotional understanding, ethical reasoning, and moral responsibility, the qualities that define humanity. Poverty, poor health, starvation, lack of literacy are still existing in the world. The process of development and its distribution of it around the globe is highly skewed resulting the cause of deprivation. Machines should serve as tools to augment human capabilities, not to replace them. But in many parts of the globe particularly to developing and less developed countries, are the most deprived ones. Upholding human values, creativity, and empathy ensures that technology remains aligned with societal progress rather than dominating it.

**Keywords:** *Human Life; Machine; Poverty; Spirituality.*

# CONCEPT SESSION (S5) PAPER PRESENTATION



**Poster Presentation:** by Mr. Sagnik Roy, Mr. Sayantan Majumdar, Mr. Subhadip Chakraborty, Mr. Sandip Das, Mr. Deep Maity & Ms. Sweety Biswas, Students, EILM-Kolkata, India





Presents

**"Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence"**

## CONCEPT SESSION (S6)

[Hall: Grand Ballroom-2]



**Dr. MaJo George**  
Dean- Faculty of Economics,  
University of Economics & Finance,  
Vietnam



**Prof. (Dr.) R. K. Chauhan**  
Former Secretary, UGC, Govt. of India  
Former Vice-Chancellor of Guru Jambheshwar  
University, Hisar, Govt. of Haryana, Global Open  
University, Govt. of Nagaland, Lingaya's University,  
Faridabad, Siksha 'O' Anusandhan University, Odisha

# PAPER Presentations

Introduction by the Emcee:  
**Prof. Manjitha De, EILM-Kolkata, India**



### III Paper Presentation - 1:

**" Transcending Boundaries: Redefining the Future of Humanity through Global Cohesion and Non-discrimination Integration. "**

by **Prof. (Dr.) R. P. Banerjee & Prof. Arpita Ghosal, EILM-Kolkata, India**

### III Paper Presentation - 2:

**" Enhancing Agricultural Product Distribution via e-Commerce: Insights from Consumer Purchase Intentions in Vietnam. "**

by **Dr. Lâm Thanh Phi, Quỳnh, Lecturer, Faculty of Economics, University of Economics & Finance, Ho Chi Minh City, Vietnam**

### III Paper Presentation - 3:

**" The Asian Model of Human Progress from Imbalance to Harmony: A Case Study of Some Service Sectors of India. "**

by **Dr. Anish Kumar Dan, Associate Professor & Head Department of Commerce, Coordinator, IQAC, Bangabasi College, India; Guest Lecturer, PG Department of Commerce, University of Calcutta; Member, UG Board of Studies (Commerce), University of Calcutta, India**

### III Paper Presentation - 4:

**" Building Bridges: How a Guest Lecture on Bullying Expanded Students' Global Perspectives. "**

by **Dr. Yoga Prihatin, Dean of Teacher Training and Education Faculty, Universitas Pancasakti Tegal, Indonesia & Dr. Justyna Kaczmarczyk, Tarnowska Szkoła Wyzsza Stosowanych, Poland**

### III Paper Presentation - 5:

**"Creating a Caring Earth: CommunityBased Practices for Environmental Sustainability in Vietnam. "**

by **Dr. Tuyen Tran (Wilson), Ph.D., Senior Research Associate, University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam**

# “ Transcending Boundaries: Redefining the Future of Humanity Through Global Cohesion and Non-Discrimination Integration ”

by

**Prof. Arpita Ghosal** *Assistant Professor, EILM-Kolkata, India*

**Prof. (Dr.) R. P. Banerjee** *Chairman & Director, EILM-Kolkata, India*

**Abstract:** The contemporary world is increasingly interconnected and technologically advanced; however, deep-rooted geopolitical, cultural, and economic divides continue to fracture humanity. This paper proposes a transformative vision for the future of human civilization—the creation of a non-discriminative, borderless world grounded in principles of One Earth, One Humanity. This vision transcends mere aspiration; it embodies a fundamental necessity in the context of intensifying climate crises, pandemics, and socio-economic disparities that surpass national borders.

The proposition addressed in the present study is the imperative to move beyond the nation-state identities in favor of adopting a paradigm of universal citizenship. While nationhood has imposed socio-cultural cohesion and provided governance, it has also bored and aggravated exclusionary politics, resource-based conflicts, and a heightened sense of competitive nationalism. A transition towards planetary stewardship requires a governance system anchored in justice, planetary sustainability, and collective responsibility. It is essential to understand that the fundamental resources of the planet, such as air, water, and energy, are non-discriminatory and universally held.

Furthermore, the idea of One World, One Earth, One Humanity captures the fact that global challenges are fundamentally interrelated. Since the underlying economic, social, and environmental systems are interlinked, any standalone approach is bound to fail. Therefore, the reliance on cooperative and inclusive global governance structures is a must, especially in the context of eliminating zero-sum competition. The concept of diversity should be interpreted as a most significant strength of humanity that has to be further leveraged rather than catalyzing division. When steered by moral principles, technology has the potential to drive this change, making knowledge accessible to all, promoting intercultural comprehension, and facilitating fair access to opportunities.

A significant impediment to this transformation is not solely material deprivation but what the present study refers to as “the poverty of mind and imagination” - a deficiency in inclusive thinking, empathy, and innovative problem-solving. Persistent preconceptions, rigid beliefs, and a lack of intellectual progress keep structural inequalities in place. These issues can be addressed by re-envisioning education systems to cultivate critical consciousness, ecological awareness, and moral responsibility, alongside promoting intercultural dialogue to dismantle entrenched stereotypes.

Within this discourse, Asia has a unique advantage. Its philosophical traditions focus on harmony, community, and a fundamental connection to nature. This offers an alternative to the individualistic and exploitative global views. The principles of Asianism, which emphasize holistic balance, tolerance, and collective well-being, provide a practical approach for promoting global human unity. By moving beyond narrow thinking at personal, national, and regional levels, Asia can show ways to create a world that is giving, supportive, and creative for everyone.

This paper concludes that building a borderless, non-discriminatory world is not just an idealistic dream. It is a necessary step for ensuring human survival and well-being in the Anthropocene. The suggested framework calls for a shift from competition to cooperation, from division to integration, and from self-interest to collective planetary ethics. Progress should be assessed not merely through the lens of economic growth or technological supremacy, but rather through humanity’s capacity to foster a just, inclusive, and sustainable environment for both current and future generations.

**Keywords:** *Asianism; Global Cohesion; Integration; Non-Discriminative World; Planetary Ethics; Universal Citizenship.*

# “ Enhancing Agricultural Product Distribution via E-commerce: Insights From Consumer Purchase Intentions in Vietnam ”

by

**Lam Thanh Phi Quynh** *Lecturer, Ho Chi Minh City University of Economics and Finance,  
Ho Chi Minh City, Vietnam*

**Abstract:** E-commerce in Vietnam has been experiencing rapid growth and has emerged as a significant distribution channel for goods. In particular, following the COVID-19 pandemic, the trend of purchasing agricultural products online has shown remarkable positive growth. Accordingly, the purpose of this study is to identify and analyze the factors influencing consumers' purchase intentions of agricultural products through e-commerce platforms in Vietnam. A total of 510 survey responses were collected from users of Vietnamese e-commerce platforms, and the proposed research model was tested using partial least squares structural equation modeling (PLS-SEM). The results reveal that product quality, perceived shopping risks, platform benefits, customer experience, and perceived usefulness significantly affect purchase intentions for agricultural products on e-commerce platforms. Moreover, the study highlights that income levels and job characteristics moderate the impacts of these factors on purchase intentions. Based on these findings, the authors propose several managerial implications and strategic recommendations to enhance the effectiveness of agricultural product distribution via e-commerce platforms in Vietnam.

**Keywords:** *Agricultural Product; Customer Experience; E-commerce; Distribution Channel; Purchase Intention For Agricultural Products.*

# “ The Asian Model of Human Progress from Imbalance to Harmony: A Case Study of Some Service Sectors of India ”

by

**Anish Kumar Dan** *M.Com, M.Phil, Ph.D, Associate Professor & Head, Department of Commerce, Bangabasi College  
Guest Lecturer in Commerce, University of Calcutta, India*

**Abstract:** In a world defined by volatility, global service economies hinge on the quality, adaptability, and ethical orientation of human resources. India’s service sector – now the country’s principal growth engine – exemplifies both the promise and the pressures of this reality: rising client expectations, rapid digitization, and talent churn have created persistent disequilibria that organizations must navigate. This paper proposes an Asian pathway for human excellence that reframes disequilibrium (disruption, skills gaps, cultural frictions) as a catalyst for equilibrium (sustained performance, well-being, and ethical growth) through practices rooted in Asian management traditions (e.g., kaizen, Confucian relational ethics, Buddhist notions of mindful, purposeful work) alongside evidence-based HR systems. Using secondary data and a structured literature review spanning Indian and international research, we articulate a practical framework linking strategic HRM, continuous capability building, and value-centred culture to measurable service outcomes (productivity, engagement, client quality) in India. We find that integrated learning systems, feedback-rich work design, and humane leadership behaviours can convert instability into an engine for excellence – achieving equilibrium not by resisting change, but by absorbing and improving through it.

**Keywords:** *Asian Philosophy; Harmony; Human resource Development; Service Sector.*

# “ Building Bridges: How a Guest Lecture on Bullying Expanded Students’ Global Perspectivess ”

by

**Dr. Yoga Prihatin** *Dean of Teacher, Training & Education Faculty, Universitas Pancasakti Tegal, Indonesia*

**Dr. Justyna Kaczmarczyk** *Tarnowska Szkoła Wyzsza Stosowanych, Poland*

**Abstract:** Bullying is a global public health issue whose manifestations are deeply influenced by culture, necessitating that counselor education move beyond domestic paradigms to cultivate global perspectives and multicultural competencies (MCC). To address this need, this study evaluated the impact of an international guest lecture, delivered by a Polish expert on bullying to Indonesian counseling students, on broadening students' cross-cultural understanding. Using a quantitative, descriptive approach, data was collected via a post-lecture survey from 91 students. The findings were overwhelmingly positive: a significant majority of students found the content relevant (92.3%) and clear (94.3%), but most critically, 92.5% reported an expanded global outlook and 95.6% felt motivated to investigate the topic further. The results conclusively demonstrate that the lecture successfully built educational bridges and achieved its goal of perspective transformation. This validates expert-led international exchanges as a potent, practical tool for developing MCC, and it is suggested that counselor education programs actively integrate such lectures into their curricula. Future research should employ longitudinal designs to track long-term professional development and replicate the study across diverse institutions to enhance generalizability.

**Keywords:** *Global Perspectives; Guest Lecture; Internationalization of Curriculum; Multicultural Counseling Competency.*

# “ Creating a Caring Earth: Community-Based Practices for Environmental Sustainability in Vietnam ”

by

**Tran Tuyen (Wilson), PhD** *Researcher, University of Social Sciences and Humanities, Ho Chi Minh City, Vietnam  
Vietnam National University, Ho Chi Minh City, Vietnam*

**Abstract:** This paper explores how community-based initiatives in Vietnam contribute to environmental sustainability by embodying what we define as Caring Earth Practices. While global policies often emphasize top-down governance, local communities in Asia are increasingly shaping bottom-up models of ecological stewardship rooted in cultural values and practical livelihood needs. Drawing on multiple case studies, the research examines five distinct contexts: sea turtle conservation and ecotourism in Côn Đảo, coral reef protection at Hòn Yến (Phú Yên), community-based tourism for riverbank stabilization at Cồn Hồ (Trà Vinh), mangrove-friendly aquaculture in Cà Mau, and the “No Plastic Bag” campaign in Cù Lao Chàm (Quảng Nam). These cases highlight how local actors integrate environmental care with economic resilience through tourism, aquaculture, and conservation practices. The analysis identifies three core principles underpinning Caring Earth Practices: community centrality, integration of indigenous and scientific knowledge, and alignment between conservation and livelihood. By situating these practices within the broader discourse of Living Redefined and Mother Earth perspectives, the study positions Vietnam as a living laboratory for Asia’s pathway toward sustainability. The findings contribute conceptually by framing Caring Earth Practices as a model of community-driven ecological governance, with practical implications for policy, tourism, and sustainable development.

