

2026 Asia-Pacific Management Accounting Association (APMAA) Webinars



Bangladesh Chapter



Emerging Issues in Corporate Communication and Accounting for Health from a Management Accounting Perspective

Theme: Innovation, Integrity and Accountability in the Digital Age

- **Date:** Sunday, 4th January 2026
- **Time:** 11:00 AM – 02:30 PM (GMT+6)
- **Mode:** Hybrid (On-site + Zoom)
- **Registration:** Required via Google Forms
- **Venue (On-site):** Lecture Hall, Room No-507, Super Specialized Hospital, Bangladesh Medical University, Dhaka, Bangladesh

Emerging issues in corporate communication involve the increasing importance of digital transformation, social media engagement, and transparency. Companies must navigate the complexities of public relations in an era of misinformation and real-time communication. Meanwhile, in health accounting, there is a growing focus on sustainability, cost control, and the integration of technology to streamline financial processes. Innovations such as health data analytics and the use of artificial intelligence for budgeting and forecasting are reshaping the sector. Both fields face challenges related to ethics, data privacy, and the balancing of stakeholder interests in an increasingly interconnected global environment

Webinar Objectives:

- **Enhance Knowledge Sharing**
Provide insights into emerging trends, theories, and practices in corporate communication and health accounting.
- **Promote Regional and International Collaboration**
Encourage dialogue and networking among academics, professionals, and students across the Asia-Pacific region.
- **Address Contemporary Challenges**
Explore how AI, digital transformation, and evolving business environments are reshaping corporate communication and healthcare finance.
- **Support APMAA's Mission**
Contribute to APMAA's ongoing efforts to advance management accounting research and professional development in the Asia-Pacific region

Target Audience:

- Academics
- Management Accounting Professionals
- Graduate and Doctoral Students
- APMAA Members

Event Overview:

Join us for an insightful webinar exploring Emerging Issues in Corporate Communication and Health Accounting. As both fields undergo rapid transformation driven by technology and evolving stakeholder demands, this webinar will dive into cutting-edge challenges, solutions, and innovations reshaping these critical areas. The theme, "Innovation, Integrity, and Accountability in the Digital Age," will provide a comprehensive examination of how emerging digital technologies, AI, and evolving business environments are shaping corporate communication strategies and healthcare financial management

Rationale:

The webinar aims to address the rapid transformation occurring in corporate communication and health accounting due to digital technologies, AI, and evolving stakeholder expectations. As organizations face increasing challenges relating to transparency, data privacy, and financial sustainability, professionals must adapt with innovative and ethical approaches. This event brings together global experts to share insights, discuss emerging trends, and strengthen capacity for responsible communication and effective healthcare financial management in the digital age

Program Highlights

11:00 AM – 11:20 AM	Registration & Video Documentary on Beautiful Bangladesh
11:20 AM – 11:30 AM	Presentation of a Bangladeshi Patriotic Song
11:30 AM – 11:35 AM	Welcoming Speech Associate Prof. Dr. Farhana Begum Webinar Chair Director, APMAA Head of APMAA-Bangladesh Chapter
11:35 AM– 11:45 AM	Opening Speech Prof. Emeritus Dr. Susumu Ueno Chair of the Board of Directors, APMAA Professor Emeritus, Konan University, Japan
Group Photo Session	

Session 1: Integrity in Corporate Communication

11:45 AM – 12:45 PM	Keynote Speaker Prof. Emeritus Dr. Normah Omar, CMA Professor Emeritus, ARI, UniversitiTeknologi MARA, Malaysia <i>Corporate Integrity at Workplaces</i>
	Keynote Speaker Prof. Dr. Masumi Nakashima Prof. of Accountancy, Bunkyo Gakuin University, Japan <i>Integrity in Corporate Communication: A Multidimensional AI Approach</i>
	Session Chair Prof. Dr. Mosaddak Ahmed Chowdhury Prof., Department of Business Administration, Shahjalal University of Science and Technology, Sylhet, Bangladesh
12:45 PM – 01:00 PM	Poster Presentation , APMAA Documentary (Lunch Break)

