



NEWSLETTER

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Editorial

Who would even guess that this was a semester when we were all cramped for time because of the Eid holidays as well as the upcoming national elections? As the following pages testify, East West University was abuzz with activities despite the midterms and final examinations and the truncated weekends.

Indeed, this was a semester for conferences, competitions, campus presentations and club activities. We are also proud to record the significant increase in faculty publications and conferences presentations.

These pages, in fact, explain why we are consistently rated so high among universities of Bangladesh – we are a university devoted completely to scholarship, research and mental development. Let's hope we will become even more dynamic in 2009.



Freshers' Reception Held for Fall 2008

East West University (EWU) accorded a reception to the freshers admitted in Fall 2008 at the university auditorium on 3 September 2008. A total of 380 students get enrolled in different disciplines at the undergraduate level in the Fall 2008 semester.

Dr. Rafiqul Huda Chaudhury, President (Acting), Board of Directors of EWU, attended the program as the chief guest. He observed that East West University offers quality education, and therefore newly admitted students were fortunate to have the opportunity to study at EWU. What they had to do now was to utilize the opportunities offered here.

EWU Vice Chancellor Prof. Mohammed Sharif advised students to be serious about their studies while developing their characters. He also emphasized that they should strictly abide by the rules and regulations of the University.



Graduate Orientation at East West University

East West University accorded a gala reception to its freshers in different graduate programs under the Fall Semester 2008 at the university auditorium on 4 September 2008.



Professor Mohammed Sharif, Vice Chancellor of EWU, East West University, graced the occasion as the Chief Guest, while Professor Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics and Chairperson, Department of Business Administration, chaired the session. Commenting on EWU's current position as the number one private university of Bangladesh, the Chief Guest told newcomers to excel in quality and avail the opportunities offered by the university to make them fit to serve in the job market efficiently and professionally.

A total number of about 193 students enrolled in the graduate programs in Executive MBA, MBA, MBM, MA in English, Masters in Development Studies, MS in Telecommunications Engineering and MS in CSE in the Fall 2008 Semester.

The Coordinator of Graduate Studies (MBA, EMBA & MBM), Professor Nazrul Islam welcomed the new students of graduate programs. He also urged the students to be serious about developing their inner quality to enrich knowledge and character simultaneously. The Registrar of EWU, Colonel Shah Murtoza Ali (Retd), also spoke on this occasion.

Dr. Nazrul Islam has been Elected as General Secretary of GBMF, USA

Professor Nazrul Islam has been elected as the General Secretary of Global Business and Management Forum (GBMF). The



GBMF is registered in USA and headquartered in University of Nebraska at Omaha. It seeks to provide a forum for dialogue, collaborative teaching and research, and knowledge sharing among the academic, practitioners, and regulatory bodies involved in business and its management, and related fields throughout the world for the benefit of global business and for the ultimate

benefit of human beings as a whole. The First International Conference of Global Business and Management Forum was held in November 7-8, 2008 in Gurgaon, India. Professor Islam chaired a session titled "Ethics and Corporate Social Responsibility" of the conference. Forty papers were presented by delegates from five nationalities of the world in nine different sessions of the conference. The conference was jointly organized by Pearl School of Business, Gurgaon, and GHS-IMR Kanpur of India. A group of faculty members and graduate students of EWU attended the conference.

Dr. Humayun Kabir Chowdhury Appointed Coordinator, Student Welfare Activities

Dr. Humayun Kabir Chowdhury joined East West University as Professor on May 5, 2008. In addition to his present faculty position, he was appointed Coordinator, Student Welfare Activities, on June 22, 2008.



Dr. Chowdhury obtained his M.B.A and Ph. D from Yokohama National University, Japan. He was an Associate Professor of Marketing in the School of Business at North South University before he took up his current position in the Department of Business Administration at East West University.

Before joining NSU in the beginning of 2007, Dr. Chowdhury served in the Department of Marketing, Rajshahi University for about 15 years. He has been a Research Fellow of Japan Society for the Promotion of Sciences (JSPS), Japan.

He has published more than 30 research articles in reputed journals and as conference proceedings.

EWU Faculty Members Wins the Best Paper Award in GBMF Conference

A paper titled "Communication Skills of the Business Executives of Local Private Business Concerns in Bangladesh" coauthored by Dr. Nargis Akhter, Ms. Sardana Islam Khan and Mr. Kamrul Hassan has received the GBMF UN OMAHA Best Paper Award at the First International Conference of Global Business and Management Forum (GBMF-08). The conference was organized and hosted by Pearl School of Business (PSB), Gurgaon, India on 7-8 November, 2008.

The authors of the paper are all from EWU's Department of Business Administration. At the Conference, the paper was presented by Mr. Kamrul Hassan. It was highly acclaimed by the evaluators. East West University had a very strong presence at the GBMF Conference. Six research papers written by faculty members and students of EWU, were presented at the conference.



The authors (from right) Dr. Nargis Akhter, Ms. Sardana Islam Khan and Mr. Kamrul Hassan with the Award



Mr. Kamrul Hassan receiving the award from Prof. Ziaul Huq, President, GBMF

EWU Organizes 2nd International Conference on "Democracy, New The World Order and English Studies"

The Department of English at the East West University organized a conference on "Democracy The New World Order and English Studies" on 12th and 13th December, 2008. The two-day conference hosted eminent scholars and researchers from home and abroad to deliberate on significant issues related to democracy, politics, and English studies in the postcolonial world of today. Scholars, literature and language experts from the United States of America, India, Malaysia, and Bangladesh participated in the conference.

A total of 54 papers were read out in 13 sessions spread over a period of two full days. Noted scholars, discussants and participants, such as Professor William Pederson from the United States and Piyush Raval, Shivani Biswas, and Shivashis Biswas from India participated in the conference to share their ideas of democracy and its relevance to English studies in the age of globalization. About 40 participants from different public and private universities of Bangladesh also delivered paper presentations, workshops, and panel discussions in the conference. Also, a number of EWU graduate and undergraduate students participated in the conference as paperpresenters. Although the conference was held immediately after the Eid vacation, the enthusiasm it generated was evident from the large number of participants.

The Conference was inaugurated by Professor Mohammad Sharif, Vice Chancellor of East West University. Mr. Jalaluddin Ahmed, President, Board of Directors, East West University attended the session as special guest and Dr. Nazrul Islam, Chairman, University Grants Commission was present as the chief guest. Professor Syed Manzoorul Islam from Dhaka University presented the keynote paper.

The inauguration ceremony of the conference started off at 9 am on a fine morning in the University auditorium. The venue was tastefully decorated with banners, placards, and colorful festoons in line with the theme of the conference. A book stall was also set up for book lovers.

The Inaugural Ceremony was presided over by Mr. Harunur Rashid Khan, the Chair of the English Department of East West University. Mr. Khan welcomed the paper presenters, panel discussants and the audience in the inaugural ceremony. Emphasizing the conference theme Professor Mohammad Sharif thanked the English Department for "attempting to explore the workings of democracy in Literature, Language, Linguistics, and Media studies." Dr. Nazrul Islam emphasized the importance of English in this part of the world and the need for a journal containing research articles published from Bangladesh. Professor Syed Manzoorul Islam's wonderful key-note speech covered different issues of English studies in the present world. He came to deliver his speech after Professor Fakrul Alam had introduced him as a scholar who has multifarious talent, in terms of creativity, eloquence, academic activities and cultural analysis. Dr. Islam started

his speech by talking about the nexus between power and knowledge everywhere. He said: "In the 1960s the dominant texts were Eurocentric, but English studies is now moving towards cultural studies, gender studies and theory." In order to improve English studies in Bangladesh he suggested rote learning has to be discouraged and local sensibilities and realities have to be represented in the class instead of examples from foreign culture.

The next session consisted of paper presentations on various topics related to the theme of "Democracy 'The New World Order' and English Studies". Several issues were dealt with and the presenters took on critical and interesting perspectives on issues such as Globalisation, Democracy, Imperialism and the Nation States, Languages of the Indigenes. Rubana Haq, for example threw light on post 9/11 literature.

Piyush Raval, a lecturer in the Department of English, Sardar Patel University, Gujarat, India talked on "Third World Literary Studies and Globalization". These sessions conducted by eminent scholars were invigorating and valuable for participants who also expressed their own notions and views in the question-answer session. Exploration of diverse fields like Film, Media, Language, Gender, Classroom Teaching, Culture, Language Policy and Politics was an intensive experience for everyone. Dr. Arifa Rahman presented the first plenary paper of the conference on "The Politics of English Language Policy and Education in Bangladesh" A Creative Writing Session was also held in the last session of the first day, which was an inspiring and spectacular session for the sheer presence of the galaxy of creative minds on the stage. The audience in this session was greatly entertained by the participants. Dr. Kaiser Haq, a renowned poet from Bangladesh, Professor of English, University of Dhaka, and Adjacent Faculty, EWU, chaired this session. Among the participants were Professor Niaz Zaman, Professor Syed Manzoorul Islam, Professor Razia Sultana, Shabnam Nadia, Theotonius Gomes, et al.

The stage was reignited on the second day by Dr. Fakrul Alam who presented a paper on "The Commodification of English Studies in Bangladesh" in the second plenary session. This subject generated a lot of interest among the audience. In his paper Dr. Alam in this session dealt with questions about the role of organizations like British council in commodifying English Studies in Bangladesh. Next, fascinating views on democracy and the future were put forward jointly by Hasan-Al Zayed, a senior Lecturer in the



Professor Nazrul Islam, Chairman, University Grants Commission of Bangladesh are seen addressing at the conference.

Department of English, East West University and Dr. William D. Pederson, American Studies Chair in the School of Liberal Arts, Louisiana State University at Shreveport. They focused on "Democracy in the 21st Century: What Lincoln and Marx can teach us but we are not ready to learn". A parallel session on "Lincoln and Gandhi: Democracy in South Asia" also attracted much attention. Manzur Alam, a senior lecturer in the Department of English, East West University presented a paper on "Democracy's Captain and Mahatma: Morality and Human Rights". Dr. Zakir Hossain Raju, Senior Lecturer of Communication and Cultural Studies at Monash University, Sunway campus, Malaysia presented a paper on "Islam and the Politics of Cinematic Representation: Film and Identity in Malaysia and Bangladesh".

Other sessions on CLT/ELT show-cased Akhtar Jahan, a Senior Lecturer in the Department of English, Daffodil International University, and Qumrul Hasan Chowdhury, a lecturer of English at American International University Bangladesh. Their papers offered insights into Teaching Global English at the Tertiary Level in Bangladesh. Quaisar Bhuiyan, a Doctoral candidate in English at Jahawarlal Nehru University in Delhi, India and a former Lecturer in the Department of English, North South University threw light on "The Death Knell of Postmodernism: 9/11 and the Golden Rule of Identity Studies".

There was a panel discussion on "Theorizing Globalization: the Spectral and the Material" in the concluding session of the conference. The presenters were Afzar Hussain, visiting professor, North South University and Oklahoma State University. His paper focused on "The Late Imperial Logic of Capitalism: The Spectral and the Material". Melissa Hussain, lecturer in the Department of English at Oklahoma State University and a doctoral candidate in American Studies at Washington State University deliberated on "Going Places: US Imperialism Gone Global". This session mesmerized the audience.

The closing ceremony was attended by all presenters and participants. The event was highly appreciated by all. This is the second time the Department of English hosted an international event of this kind. It hopes to organize many more such events in the years ahead. The whole event was coordinated by Dr. Shahriar Haque, an Assistant Professor in the Department of English, East West University.



(From Left to Right) Professor Syed Manzoorul Islam, Mr. Jabuluddin Ahmed, President of EWU, Mr. Harunur Rashid Khan, Chairperson, Department of English, Professor Mohammed Sharif, Vice Chancellor of EWU are seen in the picture.