**Keywords:** *Caring Earth; Community-Based Conservation; Environmental Sustainability; Indigenous Knowledge; Vietnam.*

# CONCEPT SESSION (S6) PAPER PRESENTATION





**Dr. Sajeewanie Liyana-arachchi**  
Vice-Chancellor, KIU University,  
Sri Lanka



**Dr. Yee Shyi Chang**  
Honorary Chairman,  
Ulfichip Communication Technology Ltd.,  
China



Presents

**“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”**

## CONCEPT SESSION (S7)

[Hall: Côn Đảo]



# PAPER Presentations

Introduction by the Emcee:  
**Prof. Diya Banerjee, EILM-Kolkata, India**

### III Paper Presentation - 1:

**“ Transcendence of Mind above the Social Inequalities and Barriers with Special Reference to Quantum Theory and the Brain. ”**

by **Prof. Tanima Chatterjee & Prof. Sreemoyee Ghosh**, EILM-Kolkata, India

### III Paper Presentation - 2:

**“ Bibliometric Analysis of Generative AI in Higher Education: Trends, Epistemological Frameworks, and Critical Perspectives. ”**

by **Mr. Võ Hồng Sơn**, Head of Business, International Institute, Ho Chi Minh City University of Economics and Finance & **Nguyen Thi Lan Chi**, Faculty of Tourism and Hospitality Management, Ho Chi Minh City University of Economics and Finance, Vietnam

### III Paper Presentation - 3:

**“ From Abundance to Order: Cosmic Gifts in Indian and World Myths. ”**

by **Dr. Somali Chakraborty**, EILM-Kolkata, India

### III Paper Presentation - 4:

**“ Reimagining Quality of Life in Borderless Asia. ”**

by **Dr. Sarmistha Biswas & Dr. Debashree Chakraborty**, EILM-Kolkata, India

### III Paper Presentation - 5:

**“ Supremacy of Knowledge and Wisdom over Raw Information. ”**

by **Prof. Dibakar Bose, Prof. Keya Chakraborti, Prof. Jayshree Ghosh**, EILM-Kolkata, Jalpaiguri Campus, India

### III Poster Presentation:

**“ Primacy of knowledge expertise over information and data. ”**

by **Ms. Tamanna Naha, Mr. Indranil Das, Ms. Sneha Sarkar & Mr. Aniruddha Bandyopadhyay**, Students, EILM-Kolkata, India

# “ Transcendence of Mind Above The Social Inequalities and Barriers with Special Reference to Quantum Theory and The Brain ”

by

**Prof. Tanima Chatterjee** *Assistant Professor, EILM-KOLKATA, India*

**Prof. Sreemoyee Ghosh** *Assistant Professor, EILM-KOLKATA, India*

**Abstract:** According to the Indian perspective, the divine resides within every individual, and when a person recognizes this through inner wisdom, they transcend to a higher realm. A lower inclination in the individual makes them prone to the harmful effects of external factors. Mental health is a fundamental aspect of human well-being. Therefore, the distribution of mental health support services is pivotal for ensuring distributive justice across all socio-economic levels of society. This paper reflects on the transcendence of the mind beyond social inequalities and barriers. Managing the mind is essential for creating an autonomous mental state that provides protection from the problems of disequilibrium and disharmony in society. Such an autonomous mind acts as a pure mind, free from the usual impurities and impositions of ignorance. The Indian view emphasizes inner realization, ethical insights, and a purified mind as pathways to autonomy and harmony, with moral values guiding the mind's evolution. The philosophy-of-mind discourse examines whether classical physical accounts suffice or whether non-classical (quantum or mind-stuff) influences might alter our understanding of mind and responsibility. A productive synthesis recognizes the ethical importance of mental health, social justice, and virtuous conduct (as framed in the Indian tradition) while remaining open to the concept about the fundamental nature of mind and its causal relation to the brain. Some theorists suggest mechanisms (e.g., microstructure-level quantum processes) that might be harnessed by the brain to affect decision-making, perception, or consciousness. If quantum processes inject non-deterministic elements into cognition, this might bear on notions of free will, moral responsibility and the explanation of deliberative processes. The “mind-stuff” hypothesis reflects that consciousness or mental states can exert influence on physical brain states through interfaces not reducible to classical neurodynamics. Indian civilization identifies certain values as unacceptable or demonic in nature. Attributes such as greed, covetousness, jealousy, anger, gluttony, envy, and sloth are categorized as negative values, while honesty, truthfulness, integrity, cooperation, care, compassion, selflessness, and giving are considered divinely oriented. At the level of the material sheath (Annamaya Kosha), the mind is susceptible to the demonic attributes; as the mind progresses toward the knowledge sheath (Vijnanamaya Kosha), the tendency to be enslaved by these attributes diminishes substantially, if not entirely. Gradually, the mind becomes purer, and in this state, the person develops the true anatomy of the mind.

**Keywords:** *Annamaya Kosha; Consciousness; Guest Lecture; Neuro Dynamics; Transcendence; Vijnanamaya Kosha.*

# “ Bibliometric Analysis of Generative AI In Higher Education: Trends, Epistemological Frameworks and Critical Perspectives ”

by

**Vo Hong Son** *International Institute, Ho Chi Minh City University of Economics and Finance (UEF), Vietnam*

**Nguyen Thi Lan Chi** *Faculty of Tourism and Hospitality Management, Ho Chi Minh City University of Economics and Finance (UEF), Vietnam*

**Abstract:** This study uses a critical bibliometric methodology to investigate the rapidly changing research landscape of generative AI in higher education. Through the analysis of publication trends, citation networks, and thematic structures, this study elucidates the intricate interactions among technological innovation, institutional contexts, and epistemological frameworks that influence knowledge production in this field. The findings indicate a substantial increase in publications since 2022, with notable concentrations in East Asia, North America and Western Europe. Co-citation analysis reveals distinct intellectual clusters that represent various research communities and epistemological orientations, while thematic analysis underscores the predominance of instrumental and implementation-focused perspectives in the literature. This study critically examines the geopolitical dimensions of knowledge production, the impact of institutional imperatives, and the relative marginalisation of contributions from the Global South. It advocates enhanced epistemological diversity, the adoption of contextually sensitive methodologies, and the development of more reflexive approaches to understanding the impact of research on educational technology. The study concludes by underscoring the importance of fostering a more nuanced, critically engaged understanding of how generative AI technologies are transforming educational environments and offers recommendations for future research strategies that prioritise equity, authenticity, and human well-being in technology-driven learning contexts.

**Keywords:** *Bibliometric Analysis; Generative Artificial Intelligence; Higher Education.*

**JEL Classification:** *I21, O33, C88, J24*

# “ From Abundance to Order: Cosmic Gifts in Indian and World Myths ”

by

**Dr. Somali Chakraborty** *Associate Professor, EILM-Kolkata, India*

**Abstract:** While cohesion is scientifically defined as the attraction between molecules of the same substance, Cosmic Cohesion may be interpreted as the interconnectedness of all existence – the unity of beings, energies and universal forces. Modern science investigates matter at the atomic level, yet Indian knowledge systems had long described the universe as composed of the Pancha Tatva or Pancha Bhuta: Prithvi (Earth), Jal/ Ap (Water), Agni (Fire), Vayu (Air) and Akash (Ether/Space).

This study examines how cosmic cohesion is encoded in Indian heritage, especially the Ramayana and Mahabharata. These epics, often dismissed as mythological tales, contain layered references not only to India but to a broader global landscape. These narratives have travelled widely and taken root in diverse cultural contexts. The Ramayana inspired the Ramakien in Thailand, the Reamker in Cambodia and the Kakawin Ramayana in Java and Bali, where local traditions adapted the epic while preserving its central values of dharma, devotion and cosmic order. Such adaptations testify to the universality of the epics and their ability to articulate shared human concerns. Their mention of mountains, rivers, oceans, skies and subterranean realms – classified as Swarga, Martya and Patala – suggests a sophisticated cosmology encompassing diverse geographies and even cosmic dimensions. The Epic is just limited within a single continent of Asia but does have deep connection with American Island, now known as South America, like the mention of the The Trident of Peru- prehistoric geoglyph on the Paracas Peninsula) in Ramayana

**Keywords:** *Cosmic Cohesion; Comparative Mythology; El Dorado and City of the Monkey God; Ramayana and Mahabharata; Golden Cities and Cosmic Gifts; Hanuman and Kubera; Sacred Wealth and Cosmic Order.*

# “ Reimagining Quality of Life in Borderless Asia ”

by

**Dr. Debashree Chakraborty** *Assistant Professor, EILM-KOLKATA, India*

**Prof. (Dr.) Sarmistha Biswas** *Professor, EILM-KOLKATA, India*

**Abstract:** In today’s world of globalization and integration, cooperation and coordination among nations is the crux of development. The last three decades have seen rapid economic growth among the major countries of East and South East Asia and their growth trajectory provide important lessons for economies in different parts of the world, in these rapidly changing times. For example, Vietnam started with a very low per capita income in the 1960s but growth has accelerated since late 1980s. Riding high on the success of export led growth, in 2024, Vietnam’s per capita annual GDP growth stood at 6%. Achieving rapid industrialization and technological advancement in a short period of time, South Korea’s per capita GDP stood at \$36,000 in 2024. Real GDP has grown over 8% annually, making it ‘Asia’s miracle’. Indonesia and Thailand also started with low per capita GDP in 1960 but have grown more than 4% per annum in per capita terms since then. In South East Asia, Vietnam, Indonesia and Malaysia have also become the leading recipients of foreign direct investment as well. All these statistics get reflected in improving and understanding the quality of life of people as well: in 2023, life expectancy at birth stood at 74.59 years in Vietnam, share of women in labor force was 69.13%. Similar figures can be found if we look at Indonesia, Malaysia also. (Life expectancy at birth stood at 71.15 years in Indonesia; in 2022 entire population of Indonesia had received access to electricity!). These are very positive indicators in terms of human development and our paper establishes that there are significant lessons to be learnt from these success stories. Delving deep into existing theoretical literature, the first part of the article proves that there is significant potential for cooperation in production networks, supply chains, digital economy and connectivity and fruitful trade agreement between India and Vietnam, South Korea, Indonesia and other nations. It can truly translate into improving the lives of thousands of our countries- the success stories inspire us and urge us to envision more. The second part of the article by collecting data published by World Bank on select indicators of few selected developing countries in Asia builds a simple quality of life index. Using it, the final section of the paper concludes and suggests policy initiatives that can usher in a new era of Asian cohesion and uplift the lives of millions.

**Keywords:** *Human Development; Quality of life; Regional Cooperation.*

# “ Supremecy of Konwlwde and Wisdom over Raw Information ”

by

**Prof. Dibakar Bose** *Assistant Professor, EILM-Kolkata, Jalpaiguri Campus, India*

**Prof. Keya Chakraborti** *Assistant Professor, EILM-Kolkata, Jalpaiguri Campus, India*

**Prof. Jayshree Ghosh** *Assistant Professor, EILM-Kolkata, Jalpaiguri Campus, India*

**Abstract:** In the rapidly evolving landscape of contemporary society, the role of knowledge and expertise has come to the forefront as a critical driver of decision-making, innovation, and problem-solving. While data and information are integral to contemporary processes, this paper argues for the primacy of knowledge and expertise over mere data and information in shaping effective outcomes. The proliferation of data has led to an unprecedented increase in the availability of raw facts; however, it is the application of domain-specific knowledge and the refinement of expertise that enable individuals and organizations to interpret, contextualize, and utilize this data meaningfully.

This research explores the distinctions between data, information, knowledge, and expertise, examining how each contributes to decision-making and operational efficiency. Data, while valuable, is often unprocessed and lacks context, rendering it less useful without the appropriate expertise to interpret it. Information, which emerges from the organization of data, provides more clarity but still falls short in fostering actionable insights. Knowledge, on the other hand, emerges from experience and learning, while expertise represents a deeper, more refined level of understanding and application of that knowledge.

