

ISSN 1815-3291

# **JOURNAL OF BUSINESS AND SOCIETY (JBS)**

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**An Annual Publication of the Department of Business Administration,  
Southern University Bangladesh: A Platform for the Exchange of Ideas  
and Experiences between Academics and Development Activists.**

**Editor**

**Professor Ishrat Jahan, Ph.D**



**Volume 9**

**December, 2018**

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***The Journal of Business and Society (JBS) ISSN 1815-3291***

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This is an annual publication of Southern university Bangladesh. All original contributions to JBS are subjected to a blind folded peer review process. It is intended to act as a literary platform for exchange of ideas and experiences between academics and development activists.

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**Southern University Press**

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**Price: Home BDT 300 and Overseas US\$ 8**

**ISSN 1815-3291**

## **EDITORIAL**

*The Journal of Business and Society (JBS) is a peer reviewed Journal devoted to the advancement of research on business and social science, where contributions of any relevant latest business knowledge in the categories of research papers, critical reviews, conceptual discussions, analytical descriptions and scholarly empirical research outcomes are considered for publication.*

*This issue of journal contains creative, problem- solving and exploratory research based articles. This volume covers the core business issues, like Management, Accounting, HRM, Marketing, Finance & Banking and other business related issues. Our mission is to connect society with research community to enhance performance and make sustainable social development. Our efforts will be meaningful if the readers find the articles helpful and contribute to the change of our society.*

*We acknowledge the contributions of our authors, administrators, peer reviewers and members of the Editorial Board for their excellent support to bring out the issue. We expect that the “Journal of Business & Society” will continue to make precious contributions to enrich the stock of existing knowledge and conveys a substantial representation in various academic fields. Finally, we greatly appreciate the support from all concerned and we strive to make JBS an authoritative journal on business and social studies in the research world.*

**Professor Ishrat Jahan, Ph.D**  
**Editor**  
Journal of Business and Society (JBS)  
Southern University Bangladesh

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