Australian Leadership Award Scholarship

Ms. Sardana Islam Khan, Senior Lecturer of EWU has recently been awarded the prestigious Australian Leadership Award (ALA) Scholarship that aims to provide high-quality education in Australia to current and future leaders in the Asia-Pacific region. ALA Scholarships are offered to citizens of selected countries in the Asia-Pacific region who display leadership potential and academic ability.

Selection is undertaken competitively across the region, with Australian overseas posts (Embassies, High Commissions) playing a leading role in managing the application and in the short-listing processes. Final selections are made by an interdepartmental selection panel in Canberra. Sardana was one of the thirteen awardees selected this year. She has been awarded a full scholarship to enter the Doctor of Philosophy program in the field of Human Resource Management in La Trobe University, Australia. On successful completion of the program, she is expected to join an elite group of scholars who have been identified as having the capacity to contribute to the development of their home country and the Asia-Pacific region.

EWU Team Become the Champion of the 1st Cisco SAARC Skill Competition

Mr. M. A. Jobayer Bin Bakkre, Lab Officer (VLSI) Computer Laboratory of the Department of Electrical and Electronic Engineering of East West University and his 4-member team has become champion of the "1st Cisco SAARC Skill Competition: Cisco SAARC NetRiders", recently held in Bangalore, India. The first ever South Asia regional networking competition known as the SAARC NetRiders, was held on the 26 November 2008 and was organized by Cisco Systems Inc. The competition brought in 36 teams from 6 countries in South Asia. EWU congratulates Mr. Jobayer and his team members on their excellent accomplishment.



The first CISCO batch begins on 15 January '09

East West University (EWU) has become the Cisco Local Academy to produce Cisco experts to meet local job market requirements. Cisco has chosen East West as their local academy since East West University has been ranked among the leading private universities in Bangladesh with respect to quality of teaching, lab, research and academic staff. With the aim of producing best quality Cisco experts, EWU will offer the Cisco Course and the first batch will start classes on January 15, 2009.

Website: <http://www.ewubd.edu/exweb/cisco>

Workshop on "Globalization and Supply Chain Management" held at East West University



The Department of Business Administration, East West University, organized a daylong workshop on "Globalization and Supply Chain Management" on 13 October 2008 at the University Auditorium. Professor Salahuddin Ahmed Khan, Chief Executive Officer of the Dhaka Stock Exchange Limited was the Chief Guest of the workshop, Professor Ahmed spoke in depth on "Globalization and Supply Chain Management" in the context of Bangladesh. The workshop was presided over by Professor Mohammed Sharif, Vice Chancellor, East West University. Dr. Shams Rahman, Associate Professor of Supply Chain Management & Director, Logistics & Supply Chain Program, School of Management, RMIT University, Australia was the resource person. Professor Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics and Chairperson of the Business Administration department, gave the welcome address at the workshop.

Twenty-six participants from organizations such as Square Pharmaceuticals Ltd., Youth Group, Sanofi-Aventis



Bangladesh Ltd., AKTEL, Ejab Group, Alliance Fiberglass Ltd., Freelance Consultant, representatives from the Dhaka Stock Exchange Limited and faculty members from the different public and private universities took part in the workshop. The event enhanced their knowledge and experience in the field of supply chain management.

Roundtable Discussion on "Development of National Network of Academics in the Field of Production, Quality, Logistics & Supply Chain Management in Bangladesh" held at East West University



The Department of Business Administration, East West University organized a roundtable discussion on "Development of National Network of Academics in the Field of Production, Quality, Logistics & Supply Chain Management in Bangladesh" on 14 October 2008 in the conference room of the University. Participants deliberated on production, quality, logistics and supply chain management. Academics from different public and private universities and professionals of various renowned organizations shared their views on the occasion.

Professor Tanbir Ahmed Chowdhury, Dean, Faculty of Business and Economics and Chairperson of the Business Administration Department presided over the event. Dr. Shams Rahman, Associate Professor of Supply Chain Management & Director, Logistics & Supply Chain Program, School of Management, RMIT University, Australia was the resource person.



World AIDS Day Observed at East West University

East West University observed World AIDS Day in the campus with the assistance of UNFPA on 1 December 2008. The program started at around 11 am with a colorful rally circling the campus. Mr. Jalaluddin Ahmed, President, EWU Board of Directors, inaugurated the rally. Professor Dr. Mohammed Sharif, Vice Chancellor, Mr. Ahmed Farooque, Executive Director Chesta & HIV/AIDS Focal Point Rotary International District 3280, senior faculty members, all the clubs and many students participated enthusiastically, carrying festoons and banners and wearing T-shirts with embedded slogans for the event Lead-Empower-Deliver and red ribbons, the universal symbol of the battle against AIDS.

A day-long signature campaign was induced by the president immediately after the rally was over.

The rally was followed by an awareness-raising seminar held at the auditorium. Mr. Jalaluddin Ahmed, President of the Board of Directors, was the chief guest and Mr. Aly Zaker was the special guest. Mr. Ahmed Farooque, the keynote speaker, delivered an informative speech on the occasion. All the speakers focused on the various ways AIDS spread and suggested that it was easy to prevent whereas impossible to cure. Mr. Aly Zaker emphasized on dialogue between friends, family members and everyone we know. A documentary movie was produced for this purpose by a EWU student and shown to the audience at the end of the program.

This year's main theme for this day stressed on the idea of creating awareness to Lead-Empower-Deliver. Programs like these serve the purpose by involving future leaders of the society in the process of generating mass awareness about the deadly disease.



EWU Team becomes 1st Runner Up in Battle of Minds 2008

A EWU Team consisting of Ms. Naveen Ambareen, Ms. Raisa Chowdhury (undergraduate students of BBA) and Mr. Md. Tasmim Zahid Anwar and Mr. Zahidul Naim Zakaria (undergraduate students of Economics) became the 1st Runner Up in "BATB Battle of Minds 2008."



A celebration to fete the BOM team of EWU was held on 8 Nov' 2008 at 3:00 p.m. at EWU Auditorium. Mr. Jalaluddin Ahmed, President, Board of Directors, EWU was the chief guest and Dr. Mohammed Sharif, Vice Chancellor, EWU, was the Program Chair of the event.

Dr. Tanbir Ahmed Chowdhury, Professor & Chairperson, BBA, Dr. Kamrul Hasan, Pro VC, Colonel Shah Murtoza Ali (Retd), Registrar, Prof. Dr. Anisul Haque, Dean, Faculty of Science & Engineering & Chairperson, Dept. of EEE Mr. Harunur Rashid Khan, Assistant Professor & Chairperson, Dept. of English, Prof. Dr. Md. Abdul Hye, Mr. S I Nusrat A Chaudhury, Associate Professor of Business Administration and Head of Career Counseling Center, Dr. Abdus Sattar, Associate Professor, Mr. Mohammad Abdur Razzak, Senior Lecturer, Mr. Mahmud Zubayer, Assistant Professor, Mr. Mamunur Rashid, Senior Lecturer, Mr. Md. Farhan Faruqui, Lecturer, Mr. Mohammad Iftekharul Huq, Senior Lecturer, Mr. Ahmed Tancem Muzaffar, Senior Lecturer, Mr. Md. Lutfur Rahman, Senior Lecturer and other faculty members and around 300 other people were present.

Mr. Omar Faruq, Assistant Professor, Business Administration and Deputy Director, Career Counseling Center took part in the program.

EWU congratulates its winning team members and thanks all students who participated in the competition. It hopes that the students will make every effort to achieve similar or better success in all spheres of their life. The university is grateful to faculty members and staff of the Department of Business Administration, Department of Economics, and Career Counseling Center who gave their valuable time and effort during the selection, training and preparation period of the student participants. Special thanks to BATB and its officials for organizing an event like this one for nurturing blooming talents of our country and inculcating in them the value of team work and giving them the feel of the corporate world.

News from English Department

The English Department published a wall magazine last semester, Fall 2008. There was an overwhelming response from the students to the wall magazine. Mr. Harunur Rashid Khan, Chairperson, Dept. of English, took the initiative to present the magazine. Students like Sarah, Enayet, Rezwana, Tasnuva from different semesters of the English department worked hard to put up the magazine. Sonia Sharmin, Lecturer, Department of English, coordinated the whole process.

AIT Delegation Meet Vice Chancellor, East West University

A 3-member delegation headed by Dr. Khin Ni Ni Thein, Vice President for Development and Resources, Asian Institute of Technology (AIT), Engineer Syed Monzur Husain Bokhari, Director, Design Planning & Management Consulting Ltd and President, Alumni Association of AIT, Bangladesh Chapter, and Mr. Tauhidul Anwar Khan, Member, Indo-Bangladesh Joint Rivers Commission, Ministry of Water Resources, Government of Bangladesh visited East West University on 1 January 2009. They discussed about the exchange programs of students and faculty members between EWU and AIT in different Undergraduate and Graduate Programs.

AIT is a renowned seat of learning for higher studies. AIT offers quality education in various schools of Business, Engineering, Science and Technology, etc. It is an excellent institution for research. The members of the delegation also exchanged their views regarding academic collaboration, scholarships programs for students and fellowships for faculty members.

Professor Mohammed Sharif, Vice Chancellor, East West University, shared his views on behalf of East West University. He also highlighted EWU's capacity and resources to accomplish the above-mentioned programs. Dr. Nazrul Islam, Professor and Coordinator, Graduate Studies (MBA, EMBA & MBM), Department of Business Administration was also present in the meeting.



A Budding Scholar from EWU

Md. Atiqur Rahman Sarker, MBA student and Graduate Teaching Assistant of EWU has got full scholarship in UK to Study Masters in Human Resource Management at University of Westminster, London for the session beginning January-2009. He has completed BBA and MBA from EWU where he also worked as Student Worker and Graduate Teaching Assistant at Department of Social Science. Recently, he participated in Global Business and Management Forum (GBMF)-2008 Conference held at Pearl School of Business, Gurgaon, India in November 7-8, 2008 which was funded by EWU. GBMF is a USA based academic forum that explores excellence in innovative business management process as well as entrepreneurial development. This is the platform where people from business arena can learn how to be successful in

management as well as in business. Mr. Sarker presented a research paper titled "An Overview of Restaurant Entrepreneurship in Bangladesh" at the GBMF-2008 conference. In addition he was selected as a delegate from Bangladesh for "Education without Border" (EWB)-2009 conference held on March, 2009 in Dubai, UAE which is an international Student Forum. He will present an innovative business proposal titled on "Impetus Hi-Tech Digital Depot" at EWB-2009 conference which is basically a digital archive center that will provide information for different companies according to their needs. He wants to specialize in Business Entrepreneurship and become a good scholar.



Md. Atiqur Rahman Sarker is seen on left with the GBMF participants

Workshop: Advance Linux Networking via an ISP

Telecommunications Club of East West University has successfully organized a workshop on "Advance Linux Networking via an ISP" on 27th October, 2008. The program was held in the ICS lab, which is equipped with adequate facilities. The whole program was facilitated by Mr. Sarwar Jahan, an ISP setup specialist. He is the technical advisor in AUST (Ahasanullah University of Science & Technology) and also Instructor, Engineers Institute of Bangladesh (IEB)-Rajshahi. The objective of this workshop was to illustrate the implementation of advance Linux network to configure and maintain an ISP. Students from different departments took part in the workshop. About fifty participants benefitted from the event.

Mr. Sarwar Jahan was cordially greeted by Mr. Mostafa Mahmud Hossain and Mrs. Sabiha Rahman Luthy, moderators of the club. After a short introduction given by Mr. Jahan, the program started at 5:30 pm. Mr. Jahan started off with the basic concepts of networking. Later, he moved on to other issues such as basic Linux commands, server codes and troubleshooting. There was a ten minutes break in the middle of the session.

Participants found the workshop to be very effective. The session concluded at 8:30 pm. Participants said that they looked forward to attending more such future sessions.

