



2026 Asia-Pacific Management Accounting Association (APMAA) Webinars

Bangladesh Chapter

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

Date: Sunday, 4th January 2026

Time: 11:00 AM – 02:30 PM (Bangladesh Standard Time)

Mode: Hybrid (On-site + Zoom)

Registration: Required via Google Forms

Venue (On-site): Bangladesh Medical University, Sahbag, Dhaka 1000, 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 Prof./A Dr. Farhana Begum Webinar Chair Director, Asia-Pacific Management Accounting Association
11:35 AM– 11:45 AM	Opening Speech Prof. Dr. Emeritus Susumu Ueno Konan University, Japan Chairperson, APMAA
Group Photo Session	
Session 1: Integrity in Corporate Communication	
11:45 AM – 12:45 PM	Prof. Emeritus Dr. Normah Omar ARI, Universiti Teknologi MARA, Malaysia Director, Asia-Pacific Management Accounting Association Corporate Integrity at Workplaces
	Keynote Speaker Prof. Masumi Nakashima Prof. of Accountancy, Bunkyo Gakuin University, Japan Integrity in Corporate Communication: A Multidimensional AI Approach
	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)

01:00 PM – 02:00 PM	<p style="text-align: center;">Panel Session 2: Accounting for Health</p> <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. Shahzad Uddin Prof. of Accounting, Essex Business School, University of Essex, UK <p>Moderator:</p> <ul style="list-style-type: none"> ▪ Prof. Dr. Syed Abdul Hamid Institute of Health Economics, University of Dhaka
02:00 PM – 02:15 PM	Award Ceremony of Poster Presentation
02:15 PM-02:30 PM	<p>Closing Remarks</p> <p>Prof. Dr. Md. Abul Kalam Azad Pro Vice -Chancellor (Administration) Bangladesh Medical University, Dhaka</p> <p>Prof. Emeritus Dr. Normah Omar ARI, Universiti Teknologi MARA, Malaysia Director, Asia-Pacific Management Accounting Association</p>

Registration Information:

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

Register now via:
[Insert Registration Link]

Contact Information

For any inquiries, please contact:
Prof./A Dr. Farhana Begum
 E-mail: farhanaju05@gmail.com
farhanaju@yahoo.com
 Phone: +8801711354474

**The Top Three participants in the
Poster Presentation session will be selected and awarded**

Panel of Experts



Prof. Dr. Emeritus 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

Board of Directors, APMAA
Professor Emeritus, ARI, Universiti Teknologi MARA, Malaysia

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

Prof. Dr. Md Shahinul Alam is a Professor of Hepatology and the Vice-Chancellor of Bangladesh Medical University. He holds an FCPS in Medicine and an MD in Hepatology, and has established himself as one of the leading clinical researchers in liver disease in South Asia. His research primarily focuses on nonalcoholic fatty liver disease (NAFLD/MAFLD), viral hepatitis, cirrhosis, and liver-related metabolic disorders. Prof. Alam has authored more than 170 scientific publications, with over 3,000 citations, and his work appears in prominent international journals in hepatology, gastroenterology, and internal medicine. His scholarly contributions have earned multiple international recognitions, including Young Investigator Awards and Travel Bursaries from APASL and AASLD. He actively supervises postgraduate research and contributes to academic development through curriculum design, editorial work, and scientific review.



Prof. Dr. Masumi Nakashima

Professor of Accountancy, Bunkyo Gakuin University, Japan
Board of Directors, APMAA

Prof. Masumi Nakashima is a professor of accountancy at Bunkyo Gakuin University and Associate Dean of Graduate School of Bunkyo Gakuin, Japan. She holds a Ph.D. and MBA from Nanzan University in Japan. Dr. Nakashima is an active researcher in the area of earnings management, fraud, forensic accounting and corporate governance. She has published in journals including Managerial Auding Journal, Journal of Forensic and Investigate Accounting, and Research on Professional Responsibility and Ethics in Accounting.



Prof. Dr. Mosaddak Ahmed Chowdhury

Professor, Department 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.

	<p>Prof. Dr. Syed Abdul Hamid Institute of Health Economics, University of Dhaka</p> <p>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.</p>
	<p>Prof./A Dr. Farhana Begum DSHE, Ministry of Education, Bangladesh Board of Directors, APMAA Executive Council member, Bangladesh Accounting Association</p> <p>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, Dr. Farhana was honoured with the <i>Womani 2022 – Most Influential Woman in Islamic Business and Finance</i> 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 <i>Sustainability</i>, <i>International Journal of Health Planning and Management</i>, <i>Frontiers</i>, <i>Journal of Health, Population and Nutrition</i>, <i>ABDC</i>, <i>Emerald Insight</i>, <i>Wiley</i>, <i>Springer Nature</i>, <i>MDPI</i>, and <i>PLOS ONE</i> etc.</p>

Join Us for an Insightful Experience!

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!