By critically evaluating case studies and academic literature, the paper demonstrates that organizations and individuals who prioritize knowledge and expertise in their decision-making processes tend to achieve superior results. Furthermore, it highlights the increasing need for developing expertise in the context of the vast amounts of data available, as expertise ensures that information is not only understood but applied strategically. In conclusion, this paper asserts that the true power lies not in the accumulation of data, but in the cultivation and application of expertise, which enables organizations and individuals to derive meaningful insights and achieve sustainable success.

**Keywords:** *Data Interpretation; Innovation; Knowledge; Problem-Solving .*

**JEL Classification:** *D83, M15, O31*

# CONCEPT SESSION (S7) PAPERPRESENTATION



**Poster Presentation:** by Ms. Tamanna Naha, Mr. Indranil Das, Ms. Sneha Sarkar & Mr. Aniruddha Bandyopadhyay, Students, EILM-Kolkata, India





Presents

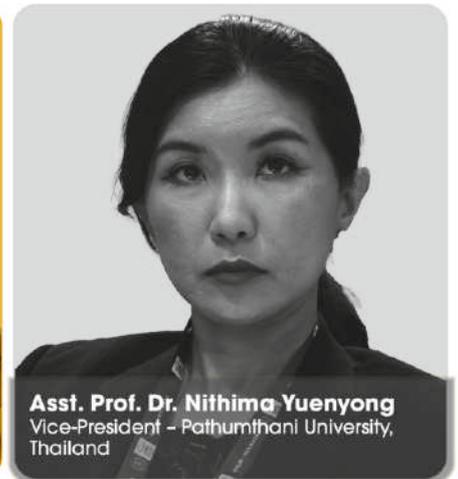
**"Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence"**

## CONCEPT SESSION (S8)

[Hall: Grand Ballroom-2]



**Prof. (Dr.) R. P. Banerjee**  
Ideator & Convener of Asian Integration  
Initiative Series of Borderless Asia & Chairman  
& Director, EILM-Kolkata, India



**Asst. Prof. Dr. Nithima Yuenyong**  
Vice-President - Pathumthani University,  
Thailand

# PAPER Presentations

Introduction by the Emcee:  
**Prof. Manjitha De, EILM-Kolkata, India**



### III Paper Presentation - 1:

**" Technology and Environment: Impacts of Automation and Green Innovation in Asian Contexts. "**

by **Dr. Suman Kumar Dawn**, EILM-Kolkata, India

### III Paper Presentation - 2:

**" Mongolia's Renewable Energy Resources and their Important Role in the Asian Super Grid project. "**

by **Dr. Khorloo Baatarkhuu**, International studies doctor, (Ph.D.), Foreign policy independent expert, TV-2 Television, Ulaanbaatar, Mongolia

### III Paper Presentation - 3:

**" Creating Global Citizenship – A Pathway to Unlock the World of Sustainability: An Empirical Study on East Asia. "**

by **Dr. Sarmistha Biswas & Dr. Jayanta Saha**, EILM-Kolkata, India

### III Paper Presentation - 4:

**" Economic and Environmental Efficiency Analysis of Asia-Pacific Region Countries: Analysis Based on DEA Model. "**

by **Prof. Arijit Banerjee**, State Aided College Teacher (Grade- I), Shibpur Dinobundhoo Institution (College), India

### III Paper Presentation - 5 (Virtual):

**"Revealing the Human Faces of Society and Government in Asia. "**

by **Dr. Aniza C. Gadaza**, Faculty, Don Mariano Marcos Memorial State University, Philippines

# “ Technology and Environment: Impacts of Automation and Green Innovation in Asian Contexts ”

by

**Prof. (Dr.) Suman Kumar Dawn** *Professor, Marketing and Quantitative Techniques and Head Academics, EILM-Kolkata, India*

**Abstract:** This secondary research explores the dual impact of technological advancements on human identity and environmental sustainability in Asian countries with a focus on automation and green innovation. The study examines how the rise of automation is reshaping work identity particularly in rapidly developing economies where traditional notions of job stability purpose and self-perception are increasingly challenged.

Through existing qualitative findings the research analyzes shifts in job satisfaction, social roles and workers’ psychology in response to automated systems. This study investigates how Green Technologies contribute to environmental protection and sustainable development across Asian countries. It highlights companies such as Honeywell India which uses AI and Automation to optimize energy efficiency, Attero recycling a pioneer in e-waste processing, We got utility solutions which uses IoT to reduce water waste and renew power and Greenko group leaders in clean energy transition. Southeast Asian innovators such as Augmentus Rad Green solutions, Sky greens and AGRHUB demonstrate the regions commitment to Eco-automation in farming, waste management and food production by synthesizing insights from psychology, environmental science and technology.

This study provides a holistic view of how Asian countries can navigate digital and green transitions that support both human well-being and ecological integrity.

**Keywords:** *Environmental Protection; Environmental Sustainability; Green Technologies; Technological Advancements; Waste Management.*

# “ Mongolia's Renewable Energy Resources and Their Important Role in The Asian Super Grid project ”

by

**Khorloo Baatarkhuu** *Professor, International Studies Doctor, (Ph.D.) Foreign Policy Independent Expert, TV-2 Television, Ulaanbaatar, Mongolia*

**Abstract:** Mongolia, the land of eternal blue sky, is blessed with abundant natural resources. Export of minerals, in the raw material form, continues to be the backbone of Mongolia's economy. However, Mongolia has a huge potential to diversify its economy to benefit both its people and its environment. As the world moves towards a more sustainable future, Mongolia has great prospects to capitalize on its vast potential for renewable energy to ensure the health and prosperity of the future generations. Furthermore, to meet its growing electricity demand, Mongolia is in urgent need of new generation capacity and replacing ageing, inefficient coal-fired power plants.

Wind, solar and hydropower are becoming widespread around the world and for good reason: unlike fossil fuels, renewable energy sources produce little to no local pollution or greenhouse gas emissions, and are instrumental in combating climate change. As Mongolia is one of the countries most impacted by climate change, taking measures to counter the effects of climate change is imperative for the future health of Mongolia. Renewable energy can be used without depleting the earth's precious non-replenishable limited resources.

Mongolia possesses vast untapped renewable energy resources, particularly in wind and solar power, with an estimated potential of 2,600 gigawatts. The Asian Super Grid (ASG) concept aims to connect these resources via a vast transmission network, enabling Mongolia to export clean energy to demand centers like China, South Korea, and Japan, thereby enhancing regional energy security and promoting economic growth. Despite significant potential, challenges include high investment costs, political instability in the region, and the need for robust legal frameworks and regulations to facilitate cross-border energy transmission.

**Keywords:** *Clean Energy; Power Station; Renewable; Super Grid.*

# “ Creating Global Citizenship—A Pathway to Unlock the World of Sustainability: An Empirical Study on East Asia ”

by

**Prof. (Dr.) Sarmistha Biswas** *Professor, EILM-KOLKATA, India*

**Dr. Jayanta Saha** *Associate Professor, EILM-KOLKATA, India*

**Abstract:** The modern world based on algorithms, Gen AI, also faces more uncertainty and more challenges to survive. To sustain in the unexpected circumstances in this world, depending upon algorithms, simultaneous answering the questions- “Know How”- along with “What to do” are essential. All activities, connected with centre, like rays emanating from sun, need to be human centred to relentlessly generate the ideas which really have the power to move towards victory under uncertainty and maintain sustenance. Hence “More and better” education is vital for transmission of ideas for enabling a man to choose between right and wrong, lead a life with a certain sureness of touch which stems from his inner clarity.

Transnational education is an essential path to answer the questions- “Know How”- along with “What to do” in the modern world. The human being endowed with global as well as local knowledge, skills and aspiring for global designation are expected to be aware of Global social responsibility and finally Global citizenship – a sense of interconnectedness among nations and societies in this world of uncertainty. Following UNESCO (2015, p. 14) global citizenship is “a sense of belonging to a broader community and common humanity... [while emphasizing the] political, economic, social and cultural interdependency and interconnectedness between the local, the national and the global”. The development of the sense of global citizenship among the global students can lead the world to move towards human centred activities, redefine the dimension of human living, human thought and gain the power to unlock the world of sustainability.

The knowledge of “Atma Vijnanam” would intrinsically enable a person to be and remain on the pathway of transformation and inspire to work for the well-being of the world (Banerjee. R.P 2024). Hence higher education institutions, engaged in offering transnational education, have a great role to offer with a holistic approach that benefits all students equally, grow interconnectedness to ensure sustainability in this world of uncertainty. In this background, a cross-sectional research work is attempted to identify the key factors of global citizenship to be nurtured and injected directly and indirectly among the students enrolled in transnational education in various institution of East Asia. An exploratory study is conducted to understand the perception of the faculty members engaged in growing the sense of belonging to a boarder community among the students of in various institution of East Asia. The study discussed how the practice of four of the six principles of Vedic economy- Samannayam (creating syntheses among all), Samachhandam ( creating Equi rhythm), Samadhritam (creating oneness in thought and words), Apavrinu Vayam (Lets unfold together and proceed together) (Banerjee. R.P, 2024) can significantly make the students more be aware of Global Social responsibility and rise beyond the national stamps to create One world in this world of uncertainty.

**Keywords:** *Behavioral Intention; Global Citizenship; Interconnectedness; Sustainability; Synthesis.*

# “ Economic and Environmental Efficiency Analysis of Asia-Pacific Region Countries: Analysis Based on DEA Model ”

by

**Prof. Arijit Banerjee** *State Aided College Teacher (Grade I),  
Shibpur Dinobundhoo Institution (College), India*

**Abstract:** To achieve sustainable development goals, the world needs strong policies and actions to reduce environmental problems like global warming and calamities resulting from elevated CO<sub>2</sub> and other harmful emissions, as well as the impacts on economic development. Environmental efficiency is an identification of the first phase, whereas economic development efficiency is the identification of the latter one. Environmental efficiency, as well as economic development efficiency, has been measured by using Data Envelopment Analysis (DEA). In economic development efficiency, there are desirable outputs, whereas when we are measuring environmental efficiency then the output will be undesirable. So we use both radial and nonradial DEA technology. For radial DEA technology, use the BCC and CCR models on the assumption of CRS and VRS. For non-radial DEA Technology, use Slack Slack-based model on the assumption of CRS and VRS. The paper compares the economic development efficiency as well as environmental efficiency of the Asia-Pacific region of the Asia continent. The findings indicate that in the environmental efficiency South East region, with a scale efficiency score of 0.964, dominates the South region (scale efficiency score 0.833) and the East Region (scale efficiency 0.741), whereas in economic development efficiency East region dominates with an efficiency score of 0.52, the other two regions. In environmental efficiency, Indonesia, Malaysia, Nepal, Sri Lanka, and South Korea are the most efficient countries in the Asia-Pacific region of the Asia. In economic development efficiency, Singapore and Macao are the most efficient countries, with an efficiency score of 1. However, using the super efficiency model, we found that Singapore is the most economic development efficient country and South Korea is the most environmentally efficient country in this region. There is no significant association between ranking as per economic development efficiency and environmental efficiency

**Keywords:** *Asia-Pacific Region; Economic Development Index; Environmental Index; Non-Radial DEA; Radial DEA; Slack-Based Model.*

# “ Revealing The Human Faces of Society And Government In Asia ”

by

**Dr. Aniza C. Gadaza** *Faculty, Don Mariano Marcos Memorial State University, Philippines*

**Abstract:** The presentation explores how the everyday, local practices, and personal accounts of experience shape the architecture and legitimacy of governance across the Asia region. It emphasizes that formal institutions and policy frameworks are not fully comprehensible without following the experience of the everyday lives of citizens, civil servants, activists, community leaders, and marginalized groups whose lives normalize, contest, and transform state power through their daily activities. Using comparative examples from plural democracies, authoritarian regimes, and hybrid systems, the presentation illuminates how informal networks, culturally-informed repertoires, social actors, movements, and gendered practices mediate policy implementation, accountability, and public trust. One aspect of the presentation includes methodological approaches which privilege ethnography, oral histories, participatory mapping, and mixed methods policy tracing to recover voices otherwise rendered absent in the record of official space. The presentation will extrapolate across three themes, relevant for policy discussion: (1) the politics of everyday negotiation between citizens and officials; (2) nonstate actor accountability within systems that either constrain or expand public goods; and, (3) the gendered dimensions of governance which are negotiated through care, labor, and space around community leadership. The presentation will end with some recommendations (for researchers, policymakers, and international partners) to incorporate human-centered data for program design, validate local knowledge systems, and create inclusive mechanisms to build governance that is responsive, legitimate, and more resilient across a range of contexts in Asia.