Panel Session 2: Accounting for Health

01:00 PM – 02:00 PM	<p>Emerging issues in health accounting focus on integrating technology to enhance financial management and decision-making. As healthcare systems become increasingly complex, there's a growing need for accurate cost allocation, financial transparency, and compliance with evolving regulations. The use of data analytics, AI, and blockchain is streamlining budgeting, forecasting, and auditing processes. Additionally, health accountants face challenges around the rising costs of care, reimbursement models, and ensuring financial sustainability. There's also growing attention to ethical issues, such as protecting patient data and balancing profitability with the provision of quality care. These challenges demand innovative solutions and adaptive financial strategies.</p> <p>Panelists:</p> <ul style="list-style-type: none">• Prof. Dr. Md Shahinul Alam Vice Chancellor, Bangladesh Medical University, Dhaka• Prof. Dr. Shahzad Uddin Prof. of Accounting, Essex Business School, University of Essex, UK <p>Session Chair:</p> <ul style="list-style-type: none">• Prof. Dr. Syed Abdul Hamid Institute of Health Economics, University of Dhaka, Bangladesh• Prof. Dr. Mosaddak Ahmed Chowdhury Dept of Business Administration, Shahjalal University of Science and Technology, Sylhet, Bangladesh
02:00 PM – 02:15 PM	Best Poster Award
02:15PM-02:30 PM	<p>Closing Remarks Prof. Dr. Md. Abul Kalam Azad Webinar Co-Chair Pro Vice Chancellor, Bangladesh Medical University, Dhaka</p> <p>Prof. Emeritus Dr. Normah Omar, CMA Professor Emeritus, ARI, UniversitiTeknologi MARA, Malaysia Director, Asia-Pacific Management Accounting Association</p>

Panel of Experts



Prof. Emeritus Dr. Susumu Ueno

Chair of the Board of Directors, APMAA
Professor Emeritus, Konan University, Japan

He is the Chair of the Board of Directors of the Asia-Pacific Management Accounting Association (APMAA) and Chief Editor of the Asia Pacific Management Accounting Journal. He previously served as APMAA President (2010–2013) and held major leadership roles in the Japanese Association of Management Accounting, including Vice President and Editor-in-Chief. In 2014, he received JAMA's prestigious Special Award for his exceptional contributions to management accounting research and education. A Professor Emeritus at Konan University, he has authored several influential books and published widely in international journals. He holds an MBA from the University of Maryland and a DBA from Southern Illinois University.



Prof. Emeritus Dr. Normah Omar, CMA

Professor Emeritus, ARI, Universiti Teknologi MARA, Malaysia
Director, Asia-Pacific Management Accounting Association

She is the first woman to be conferred the title of Emeritus Professor by UiTM, is a pioneering scholar in Islamic Financial Criminology. She has earned major international awards, including the 2020 Womani Award (1st place) and the 2019 GIFA Lifetime Achievement Award. As Director of the Accounting Research Institute (ARI), she elevated it to a Hi-CoE in Islamic Finance. Widely recognised for her influential research and global consultancy, she has played a key role in positioning Malaysia as a hub for Islamic finance. She continues to mentor numerous academics and contribute actively to advancing the field.



Prof. Dr. Shahzad Uddin

Professor of Accounting, Essex Business School,
University of Essex, UK

He is a Professor of Accounting at Essex Business School and Director of the Centre for Accountability and Global Development at the University of Essex. He is the founding editor of the Journal of Accounting in Emerging Economies (JAEE). In recognition of his pioneering work, he received the British Accounting and Finance Association's Distinguished Academic Award in 2022. His research examines how accounting functions as a social and political practice studying themes such as labour control, governance, sustainability, and development across Asia, Africa, and the Middle East. In 2024, he was awarded Fellowship of the Academy of Social Sciences for his significant contributions to the field.



