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maintaining precise localization and producing accurate maps. This approach offers a cost-effective and computationally efficient solution for localizing mobile robots in indoor environments, with potential applications in robotics research and controlled industry scenarios.

Paper ID: 205

Factors Influencing the Usage of Artificial Intelligence among Bangladeshi Professionals: Mediating role of Attitude Towards the Technology

Md Mehedi Hasan Emon¹, Tahsina Khan², Md Adnan Rahman³, Saleh Ahmed Jalal Siam

¹Faculty of Business Administration, American International University- Bangladesh, Dhaka, Bangladesh

²Centre for Higher Studies and Research, Bangladesh University of Professionals, Dhaka, Bangladesh

³Department of Business Administration, Uttara University (UU), Dhaka, Bangladesh

Emails: emonmd.mhasan@gmail.com

Abstract: This study investigates the factors influencing the usage of artificial intelligence (AI) among Bangladeshi professionals, with a focus on the mediating role of attitude towards technology. The purpose is to enhance understanding of AI adoption using elements from the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Technology Acceptance Model (TAM). A quantitative research design was employed, utilizing a questionnaire distributed to 490 professionals, resulting in 190 usable responses. Data were analyzed using SmartPLS to assess the relationships among performance expectancy, effort expectancy, social influence, facilitating conditions, perceived usefulness, perceived ease of use, attitude towards technology, and behavioral intention to use AI. The findings indicate that performance expectancy, effort expectancy, social influence, facilitating conditions, and perceived usefulness significantly influence AI adoption. Social influence and perceived ease of use exhibit mediated effects through attitude towards technology. The research is limited by its use of convenience sampling and a single-country focus, which may affect the generalizability of the findings. The study's practical implications include guiding policymakers and industry leaders in designing targeted strategies to promote AI adoption among professionals. Social implications highlight the importance of addressing social factors and perceived ease of use to foster positive attitudes towards AI. This research contributes originality by integrating UTAUT and TAM models in a developing country context, providing nuanced insights into AI adoption among professionals. Future research should explore AI adoption across different developing countries and consider longitudinal and qualitative studies for a deeper understanding of technology adoption dynamics.

Paper ID: 208

Measuring the Influence of Brand Image on Consumer Behavioral Intentions by using AI: Exploring the Mediating Role of Trust

Md Adnan Rahman¹, Md Mehedi Hasan Emon², Tahsina Khan³, Saleh Ahmed Jalal Siam⁴

¹Department of Business Administration, Uttara University (UU), Dhaka, Bangladesh

²Centre for Modern Languages, Bangladesh University of Professionals (BUP),
Dhaka, Bangladesh

³Centre for Higher Studies and Research, Bangladesh University of Professionals (BUP),
Dhaka, Bangladesh

⁴Faculty of Business Administration, American International University- Bangladesh,
Dhaka, Bangladesh

Corresponding Email: emonmd.mhasan@gmail.com

Abstract: This study investigates the influence of various dimensions of brand image—perceived brand quality, brand loyalty, brand awareness, perceived value, brand personality, and brand communication—on consumer behavioral intentions, with trust acting as a mediating factor. Using survey data from 130 respondents and employing structural equation modeling (SEM) via Smart PLS, the research finds that brand loyalty, awareness, perceived value, personality, and communication significantly impact consumer intentions. Notably, trust mediates the relationships between perceived value and consumer intentions, and between brand communication and consumer intentions. However, perceived brand quality shows no direct impact on consumer intentions. The study acknowledges limitations such as convenience sampling and self-reported data, suggesting avenues for future research to enhance generalizability through diverse samples and longitudinal studies. Practical implications suggest that marketers should focus on strengthening these brand dimensions to build consumer trust and drive favorable behaviors, thereby potentially enhancing brand reputation and societal well-being. The study contributes to theoretical advancements by emphasizing trust as a pivotal mediator in brand-consumer relationships, offering valuable insights for strategic brand management in competitive market environments.

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Yoga Posture Image Classification Using Big Transfer (BiT)

K.M Nafiur Rahman Fuad¹, Uland Rozario¹, Hashibul Ahsan Shoaib², Mst.

Moushumi Khatun¹, Md Raisul Islam³, M. F. Mridha⁴, Jungpil Shin⁵

¹Department of Computer Science and Engineering, Bangladesh University of Business
and Technology, Dhaka, Bangladesh

²Information Technology, St. Francis College, Brooklyn, NY, USA

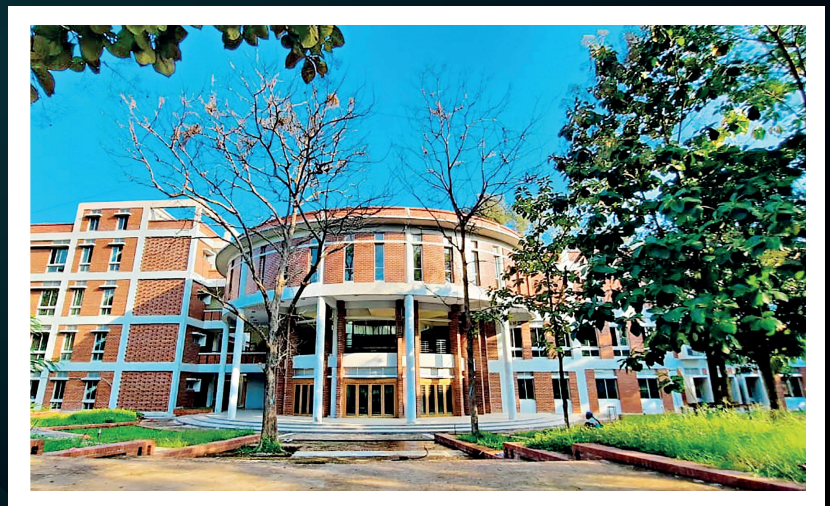
³Western Illinois University, Illinois, USA

⁴American International University - Bangladesh, Dhaka, Bangladesh

⁵School of Computer Science and Engineering, The University of Aizu, Aizuwakamatsu,
Japan

Corresponding Email: nafiurrahman373@gmail.com

Abstract: Yoga, celebrated for its holistic well-being approach, has become widely popular, providing both physical and mental benefits. Integrating technology, particularly deep learning models for yoga posture classification, has introduced innovative avenues for improved learning experiences. This paper explores the application of the cutting-edge Big



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