**Keywords:** *Governance Practices; Public Accountability; Participatory Knowledge Production.*

# CONCEPT SESSION (S8) PAPER PRESENTATION





**Dr. Chayarnithsarr Khanijor**  
Director of Foreign Affairs, Pathumthani University, CEO-GBC Overseas Consultants, Thailand



**Mr. S. K. Dutt**  
Director- First Act Global Pvt. Ltd., Head-HR, Legal & Corp. Affairs, GI Infotech (Wicacalvins Group, UK), Sr. Advisor - United Nations UNCTAD Empretec, India Program, Fmr. Sr. Advisor- IIM Mumbai



Presents

**“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”**

**CONCEPT SESSION (S9)**

**[Hall: Côn Đảo]**



## PAPER Presentations

Introduction by the Emcee:  
**Prof. Diya Banerjee, EILM-Kolkata, India**

### III Paper Presentation - 1:

**“ Segments and Spending of Customers: Data Reveals Everything. ”**

by **Prof. Aditya Narayan Ghosh, EILM-Kolkata, India**

### III Paper Presentation - 2:

**“ Improving Recovery and Standardized Health Outcomes with the Incorporation of Nutritional Screening and Support into Adolescent Substance Use Treatment Programs. ”**

by **Dr. Chitra Paul, EILM-Kolkata, India**

### III Paper Presentation - 3:

**“ Air Pollution Governance in Asia’s Leading Economies: Evaluating Policy Effectiveness and Future Mitigation Pathways for Sustainable Air Quality. ”**

by **Mr. Sudipto Roy & Mr. Swastik Samadder, Students of EILM-Kolkata, India**

### III Paper Presentation - 4:

**“ From Policy to Practice: Maternal Health and Social Welfare Integration in Asian Nations. ”**

by **Prof. Paromita Mukherjee, Prof. Manjitha De, Dr. Sanchita Saha, EILM-Kolkata, India**

### III Paper Presentation - 5:

**“ Agent-AI for Cross-Border Tourism: Optimising Digital Connectivity and Sustainable Growth in Asia. ”**

by **Prof. Gangotri Ganguly & Prof. Pooja Ghosh, EILM-Kolkata, India**

### III Poster Presentation:

**“ Asian Trade in the Era of Technology. ”**

by **Ms. Sudeshna Meikap, Ms. Priyanka Debnath, Mr. Sowrin Mazumder, Ms. Taniya Chaudhary & Ms. Ujjwala Mondal, Students, EILM-Kolkata, India**

# “ Segments and Spending of Customers: Data Reveals Everything ”

by

**Prof. Aditya Narayan Ghosh** *Assistant Professor, EILM-Kolkata, India*

**Abstract:** Customer segmentation is a key part of modern business analytics. It helps organizations understand their customers better and create strategies that fit their preferences and behaviours. This study used a dataset that aims to segment shopping mall customers based on demographic and spending information, particularly spending score, age, gender, and yearly income. The main goal is to find meaningful patterns that show financial capacity and spending habits. This will help with more focused marketing efforts and strategic planning. To spot natural groupings in the data, we used the K-Means clustering algorithm, which is a mathematical model commonly used for segmentation. Finding the right number of clusters is key to effective segmentation, so we applied the elbow method. Results showed that splitting customers into five clusters strikes the best balance between model complexity and accuracy. The five customer segments identified are: low-income and low-spending customers, low-income but high-spending customers, moderate-income and clients with moderate spending habits, high earners who exercise caution when making purchases with high-spending customers. Each segment has unique behaviours, providing insights into brand loyalty, price sensitivity and willingness to purchase. These insights can guide targeted marketing strategies. For example, luxury brands can aim at high-income and high-spending customers, while discounts and loyalty programs may attract low-income or price-conscious segments. Additionally, We can develop specific suggestions to boost loyalty and engagement among moderate spenders. The importance of customer segmentation in comprehending consumer behaviour and enhancing marketing initiatives is demonstrated by these findings. By employing mathematical models such as K-Means, companies can uncover hidden trends, improve market segmenting the market and making informed decisions that increase sales and enhance customer satisfaction and fortify enduring bonds. This study demonstrates a useful approach to customer analysis and how data insights can support strategic business efforts.

**Keywords:** *Customer Segmentation; K-Means Clustering; Marketing Strategy; Shopping Mall Customers; Spending Score.*

# “ Improving Recovery and Standardized Health Outcomes with the Incorporation of Nutritional Screening and Support into Adolescent Substance Use Treatment Programs. ”

by

Dr. Chitra Paul *Assistant Professor, EILM-KOLKATA, India*

**Abstract:** This study investigates how to improve recovery outcomes and standardized health indicators in adolescent substance use treatment programs by incorporating nutritional assessment and assistance. Adolescents who struggle with substance abuse sometimes suffer from nutritional inadequacies, which can make rehabilitation more difficult. A more comprehensive approach to rehabilitation can be offered by treatment programs that address these dietary demands.

The study emphasizes how critical it is to evaluate the nutritional health of young people before they start treatment. Poor eating practices can worsen mental health conditions and raise the likelihood of substance use in many teenagers. By using nutritional screening, medical professionals can spot deficits and create customized therapies that encourage better eating practices.

The study also looks at other ways to promote nutrition, including meal planning, dietary counseling, and education about the role of nutrition in healing. By providing them with the information and abilities they need to choose healthier foods, these interventions hope to aid teenagers in their recovery process.

The study examines recovery rates and standardized health outcomes between adolescents who receive nutritional support and those who do not in order to assess the efficacy of these interventions. According to preliminary results, integrating nutritional assessment and support improves general well-being, mental health outcomes, and recovery rates.

The study also highlights the necessity of cooperation between substance use counselors, nutritionists, and medical professionals in order to develop all-encompassing treatment programs that take into account patients' psychological and nutritional requirements. Treatment programs can help teenagers in their recovery efforts more effectively by encouraging a multidisciplinary approach.

In conclusion, incorporating nutritional screening and assistance into treatment programs for teenage substance abuse is a potential way to enhance health metrics and recovery results. The implementation of such techniques in treatment settings is recommended by this research to guarantee that young people receive the all-encompassing care required to overcome substance use issues and attain long-lasting recovery.

**Keywords:** *Nutritional Assessment, Substance Abuse, Recovery, Mental Health, Multidisciplinary Approach.*

# “ Air Pollution Governance in Asia’s Leading Economies: Evaluating Policy Effectiveness and Future Mitigation Pathways for Sustainable Air Quality ”

by

**Mr. Sudipto Roy** *MBA Student with Specialization in Business Analytics & Data Science, (2024-2026 Batch) EILM-Kolkata, India*

**Mr. Swastik Samadder** *MBA Student with Specialization in Business Analytics & Data Science, (2024-2026 Batch) EILM-Kolkata, India*

**Abstract:** This study conducts a comparative spatio-temporal analysis of atmospheric pollutants and their health impacts across five leading Asian economies: India, China, Japan, South Korea, Singapore from 2019-2024. This research provides a detailed comparative analysis of India’s air quality status against the other four nations. Our dual approach investigates the relationship between air quality and scientific green innovations, focusing on environmental sustainability. We employ a rigorous methodology that utilizes a multi-pollutant dataset (PM2.5, PM10, NO2, SO2) acquired from both global and national monitoring networks. Statistical analysis including descriptive statistics, correlation analysis, regression models are used to analyze atmospheric pollutant concentrations as a function of meteorological variables. The study further quantifies the environmental health burden by assessing the epidemiological links between pollutant exposure and respiratory-cardio vascular morbidity. We employ a robust ensemble framework to perform predictive modeling for future atmospheric pollutant concentrations. Leveraging historical spatio-temporal data, the model is trained to forecast air pollution trends for the next five years. The findings reveal a significant divergence in pollution trajectories, primary emission sources and mitigation effectiveness across the cohort. China and South Korea have implemented top-down, nationally coordinated initiatives with targets for fine particulate matter (PM2.5) reduction, while Japan’s strategy reflects a decades-long commitment to energy efficiency and environmental quality standards. India’s approach, led by the National Clean Air Programme (NCAP), targets coarser particulate matter (PM10), indicating a focus on more visible pollutants. Singapore stands with a strategy centred on green finance and mandatory ESG disclosures. This research provides evidence-based policy recommendations, advocating for targeted green innovations- such as advanced emission control technologies and renewable energy integration- to foster long term- environmental sustainability and secure a healthier future for Asia’s population.

**Keywords:** *Atmospheric Pollutant; Air Quality; Environmental Sustainability; Green Innovation; Renewable Energy.*

# “ From Policy to Practice: Maternal Health and Social Welfare Integration in Asian Nations ”

by

**Prof. Paromita Mukherjee** *Assistant Professor, EIILM-KOLKATA, India*

**Prof. Manjistha De** *Assistant Professor, EIILM-KOLKATA, India*

**Dr. Sanchita Saha** *Assistant Professor, EIILM-KOLKATA, India*

**Abstract:** The social and economic contributions of women are significant in driving overall economic development. However, motherhood often brings health-related challenges that require institutional support. To safeguard the well-being of both mothers and children, governments worldwide have introduced maternity benefit provisions, which have continued to evolve with changing social and economic structures. Despite these reforms, gaps remain in achieving comprehensive maternal welfare. In recent years, several Asian countries have incorporated remarkable changes in their maternity benefit systems. This study discusses the recently amended maternity provisions in India and compares them with those of selected Asian nations, including Japan, South Korea, Singapore, and China, which have undertaken substantial reforms in 2025. A review of existing literature reveals that effective implementation of maternity policies is essential for protecting maternal health and ensuring women’s sustained participation in the workforce. Properly enforced provisions can reduce stress, support job retention, and promote a healthier work-life balance. Beyond their legal framework, these measures represent a crucial step toward inclusive social development. The study aims to highlight nuanced differences in maternity benefit provisions across these countries and provide insights into how policy reforms can address population imbalances, strengthen maternal welfare, and contribute to broader societal progress.

**Keywords:** *Maternal Welfare; Population Imbalance; Societal Progress; Work-life Balance.*

**JEL Classification:** *I10, I38, K1*

# “ Agent-AI for Cross-Border Tourism: Optimising Digital Connectivity and Sustainable Growth in Asia ”

by

**Prof. Pooja Ghosh** *Assistant Professor, EILM-KOLKATA, India*

**Prof. Gangotri Ganguly** *Assistant Professor, EILM-KOLKATA, India*

**Abstract:** Tourism remains one of the Asia’s strongest drivers of economic growth and cultural exchange, with the region accounting for a significant share of global visitor flows. However, complicated visa systems, linguistic diversity, and uneven levels of digital infrastructure often create barriers to seamless cross-border travel. Addressing these barriers requires not only national-level reforms but also regional strategies that leverage advanced technologies. This paper explores the transformative role of Agent-AI systems in optimizing cross-border tourism and enhancing regional connectivity in Asia. By analysing key tourism destinations—including Thailand, Singapore, Japan, India and Vietnam—the study highlights the growing application of AI-driven solutions such as multilingual chatbots that bridge language gaps, e-visa facilitation platforms that simplify entry processes, smart airport management systems that streamline security and reduce congestion, and dynamic itinerary planners that personalize travel experiences. Together, these innovations are reshaping the entire tourism value chain, from pre-trip planning and in-destination support to post-visit engagement.

The analysis highlights both the benefits and the challenges of AI adoption. The findings suggest that Agent-AI adoption delivers multiple benefits: improved visitor satisfaction, operational efficiency for service providers, and stronger management of tourism flows in high-demand areas. However, challenges persist in the form of digital infrastructure gaps, data privacy concerns, regulatory differences and unequal accessibility between urban and rural destinations. The study emphasizes the necessity of embedding ethical and adaptive AI principles to ensure inclusivity, safeguard data, and sustain stakeholder trust across diverse contexts.