Prof. Dr. Md Shahinul Alam

Vice Chancellor, Bangladesh Medical University, Dhaka

Professor Dr. Md Shahinul Alam, Vice Chancellor at Bangladesh Medical University, is a distinguished pioneer in Bangladesh for research on Metabolic Associated Fatty Liver Disease (MAFLD/NAFLD). According to Scopus, he is the leading scientist of BMU, with 3447 citations and 182 publications to his credit. Dr. Alam's academic journey includes MBBS, FCPS (Medicine), and MD in Hepatology. His global recognition is reflected in seven international awards, including honors from APASL (2004), AASLD (2008), the USA-Japan Joint Medical Science Award (2009), and travel bursaries in Indonesia, China, and Turkey. Recently, he was appointed as a member of the Global NASH Council, a prestigious USA-based body of leading hepatologists. He serves on the Editorial Board of the World Journal of Hepatology and reviews for leading publishers including Elsevier, Springer, Wiley, and Blackwell. Beyond academia, he represents Bangladesh in the Acute-on-Chronic Liver Failure Research Consortium, contributes to international guidelines, and advocates for patients with Hepatitis B and C against discrimination. He is also the only clinician in Bangladesh researching medical economics, highlighting the financial struggles of middle- and low-income patients.



Prof. Dr. Masumi Nakashima

Professor of Accountancy, Bunkyo Gakuin University, Japan
Board of Directors, Asia-Pacific Management Accounting Association

Masumi Nakashima is a Professor of Accountancy and Associate Dean of the Graduate School at Bunkyo Gakuin University. She is also an Adjunct Lecturer at Meiji University and serves as an External Co-Supervisor at Universiti Teknologi Malaysia (UTM). She holds a Ph.D. and an MBA from Nanzan University, Japan. Her research focuses on corporate governance, integrity in disclosure, and forensic accounting. She is the Representative Director of the Association of Forensic Accounting in Japan (AFAJ). In January 2025, she was granted a patent titled "Financial Statement Fraud Estimation Device, Financial Statement Fraud Estimation Method, and Program." She has received the Grant-in-Aid for Scientific Research (KAKENHI) continuously since 2012 and served as a KAKENHI reviewer in 2017. Her major publications include "Did Japanese-SOX Have an Impact on Earnings Management and Earnings Quality?" in the *Managerial Auditing Journal*, and "Has the COVID-19 Pandemic Changed Firms' MD&A Disclosure Approach? Evidence from Japan," in the *Journal of Forensic Accounting Research* (2023), making her the first Japanese researcher to publish in this journal.



Prof. Dr. Md. Abul Kalam Azad

Pro Vice -Chancellor
Bangladesh Medical University, Dhaka

He is a Pro-Vice Chancellor (Administration) of Bangladesh Medical University is a distinguished internal medicine specialist and academic leader with extensive contributions to clinical service, postgraduate training, and medical research in Bangladesh. A Fellow of the Royal College of Physicians (Edinburgh & London), he holds an FCPS in Medicine and is a gold medalist for his outstanding academic achievements. His research spans infectious diseases, metabolic disorders, antimicrobial resistance, clinical case studies, and COVID-19 therapeutics, with over 60 publications. His professional interests include advancing internal medicine services and supporting underprivileged patients. He has received notable honors, including the ASHAB Memorial Gold Medal and Prof. Abdur Rahman Memorial Award. UNESCO & Ministry of Education of the People's republic of Bangladesh jointly awarded him Best teacher in Bangladesh in Medical education category in this year.