Intercollegiate Hardware Project Exhibition and Competition

The East West University (EWU) Electronics Club is going to organize the Intercollegiate Hardware Project Exhibition and Competition (ICHPEC-2009) on Tuesday, January 20, 2009. This event is being organized with the belief that it will encourage younger generations of engineering students and help young minds, to develop novel projects. If you want to learn more about the event follow the link given below:

<http://www.ewubd.edu/exweb/ICHPEC-2009/index.html>

Medical Centre of East West University

EWU's medical center providing emergency medical services & outdoor treatment facilities for student & employees of the university as well as a referral services to specialized hospitals or institutes. Moreover, BCC (Behavioral Change Communication) & specific Counseling is done routinely. Health & Nutrition education is an important component of EWU's Medical Centre. Immunization like Hepatitis-B vaccine is given to students & employees. To prevent the spread of HIV, AIDS among the youth, it conducts counseling programs for students. Since drug addiction is a serious issue for the new generation, EWU Medical Center implements health education programs & referral programs to raise consciousness of students.

Achievement of EWU Medical Center in 2008

- * Medical centre provided consultation to 4575 students, faculty, staff, members in 2008. 107 students received vaccination against Hepatitis-B during the period.
- * A seminar on LASIK was organized joined by LASIK SIGHT CENTER & EAST WEST UNIVERSITY.
- * EWU Medical Center organized a Blood Donation Program on a voluntary basis.

EWU Library

A library is the heart of any educational institution. Keeping this in mind, the EWU Library started its journey to become one of the outstanding libraries of the country in 1996 and has been playing a key role in developing the academic excellence of the university. The quality of its collection and services, close collaboration between library personnel, faculty members and students, and the development of important and creative initiatives has positioned the library in the vanguard of the university. The mission of the library is to fulfill the informational, educational and cultural needs of users by providing proactive and professional services. It also encourages joy in learning and reading and provides a comfortable, welcoming atmosphere, integrating the latest technology to enhance library services.

Location and capacity: The EWU library is located on the 2nd, 3rd and 4th floor of the Foundation Building. There is also a new-arrivals display-board and a pigeonhole area located on the ground floor of the same building.

The library can accommodate over 250 users at a time in its well-furnished reading rooms 450 students can use the pigeonhole area to keep their personal belongings at a time. Every day, approximately 2000 users visits EWU library to avail circulation facilities, photocopy and other reference services and to read newspapers, journals, texts and reference materials as well as to search the library catalogue and online journals.

Collections: Libraries have always played a pivotal role in the storage, processing, and dissemination of information. EWU library serves as an institution of higher learning and offers valuable resources to its users including reference materials and online collections. Most of the collections are closely related to the university course curriculum and are being developed rapidly on the basis of requisitions made by faculty members of the university. At present the library has a collection of more than 6200 volumes of books, journals, reference materials, periodicals, magazines and etc. The collection comprises of books and periodicals related to the field of Business Studies, Economics, Liberal Arts, Social Sciences, Electrical and Electronic Engineering, Physics, Pharmacy, Computer Science, Mathematics, English Language

CENTER FOR RESEARCH AND TRAINING

a. Symposium:

September 24, 2008

Dr. Rafiqul Huda Chaudhury, Member, BOD, EWU and Chairperson, EWUCRT addressed the symposium in the conference Room (FNDN 9th Floor) of the University. In his address, he applauded the contribution of faculty members committed to scholarly research while teaching.

Session-1: Ms. Sardana Islam Khan, Senior Lecturer, Department of Business Administration presented her research proposal entitled "The Impact of Informal Recruitment Practices on Organizational Outcome in Ready-Made Garment Sector in Bangladesh." After her presentation Dr. Nazrul Islam, coordinator of Graduate Studies & Professor, Department of Business Administration and Dr. Humayan Kabir Chowdhury, Professor, Department of Business Administration gave their responses. The session was moderated by Dr. Bijoy P. Barua, Executive Director of EWUCRT.

Session-2: Mr. S.S.M Sadrul Huda, Assistant Professor, Department of Business Administration, presented a research proposal entitled "A Comparative Analysis of the Leisure Practices of Male and Female Executives Working in the Govt. and Private sector related to Work Family Conflicts in Dhaka, Bangladesh." Dr. Nazrul Islam, Coordinator of Graduate Studies & Professor, Department of Business Administration offered his comments. Dr. Bijoy P. Barua, Executive Director of the EWUCRT, was present as the moderator of the session.

Call for abstracts of published papers 2008: Call for Abstracts of Published Research Paper: 2008 was announced on November 16, 2008. Call for research proposals for 2008: Call for Research Proposal (Round 4) was announced on November 17, 2008.

& Literature and Bangladesh Studies. Moreover, the university library subscribes to around 143 journals, both national and foreign.

Library collection at a glance:

Types	Quantity
Books	21938 volumes
Local journals/ Periodicals/ Magazines	143 titles
Foreign Journals	9 titles
Report/Thesis	255 titles
CD-ROMs	1282 copies
Audio Cassettes	137 copies
Online journals	More than 10,000 titles.
National Newspapers	16 titles
Maps (Large size)	6 copies





The library can access over 10,000 full text online journals in various disciplines through (ACM), Access to Global Online Research in Agriculture (AGORA), Bangladesh-INASP-PERI-Consortium (BIPC), The Health Internetwork Access to the Research Initiative (HINARI), Institute of Electrical and Electronics Engineers (IEEE), Journal Storage (JSTOR) [Business Collection and Language and Literature Collection], Online Access to Research in the Environment (OARE), Oxford University Press (OUP), Teachers of English to Speakers of Other Languages (TESOL) etc. online journals databases. The links to access these databases are available in the library web page (URL: <http://lib.ewubd.edu/>).

Sections: For the growing needs and demands of users and to provide the best services to its users and also to facilitate proper maintenance, the library is divided into several sections. These are the acquisition section, the processing section, the circulation section, the reserve section, the reference section, the journal section, the newspaper corner, the photocopy corner, the special corner, the German language corner, etc.

Services and Facilities: The EWU library is responsible for providing the following services to its users:

Circulation Services: This section is involved in providing lending and borrowing facilities of books and other library materials. Besides, it offers user guidance, provides library membership card, etc. These services are provided by using a database named "Library MIS".

Reference and Bibliographic Services: Library personnel assist users in locating information, providing answers to spot-queries, and offering instruction in the use of the online catalogue, database, resources, indexes, and abstracts. Moreover, in response to specific requests from users, especially faculty members, library personnel provide literature searches from the database available at the library and sometimes from outside sources which are not available in the library.

Internet Services: The library offers services from the Internet to access online journals and online catalogue to locate library materials. For this purpose, the library sets 06 (six) user workstations which are located in 02 (two) workstations in each three floors of the library.

News Clipping Services: EWU library offers news clipping services on nineteen different subjects or fields. This service is performed regularly from sixteen national daily newspapers of which nine are in Bengali and seven are in English.

Photocopy services: The library provides photocopy services on a commercial basis to users during library hours. The photocopy cost is Tk 01.00 per impression. Request for photocopy of a document must be made in a prescribed form available in the library.

Besides, EWU library also provides the following facilities to users:

- * Open for seven days a week
- * Arrange orientation programs in each semester for the new

students on what resources are available in the library and how to use library systems and services effectively

- * Open self-access system, i.e. students and teachers have direct access to bookshelves
- * Fully air-conditioned rooms for reading and other purposes
- * Back issues of newspapers reserved up to the last one month.
- * Use of the latest information technology to improve services.
- * Automated library systems and services

Library Membership: Faculty members, students and staff of the university need to issue a library card to become a member of the library and to get the full services and facilities provided by the library. The library membership card is issued to the students subject to receiving two recent stamp-size photographs and payment slips of the current semester. Faculty and staff members need to submit two stamp-size photographs to the Circulation Section Desk in order to be a library member. Library membership information is maintained by the library database. After issuing the library card, users can borrow books or other materials from the library for home reading. Students, staff and teaching assistant can borrow two books (either two reference books or a text and a reference book) and a CD-ROM at a time and faculty members can borrow books or other materials as per their need for the whole semester.

Overdue Penalty: In case users fail to return books by the due date, there is a provision for overdue penalties for students. Faculty members and Teaching Assistants are excluded from this provision but they are reminded at the end of each semester to return the books and renew them. A penalty of Tk. 50.00 per day for a text book, Tk 05.00 per day for a CD-ROM and Tk. 05.00 per day for a reference book for first week and Tk. 10.00 per day for succeeding week is imposed on students.

Library Catalogue: EWU library maintains an online catalogue to locate desired resources easily. This catalogue is open for users who can search, browse and download information from catalogue through <http://lib.ewubd.edu>. Faculty members can make their reservation for books for three working days.



Library Personnel: Library Personnel are responsible for providing and implementing the library's systems and services. They are responsible for the care of EWU library and its contents, including the selection, processing, and organization of materials and the delivery of information, instructions, and loan services to meet needs of users. A team, consisting of young and dynamic professionals, have made it one of the best university libraries of the country. They attend meetings and seminars at both the national and international level, visit other libraries etc. to keep themselves up-to-date with the growing demands. Recently, Mr. A. I. M. Jakaria Rahman, Assistant Librarian, participated in an International Training Program about information namely "Scientific and Technological Information Management in Universities and Libraries: an Active Training Environment 2008" with full scholarship provided by VLIR-UOS, Belgium. Vrije University of Brussels provided full training from 29 September to 24 December 2008. 12 Library professionals from all over the world got the opportunity to attend the program.

Library Hours:

Sunday to Thursday : 8:30 am-10.00 pm (without any break)
 Friday : 8:30 am - 5:30 pm (With 2-hour break for Jummah prayer and lunch from 1:00 pm - 3:00 pm)
 Saturday : 5:00 pm to 10:00 pm

To ensure proper maintenance, all users are requested to enter the library 15 minutes after the library opens and leave the library 15 minutes before the library closes.

The EWU library remains closed on government holidays and as per academic calendar of the university.



Career Counseling Center

Bdjobs.com Campus Career Festival 2008 at EWU

Bdjobs.com organized a two days long Campus Career Festival at East West University on 27 & 28 August 2008. Pro-Vice Chancellor, EWU, Prof. Kamrul Hasan Ph.D. inaugurated the event on 27 August 2008 at 10:00 a.m.. AKM Fahim Mashroor, CEO of Bdjobs.com Ltd, Professor Dr. Tanbir Ahmed Chowdhury, Chairperson, Department of Business Administration, Mr. S I Nusrat A Chaudhury, Associate Professor & Head, Career Counseling Center, Mr. Omar Faruq, Assistant Professor & Deputy Director, Career Counseling Center, and other faculty members were present.

Mr. Mashroor observed that this career festival will function as a bridge between the prospective employers and new graduates.



Different career-related seminars & workshops were also arranged during the event. Topics included 'Right way for writing a CV and facing a job interviews', 'Recent Trends in Graduate Job Market in Bangladesh', 'Current and Near-future Global Demand Trends of ICT Professionals', etc.

Graduates and graduating students interacted with employers and dropped their résumés according to their eligibility and preferences.

Education USA : Your Guide to U.S. Higher Education

The American Center, U.S. Embassy, Dhaka, organized an information session on requirements needed to apply to U.S. universities for graduate students, student visa application procedures etc. to show how they can take advantage of the resources of the American Center to pursue higher studies in the United States on 28 October 2008 at the East West University campus. Ms. Linda Das Quamar, Student Outreach Coordinator - Public Affairs Section, Ms. Ann Hardman, Consular Officer - Consular Section, conducted the event. All the presentations were well-attended by students and faculty members of the university and the event ended in a lively question-answer session.