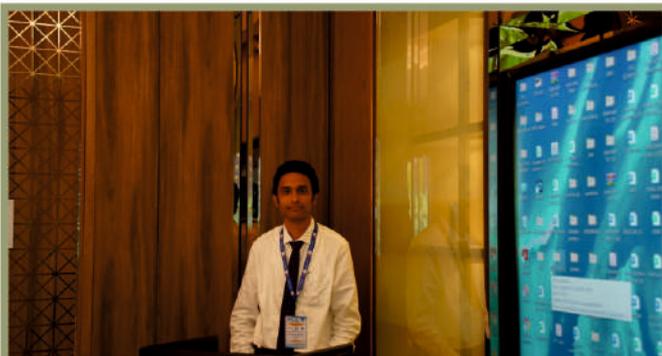
The paper concludes with policy recommendations focusing on three priority areas: (1) investing in robust digital infrastructure to reduce regional disparities, (2) encouraging responsible and context-sensitive AI adoption by tourism operators, and (3) fostering regional cooperation to harmonize digital standards, particularly in the areas such as e-visa systems and data governance. Collectively, these measures can strengthen Asia’s competitiveness, resilience, and inclusivity, positioning the region as a leading sustainable tourism hub in the digital era.

**Keywords:** *Agent-ai; Cross-border Tourism; Digital Infrastructure; E-visa Facilitation, Sustainable Tourism Development.*

# CONCEPT SESSION (S9) PAPERPRESENTATION



**Poster Presentation:** by Ms. Sudeshna Meikap, Ms. Priyanka Debnath, Mr. Sowrin Mazumder, Ms. Taniya Chaudhary & Ms. Ujjwala Mondal, Students, EILM-Kolkata, India



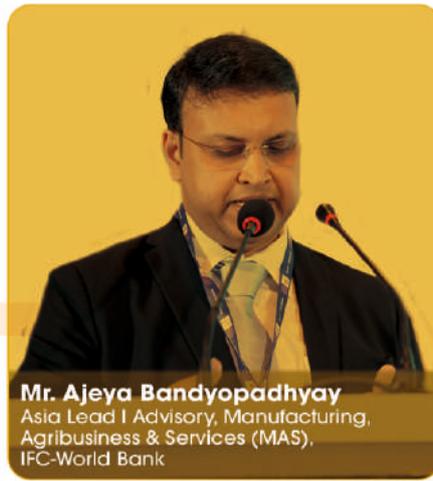


Presents

**“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”**

## CONCEPT SESSION (S8)

[Hall: Grand Ballroom-2]



**Mr. Ajeya Bandyopadhyay**  
Asia Lead I Advisory, Manufacturing,  
Agribusiness & Services (MAS),  
IFC-World Bank



**Prof. Victoriya Levchenko**  
Head of the Department of Foreign Languages  
and Professional Communications, Professor,  
Samara National Research University, Russia

# PAPER Presentations

Introduction by the Emcee:

**Prof. Manjisha De, EILM-Kolkata, India**



### III Paper Presentation - 1:

**“ Blood will have Algorithms: Macbeth and the Business of AI Accountability. ”**

by **Dr. Prem Raj Kharbanda, Prof. Surajit Chatterjee & Ms. Soma Mukherjee, EILM-Kolkata, India**

### III Paper Presentation - 2:

**“ The Moderating Role of Perceived Product Organicity on Masstige Product Consumption Intention: A Conceptual Framework. ”**

by **Dr. Surajit Ghosh Dastidar, Prof. Chittresh Coomer, EILMKolkata, India**

### III Paper Presentation - 3:

**“ Prospects for Utilizing Technological Waste Generated from the Purification of Sulfurous Gases in Gas Fields and their Targeted Application in Various Sectors. ”**

by **Dr. Umida Ziyamukhamedova, Jasurbek Nafasov, Turgunaliyev Elbek, Sevara Karimova, Shaozimova Umida & Abdurakhimov Shokhjakhom, Tashkent State Transport University, Tashkent, Uzbekistan**

### III Paper Presentation - 4:

**“ Women Entrepreneurs and the Commercialization of Traditional Vietnamese Food. ”**

by **Ung Thi Phuong Thao, Lecturer, Center of Project Design Education, Ho Chi Minh City University of Economics and Finance, Vietnam**

### III Paper Presentation - 5:

**“ A Multidimensional Impacts on Workers in the Gig Economy: Systematic Literature Review. ”**

by **Minh Anh Vu, Master’s student, Faculty of Sociology, University of Social Sciences and Humanities in Ho Chi Minh City, National University Ho Chi Minh City, Vietnam & Thi Thuc Duyen Nguyen, Sociology and Social Work Department, Da Lat University, Vietnam**

### III Paper Presentation - 6:

**“ Role of Playful Work Design in Improving Employee’s Innovative Work Behavior in Vietnamese Enterprises. ”**

by **Hà Lê Thu, Hoài, Deputy Director, Center of Project Design Education, Ho Chi Minh City University of Economics and Finance, Vietnam**

### III Paper Presentation - 7 (Virtual):

**“ The Impact of AI on Women’s Business Activities in Urban Vietnam. ”**

by **Nguyen Thu Hao, PhD program under ICCR scholarship at University of Kerala, Nguyen Duy Thai, M.A, Research assistant, journal editor in Institute of Sociology, Vietnam Academy of Social Sciences (VASS), Minh Anh Vu, Faculty of Sociology, University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam, Dr. Bushra Beegom R.K., Associate Professor (MA, MPhil, PhD), Head of Department of Sociology, University of Kerala**

### III Paper Presentation - 8:

**“ Cultural Integration and Social Cohesion among UEF Students in Academic Settings. ”**

by **Dr. Nguyen Duy Quang (Phd.), Head of Digital Economics, Faculty of Economics, Faculty of Economics, Ho Chi Minh City University of Economics and Finance, Vietnam**

# “ Blood Will Have Algorithms: Macbeth and The Business of AI Accountability ”

by

**Dr. Prem Raj Kharbanda** *Assistant Professor, EILM-KOLKATA, India*

**Mr. Surajit Chatterjee** *Head- Corporate Connect, EILM-KOLKATA, India*

**Mrs. Soma Banerjee** *AGM- Corporate Connect, EILM-KOLKATA, India*

**Abstract:** This article reinterprets Shakespeare’s Macbeth through the conceptual framework of artificial intelligence and moral programming, positioning the tragedy as an early meditation on algorithmic determinism and ethical breakdown. By treating the witches as predictive algorithms, Lady Macbeth as a moral programmer, and Macbeth as a corrupted system locked in feedback loops of ambition and guilt, the play offers a prescient analogue to contemporary debates on AI autonomy and responsibility. The discussion extends into the business domain, where algorithmic systems increasingly shape hiring, financial decisions, supply chains, and consumer engagement. Just as unchecked ambition destabilizes Macbeth’s world, poorly designed AI risks embedding bias, eroding stakeholder trust, and generating systemic failures. The analysis underscores the imperative for organizations to ensure transparent, value-aligned, and ethically robust AI governance, reminding us that corrupted code—whether in human ambition or machine logic—inevitably extracts its cost.

**Keywords:** *Algorithmic Accountability; Business Responsibility; Macbeth; Shakespeare.*

# “ The Moderating Role of Perceived Product Organicity on Masstige Product Consumption Intention: A Conceptual Framework ”

by

**Prof. (Dr.) Surajit Ghosh Dastidar** *Professor, EILM-KOLKATA, India*

**Prof. Chittresh Coomer** *Assistant Professor, EILM-KOLKATA, India*

**Abstract:** ‘Masstige’ refers to the concept of mass prestige, wherein prestige brands seek to leverage the growing purchasing power of middle-class consumers by positioning themselves within the ‘affordable luxury’ segment. To formulate effective marketing strategies, it is essential for marketers to understand the underlying motivators that drive purchase intention of masstige brands (PIMB). This study pursues two key objectives: first, to identify consumer characteristics that significantly influence purchase intention of masstige products; and second, to examine the role of product-related factors such as brand equity and perceived product organicity. Perceived product organicity encompasses attributes such as ‘organic,’ ‘eco-friendly,’ ‘green,’ ‘biodegradable,’ and ‘sustainable,’ which are increasingly associated with consumer health, wellbeing, and environmentally conscious behaviour. An exploratory survey conducted among masstige consumers identified five key consumer characteristics – conspicuousness, uniqueness, hedonism, extended-self, and price-consciousness – as significant predictors of PIMB. In addition, product-related factors were found to shape consumer willingness to adopt organically positioned masstige products, with brand equity – defined in terms of perceived quality and brand image – emerging as another critical determinant of purchase behaviour. These findings align with extant literature highlighting the central role of consumer traits and sustainability-oriented product features in influencing masstige consumption. Drawing on these insights, a conceptual model was developed, and hypotheses were formulated to examine the underlying motivators of masstige purchase intention.

**Keywords:** *Affordable Luxury; Green Marketing; Masstige Product; Perceived Product Organicity; Sustainable Consumption.*

# “ Prospects For Utilizing Technological Waste Generated From The Purification of Sulfurous Gases in Gas Fields and Their Targeted Application in Various Sectors ”

by

**Dr. Umida Ziyamukhamedova** *Tashkent State Transport University, Tashkent, Uzbekistan*

**Sevara Karimova** *Republican Specialized Scientific and Practical Medical Center for Therapy and Medical Rehabilitation, Uzbekistan*

**Jasurbek Nafasov** *Tashkent State Transport University, Tashkent, Uzbekistan*

**Shaozimova Umida** *Republican Specialized Scientific and Practical Medical Center for Therapy and Medical Rehabilitation, Uzbekistan*

**Turgunaliyev Elbek** *Tashkent State Transport University, Tashkent, Uzbekistan*

**Abdurakhimov Shokhjakhon** *Tashkent State Technical University Tashkent, Uzbekistan*

**Abstract:** This article examines the use of environmentally safe and recyclable materials in the modernization of railway infrastructure. Considering that the high CO<sub>2</sub> emissions and hydrophilic properties of traditional cement-based concretes limit their use in aggressive environments, the potential of hydrophobic and chemically stable sulfur-based concrete was investigated. In the study, compositions created from sulfur obtained from gas industry waste, stabilizers, basalt fiber, and nano-additives were analyzed using TGA/DTA and IR spectroscopy methods. The compressive strength, water absorption coefficient, thermal conductivity, and wear resistance of the samples were assessed under laboratory and industrial conditions. The results demonstrated that concrete made from sulfurous waste can be used not only as an alternative cement-free solution but also as an environmentally sustainable and long-lasting structural material for railway sleepers.

**Keywords:** *Co<sub>2</sub>; Emissions; Hydrophobicity; Modifier; Multifunctional Filler; Plasticizer; Railway Sleepers; Recyclable Material; Pitch; Sulfur; Ulfur Concrete.*

# “ Women Entrepreneurs and The Commercialization of Traditional Vietnamese Foods ”

by

**Ung Thi Phuong Thao** *Lecturer, Center of Project Design Education  
Ho Chi Minh City University of Economics and Finance, Vietnam*

**Abstract:** Traditional foods hold deep cultural and economic significance in rural Vietnam, where women have long been central to the preparation, preservation, and transmission of culinary knowledge. In recent years, many women have transitioned from producing household recipes for family consumption to commercializing these foods as market products. This literature review synthesizes current research on women entrepreneurs and the commercialization of traditional Vietnamese foods, focusing on the opportunities, barriers, and socio-economic impacts of this shift. Findings highlight that women play a dual role as economic actors and cultural custodians: they drive innovation in packaging, branding, and digital marketing while simultaneously safeguarding culinary heritage. However, persistent barriers—such as limited access to credit, food safety certification, marketing skills, and entrenched gender norms—constrain women’s ability to scale their enterprises. At the same time, enablers such as government initiatives (e.g., the One Commune One Product program), women’s cooperatives, NGO-led training, and emerging e-commerce platforms have expanded opportunities for rural women to access broader markets. Commercialization not only contributes to household income and community resilience but also raises critical questions about sustainability and authenticity in the commodification of cultural foods. The review identifies key research gaps, including the role of digital platforms in transforming rural women’s businesses, the experiences of ethnic minority women, and the long-term balance between heritage preservation and market adaptation. Addressing these gaps is essential to strengthen inclusive policies and support women entrepreneurs as agents of both economic development and cultural continuity in Vietnam.