Prof. Dr. Mosaddak Ahmed Chowdhury

Professor, Dept of Business Administration
Shahjalal University of Science and Technology, Sylhet, Bangladesh

He is a distinguished academic and entrepreneur who have been delivering his service as a Professor in the Department of Business Administration at Shahjalal University of Science and Technology in Sylhet, Bangladesh. His research interests encompass strategic marketing management, entrepreneurship development, the Fourth Industrial Revolution, and Small and Medium Enterprises. Dr. Chowdhury published research articles in national and international journals extensively on topics such as microfinance, SME policy, and the role of information and communication technology in business performance. Beyond academia, he is actively involved in various organizations such as the founder President of the Asia Small Business Federation, Country Director of iTrain Asia, Bangladesh, Chairman of Rescue Aid Trust (UK), Bangladesh.



Prof. Dr. Syed Abdul Hamid

Institute of Health Economics, University of Dhaka, Bangladesh

He is a Professor at the Institute of Health Economics, University of Dhaka, where he also served as Director from 2016 to 2019. He holds a PhD in Economics from the University of Sheffield and an MSc in Health Economics from the University of York. Dr. Hamid has contributed extensively to health economics research, including studies on equity in health, gender inequities, health financing, and health services for Rohingya GBV survivors. His publications include works in the Oxford Encyclopedia of Health Economics and the Journal of International Development. He serves as a member of the Institutional Review Board at IHE and leads multiple funded research projects, such as social health insurance for public servants and the economic burden of dengue in Bangladesh.



A/Prof Dr. Farhana Begum

Webinar Chair

Director, Asia-Pacific Management Accounting Association
Head of APMAA-Bangladesh Chapter

Dr. Farhana is an accomplished academic, researcher, and leader in the field of accounting and management. She is a Postdoctoral Researcher with the Islamic Development Bank (IsDB) and serves as Associate Professor in Accounting at the DSHE, Ministry of Education, Bangladesh, as well as Director of the Asia-Pacific Management Accounting Association. She holds MPhil and a PhD in Accounting, having earned her doctorate with a prestigious scholarship from the University Grants Commission (UGC) of Bangladesh. She received a research grant from the Institute of Management Accountants (IMA), USA, and a Merit Scholarship for Postdoctoral Research from the Islamic Development Bank (IsDB). In addition, She was honoured with the Womani 2022 – Most Influential Woman in Islamic Business and Finance award by Cambridge IFA (UK), recognizing her outstanding contributions as a professional, researcher, and author. Dr. Farhana has extensive experience in graduate and postgraduate teaching, as well as supervising research at Jagannath University, Bangladesh, in the Dept. of AIS. She has been actively engaged in scholarly research and has published numerous articles and book chapters. Her work has appeared in leading international journals, including Sustainability, International Journal of Health Planning and Management, Frontiers, Journal of Health, Population and Nutrition, ABDC, Emerald Insight, Wiley, Springer Nature, MDPI, and PLOS ONE etc.

JURY BOARD (Poster Presentation)



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University of Chittagong, Bangladesh



Prof. Dr. Md. Abdul Kaium Masud

Department of Business Administration
Noakhali Science and Technology University, Bangladesh



Prof/A Dr. Kanitsorn Terdpaopong, CMA

Associate Professor, Rangsit University, Thailand

**Three awards will be given for the best
poster presentations (Local Participants)**

Last Date of Submission: 24-12-2025

Scientific Committee

Prof. Emeritus Dr. Susumu Ueno
Chair of the Board of Directors, APMAA
Professor Emeritus, Konan University, Japan

Associate Prof. Dr. Farhana Begum
MPhil, PhD., Postdoctoral Research Scholar IsDB
Director, Asia-Pacific Management Accounting Association

Rahik Farhan
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Registration Information

The event is free of charge,
but registration is required
to secure your spot

Register now (Just Scan It):



Contact Information

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Webinar Zoom Link: <https://bdren.zoom.us/j/91704613134>



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Don't miss this opportunity to gain valuable knowledge, connect with experts,
and stay ahead in the dynamic fields of corporate communication and accounting
for health. We look forward to your participation!