Career Show by Peoplescape

Peoplescape, an HR Partnering and Outsourcing firm, conducted a seminar for our students on 16 September 2008 from 10:00 a.m. to 02:00 p.m. Ms. Adrita Datta, HR Planning and Development Manager, Mr. Masrur Ali, Recruitment Manager, Mr. Reaz-Ul-Haque, Market Access P. Ltd., talked about CV writing, interview techniques and role play in facing interviews etc. After the seminar they collected CVs from graduates and student for different positions in various multinational and local companies.

Mountaineering and Youth Unity against Drugs

NACB (North Alpine Club, Bangladesh) conducted a seminar on "Mountaineering and Youth Unity Against Drugs" at EWU campus on Wednesday, 26 October 2008 from 11:50 a.m. to 01:20 p.m. Mr. Quazi M. Ahmed, Founder and CEO of Future Leaders, started the seminar by giving a valuable speech for future leaders. The seminar focused on the issue of drug addiction with a view to encouraging the youth of Bangladesh to stay away from drugs and to embrace mountain climbing & adventure. A video documentary was shown on swimming expeditions, trekking in hills and mountains, scuba diving, training on jungle survival and mountaineering. It was decided to send a mountain climbing team to Langsisa Ri Peak (21,081 ft), situated in the Langtang Trekking Region of Nepal.



Career Talk - "Are You Ready To Get Hired?"

JobStreet.com presented a career talk on 'Are You Ready To Get Hired' on 17 November 2008 at East West University auditorium. The Business Manager, JobStreet.com, Mr. Aslam Parvez, talked about career planning, Résumé writing and interview skills, lackings of interviewees and how to overcome them. Mr. S I Nusrat A Chaudhury, Head, Career Counseling Center, Mr. Omar Faruq, Deputy Director, Career Counseling Center and graduates, interns and graduating students were present in the seminar.

AIIESEC

AIIESEC is an international platform for young people where they can discover and develop their potential to make a positive impact on society. A video documentary was shown on how to prevent HIV/AIDS by AIIESEC ON 19 November 2008 at the EWU Auditorium.



Career at Call Center

α2z BPO personnel Mr. Omar Shahrier Nabi, Manager, HR & Admin, Mr. Towhid Hossain, Head of Operations, and Mr. Mahmudur Rashid, Asst. Manager, Business Development, conducted a seminar on Careers at call centers at the EWU campus on 29 October 2008. They discussed new aspects of customer service through call centers. The seminar was not only beneficial for students searching for jobs, but was also useful for the ones looking into the prospects of opening up their own call centers. More than 150 students were present in the seminar. There was a question-answer session also.



The HSBC Young Entrepreneurs Awards 2008-09

HSBC conducted a seminar on "HSBC Young Entrepreneurs Awards 2008-09". The HSBC Young Entrepreneur Awards is a business plan competition for full-time post-secondary students (i.e. diploma and undergraduate students). This program aims to encourage entrepreneurship and business creativity among students. It is also a competition that provides teams with practical knowledge on how to start their own business, and offer them the opportunities for personal and skills development. Mr. Noor Hossain Zakaria, Officer, Event Management & Coordination, Marketing & Communication, HSBC directed the event.



Interview at EWU

Mr. Faisal A. Chowdhury, Director Operations, Mr. Mohammad Ala Uddin, Manager Finance, Mr. Amir H. Khan, Sales Manager, Mr. Zeeshan Sai, Business Development Manager, Navana Petroleum Limited came to the EWU campus and interviewed some of our graduates for interns and jobs in their sales division.

Corporate Official Visited EWU Campus

Mr. Savvas Adamides, Director of College of Tourism and Hotel Management, Cyprus, and Mr. Abu Hena Moustofa Kamal, Career Advisor & Proprietor, USPAA (University Studies & Programs for Admissions Abroad) visited the EWU campus and gave a presentation on "Career in Global Tourism & Hospitality Industry" on Sunday, 19 October 2008.

Ms. Linda Das Quamar, Student Outreach Coordinator - Public Affairs Section, Ms. Ann Hardman, Consular Officer - Consular Section, The American Center, U.S. Embassy, Dhaka visited the EWU campus and conducted an event on 28 October 2008.

Mr. Jay Jayatilaka, Manager, International Marketing, University of Wollongong in Dubai (UOWD) and Mr. Md. Shamim Hossain, CEO, a2z study visited EWU campus and made a presentation on facilities for EWU students at the University of Wollongong, Dubai campus on Tuesday, 4 Nov' 2008.

Mrs. Claire Atkins, International Officer, The University of Nottingham, UK visited the EWU campus and conducted a seminar and provided counseling regarding higher education in the UK on 17 November 2008 at the EWU campus.



Mr. Mark Bickerton, Director of Student Recruitment and International Development of London Metropolitan University and Mr. K. M. Mazharul Islam, Operations Manager, Bangladesh Liason Office visited EWU campus and conducted a seminar on "Post Graduate Study in the UK" at EWU campus on 24 November 2008.

Organization Visit

Mr. S I Nusrat A Chaudhury, Associate Professor & Head, Career Counseling Center, visited Commercial Bank of Ceylon and discussed with the Head of Human Resources, Commercial Bank of Ceylon on 21 September 2008, regarding their recruitment process, jobs & internship opportunities.

Mr. Omar Faruq, Deputy Director, CCC visited the UNFPA office.

Meeting

Career Counseling Center arranged meetings at the CCC conference room with the following personnel and organizations. Mr. S I Nusrat A Chaudhury, Head and Deputy Director, CCC Mr. Omar Faruq met with the following:

Ms. Tatiana Pavlosky, JOBS-ICT Private Limited

Dr. Aziz-ur Rahman, Executive Director, European Bangladesh Federation of Commerce and Industry (EBF).

Mr. Amitabh Sagar, HR Manager (South Asia) Retail Information Services, Ms. Maria Huq, Manager, HR and Administration, Avery Dennison (Paxar) on 17 October 2008

Ms. Naila Chowdhury, Chairman & CEO, Mr. H.L.M. Baqi Billah, Chief Marketing Officer, Mr. Naseem Ali Khan, Managing Partner, Teleconsult Group on 14 October 2008.

Mr. Jay Jayatilaka, Manager, International Marketing, University of Wollongong in Dubai (UOWD) and Mr. Md. Shamim Hossain, CEO, a2z study on 4 November 2008

Ms. Adrita Datta, HR Planning and Development Manager, Mr. Masrur Ali, Recruitment Manager, People Scape Mr. Reaz-Ul-Haque, Market Access P. Ltd. on 16 September 2008.

Special Thanks

A significant number of EWU students got jobs in the following renowned organizations during Summer 2008. We, on behalf of EWU, congratulate our graduates for a good start to their careers.

Aamra Management Solutions, Avery Dennison + PAXAR Bangladesh Ltd., TM International Bangladesh Limited (AKTEL), Unilever Bangladesh Ltd., Warid Telecom., Pacific Bangladesh Telecom Limited (CITYCELL), Banglalink BRAC Bank Limited, DHL Bangladesh Eastern Bank Limited, Gemcon, ITS Labtest Bangladesh Ltd., IOM, Toshiba, IPDC, Lanka Bangla Finance, Lanka Bangla, Securities, Peoplescape, Rahimafrooz, Rang's Properties Ltd., Ratul Propertise, Runner Group, Ssd-tech, Standard Chartered Bank, TIMESCORP

CCC conveys heartfelt thanks to the authorities of the following organizations for providing Internships to students of EWU.

ACI Limited	Acnabin
BATB	BRAC Bank Limited
Citi Bank	N. A.
Green Delta	GTZ
Innova Services Limited	Islami Bank Ltd.
Navana Petroleum	NCC Bank Ltd.
NGO Forum	NYK Line (Bangladesh) Ltd.
Premier Bank Limited	Prime Bank Limited
Social Investment Bank Ltd.	Square Consumer Products Ltd.
Square Pharmaceuticals Ltd.	Square Textile Ltd.
Standard Chartered Bank	Teletalk Bangladesh Ltd.
Trust Bank Limited	Unilever Bangladesh Ltd.
Dutch-Bangla Bank Ltd.	
EXIM Bank of Bangladesh Limited	
GlaxoSmithKline Bangladesh Limited	
Islamic Finance and Investment Limited	

Appointments, Promotions & New Assignments

New Appointments

Faculty Members

Department of Economics

Dr. Basanta Kumar Barmon, Assistant Professor

Academic Background:

PhD in Development Economics

MS in Development Economics

Hokkaido University, Japan

Department of Pharmacy

Mr. Md. Abdul Muhit, Lecturer

Administrative Staff Member

Mr. Syed Mehdi Momins, Public Relation Officer (PRO)

Promotion

Dr. Sufia Islam, Assistant Professor, Department of Pharmacy has been promoted to Associate Professor.

Mr. Mashfiqur Rahman, Deputy Registrar (Academic) has been promoted to Joint Registrar.

New Assignments

Dr. Tanbir Ahmed Chowdhury, Professor & Chairperson, Dept. of Business Administration has been appointed Dean, Faculty of Business and Economics.

Dr. M. Ruhul Amin, Professor & Chairperson, Dept. of ECE has been appointed Dean, Faculty of Sciences & Engineering.

Dr. Humayun Kabir Chowdhury, Professor, Dept. of Business Administration has been appointed Coordinator, Student Welfare Activities.

FACULTY UPDATE

Department of Business Administration

Publications

Dr. Tanbir Ahmed Chowdhury and Md. Wahidul Habib (2008). "Stock Returns Volatility in an Emerging Market: Evidence From Dhaka Stock Exchange", in P.S. James and Roji George (eds), *Finance & Banking: An Anthology of Contemporary Research*, Saintgits Institute of Management, Excel India Publishers, New Delhi, India, pp. 14-20, ISBN: 978-81-907196-2-9.

A paper titled "Communication Skills of the Business Executives of Local Private Business Concerns in Bangladesh", coauthored by Dr. Nargis Akhter, Sardana Islam Khan and Kamrul Hassan received the GBMF UN OMAHA Best Paper Award at the First International Conference of Global Business and Management Forum (GBMF-08). The conference was organized and hosted by Pearl School of Business (PSB), Gurgaon, India on 7-8 November, 2008.

Kazi Tanvir Mahmud, Zinal Abidin Mohammed, Murali Simvasavan, Sardana Islam Khan, presented "Opinion of Fishermen Towards their Well-being under Agricultural Diversification and Intensification Program (ADIP) in Bangladesh", at UPM (Universiti Putra Malaysia) FEP (Faculty of Economics and Management) at the FEP 2008 seminar held from 17-19 Dec. 2008 at Hotel Mahkota, Melaka, Malaysia.

Alam Sayeed, Hassan Kamrul, and Chowdhury Iftekhar Amin presented "A study on the corporate labor market at Dhaka : Categorize the barriers faced by the women executives" (2008), At the first International Conference of Global Business and Management Forum, November 7-8 , Delhi, India

Alam Sayeed and Faruqui Farhan read the paper titled " Women managers and glass ceiling in Dhaka: An empirical investigation" (2008) at the fifteenth Annual South Dakota International Business Conference in Rapid City, South Dakota on October 9-11, Northern State University , USA.

Alam Sayeed, Zubayer Mahmud and Rahman Mabubur presented "Identify the barriers to quality research at business schools of Bangladesh : Some empirical findings" (2008), at the 3rd International Conference on Postgraduate Education, 16 & 17 December , Universiti Sains Malaysia , 11800, Penang Malaysia.

Conference Papers

Tabarak Hossain Bhuiyan, Dr. Nazrul Islam and Dr. Jashim Uddin Ahmed, (2008). "The Service Quality in Retail Banking of Private Commercial Banks in Bangladesh," *Journal of Global Commerce Research*, Volume 1, Number 1, Winter 2009, USA.