**Keywords:** *Commercialization; Traditional Food; Women Entrepreneurs.*

# “ Multidimensional Impacts on Workers in The Gig Economy: A Systematic Literature Review ”

by

**Minh Anh Vu** *Master's student, Faculty of Sociology, University of Social Sciences and Humanities in Ho Chi Minh City, National University Ho Chi Minh City, Vietnam*

**Thi Thuc Duyen Nguyen** *Sociology and Social Work Department, Da Lat University, Vietnam.*

**Abstract:** Driven by digital technology, the gig economy is reshaping labor markets in developing Asian cities, where location-based workers – such as drivers, couriers, and domestic helpers – form a major share and play a key role in social and economic development. However, this flexible work model also brings many challenges, such as unstable income, unsafe working conditions, and limited access to social protection, which increase workers' vulnerability. These issues raise questions about whether gig workers can participate in and stay in this labor market sustainably. This study uses a systematic review with the PRISMA method, combined with qualitative content analysis, to explore the factors affecting gig workers in Asia. The results show that workers are affected by three main groups of factors: (1) platform technology and algorithms, (2) policies and legal frameworks, and (3) workers' own efforts to adapt and resist. These factors interact in complex ways, shaping both risks and opportunities. Based on the findings, the paper suggests policy measures to improve social protection, limit platform power, and promote a fairer and more sustainable gig economy. The goal is to reduce workers' vulnerability while supporting the contributions of location-based gig workers, ensuring their work is safer and more sustainable in the fast-changing digital labor market.

**Keywords:** *Gig Economy; Location-based Work; Labor Vulnerability; Systematic Literature Review.*

**JEL classification:** *J21*

# “ Role of Playful Work Design In Improving Employee’s Innovative Work Behavior – Case Study In Vietnamese Enterprises ”

by

**Ha Le Thu Hoai** *Deputy Director, Center of Project Design Education, Ho Chi Minh City University of Economics and Finance, Vietnam*

**Abstract:** This study investigates the role of Playful Work Design (PWD) in enhancing Innovative Work Behavior (IWB) among employees and teams in Vietnamese enterprises, with a particular focus on the mediating role of Leader-Member Exchange (LMX). Drawing on theories of positive organizational behavior, job design, and social exchange, the research explores how elements of fun and competition embedded in daily work tasks can stimulate creativity and innovation.

Findings reveal that PWD significantly and positively influences both employee and team IWB. Moreover, LMX mediates this relationship, suggesting that high-quality leader-member interactions enhance the effectiveness of playful work environments in fostering innovation. The study contributes to the literature by positioning PWD as a strategic managerial tool rather than merely a psychological construct, especially in the context of developing economies.

Practically, the research offers actionable insights for organizations aiming to boost innovation through workplace design and leadership development. Encouraging playful behaviors at work – when supported by strong leader-member relationships – can lead to higher engagement, creativity, and innovation outcomes.

**Keywords:** *Innovative Work Behavior; Leader-Member Exchange; Organizational Innovation; Playful Work Design; Vietnam.*

# “ The Impact of AI on Women’s Business Activities in Urban Vietnam ”

by

**Nguyen Thu Hao** *PhD program under ICCR scholarship at University of Kerala, India*

**Nguyen Duy Thai** *M.A, Research assistant, Journal editor in Institute of Sociology, Vietnam Academy of Social Sciences (VASS), Vietnam*

**Minh Anh Vu** *Master’s student, Faculty of Sociology, University of Social Sciences and Humanities in Ho Chi Minh City, National University Ho Chi Minh City, Vietnam*

**Dr. Bushra Beegom R.K.** *Associate Professor (MA, MPhil, PhD), Head of Department of Sociology, University of Kerala, India*

**Abstract:** In the context of rapid urbanization and the strong growth of digital technology in Vietnam, Artificial Intelligence (AI) is increasingly being applied in business operations, particularly for women who run small businesses or manage business projects in urban areas. Using the Social Construction of Technology (SCOT) framework, this study adopts a qualitative approach, collecting data through in-depth interviews and real-life observations to explore how social, cultural, and economic factors shape AI adoption among women entrepreneurs. The study is guided by three main research objectives: (1) to understand the extent to which women lack technical skills and knowledge about where to begin using AI; (2) to examine how time constraints affect their ability to participate in training or engage with new technologies; and (3) to investigate how the financial costs of technology platforms and expert services hinder AI access and use. The findings show that AI provides several practical benefits for women-led businesses, such as improving order management, automating customer service through chatbots, and analyzing user data to support sales strategies. Despite these advantages, challenges related to digital literacy, time availability, and financial capacity persist—particularly among small household businesses and micro-enterprises, where resources are often limited. These constraints highlight the importance of understanding AI adoption not only from a technical perspective but also through the lens of social context and lived experience. This study contributes to the growing body of literature on gender and digital technology by emphasizing how structural and everyday barriers shape the ability of women in urban Vietnam to engage with AI in meaningful ways.

**Keywords:** *Artificial Intelligence (AI); Social Construction of Technology; Urban Vietnam, (SCOT); Women Entrepreneurs.*

**JEL Classification:** *Z13*

# “ Cultural Integration and Social Cohesion Among UEF Students in Academic Settings ”

by

**Nguyen Duy Quang** *PhD., Head of Digital Economics,  
Faculty of Economics, Ho Chi Minh City University of Economics and Finance, Vietnam*

**Abstract:** As universities become increasingly multicultural, it is important for students' success and well-being that cultural integration promotes social cohesion. This study investigates the impact of five dimensions of cultural integration (intercultural awareness, intercultural contact, positive attitudes toward diversity, perception of openness, and engagement in cultural activities) on the social cohesion experienced by students at the Ho Chi Minh City University of Economics and Finance (UEF). Grounded in Deardorff's Intercultural Competence Framework (2006) and Earley and Ang's Cultural Intelligence Theory (2003), this research model links cognitive, affective, and behavioral aspects of intercultural interaction to students' sense of belonging, collaboration, and solidarity. Employing a quantitative survey of 354 UEF undergraduates, this study tested a multiple regression model to predict social cohesion. The predictors collectively explained 76.3% of the variance (Adjusted  $R^2 = .759$ ,  $p < .001$ ). Intercultural contact emerged as the most important factor ( $\beta = .665$ ), followed by positive attitude ( $\beta = .520$ ), cultural engagement ( $\beta = .313$ ), intercultural awareness ( $\beta = .198$ ) and openness perception ( $\beta = .179$ ). These results show how important direct intercultural experiences and positive attitudes are for building a strong learning community. These findings suggest that university administrators should establish structured intercultural workshops and peer-mentoring programs to foster significant cross-cultural interactions. Such initiatives promise to strengthen social solidarity and academic collaboration in diverse academic settings.

**Keywords:** *Cultural Integration; Higher Education; Social Cohesion; UEF.*

# CONCEPT SESSION (S10) PAPER PRESENTATION





Presents

**"Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence"**

## CONCEPT SESSION (S11)

[Hall: Grand Ballroom-2]



**Prof. (Dr.) R. P. Banerjee**  
Ideator & Convener of Asian Integration  
Initiative Series of Borderless Asia & Chairman  
& Director, EILM-Kolkata, India



**Dr. Nur Hidayat**  
Universitas PGRI Semarang  
(UPGRIS), Indonesia

# PAPER Presentations

Introduction by the Emcee:  
**Prof. Diya Banerjee, EILM-Kolkata, India**



### III Paper Presentation - 1:

*"The Impact of the Scor Model on the Efficiency of Supply Chains in Vietnamese Enterprises."*

by **Dr. Jeki Mediantari Wahyu Wibawanti**, Study Program of Animal Science, Faculty of Agricultural Science, Universitas Muhammadiyah Purworejo, Indonesia

### III Paper Presentation - 2:

*"Placing Humans at the Core: AI-Driven Productivity Improvements in Asian Organizations."*

by **Prof. Mithila Roy Bardhan (Deb)**, EILM-Kolkata, India

### III Paper Presentation - 3:

*"A Sustainability-Based Community Empowerment Model Using a Circular Economy Approach for the Management of Jeruk Coral Reef in Tegal, Central Java, Indonesia."*

by **Prof. Noor Zuhry**, Faculty of Fisheries and Marine Sciences, Universitas Pancasakti Tegal, **Dr. Dien Noviany Rahmatika**, Vice Rector of Academic Affairs, Universitas Pancasakti Tegal & **Dr. Yoga Prihatin**, Dean of Teacher Training and Education Faculty, Universitas Pancasakti Tegal, Indonesia

### III Paper Presentation - 4:

*"Digitalisation of Asian Culture: Paving the Path of Homogeneity among Asian countries."*

by **Prof. Sarmistha Dutta Roy**, EILM-Kolkata, India

### III Paper Presentation - 5:

*"Replacement of Fast Food and Introduction of Convenient Food can make a Healthier Active Society."*

by **Prof. Saswati Bhattacharya & Prof. Utshab Sinha Roy**, EILM-Kolkata, India

### III Paper Presentation - 6:

*"Technology and Ecology in the 21st Century: Towards a Responsible Digital Future."*

by **Prof. Sohini Pal**, EILM-Kolkata, India

### III Poster Presentation:

*"Cohesiveness, collaboration, Humanside of decision, Grassroot Concern, Collective Values, Creativity through Coordination."*

by **Ms. Srijaleena Saha, Ms. Shrijeet Mallick, Ms. Saheli Kuri, Ms. Ditipriya Das & Ms. Sreejani Mukherjee**, Students, EILM-Kolkata, India

### III Paper Presentation - 7:

*"Nurturing & Sustainability: Green pathway to Synergistic effect on HRM and Organizational Culture- A drive to Asianism in Hotel Industry."*

by **Prof. Abhijit Ghosh**, EILM-Kolkata, India

# “ The Impact of the Scor Model on the Efficiency of Supply Chains in Vietnamese Enterprises ”

by

**Dr. Jeki Mediantari Wahyu Wibawanti** *Study Program of Animal Science, Faculty of Agricultural Science, Universitas Muhammadiyah Purworejo, Indonesia*

**Abstract:** Effectively manage the supply chain with an important step forward model that enhances competitive advantages for businesses. Therefore, the research objective is to identify the components of the supply chain reference model (SCOR) including: Planning; Purchase; Manufacture; Distribution; Recall impacts supply chain efficiency. The study uses qualitative combined with quantitative methods, using 5-point Likert scale and linear structural model analysis (SEM) for analysis. The research results show that the SCOR model components such as planning, purchasing, production, distribution and collection have an impact on the efficiency of supply chain management, thereby helping enterprises to manage and operate the supply chain. appropriate solutions to enhance the competitiveness of enterprises.

**Keywords:** *Effective; Management; SCOR; Supply chain.*

**JEL:** *C67, D33, L25, M16.*

# “ Placing Humans at the Core: AI-Driven Productivity Improvements in Asian Organizations ”

by

**Prof. Mithila Roy Bardhan (Deb)** *Assistant Professor, EILM-KOLKATA, India*

**Abstract:** This study explores the role of human-centric Artificial Intelligence (AI) in enhancing organizational productivity across diverse Asian contexts. As AI technologies become integral to the digital transformation of workplaces, there is a growing emphasis on deploying AI systems that augment human capabilities while ensuring ethical, inclusive, and socially responsible outcomes. This research investigates how organizations in Asia—specifically in Singapore, South Korea, India, Japan, and China—integrate human-centric AI principles to drive productivity improvements. Employing a qualitative comparative case study methodology, data from organizational documents, expert interviews, and productivity reports were thematically analysed to uncover patterns and challenges in human-AI collaboration across diverse socio-cultural contexts.

