

ISSN 2664-9942 (Print)

BUFT JOURNAL OF BUSINESS
&
ECONOMICS
[BJBE]



2023 Volume 4
ISSN (Print) 2664-9942

Founder

BGMEA University of Fashion and Technology (BUFT)

Publisher

Faculty of Business Studies, BUFT

Editorial Office

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Cover Design

Dr. Engr. Md. Hasan Iqbal

Printing

BL Advertising, Katabon Road, Dhaka-1205

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About the Journal

BUFT Journal of Business and Economics (BJBE) is an annual peer reviewed journal published by Faculty of Business Studies of BGMEA University of Fashion and Technology (BUFT). The BJBE is intended to be the university's journal for publishing full-length state-of-the-art research papers, reviews, case studies related to all areas related to Business, Economics and Social Sciences.

Journal Scope & Focus

The *BUFT Journal of Business and Economics (BJBE)* publishes original research across all the major fields of Business, Economics and Social Sciences such as;

- Finance
- Management
- Marketing
- Accounting
- Human Resources
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- Strategy
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- Business Ethics and Law
- Social Sciences
- Arts & Literature

History of the Journal

In May 2019 the Faculty of Business Studies, BGMEA University of Fashion and Technology (BUFT) initiated to establish the new journal which will help academics and practitioners to develop mentioned topic in terms of scholarly papers in the field of Business, Economics and Social Sciences.

ISSN- 2664-9942 (Printed Version)

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Editorial Board is a team of experts in the journal's field, who takes responsibility to review submitted manuscripts; advise on journal policy and scope; identify topics for special issues, which they may guest edit; attract new authors and submissions. Editorial board members are selected by the journal's chief-editors. A journal's editorial board can affect its quality, so chief-editors consider the following: the location of board members should represent the reach of the journal; board members' expertise should represent the journal's scope; representatives should be appointed from key academic and research institutes etc.

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BJBE is a refereed journal. Upon submission, each paper is examined by the secretary of the editorial board on meeting the formal requirements: length, structure, basic formatting, plagiarism etc. Then, the paper is analyzed by the Editor or the editorial team of the Journal. At this stage, the team decides if the paper fits the scope of the Journal. The editorial team pays attention to the academic value of the paper, its relevance, novelty and validity of the results and conclusions. If the paper does not meet the abovementioned requirements or fails to fit the scope of the Journal, the editorial team may reject the paper without sending it for peer review. In that case, we inform the author about our decision in a timely manner, indicating the weak points of the paper and suggesting alternative platforms, if possible. Other cases for desk rejection may include typos, grammatical errors and poor punctuation; unclear writing; inconsistency and inaccuracy; unclear impact or novelty; the paper is currently under review at another journal; the paper lacks key elements such as the title, authors, affiliations, keywords, main part, references, some tables and figures; language is not sufficient; figures and tables are not clear enough to read; references are very old etc. In case the paper satisfies all the requirements and standards, the Editor arranges it for peer review. The standard peer review period of our Journal lasts 5-7 weeks (from the date when the paper reviewing begins to the final decision of the Editor about the paper acceptance or rejection). We believe that this is an optimal time frame for the reviewers to make a valid and substantial judgment on the paper and provide a proper review report. We have an extensive editorial board and a great team of external reviewers - experts in the field. The Editor selects reviewers with expertise in the field of the paper. Our peer review is "double blind peer reviewing", meaning that neither reviewers nor authors do not know the identity of each other. This helps us to exclude the conflict of interests and avoid any possible bias linked with the peer review process. Reviewers of our journal follow COPE Ethical Guidelines for Peer Reviewers.

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Frequency of Publishing

The journal is published by the rolling model. This means, that as soon as a paper is accepted for publication, we initiate typesetting procedures. After the approval of the paper layout by the corresponding author, we add the paper to the current issue of the journal online. There is a single volume of the journal per year. We publish the volume in print and start forming the next volume. Such a model allows us to meet the modern requirements of the research community for timely publications. The authors, whose papers are accepted earlier do not need to wait for the complete volume to be formed, but their paper will be published online straight after the acceptance.

Journal Abstracting and Indexing



Open Access Policy

This journal provides immediate open access to its content on the principle that making research freely available after publication on the BJBE website to the public supports a greater global exchange of knowledge.

Chief Editor's Note

Dear Readers,

Welcome to the latest issue of the BUFT Journal of Business and Economics. We are delighted to present a diverse and insightful collection of research articles, reviews, and commentary on the dynamic and ever-evolving field of Business and Economics.

In this issue, our dedicated team of authors, researchers, and reviewers has worked tirelessly to bring you a range of high-quality contributions that span various facets of business and economics. The research featured in this journal represents a broad spectrum of topics, methodologies, and perspectives, reflecting the multifaceted nature of these disciplines.

We are particularly pleased to showcase articles that delve into contemporary issues, emerging trends, and novel research approaches. Our contributors have tackled complex questions related to finance, marketing, management, entrepreneurship, and economics, shedding light on pressing challenges and opportunities facing businesses, policymakers, and society at large. In addition to original research, this issue includes thought-provoking reviews and commentaries that provide critical insights and fresh perspectives on established theories and practices. These contributions not only serve to synthesize existing knowledge but also stimulate further discussion and innovation in the field.

As the Editorial Team, we would like to express our deep appreciation to all the authors who entrusted us with their work and to the dedicated reviewers who provided valuable feedback to enhance the quality of the articles. Their commitment to advancing scholarship in business and economics is truly commendable.

In this rapidly changing world, the role of research in business and economics becomes increasingly vital. We hope that the articles presented in this issue inspire meaningful dialogue, further investigations, and informed decision-making. Our journal remains committed to fostering a collaborative and inclusive environment for the exchange of knowledge and ideas.

We encourage you to explore the contents of this issue and look forward to your feedback and contributions in the future. Together, we can continue to push the boundaries of knowledge and make meaningful contributions to the fields of Business and Economics.

Thank you for your continued support.

Sincerely,



Distinguished Prof. Md. Muinuddin Khan,
Chief Editor, BUFT Journal of Business and Economics (BJBE)

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