Dr. Nazrul Islam and Md. Wahidul Habib, (2009). "A Multivariate Analysis of the Relationships between Demand of Carbonated Soft-Drink and Its Features & Promotion Effort of the Marketer: A Case of Mojo Brand of Bangladesh," accepted for Publication in the *Conference Proceedings of International Academy of Management and Business (IAMB)* to be held in the Ambassador Hotel, New Orleans, Louisiana, USA on January 28-30, 2009.

Dr. Nazrul Islam and Md. Wahidul Habib, (2009). "Influence of Working Environment on Psychological Contract of the Employees of Citycell and Teletalk in Bangladesh," Accepted for presentation in the Conference of the 10th South Asian Management Forum (SAMF) to be held in the Royal Institute of Management, Thimphu, Bhutan, on April 9 - 10, 2009.

Dr. Humayun Kabir Chowdhury, Professor, Department of Business Administration and Coordinator, "Student Welfare Activities" was invited as a keynote speaker at the 36th Advances in Consumer Research (ACR) Conference 2008 at Hyatt Regency, San Francisco, USA. Dr. Chowdhury presented a paper titled, "A Multivariate Model of Partitioned Country-of-Origin on Consumer Quality Perceptions".

Bipul Malakar, Md. Morshed Hasan Khan, Shabbir Ahmad and S I Nusrat A Chaudhury, Associate Professor, Dept. of Business Administration, East West University, published "Factors Affecting Clients' Buying Behavior Towards Mobile Phone Operators" in *Dhaka University Journal of Marketing*, Vol. No. 10, June 2007, ISSN-1996-3319

S.I. Nusrat A Chaudhury, Associate Professor, Dept. of Business Administration, East West University, Mahmud Zubayer, and Mamunur Rashid published "Factors Affecting the Global Trend of Bank Services: Comment on Bangladesh" in *Journal of Business Studies*, published by Center for Business Research, Southeast University, Volume 1V, No. 1, January-June, 2008

Mr. Kamrul Hassan presented two papers titled "Communication Skills of the Business Executives of Local Private Business Concerns in Bangladesh and A Study on the Corporate Labour Market at Dhaka: Categorize the Barriers faced by Women Executive" at the First International Conference of Global Business and Management Forum (GBMF-08). The conference was organized and hosted by Pearl School of Business (PSB), Gurgaon, India on 7-8 November, 2008. The first paper was coauthored by Dr. Nargis Akhter, and Ms. Sardana Islam Khan. This paper received the GBMF UN OMAHA Best Paper Award at the conference. The second paper was coauthored by Mr. Sayeed Alam and Mr. Iftekhar Amin Chowdhury.

Mr. Kamrul Hassan contributed one article on legendary Bangla Modernist Writer Buddhudev Basu to Bangla Academy Literary Journal named 'Uttaradhikar'. One of his write-ups involving a conversation with Poet Joy Goswami is currently available in the on-line Bangla magazine *Banglamati*.

Alam Sayeed, Faruqui Farhan, " Women managers and glass ceiling in Dhaka: an empirical investigation" (2008) Fifteenth Annual South Dakota International Business Conference in Rapid City, South Dakota on October 9-11, Northern State University , USA

Alam Sayeed, Zubayer Mahmud, Rahman Mabubur " Identifying the barriers to quality research at business schools of Bangladesh : Some empirical findings" (2008), 3rd International Conference on Postgraduate Education, 16 & 17 December , Universiti Sains Malaysia , 11800, Penang Malaysia.

Department of Electrical and Electronic Engineering

Seminar

IEEE student Branch, East West University and the EEE department jointly organized a talk on November 27, 2008. Mr. Shahriar Ahmed Chowdhury, Assistant Professor, EEE Department, United International University, gave a presentation on Renewable Energy and Facts of Photovoltaics. More than 50 students and faculty members attended the seminar.



EEE Seminar on Renewable Energy and Facts of Photovoltaics.

Undergraduate EEE Students to Present Paper in an International Conference

A paper by three senior undergraduate students of the EEE Department, Laila Sharmin Sraboni, Ophelia Mohaimen and Conference on Electrical and Computer Engineering (ICECE 2008), to be held in Dhaka, during 20-22 December 2008. The paper, titled Improved VLSI Performance Using Localized Power Decoupling is based on the undergraduate thesis of the students. Dr. Md. Ishfaqur Raza, Associate Professor of the department supervised the thesis. ICECE, sponsored by IEEE, is one of the most prestigious international conferences on Electrical and Computer Engineering in South Asia.

Journal Paper Publications

Khairul Alam, "Gate dielectric scaling of top gate carbon nanoribbon on insulator transistors," *Journal of Applied Physics*, volume 104, pages 074313(1-7), 2008.

Khairul Alam, "Transport and performance of a zero-Schottky barrier and doped contacts graphene nanoribbon transistors," *Semiconductor Science and Technology*, (in press), 2008.

Sishir Bhowmick and Khairul Alam, "Dielectric scaling of a top gate silicon nanowire on insulator transistor," *Journal of Applied Physics*, (in press), 2008.

Conference Presentations

Md. M. Satter and Anisul Haque, "Direct extraction of interface trap states from the low frequency gate C-V characteristics of MOS devices with ultrathin high-K gate dielectrics," to be presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

Muhammed Ahsan-Ul-Karim and Anisul Haque, "A comparison of the quantum mechanical corrections in surface potential based MOSFET compact models," presented in the

5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

S. Jahangir, Q. D. M. Khosru and Anisul Haque, "Effect of gate bias on channel in depletion all-around operation of the SOI four-gate transistor," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

M. I. B. Shams, Q. D. M. Khosru and Anisul Haque, "Gate C-V characteristics of Si MOSFETs with uniaxial strain along $\langle 110 \rangle$ direction," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

M. A. Wahab and Khairul Alam, "Performance comparison of zero-Schottky-barrier single and double walled carbon nanotube transistors," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

R. N. Sajjad, Khairul Alam, and Q. D. M. Khosru, "Effects of uniaxial strain on the bandstructures of silicon nanowires," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

S. Bhowmick, Khairul Alam, and Q. D. M. Khosru, "The effects of doping, gate length, and gate dielectric on inverse subthreshold slope and on/off current ratio of a top gate silicon nanowire transistor," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

Sharmin R. Ara and R. Viswanathan, "Decision Combining in Relay networks," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

R. Khanom, Tahseen Kamal, and M. H. A. Khan, "Genetic Algorithm based Synthesis of Ternary Reversible/Quantum Circuit," presented in the 11th International Conference on Computer and Information Technology (ICCIT 2008), Khulna, Bangladesh, 25-27 December 2008.

Tahseen Kamal and M. H. A. Khan, "An Application Specific Integrated Circuit for Optimization of Fixed Polarity Reed-Muller Expressions," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

S. M. Salahuddin, Salahuddin Raju, Pran Kanai Saha, "Reconfigurable monocycle pulse based uwb transmitter in 0.18 μ m cmos for intra/interchip wireless inter connect," presented in the 5th International Conference on Electrical and Computer Engineering (ICECE 2008), Dhaka, Bangladesh, 20-22 December 2008.

Other activities

Prof. Anisul Haque served as the Chair of the Board of Accreditation for Engineering and Technical Education (BAETE) Team for Accreditation of the ECE Program of BRAC University.

Prof. Anisul Haque served as a peer reviewer for IEEE Transactions on Electron Devices.

Dr. Khairul Alam served as a peer reviewer for IEEE Transactions on Electron Devices.

Dr. Muhammad Ghulam Rahman was selected as a Program Committee member for 2009 World Congress on Computer

Science and Information Engineering (CSIE 2009), 31 March - 2 April, 2009, Los Angeles/Anaheim, USA. He also served as a reviewer of CSIE 2009.

Department of English

Publications

Dr. Fakrul Alam, Professor & Advisor, Department of English. "Sexuality and the Fiction of R. K. Narayan"; *Crossings: ULAB Journal of Liberal Arts*, vol. 1, no. 1(2008): 21-36.

Dr. Fakrul Alam, Professor & Advisor, Department of English. "Imagining South Asian Writing in English from Bangladesh". *South Asian Review*, 2008 (28:2)

Dr. Muhammed Shahriar Haque, Assistant Professor. 'Institutional Elitism: Critical Discourse Analysis of Private Educational Institutions', in *Crossings: ULAB Journal for English Studies*, Vol. 1.

Dr. Muhammed Shahriar Haque, Assistant Professor. 'A Critique of Critical Discourse Analysis', in *The Dhaka University Journal of Linguistics*, Vol. 1.

Presentation

Dr. Muhammed Shahriar Haque has presented a research paper entitled "Plagiarism in Graduate Studies: A Critical Perspective" at the international conference on "English and Asia: First International Conference on Language & Linguistics 2008", organized by International Islamic University Malaysia, held at the Crown Prince Hotel, Kuala Lumpur, Malaysia, from November 24-27 2008.

Afia Arafat, Senior Lecturer, Department of English, published a paper titled "Decolonizing Space: Toni Morrison's Song of Solomon, Tar Baby and Love" in the book *Literature in Times of Violence*, edited by Gulshan Rai Kataria and Somdata Mandal, published by Prestige Books, New Delhi, 2008, pp 195-201.

Hasan Al Zayed, Senior Lecturer, "Late Style as Politics" in *Harvest: Jahangirnagar Studies in Literature and Language*, Vol 23, 2008, ISSN 1729-8326 (forthcoming). He has published a review of *Creative Breakthroughs in Leadership. James Madison, Abraham Lincoln and Mahatma Gandhi* in *Journal of Third World Studies (JTWS)*, Volume XXV, No. 1, Spring 2008, pp. 311 - 313. He has presented a paper titled "The Multitude as the New Global Subaltern: A Critique of Hardt and Negri's *Empire*" in the 26th Annual Conference of ATWS in Lancaster, PA, United States.

Sonia Sharmin, Lecturer, "A Window to the Way of the World: Naipaul's Women in a Multi-Ethnic Society" co-authored with Nahid Kaiser. *Harvest: Jahangirnagar Studies in Literature and Language*, Vol 23, 2008, ISSN 1729-8326 (forthcoming)

Sonia Sharmin, Lecturer, "Shakespearean Influence on Moby Dick" in *Stamford Journal of English* (Vol. 4) (forthcoming)

Conference Paper

Ms. Sonia Sharmin, Lecturer, Dept. of English, EWU presented a paper on "Resistance of Achebe's Hero Okonkwo and Obi Okonkwo: Defeated in the Flux of Nigerian Society" at the International Conference on African Literature at Dhaka University on the occasion of 50 years Celebration of *Things Fall Apart* held on 30 October 2008 in R. C. Majumdar Auditorium.

Manzoorul Abedin, Senior Lecturer, Department of English, left for University of Cambridge, United Kingdom in October 2008 to pursue an M.Phil in Educational Leadership.

Department of Electronic and Communication Engineering

Journal Papers

M.R. Amin and Md. Imdadul Islam, "Performance Evaluation of Delay of Voice End User in Cellular Mobile Networks with 2D Traffic System", *Information Technology Journal*, In Press, October, 2008.

Shahrina Mou, Md. Imdadul Islam, and M.R. Amin, "Dynamic Channel Allocation in Mobile Cellular Networks", *Journal of Discrete Mathematical Sciences and Cryptography*, In Press, October, 2008.

A.S.A. Noor and M.R. Talukder "Isomorphism Theorem for Standard Ideals of a Join Semilattice Directed Below", *South Asian Bulletin of Mathematics*, Vol.32, pp. 489-495, 2008.

Conference Papers

Asfara R. Towfiq, N. A. Siddiky, Md. Imdadul Islam, and M. R. Amin, "Optimization of k-Fold Multicast Wireless Network Using M/M/n/n+q Traffic Model", 5th International Conference on Electrical and Computer Engineering (ICECE2008), December 20-22, 2008, Dhaka, Bangladesh.