Findings reveal that organizations adopting transparent and inclusive AI governance, such as Singapore’s multi-stakeholder frameworks and South Korea’s public-private partnerships, demonstrate significant efficiency gains and workforce satisfaction. Conversely, centralized governance models, such as in China, emphasize social stability but reveal potential tensions surrounding employee participation in AI oversight. India’s grassroots-driven AI applications illustrate how contextualized human-centric AI can optimize productivity in underserved sectors. Japan’s integration of AI governance with social welfare underscores ethical concerns unique to an aging society.

The study highlights key productivity benefits, including task automation, decision-making acceleration, and innovation facilitation. Yet challenges persist, notably workforce digital skill gaps, infrastructural limitations, and ethical governance complexities. This research advocates for culturally sensitive, adaptive governance, continuous digital literacy investment, and participatory change management to ensure AI technologies augment rather than replace human potential. These findings offer valuable insights for policymakers and organizational leaders seeking to harness human-centric AI to sustainably boost productivity while safeguarding ethical standards in Asia’s pluralistic workplaces.

**Keywords:** *AI Ethics; AI Governance; Asia; Digital Transformation; Human-Centric AI, Organizational Productivity, Workforce Empowerment.*

# “ A Sustainability-Based Community Empowerment Model Using A Circular Economy Approach for the Management of Jeruk Coral Reef in Tegal, Central Java, Indonesia ”

by

**Dr. Noor Zuhry** *Faculty of Fisheries and Marine Sciences, Universitas Pancasakti Tegal*

**Dr. Dien Noviany Rahmatika** *Faculty of Economics and Business, Universitas Pancasakti Tegal*

**Dr. Yoga Prihatin** *Faculty of Teacher Training and Education, Universitas Pancasakti Tegal*

**Abstract:** Coastal areas have high ecological and economic potential, but their sustainability faces threats from human activities and environmental changes. The Jeruk Coral Reef area in Tegal Regency, Central Java Province, Indonesia, is a conservation area with an important function as a fish sanctuary and a source of livelihood for coastal communities. This article discusses the integration of circular economy principles into the management of the Jeruk Coral ecosystem to enhance environmental sustainability and community welfare. The analysis results indicate that the ecological condition of the coral reef is still relatively good, with 40-50% live coral cover; however, institutional and social participation aspects remain weak. The application of the circular economy through the concepts of reduce, reuse, recycle, recover, and redesign can strengthen the ecological, economic, social, technological, and institutional dimensions. This approach is expected to create a sustainable and competitive coastal management system that provides economic benefits for the community without sacrificing the preservation of the marine ecosystem.

**Keywords:** *Coastal Management; Circular Economy; Jeruk Coral Reef; Sustainability.*

# “ Digitalisation of Asian Culture: Paving The Path of Homogeneity Among Asian Countries ”

by

**Prof. Sarmistha Dutta Roy** *Additional Chief Manager - Outreach, EIILM-Kolkata, India*

**Abstract:** Asia, referred to as the hub of culture, comprises of thousands of languages, religions and social customs. In recent years the continent is experiencing a paradigm shift where culture is blended with technology and stepping into a new avatar.

In this dynamic environment culture meets with technology and it's not only preserving our past but also restructuring our shared future.

From the festival of light Diwali in India to “Tet” new year of Vietnam, digital tools like social media platform and digital meeting platforms are available to access social customs and cultural treasures irrespective of their geographical position.

The process of digitalisation of culture has adopted some new terms like digital archives, streaming platform, are ensuring to preserve our cultural heritage and cross border exchange of local art, music, literature and film that also creates new space for broader audience.

So digitalisation as in the form of ‘cultural convergence’ spreads homogeneity among all nations of Asia.

Here technology influences culture and it shows how digitisation of local culture and can get the access to connect the other nations specially Asian nations where it's aligned to shared values and intercultural empathy .

Here it's a single fact that in an era of AI, we as Asian nations looking for an integrated platform where we can exchange our cultural values in terms of literature, film, drama, music and art in different medium and we also safeguard the diversity of culture, art and literature of regional authenticity by structuring cyber security framework by ASEAN community.

Several landmark digitally unified and versatile initiatives can pave the path of Asian homogeneity through mutual respect and shared Asian identity for the people of Asia.

**Keywords:** *Digital Archives; Intercultural Empathy; Regional Authenticity; Streaming Platform; Shared Asian Identity.*

# “ Technology and Ecology in The 21st Century: Towards A Responsible Digital Future ”

by

Ms. Sohini Pal Assistant Professor, EILM-Kolkata, India

**Abstract:** Technology is all around us. It has made life easier, faster, and more comfortable. From using mobile phones to travelling in electric vehicles, we rely on modern technology in almost every part of our life. But have we ever thought about how it affects nature? As we move forward with new gadgets and machines, we often ignore the hidden damage caused to our environment. One of the biggest problems is electronic waste, also known as e-waste. The relationship between technology and the environment is undoubtedly indisputable and quite complex, since, depending on how it is used, it can either harm or benefit our battered planet. As is well known, the degree of pollution is linked to a number of factors such as population growth, urbanisation, industrial development and the use of natural resources, among others. Changes in the way we live, population growth.

In 2025 Asia is projected to generate around 50% (30 million tonnes) of the global e-waste. While the continent has significant e-waste generation, formal recycling rates remain very low, with less than 1% of e-waste in Africa being formally recycled and only about 3-15% in some ASEAN countries. There is a global goal for a 60% collection and recycling rate by 2030, which would protect health and generate significant economic benefits.

## E-waste Generation in Asia (2025)

Asia produces the most e-waste of any continent, contributing about 50% of the global total, which is approximately 30 million tonnes. Global Target: The global goal, outlined in the Global E-waste Monitor, is to reach a 60% e-waste collection and recycling rate by 2030.

**"पृथ्वी संतरणात् संतु नः पुन्य पुन्येन वातः । पुन्येन अध्युष्ट पुन्य पृथ्वी पुन्येन संतु नः ॥"**

"Prithvi santaranat santu nah punya punyena vatah punyena adhyusta punya prithvi punyena santu nah".

**In English May the wind be our holy wind from the crossing of the earth May the holy earth be blessed with the holy grace of the Lord.**

Technology should not come at the cost of our environment. It is our duty to enjoy modern life responsibly and protect our planet for future generations.

**Keywords:** Asia renewable energy; Environmental Technology; E-waste; Sustainability.

# “ Nurturing & Sustainability: Green Pathway to Synergistic Effect on HRM and Organizational Culture- A drive to Asianism in Hotel Industry ”

by

**Prof. Abhijit Ghosh** *Assistant Professor, EILM-Kolkata, India*

**Abstract:** The Asian hospitality sector, a prominent driver of global resource extraction and ecological decline, is now more widely acknowledging the imperative driving force on integrating sustainability into its operational DNA. This conceptual contribution delineates the interdependent influence of Green Human Resource Management practices (GHRM) and Green Organisational Culture (GOC) in fostering the organisational resilience that revolved around Asianism of sustainability in the hospitality realm. The Green HRM initiatives, spanning from diligent personnel selection to thoughtful eco-oriented training initiatives, while sustainability-based performance evaluation and incentive drives, helps to mould the workforce accomplishments innumerable ways on concern paradigm of environmental manifestation of need for a prudent and resource optimisation management with entities of positive outcome. Parallel to preservation of environmental future, the Green Organisational Culture establishes an invasive ecosystem of shared convictions, norms, and principles that embed ecological accountability throughout the organisational strata. When these dimensions are purposefully aligned, they create a virtuous cycle of ecological awareness and adaptive capacity, enabling the crucial aspect of Asianism thought to the hospitality objectives to address climatic and regulatory challenges while maintaining the enduring market position. Anchoring the discussion in the Resource-Based View and Institutional Theory, the paper formulates a conceptual model demonstrating how the interplay of GHRM and GOC would generate resilience, foster organisational innovation, and yields concrete sustainability outcomes. It further delineates the principal enablers and impediments to this interplay within the hospitality milieu and articulates actionable recommendations for subsequent empirical scrutiny for redefining and shaping of informed policy. By harmonising human resource depicting cultural lenses, the analysis enriches the prevailing discourse on sustainability in hospitality, asserting that resilience transcends to reactive the crisis management; it consists of the anticipatory embedding of sustainable principles within the corporeal and symbolic architecture of the Asianism organisation.

**Keywords:** *Environmental sustainability; Green Human Resources Management; Green Organisational Culture; Hospitality sector; Organisational resilience.*

# CONCEPT SESSION (S11) PAPER PRESENTATION



**Poster Presentation:** by Ms. Srjaleena Saha, Ms. Shrijeet Mallick, Ms. Saheli Kuri, Ms. Ditipriya Das & Ms. Sreejani Mukherjee, Students, EILM-Kolkata, India





Presents

“Environment, Technology,  
Work, Life & Transactions:  
The Asian Focus for Global Emergence”

## VALEDICTORY SESSION (S12)

[Hall: Grand Ballroom-2]

# AWARDS, CERTIFICATE Vote of Thanks, Interaction

Closing Ceremony ||| Certificate Distribution by:



**Prof. (Dr.) R. P. Banerjee**  
Ideator & Convener of Asian Integration  
Initiative Series of Borderless Asia & Chairman  
& Director, EILM-Kolkata, India



**Mr. Naresh Pachisia**  
President, Bharat Chamber of Commerce,  
India



**Dr. Do Huu Nguyen Loc**  
Vice-President, University of Economics &  
Finance, Vietnam



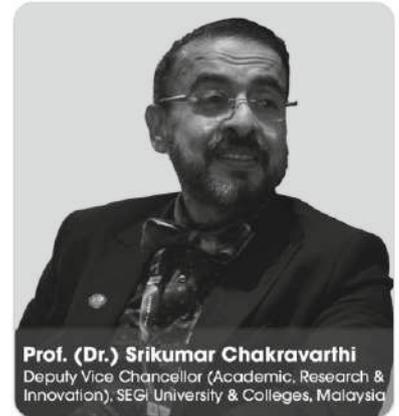
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**Asst. Prof. Dr. Nithima Yuenyong**  
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Thailand

## Vote of Thanks

By **Prof. Supriya Paul**, Chief Administrative Officer and  
Assistant Professor, EILM-Kolkata, India



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# Post Event Media Coverage

## EIILM-KOLKATA, INDIA

6<sup>th</sup> Chapter of "Asian Integration Initiative Series of Borderless Asia"

### "THE TELEGRAPH ONLINE"

#### The Telegraph *online*

Friday, 03 December 2025

HOME OPINION INDIA KOLKATA WORLD BUSINESS SPORTS MY KOLKATA ENTERTAINMENT GEOGRAPHY MORE

#### EIILM-Kolkata celebrates cross-border collaboration, academic research at Vietnam event

Dignitaries from Cambodia, Philippines, Singapore, Russia, Malaysia, Taiwan, Thailand, Vietnam, and India attended the event in Ho Chi Minh City

PROF. DR. K. R. SATHIJEY,  
Chairman & Director, EIILM-Kolkata, India



Dignitaries from Cambodia, Philippines, Singapore, Russia, Malaysia, Taiwan, Thailand, Vietnam, and India came together for a celebration of cross-border collaboration on 30 October 2025

### "AAJ KAL PATRIKA"

## আজকাল

কলকাতা ৭ অক্টোবর ১৪৩২ সোমবার ২৪ নভেম্বর ২০২৫ শহর সংস্করণ ৪.০০ টাকা ১২ পাতা পশ্চিম

### ভিয়েতনামে ইআইআইএলএম



সম্প্রতি ভিয়েতনামের হো-চি-মিন সিটিতে এশিয়ান ইনিশিয়েটিভ সিরিজ অফ বর্ডারলেস এশিয়া-র ষষ্ঠ চ্যাপ্টার সফলভাবে আয়োজন করল ইআইআইএলএম কলকাতা। এবারের আলোচনার বিষয়বস্তু ছিল 'পরিবেশ, প্রযুক্তি, কাজ, জীবন ও লেনদেন: বৈশ্বিক উত্থানের জন্য এশীয় ফোকাস'।