H.M. Rahat, Runa Laila, Sabiha Rahman Juthy, Md. Imdadul Islam, and M.R. Amin, "Performance Evaluation of DODE of a Voice/Data Integrated Wireless Mobile Network", 11th International Conference on Computer and Information Technology (ICCIT2008), December 25-27, Khulna, Bangladesh, 2008.

Md. Imdadul Islam, Md. Shahriar Karim, J.K. Das, and M.R. Amin, "Evaluation of Traffic Parameters of Multidimensional Traffic of a Combined Link Using a Tabular Method", 11th International Conference on Computer and Information Technology (ICCIT2008), December 25-27, Khulna, Bangladesh, 2008.

M. Mofazzal Hossain, Y. Yao, M. Rafiqul Alam, Md. Maksud Alam and T. Watanabe, "Modeling and Numerical Analysis of Thermal Treatment of Granulated Porous Particles by Induction Plasma", 5th International Conference on Electrical and Computer Engineering (ICECE2008), December 20-22, 2008, Dhaka, Bangladesh.

K C A Alam, F. Meunier and M. Clausse, "Adsorptive Solar Space Cooling- A Case study for the Climatic Condition of Orly, France", Laboratoire du Froid, Cnam-IFFI, 292 rue Saint-Martin, 75003 Paris, France

Seminar

Md. Zahangir Alam, Lecturer, ETE Department of Prime University, Dhaka, delivered a talk on "A Novel Multiplexing Technique for All-IP 4G Heterogeneous Network" on September 10, 2008 at 2:30-3:30PM in the EWU Telecom Lab (Room FNDN 902). The talk was organized by ECE Dept.

Colloquium

The ECE Department arranges regular weekly colloquium in every semester. The following lines records gives the date and speaker with the title of the talk for the weekly colloquium in Fall 2008. Mr. Mustafa Mahmud Hussain, Assistant Professor, ECE Dept., EWU gave a lecture on "VoIP & IP Telephony" on September 15. Dr. K.C.Amanul Alam, Assistant Professor, ECE Dept., EWU, gave a lecture on "Environmental Friendly Air Conditioning System" on September 22. Dr. Ameer Ali, Assistant Professor, ECE Dept., EWU gave a

lecture on "Object Segmentation Using Split & Merge" on October 6. Mr. Imdadul Islam, Associate Professor, CSE Dept., Jahangirnagar University, gave a lecture on "Traffic Theory" on October 13. Dr. M. Ruhul Anan, Professor, ECE Dept., EWU, gave a lecture on "Wireless Channels" on October 20.

Internship

The ECE department encourages all of its students to participate in Internship/Industrial attachment programs. It provides them with information that will assist them in identifying telecommunication internship opportunities. It also works closely with telecom industries. This has enabled it to be in a position from where it can request different telecom companies to recruit its graduates.

Some students have already confirmed their jobs within a few months in companies such as Grameen Phone, Aktel, BanglaLink, Warid Telecom, Huawei etc during their internship programs.

Fresh Appointment

Mr. Md. Maksud Alam, Research Lecturer, Dept. of Electronics and Communications Engineering, joined ECE department recently. He was a Lecturer of the Department of Electrical and Electronics Engineering, Chittagong University of Engineering and Technology (CUET). He completed his B.Sc in EEE from CUET in 2006.

Department of Pharmacy

Seminar

A Seminar on "Therapeutic and Reproductive Cloning: Social, Legal & Ethical Implications of Cloning" was arranged by the Department of Pharmacy. Professor M Rafique Uddin, Professor of Biology, Division of Natural Sciences, LeMoynne-Owen College was the speaker.

Faculty on leave for Ph.D. programme

Mr. Sukumar Bepary

Fellow of Korean Government Scholarship Program (KGSP) (NIIED Fellow), Pai Chai University, Daejeon, South Korea

In-plant training programme

A total number of forty-one students of Department of Pharmacy have been selected for a one-month in-plant training programme from January/ February 2008 in some of the most renowned pharmaceutical corporations such as Square Pharmaceuticals Ltd., Incepta Pharmaceuticals Ltd., Sanofi-Aventis Bangladesh Ltd., Beximco Pharmaceuticals Ltd., ACI Limited, GlaxoSmithKline Bangladesh Ltd.

Publications

Farhana Rizwan, Affifah Mustafa Mim, Anna Rasul, Rashidul Haque, Abdullah Siddique, Md. Mehedi Aziz Sarker, Sufia Islam. "In vitro sensitivity study of different brands of antiamoebic secnidazole & tinidazole oral preparations against Entamoeba histolytica infected Bangladeshi population", *Bangladesh Journal of Scientific Research*, in Press, 2008.

Md. Mehedi Aziz Sarker, Farhana Rizwan, Rashidul Haque, Abdullah Siddique, Sehef Parveen, Sufia Islam. "In vitro sensitivity of different brands of antiamoebic drugs (metronidazole tablets) against clinical isolates of Entamoeba

histolytica in Bangladesh", *Journal of Biological Science*, Vol. 8: 5, pp. 925-929, 2008.

Atiqul Haque Pathan, Apurba Sarker Apu, A.T.M. Jamaluddin, Muhammad Asaduzzaman, Md. Zakiur Rahman, Arifur Rahman and Md. Jalilar Rahman. "Prevalence of blood groups and Rh factor in Bangladesh", *Bangladesh Journal of Life Science*, in Press, 2008.

M.S. Ali, A Zaman, F. Begum, M. Asaduzzaman, A Saha and A.S.S. Rouf. "Analgesic activity of methanol extract of *Murraya koenigii* L. leaf", *Bangladesh Journal of Life Science*, Vol. 20:1, pp.111-115, 2008

Saiful Islam, Saquiba Yasmine, Shahidul Alam Khan, Nur Haque Alam, Sufia Islam. "A comparative study of thyroid hormone levels in diabetic and non diabetic patients", *Southeast Asian J Trop Med Public Health*, Vol. 39:5, pp. 913-916, 2008.

Bepary S. Das B.K, Bachar S.C, Kundu J.K. Rouf, A.S.S, Datta, B.K. "Anti-inflammatory activity of indanyl tetrazole derivatives", *Pak J Pharm Sci*, Vol. 21:3, pp. 295-298, 2008.

Das B.K, Bepary S, Datta, B.K, Rouf A.S.S, Ali M.S, Chowdhury A.K.A. Hepatoprotective activity of *Phyllanthus reticulatus*, *Pak J Pharm. Sci*, Vol. 21:4, pp. 333-337, 2008.

Das B.K, Bepary S, Datta, B.K, Rouf A.S.S, Ali M.S.A, Chowdhury, A.K.A. Renoprotective activity of *Phyllanthus reticulatus*, *Bangladesh J Life Sci*, Vol. 20:2, in Press, 2008.

Kabir A.K.I., Das B.K, Momen A.Z.M, Rouf A.S.S. Once daily sustained release matrix tablet of Aceclofenac: Formulation and Evaluation, *Bangladesh J. Life Sci*, in Press, 2008.

Dilasha Shrestha, Apurba Sarker Apu, Atiqul Haque Pathan, Golam Kibria, Reza-ul Jalil.

An investigation of in vitro release kinetics of Carbamazepine from Eudragit RS PO and Eudragit RL PO matrix tablets, *Tropical Journal of Pharmaceutical Research*, Accepted, 2008.

Department of Computer Science and Engineering

Publications

Mozammel H. A. Khan, "A Recursive Method for Synthesizing Quantum/Reversible Quaternary Parallel Adder/Subtractor with Look-Ahead Carry", *Journal of Systems Architecture*, vol. 54, no. 12, Dec. 2008, pp. 1113-1121.

Mozammel H. A. Khan, "Synthesis of Quaternary Reversible/Quantum Comparators", *Journal of Systems Architecture*, vol. 54, no. 10, Oct. 2008, pp. 977-982.

Mozammel H. A. Khan, "A Recursive Method for Synthesizing Quantum/Reversible Quaternary Parallel Adder/Subtractor with Look-Ahead Carry", *Journal of Systems Architecture*, vol. 54, no. 12, Dec. 2008, pp. 1113-1121.

Mozammel H. A. Khan, "Synthesis of Quaternary Reversible/Quantum Comparators", *Journal of Systems Architecture*, vol. 54, no. 10, Oct. 2008, pp. 977-982.

Firoz Anwar, Syed Murtuza Baker, Taskeed Jabid, Md. Mehedi Hasan, Md. Shoyaib, Haseena Khan and Ray Walshe. "Pol II Promoter Prediction using Characteristic 4-Mer Motifs: a Machine Learning Approach", *BMC Bioinformatics* 2008, 9:414.

Conference Papers

Sazia Mahfuz, "Prospects of Distributed Computing in the Election Scenario of Bangladesh", 2nd IFIP international symposium on Wireless Communications and Information Technology in Developing Countries (WCITD 2008), 6-7 October 2008, Pretoria, South Africa.

Tahseen Kamal and Mozammel H. A. Khan, "An Application Specific Integrated Circuit for Optimization of Fixed Polarity Reed-Muller Expressions," Proceedings of 5th International Conference on Electrical and Computer Engineering (ICECE 2008), 20-22 December 2008, Dhaka, Bangladesh.

Rashida Khanum, Tahseen Kamal, and Mozammel H. A. Khan, "Genetic Algorithm Based Synthesis of Ternary Reversible/Quantum Circuit," Proceedings of 11th International Conference on Computer and Information Technology (ICCIT 2008), 25-27 December 2008, Khulna, Bangladesh.

Tahseen Kamal and Mozammel H. A. Khan, "An Application Specific Integrated Circuit for Optimization of Fixed Polarity Reed-Muller Expressions," Proceedings of 5th International Conference on Electrical and Computer Engineering (ICECE 2008), 20-22 December 2008, Dhaka, Bangladesh.

Rashida Khanum, Tahseen Kamal, and Mozammel H. A. Khan, "Genetic Algorithm Based Synthesis of Ternary Reversible/Quantum Circuit," Proceedings of 11th International Conference on Computer and Information Technology (ICCIT 2008), 25-27 December 2008, Khulna, Bangladesh.

Activities During Fall 2008

Professor Dr. Mozammel Huq Azad Khan was selected as Program Committee Member of IEEE Congress on Evolutionary Computation (CEC 2009), 18-21 May, 2009, Trondheim, Norway.

Professor Dr. Mozammel Huq Azad Khan served as reviewer of Electronics Letters, a journal published by The Institution of Engineering and Technology (IET), UK.

Seminar

The CSE department organized a seminar on Monday, 20th October, 2008 at the university auditorium on 5:00P.M. -6:00 P.M. Mr. Muhammad Faysal Islam, Project Coordinator & Senior Quality Assurance Engineer, Axispoint Inc. USA delivered a talk on "Quality Assurance and Project Management Skills for a successful career".

The CSE department in collaboration with EWU Programming Club organized Intra University Computer Programming contest on 18th October 2008.

Professional Services

Dr. Mohammad Ghulam Rahman was selected as Program Committee member for 2009 World Congress on Computer Science and Information Engineering (CSIE 2009), held between March 31 - April 2, 2009, Los Angeles/Anaheim, USA.

Dr. Mohammad Ghulam Rahman served as a reviewer for 2009 World Congress on Computer Science and Information Engineering (CSIE 2009), March 31 - April 2, 2009, Los Angeles/Anaheim, USA.

Dr. Mozammel Huq Azad Khan selected as Program Committee Member of IEEE Congress on Evolutionary Computation (CEC 2009), 18-21 May, 2009, Trondheim, Norway.

Dr. Mozammel Huq Azad Khan served as reviewer of *Electronics Letters*, a journal published by The Institution of Engineering and Technology (IET), UK.

Department of Economics

Publications

Dr. Basanta Kumar Barmon, Assistant Professor, Department of Economics Barmon, B.K., T. Kondo, and F. Osanami (2008). "Water-saving technology and water productivity of modern variety (MV) of paddy production: Evidence from the Rice-prawn and Year-round Paddy Farming Systems in Bangladesh." *Asia-Pacific Journal of Rural Development (APJORD)*, Vol 18, No. 2.