ইআইআইএলএম কলকাতা-র

চেয়ারম্যান ও ডিরেক্টর প্রফেসর আর পি ব্যানার্জির মস্তিষ্কসূত এবারের অনুষ্ঠানে ভারত ও ভিয়েতনামের পাশাপাশি কম্বোডিয়া, ফিলিপিন্স, সিঙ্গাপুর, উজবেকিস্তান, ইন্দোনেশিয়া, শ্রীলঙ্কা, মালয়েশিয়া, তাইওয়ান, থাইল্যান্ড, রাশিয়া, মঙ্গোলিয়া, পোল্যান্ডের মতো বিভিন্ন দেশের প্রতিনিধিরা অংশ নেন।

### "ANANDBAZAR ONLINE"

## আনন্দবাজার.com

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### ভিয়েতনামে অনুষ্ঠিত 'এশিয়ান ইন্টিগ্রেশন ইনিশিয়েটিভ'-এর ষষ্ঠ অধ্যায়, এক মঞ্চে একত্রিত হল গোটা এশিয়া

ভিয়েতনামের হো চি মিন সিটিতে 'ইআইআইএলএম-কলকাতা এশিয়ান ইন্টিগ্রেশন ইনিশিয়েটিভ সিরিজ অফ বর্ডারলেস এশিয়া'-র ষষ্ঠ অধ্যায় আয়োজন করোছল।

আনন্দবাজার ডট কম ডেস্ক

শেষ আপডেট: ২৫ নভেম্বর ২০২৫ ১৮:৫০



# Post Event Media Coverage

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6<sup>th</sup> Chapter of "Asian Integration Initiative Series of Borderless Asia"

### "SANMARG"

#### वियतनाम में एशियाई एकीकरण सम्मेलन

सीमाहीन एशिया पहल के छठे अध्याय का आयोजन

**केडी पार्थ, सम्यार्ग संवाददाता**  
कोलकाता : ईआईआईएलएम-कोलकाता ने 30 अक्टूबर को वियतनाम के हो ची मिन्ह शहर में सीमाहीन एशिया की एशियाई एकीकरण पहल श्रृंखला के छठे अध्याय की मेजबानी की। इस ऐतिहासिक सम्मेलन का आयोजन जेडब्ल्यू मैरियट होटल एंड सूट्स साइगर्ग में हुआ, जिसका विषय था: पर्यावरण, प्रौद्योगिकी, कार्य, जीवन और लेन-देन: वैश्विक उदभव के लिए एशियाई फोकस।

**सम्मेलन के मुख्य वक्ता :**  
वियतनाम के हो ची मिन्ह शहर में भारत के महावाणिज्य दूतावास के महावाणिज्यदूत महेश चंद गिरि ने पहला मुख्य भाषण दिया। साथ ही, यूईएफ वियतनाम के उपाध्यक्ष डॉ. दो ह न्युयेन लोक, भारत चैंबर ऑफ कॉमर्स के अध्यक्ष नरेश पचीसिया और अन्य प्रतिष्ठित नेताओं ने भी अपने विचार साझा किए।

**प्रतिष्ठित गणमान्य व्यक्तियों के विचार :** स्टेला लाउ काह वाई



(SEGi विश्वविद्यालय, मलेशिया), प्रो. (डॉ.) श्रीकुमार चक्रवर्ती (SEGi विश्वविद्यालय, मलेशिया), मनीष त्रिपाठी (मबलैट रॉक्स वीसीसी फंड, सिंगापुर), प्रो. (डॉ.) सेल्वराज ओय्यान पिल्ले (दिवनटेक इंटरनेशनल यूनिवर्सिटी, मलेशिया) ने अपने विचार रखे।

**'गीता फॉर वर्क एंड लाइफ' का विमोचन :** सम्मेलन का एक प्रमुख आकर्षण प्रो. (डॉ.) आर. पी. बनर्जी द्वारा लिखित पुस्तक गीता फॉर वर्क एंड लाइफ का वैश्विक विमोचन था, जो अंतरराष्ट्रीय दर्शकों से उत्साहजनक प्रतिक्रिया प्राप्त हुआ।

**नई साझेदारियाँ और समझौते**  
ईआईआईएलएम-कोलकाता और यूईएफ, वियतनाम के बीच एक

महत्वपूर्ण एमओयू पर हस्ताक्षर हुए। इसी तरह, दिवनटेक इंटरनेशनल यूनिवर्सिटी कॉलेज ऑफ टेक्नोलॉजी, मलेशिया के साथ भी एक समझौता ज्ञापन पर हस्ताक्षर किया गया। ईआईआईएलएम-कोलकाता के प्रो. (डॉ.) आर. पी. बनर्जी ने समापन भाषण में कहा, यह पहल केवल एक सम्मेलन नहीं, बल्कि एशिया की सामाजिक सद्भावना और सामूहिक ज्ञान को बढ़ावा देने का माध्यम है।

**शैक्षिक कूटनीति को बढ़ावा**  
महावाणिज्य दूत डॉ. विश्रा पांडे ने सम्मेलन-पूर्व यंत्रिभोज में ईआईआईएलएम-कोलकाता की भारत और दक्षिण-पूर्व एशिया के बीच शैक्षिक कूटनीति को आगे बढ़ाने के लिए सराहना की।

### "SANMARG ONLINE"



एशियन इंटीग्रेशन इनिशिएटिव श्रृंखला के 6<sup>वें</sup> अध्याय की मेजबानी की EIILM-कोलकाता ने



विशिष्ट मुने से आर गणमान्य व्यक्ति एक समूह परियोजना के लिए सादर — प्रो. (डॉ.) आर. पी. बनर्जी की 'गीता और परियोजना' उपकृतता की धारणा की प्री-प्रस्तुति करने हुए

**कोलकाता :** सीमाहीन सहयोग और अकादमिक शोध के अद्वितीय उत्सव के रूप में, EIILM-कोलकाता ने वियतनाम के हो ची मिन्ह सिटी में बॉर्डरलेस एशिया की एशियन इंटीग्रेशन इनिशिएटिव श्रृंखला के 6<sup>वें</sup> अध्याय का सफल आयोजन किया।

**JW मैरियट होटल एंड सूट्स साइगर्ग** में आयोजित इस अंतरराष्ट्रीय सम्मेलन का विषय था — "पर्यावरण, प्रौद्योगिकी, कार्य, जीवन और लेन-देन: वैश्विक उदभव के लिए एशियाई दृष्टि।"



विचार और वियतनाम में (डॉ.) आर. पी. बनर्जी द्वारा की गई

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# Glimpses of Previous Chapters of ‘Asian Integration Initiative Series of Borderless Asia’

## 5<sup>th</sup> CHAPTER

“TRANS-ASIAN INTEGRATION OF INDUSTRY, BUSINESS AND COMMERCE”  
at Hotel Pullman, Kuala Lumpur City Centre (KLCC), Malaysia on January 06, 2024



## 4<sup>th</sup> CHAPTER

“TRANS-ASIAN MARKETING CONCLAVE”  
at Novotel on Siam Square, Bangkok, Thailand on November 03, 2022



## 3<sup>rd</sup> CHAPTER

“LEADERSHIP FOR EMERGING ASIAN BUSINESS: THE KNOWLEDGE AND TECHNOLOGY DIMENSION”  
at Bhasa Bhawan, National Library, Kolkata, India on February 08, 2020



## 2<sup>nd</sup> CHAPTER

“ASIA INTEGRATION-TOWARDS CREATING A HOMOGENEOUS ASIAN MIND”  
at Hotel Novotel Clarke Quay, Singapore on October 15, 2019



## 1<sup>st</sup> CHAPTER

“BUSINESS IN BORDERLESS ASIA - THE HURDLES, POSSIBILITIES AND PROSPECTS”  
at Hotel Novotel Platinum, Bangkok, Thailand on October 13, 2018



Presence of Consul

# Mr. Mahesh Chand Giri

Consulate General of India, Ho Chi Minh City, Vietnam

In **Environment, Technology, Work, Life & Transactions:**  
**The Asian Focus for Global Emergence**

6<sup>th</sup> Chapter of **Asian Integration Initiative Series**  
of **Borderless Asia**



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Ideator & Convenor: **Prof. (Dr.) R. P. Banerjee**, Chairman & Director, EIILM-Kolkata

**Overall Coordination : Global Outreach Team**



Dr. Sanchita Saha



Prof. Diya Banerjee



Dr. Jayanta Saha



Prof. Torsha Maitra



Prof. Priyannita Bose



Mr. Shanti Gopal Hazra

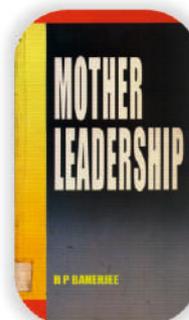
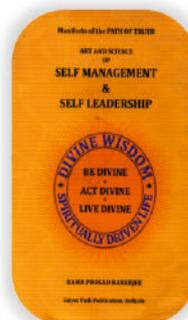
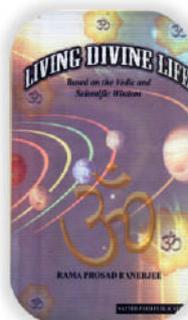
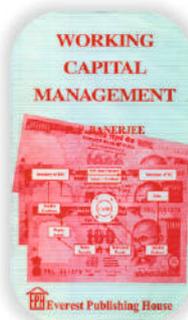
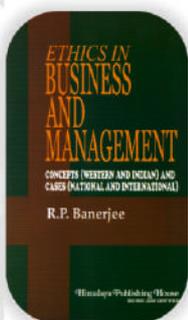
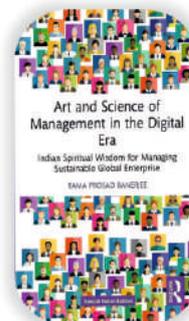
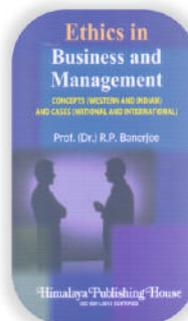
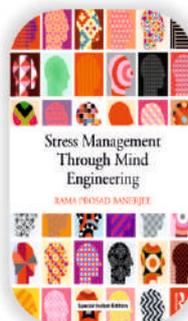
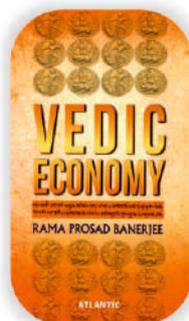
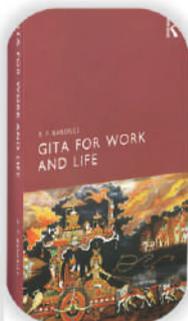


Prof. Supriya Paul  
Travel & Coordination



Mr. Tamal Jyoti Chakraborty  
Finance

**Highlight of BOOKS authored by Prof. (Dr.) R. P. Banerjee**



5<sup>th</sup> Chapter

**“Trans-Asian Integration of Industry,  
Business and Commerce”**

at Hotel Pullman, Kuala Lumpur City  
Centre (KLCC), Malaysia  
on 6<sup>th</sup> January, 2024



4<sup>th</sup> Chapter

**“Trans-Asian Marketing Conclave”**

at Novotel on Siam Square,  
Bangkok, Thailand  
on 3<sup>rd</sup> November, 2022



3<sup>rd</sup> Chapter

**“Leadership for Emerging Asian Business:  
The Knowledge and Technology Dimension”**

at Bhasha Bhawan, National Library  
Kolkata, India  
on 8<sup>th</sup> February, 2020



2<sup>nd</sup> Chapter

**“Asian Integration - Toward Creating  
a Homogeneous Asian Mind”**

at Hotel Novotel,  
Clarke Quay, Singapore  
on 15<sup>th</sup> October, 2019



1<sup>st</sup> Chapter

**“Business in Borderless Asia - The  
Hurdles, Possibilities and Prospects”**

at Hotel Novotel, Platinum Pratunam  
Bangkok, Thailand  
on 13<sup>th</sup> October, 2018



**Eastern Institute for Integrated Learning in Management, Kolkata, India**

DN-9, Sec-V, Salt Lake City, Kolkata - 700091

+91 9163393615 / 9163368679 / 9163393693

www.eiilm.co.in globalconnect@eiilm.co.in eiilmkolkata69

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