Barmon, B.K., T. Kondo, and F. Osanami (2008). Inputs Used in Modern Variety (MV) Paddy Farming and Household Income: A Comparative Study of Rice-prawn Gher and Year-round MV Paddy Farming System in Bangladesh. *The Review of Agricultural Economics*, Vol 63, pp. 1-18.

Ahmed Taneem Muzaffar, Iftekharul Huq, and Biva Arani Mallik, "Selling food in the streets of Dhaka: Identifying challenges and areas of intervention", *Proceedings of International Conference on Business and Management Education*, Bangkok, Thailand, 17-20 November, 2008.

Md. Wahidul Habib, Dr. Nazrul Islam, and Ahmed Taneem Muzaffar (2008), "A study of the factors used in selected soft drinks by the Bangladeshi consumers", *Proceedings of 1st International Conference of Global Business and Management Forum, organized at Pearl School of Business, Gurgaon, India*, 7-8 November, 2008.

Ahmed Taneem Muzaffar, Iftekharul Huq, and Biva Arani Mallik, "Entrepreneurs of the streets: An analytical work on the street food vendors of Dhaka city", *International Journal of Business and Management*, Vol. 4, No. 2.



CLUB UPDATE

MBA Club

Seminar on 'Importance of Training from an Employer's Point of View'

East West University MBA Club arranged a seminar on 'Importance of training from an employer's point of view' on 18 September 2008. Sk. Nasir Ahamed Razib, Deputy Manager, Sales Training, Commercial Division, AKTEL was present as a speaker. Professor Dr. Nazrul Islam, Coordinator, Graduate Studies Dept of Business Administration, EWU also graced the occasion.



The main objective of the workshop was to understand the importance and contribution of training in today's business world. To employers training is an investment needed to improve a company's performance. MBA students who intend to be entrepreneurs as well as those who are working in different organizations benefited from the seminar. MBA Club executive members were also present at the seminar.

EWU MBA Club Publishes Wall Magazine

EWU MBA Club arranged a grand opening on the occasion of publishing the wall magazine on 3rd November at 5pm. Mr. Animesh Kundu, Managing Director, Otobi, graced the occasion as a special guest in the Launching Ceremony. Professor Dr. Nazrul Islam, Coordinator, Graduate Studies, Dr. Tanbir Ahmed Choudhury, Chairperson, and Kamrul Hassan, Assistant Professor, Dept. of Business Administration, EWU also participated in the event.

Moderator

Dr. Nazrul Islam
Professor & Coordinator, MBA, EMBA & MBM Programs

Executive Committee

President	- Mr. Tanvir Omar
Vice President-1	- Mr. Khan Ahrar Nabil
Vice President-2	- Mr. Md. Mahbubur Rahman
General Secretary	- Mr. Omer Sharif Ibney Hai
Joint Secretary	- Mr. Abir Barua
Treasurer	- Mr. Md. Afrahim Noor
Executive Members	- Ms. Tamanna Rekha
	- Ms. Ayesha Bari
	- Ms. Farhana Rahman
	- Mr. Mohammad Arman Mia
	- Mr. Md. Arifur Rahman



EWU Electronics Club

Club Objective: The motto of this club is to "Explore Electronics and Explode ideas".

Summary of club activities: In Fall 2008 EWU Electronics Club organized the 1st Circuit Simulation Contest using PSpice for engineering students. A total of 17 students participated. As the first competition of this sort at EWU the response was good.

Moderators

Dr. Gurudas Mandal, Assistant Professor, Dept. of ECE
Ms. Tahseen Kamal, Lecturer, Dept. of EEE

Executive Committee Members

President	- Hossain Al-Mamun
Vice President	- Zubaier Shams
General Secretary	- Imran Ahmed
Treasurer/Event Coordinator	- S.M. Tanjilul Islam



English Conversation Club

During Fall 2008 EWUECC has lots of changes and updates. Ms. Sonia Sharmin, Lecturer, Department of English took over as Moderator of the Club at the beginning of Fall 2008. In 21 October 2008 a new executive committee took charge. Its first meeting was held on 22 instant on the agenda of Club's Next Program.

A program titled "How Interestingly Can You Introduce Yourself" was held on 4 October 2008. Many new students participated on the occasion with much enthusiasm. On the occasion firstly some clues and basic ideas were given to the students about how someone could introduce himself and herself. A movie show was arranged on 3 December in ACAD 303 as a part of club activities.

Regular chat sessions were arranged throughout the semester with a good number of interested students

Moderator : Ms. Sonia Sharmin, Lecturer, Dept. of English

Executive Committee

President	- S.M. Benzir Ahmed Shaon
Vice-President	- Maruf Hassan
General Secretary	- Muntaka Enayet
Assistant General Secretary	- Sohag Saha
Joint Secretary	- M. Arman Jahan
Organizing Secretary	- Nurul Islam
Treasurer	- Nazmul Huda
Program Secretary	- Moiyedul Azim

EWU Computer Club

EWU Computer Club, proudly continues to live up to its motto which is to provide information and knowledge of latest technologies and concepts regarding computers among students. As the most happening club of East West University, it remained proactive in the last semester as well. Activities included the following:

Workshop on "Wireless Network Setup & Router Configuration"

At the beginning of the semester, the club organized a two-day workshop titled "Wireless Network Setup & Router Configuration". Through it, our students became acquainted with wireless network with the help of a simulator. There was a lab session for practical implementation of the Router configuration and initiation into different methodologies of wireless networks. Each of the participants was certified by the Club.

Iftar Party : Like every year, during the Holy Ramadan an iftar party was jointly organized by the Computer Club and Programming Club.

Picnic : A delightful picnic was organized at Birishiri (Netrokona) on 14th November 2008, jointly by the Computer Club and Programming Club. Different types of games, an exciting raffle draw and lots of other enjoyable events were arranged for the students and the faculty members.

Workshop on "Recent Technologies of Telecommunication"

In the middle of the semester, the Computer Club arranged a two days workshop titled "Recent Technologies of Telecommunication". On the first day, there was a presentation by a speaker and then a brief introduction on Network Simulator 2 (NS 2). On the second day there was a practice session on the network simulator using Linux Platform. Through this workshop, students learned many things about network security and recent technologies of telecommunication.

Annual Contest Titled "Web Page Designing Contest 2008"

A web page designing contest was organized for all students of East West University. The basic purpose was to enhance the web page designing concepts among everyone.

Computer Club concluded the semester with a presentation and prize-giving ceremony for Web Page Designing Contest 2008. The chief guest of the ceremony was the honorable Vice Chancellor of East West University. The top three contestants were awarded in that ceremony.

Moderators

Maheen Islam
Nawab Yousuf Ali
Firoz Anwar

Executive Committee Members

President : Theca Mohammad
Vice President : Md. Syfur Rahman
General Secretary : Md. Abir Hossain
Treasurer : Ferdous Rahman
Event Coordinator : Md. Elias Hossain

Creative Marketing Club

Objectives: CMC stands for Creative Marketing Club, which has been established for conducting a wide range of marketing activities. The objective of this club is to promote talents to be brought out through innovative procedures. It plans to update student about the upcoming marketing world which is new, non-traditional and dynamic in nature and to generate leadership. This club will act as the Brand Ambassador of East West University.

The major focus of this club is on the creative sector of Marketing. That's why advertising will be a major concern of this club where different kinds of creative, innovative and differentiated advertising ideas will be articulated. The club will try to promote those ideas to the corporate world with a aim to establishing those ideas in different medias at the same time to build an excellent corporate link.

Activity: Workshop on "Marketing Research Problems & Approaches"

Creative Marketing Club (CMC) organized a workshop on "Marketing Research Problems & Approaches", in association with AC Nielsen, the world's number one research firm, on 25 September 2008. Mr. Mahboob Hossain and Ms. Nabila Khurshed attended the workshop. Mr. Mahboob Hossain discussed how retail audit is undertaken by various companies in Bangladesh. His presentation was very informative and highlighted the unique nature of consumers in Bangladesh. The second speaker, Ms Nabila, encouraged the audience to take up market research as a career. The guests then answered different questions of the students related to their research interests. The presentation was followed by a prize-giving ceremony. The champion of the Creative Marketing Club Logo Competition, S. M. Kanak Ibna Faruqi, was awarded a crest by the chief guest. Mr. Md. Farhan Faruqi, Club moderator, concluded the seminar by thanking the honorable guests and the students for joining the workshop.

Moderator : Md. Farhan Faruqi

Executive Committee

President : A.M. Noor Uddin Mahfuz
Vice President : Syed Sazzad Ali
Vice President : Md. Faysal Kabir
General Secretary : Md. Muntasir Rashid
Treasurer : Ummay Salma

Pharmacy Club

Objective: The Pharmacy Club's primary objective is to prepare students to meet the future needs of the pharmacy profession. The club intends to organize seminars and carry out other formal interactive programs for the dissemination of advanced knowledge in different areas of Pharmacy. The club also provides for pharmacy students to meet each other as well as faculty and professional pharmacists in order to interact in a setting outside the classroom.

Activities :

A wall magazine was launched by the Pharmacy Club in Fall 2008. In the launching ceremony the Chairperson of the Department of Pharmacy, moderators of the Pharmacy club, other faculty members and students were present. Articles, poems, interview and other write-ups from both faculty members as well as students enriched the wall magazine.

A seminar on "Pharmaceutical Market Dynamics-Breaking the barrier" was held on 13 November 2008 in the auditorium of East West University. The key note speaker of the seminar was Mr. Aminur Rahman, Managing Director, Bangladesh & Sri Lanka, IMS Health Bangladesh Limited.

A seminar on "Marketing Strategy - a case study" was held on 20 November 2008. The speaker of the seminar was Mr. Akhter Matin Chaudhury, Managing Director, Nuvista Pharma Limited.

Moderators

Dr. Sufia Islam, Associate Professor, Department of Pharmacy
Abu Taiab Md. Jamaluddin, Lecturer, Department of Pharmacy

Executive Committee:

President : Tamzid Zaman
Vice President : Ashfaque Rahman
General Secretary : Md. Maidul Islam
Treasurer : Abdullah-al-Masum



Rotaract Club

Iftar Party : RCEWU arranged an Iftar party on 22nd Ramadan / 23rd September in Green Spice Cafeteria. Mr. Omar Faruq, Assistant Professor, Dept. of Business Administration & Moderator of RCEWU and Mr. Kamrul Hasan, Assistant Professor, Dept. of Business Administration attended this Iftar party. All members participated in this program. Some Rotaract district officials also attended this Iftar party.

World AIDS Day '08 & Host Club : RCEWU celebrated World AIDS Day program as a host club on 1st December with the Career Counseling Centre. In this program they arranged a signing campaign, a rally and carried out other supporting work. They also worked with CCC as a host club in five other programs held in the EWU auditorium.

General Meeting & Board Meeting : RCEWU arranged 3 general meetings of Rota Year-2008-2009 in East West University campus in Fall-2008 semester. In this meeting they discussed expanding club activities and distributed club work among members. The moderator of RCEWU also attended this meeting. RCEWU arranged four meetings for their Board members.

Joint Meeting : RCEWU hosted a joint meeting which was held in Ramna Chinese Restaurant. 121 clubs attended this meeting. RCEWU was proud to host this meeting and successfully completed its duties as the host club.

Club Visit : RCEWU members visited many other Rotaract clubs for regular meetings, installation programs and joint meetings. They visited Rajshahi, Khulna, Sylhet, Narayongong, Bagrhat, Chitagong, Chadpur, Comilla and Norshingdi to participate in different programs & meetings. The main objective for visiting those clubs was to introduce our club to other Rotaract clubs and increase club participation. The visitors were Iqbal, Pikash, Himel, Mintu, Apu, past president Porosh and President Rifat.

To Attend Rotasia : RCEWU also registered to attend ROTASIA. This program will be held in 2009. IPP Akm Parvez Emam Chowdhury (Porosh) and President Md. Altamash-E-Ferdous (Rifat) will attend this program to lead RCEWU since this is the largest conferences for all Asian Rotaract Club. This year Bangladesh, District-3280 is hosting this program.

Moderator : Omar Faruq, Assistant Professor, DBA

Executive Committee

President	- Md. Altamash-E-Ferdous (Rifat)
Vice President	- Saiduzzaman (Shahin)
General Secretary	- Pikash Chandra Paul
Treasurer	- Shamsun Nahar (Airin)
Editor	- Md. Iqbal Nur

EWU Debating Club

EWU Debating Club (EWUDC) participated in the Inter-university debating competition, called NSU Dialogue, organized by North South University Debate Club and held from 4 to 6 September, 2008. This was an all English debating competition where Worlds debating format was followed. All four EWU teams reached the quarter-finals and one of the teams reached the final. They were eventually adjudged the 3rd best team of the competition.

Three EWUDC members Anika Rahman, Touhid Hossain Papon and Samiul Mueed represented EWU in the National Debate Competition 'Projonmo Bitorko' organized by popular TV channel ATN Bangla. On 19 November the first round of the debate was recorded, when they faced a strong contingent from BUET and lost by a very narrow margin of less than 1 point.

Two EWUDC members joined the National Debate Festival organized by National Debate Federation Bangladesh (NDFB). This national-level debate forum invited EWU to participate in this gala meet of debaters, adjudicators and organizers, who came from various parts of Bangladesh. This two-day festival of fun and debate was held at the National Museum, Dhaka, during 5 and 6 October, 2008.

EWU Debating Club participated in the 3rd Ittefaq-Stamford National Debating Championship 2008 held between November 06-12, 2008. The EWU-1 team beat BUET in the first round and Stamford University in the quarter-finals. They eventually lost to DU in the semi-finals. The other team EWU-2 beat South East University in the first round, and then lost to AIUB in the quarter-finals.

EWUDC also participated in the United International University (UIU) National Debating Championship 2008 held on November 21-23, 2008. Two teams from EWU - EWU A and EWU B - each comprising of 3 debaters joined this all-Bangla debate championship. EWU A team beat AIUB in the first round and then lost to Stamford in the second. EWU B lost to a team from BUET in the first round.

EWU is the host of Asian Universities Debating Championship (AUDC) 2009 held in May, 2009. Preparatory work for organizing this big event in the most befitting manner is going ahead in full swing. Mr. Rashedul Hasan Stalin, the Chief Adjudicator of AUDC 2009 and a former EWUDC President, is holding briefing sessions for AUDC volunteers each Thursday. A number of committee comprising EWUDC members and students have been formed. The AUDC 2009 Web Page has already been designed and developed. It will be hosted soon on the Web.

Moderator : Kamrul Hassan

Executive Committee

President	: Anika Rahman
Vice-President	: Ishtiaque Shahriar Shanto
Treasurer	: Sabera Haque
Event Coordinator	: Sinthia Farhad Barsha.

EWU Poetry and Drama Club

Club objective: EWU Poetry and Drama Club (EPDC) creates a platform for students to exhibit their potentials. The club gives them an opportunity to nurture their skills and learn the art of performance. So far it has staged 6 plays, (1 English and 5 Bangla). The Club started its activities 3 years ago.

Activities: In Fall 2008, EWU Poetry and Drama Club organized a charity program in association with the North South University Social Club (NSUSC) at the DDC building (Ground Floor) to raise funds for a student named Bonny. It was held for four days and a total amount of Tk 13,232 was collected.

Plays staged by EPDC: (1) *Gaw Geramer Kissa* was performed on the 11th of November 2007 in Mohila Samity, Baily Road (2) *Khatir Birombona*-performed at EWU (3) *Paduka Bistar* -performed at EWU (4) *Hotto Malar Opare*-performed at EWU (5) *Bongo Balar Hate*-performed at EWU (6) Special Performance for the Cidr-hit Victims (7) *Mixed Masala Shakespeare* -performed at EWU Auditorium.

In Summer 2008, Poetry and Drama Club organized a three day workshop on advanced acting. It was conducted by Shahadat Hossain (Ceter for Asian Theatre), Dilip Chakraborty (Desh Natok) and Rokaya Prachi(Nagorik Natto Shomprodaye). On 3 August, 2008, Poetry and Drama Club celebrated its third birthday with a program organized by the members of the club. Famous media and theatre artist Rokeya Prachi was present in the event as the chief guest. The highlight of the program was "Khaytir Birambona", a play written by Rabindranath Tagore and directed by Ashikur Rahman.

Moderators

Farhana Rizwan, Sr. Lecturer and Asst. Proctor, Dept. of Pharmacy
Farhana Zareen Bashar, Lecturer, Department of English
Rayan Hasan, Lecturer, Department of Social Science

Executive Committee Members

President:	Muntasir Shahriar (Dhruvo)
Vice President:	Ishtiaque Alam (Tonmoy)
General Secretary:	Ahmed Hossain Sabbir
Treasurer:	Sadia Sumaia Chowdhury
Chief Coordinator:	Asif Imran Ruben

EWU Shangskritik Shangho

In Fall 2008, East West University Shangskritik Shangho (EWUSS), the most popular club of EWU, organized three events even in this condensed semester as the new executive committee of the club took over from the previous committee.

On 24 September 2008, EWUSS organized an "Iftar Party". Almost 120 students attended. The second event was on a very special occasion as EWU Team became 1st runners-up in the "Battle of Minds 2008". EWUSS performed in a "Celebration Concert" organized by EWU Career Counseling Centre on November 8, 2008. It was a rock concert. Faculty members and students enjoyed the concert very much.

Next, the club organized a "Workshop on Acting and Recitation" on 26 and 27 November 2008. This is one of its annual events. National award winning actress, Naznin Hasan Chumki and Recitation specialist, Rejina Wali Lina were the guest instructors respectively in the Acting & Recitation sessions. The workshop elicited a good response. The Certificate Awarding Ceremony of the workshop was held on 2 December 2008. The ceremony included a showcase from workshop participants including a patriotic play written and directed by members of the club. Mr. Jalaluddin Ahmed, President, Board of Directors of East West University, Mr. Kamrul Hassan, Moderator of EWU Debating Club, Rayyan Hassan, Moderator EWU Poetry and Drama Club, and Ms. Farhana Farid, the club moderator were present. Participants took their certificates from Mr. Jalaluddin Ahmed. He congratulated the students for their effort.

Moderator

Ms. Farhana Farid, Lecturer, Department of English

Executive Committee

President : Shahrior Ronju
Vice President : Razoanul Amin Talukder (Abir)
Treasurer : Mohammad Imran
General Secretary : Md. Mushfiqur Rahman (Sakib)

EWU Science Club

EWU Science Club celebrated its fourth birthday on 29-30 October, 2008. A competition on MATLAB was held on the first day. Md. Shakhawat Hossain (2005-2-80-033), Mohammad Farhad Hossain (2005-2-80-003), Imran Ahmed (2006-2-80-052) were ranked first, second and third. On the second day, a seminar titled "Nano transistors: past, present & future trends" was presented by Dr. Anisul Haque, Dean and Chairperson, Department of EEE, East West University. After the seminar Mr. Arup Kumar Sinha anchored an open quiz competition. Dr. Anisul Haque distributed prizes among the winners of the Second Mathematics Competition. In the end club members cut a cake to celebrate the auspicious day.



The club also arranged the Third Mathematics Competition on November 26, 2008. Almost 100 students participated and Anirban M. Joy (2008-2-06-040), Md. Shakhawat (2005-2-80-033) and Mahfuz Alam (2006-1-80-001) got the first, second and third prize respectively.

Executive Committee Members

President : Shoumik Das (2005-2-50-009)
Vice-President : Md. Mahabubul Alam (2005-2-50-025)
Treasurer : Md. Omar Faruq (2005-1-50-001)
General Secretary : Md. Abu Kausar (2006-2-50022)

EWU Social and Environmental Club

EWU ESC's support for Freedom Fighter Habibur Rahman

EWU Environmental and Social Club (ESC), as part of its ongoing Social Support Program, supported Mr. Habibur Rahman - a landless old freedom fighter of Koshba, Brahmanbaria by donating Tk. Six Thousand to him for procuring chickens for his poultry farm. The donated amount was handed over to Mr. Rahman by the UNO, Koshba in the presence of leaders of Freedom Fighters Council, President of Koshba Press Club, Journalists and other important personalities of the locality at UNO office on September 3, 2008.

It is mentionable that on the occasion of Independence Day, 2007, East West University, EWU Environmental & Social Club had also provided support to a few of our Valiant Freedom Fighters, living in different parts of the country in distress. Selected freedom fighters have received financial help to start small business, buy domestic animals and pay tuition fees of their children, etc. The rehabilitation program has been highly appreciated by different quarters and has been widely covered by press.

Encouraged by these reports, Mr. Habibur Rahman, a landless old freedom fighter of Brahmanbaria sent an application to the EWU authority through Environmental & Social Club for financial help. He has a family of ten members with six daughters and two minor sons without any dependable source of income. Mr. SSM Sadrul Huda Moderator, EWU ESC, coordinated the program.

EID FOR ALL

EWU ESC organized its annual program "Eid for All" for sharing happiness of Eid with disadvantaged people in September. As part of this program, the club EWU ESC distributed 'Token Gifts' to all messengers, security guards, drivers, security guards and cleaners of the university on the occasion of Eid Ul Fitr.

Moderator: S S M Sadrul Huda

Executive Committee:

President : Md. Saifuddin Shaheen
Vice President : Muhammed Shahedur Rahman
General Secretary : Md. Imran Hossain
Treasurer : Tahajjat Begum
Fardina Sham



Corporate Lesson

THE HARE AND THE TORTOISE

Once upon a time a tortoise and a hare had an argument about who was faster. They agreed on a route and started off the race. Becoming over-confident, the hare slept. When he woke up, he realized that he'd lost the race. The moral of the story is that slow and steady wins the race.

Then the hare challenged the tortoise to another race. The tortoise agreed. This time, the hare went out and ran without stopping from start to finish. He won by several miles. The moral of the story is fast and steady wins the race.

The tortoise thought for a while, and then challenged the hare to another race, but on a slightly different route. In keeping with his self-made commitment to be consistently fast the hare took off and ran at top speed until he came to a broad river. The finishing line was a couple of kilometers on the other side of the river. The hare sat there wondering what to do. In the meantime the tortoise trundled along, got into the river; swam to the opposite bank, continued walking and finished the race. The moral of the story is, identify your core competency and then change the playing field to suit your core competency to win the game.

They decided to do the last race again, but to run as a team this time. They started off, and this time the hare carried the tortoise till the riverbank. There, the tortoise took over and swam across with the hare on his back. On the opposite bank, the hare again carried the tortoise and they reached the finishing line together. The moral of the story is when we stop competing against a rival and instead start competing against the situation, we perform far better.

When Roberto Goizueta took over as CEO of Coca-Cola in the 1980s, he was faced with intense competition from Pepsi that was eating into Coke's growth. Goizueta decided to stop competing against Pepsi and instead compete against the situation of 0.1 per cent growth. An American drinks 14 ounces per day. What was Coke's share of that? - 2 ounces. Goizueta said Coke needed a larger share of that market. The competition wasn't Pepsi. It was the water; tea, coffee, milk and fruit juices that went into the remaining 12 ounces. The public should reach for a Coke whenever they felt like drinking some thing. To this end, Coke put up vending machines at every street corner. Sales took a quantum jump and Pepsi has never quite caught up since.



Source: Intertiel

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