

CALL FOR PAPERS
Jahangirnagar University Journal of Business Research (JUJBR)
Volume 24, No. 02, December, 2024
Institute of Business Administration (IBA-JU)
Jahangirnagar University, Savar, Dhaka, Bangladesh.



Last Date of Submission: 2024/10/02
Date of Publication: 2024/12/30
Submit your paper at: <https://jujbr.iba.juniv.edu/jujbr>

About the Journal

Jahangirnagar University Journal of Business Research (JUJBR) is a bi-annual journal (published in June and December) of the Institute of Business Administration (IBA-JU), Jahangirnagar University. This Journal is purely academic and published in English only. The Journal contains research-based articles on topics related to business, entrepreneurship, economics, trade, commerce, industry and relevant areas. JUJBR is further devoted to bridge the gap between theories and practices. The mission of JUJBR is to present the contemporary research and development work in functional and other support areas of business. The journal is published by the Editor, JUJBR, Institute of Business Administration (IBA-JU), Jahangirnagar University, Savar, Dhaka-1342, Bangladesh.

Author Guidelines

Jahangirnagar University Journal of Business Research (JUJBR) is a publication of the Institute of Business Administration (IBA-JU), Jahangirnagar University.

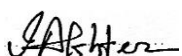
Guidelines for Submission:

1. **Originality:** The paper must be based on original unpublished research work focusing on contemporary aspects of business, commerce and economy and a wide range of relevant issues.
2. **Manuscripts requirements:**
 - Format: Softcopy (both in PDF and WORD format) of the manuscript must be submitted in a 12-point Times New Roman font with double spaced with margin: left, 1.5" and others, 1.0" on A4 size paper.
 - Article length/word count: Manuscript should not exceed 7500 words including reference list and appendices.
 - Author details: The cover page of the manuscript should contain: (a) A title of the manuscript; (b) Name(s) of the author(s) starting from the corresponding author; (c) address of the author(s) including designation and institutional affiliation, and (d) phone number and E-mail address. In case of more than one author, correspondence will be sent to the first name author. [Font size 16 for Title and 14 for all other information on this page].
 - Structure of Manuscript:
 - The second page should have the title of the manuscript and an abstract of maximum 250 words with single spaced line describing the purpose, methodology, findings, and future scope of this research.
 - A list of 3-5 appropriate key words must be included after the Abstract.

- The main paper should be started from the third page without title of the manuscript or name of the author(s). All section headings should be bold and in capital letters with 14 font size. All sub-section should be bold in 12 font size.
 - The author may use only endnotes (not footnotes) if necessary, with consecutive numbers.
 - Tables and Figures:
 - All figures should be presented in the highest resolution/quality possible printable format with short titles in a consecutive manner.
 - All tables should have brief captions with consecutive number and necessary acknowledgement if taken from other sources. All large tables should be placed in Appendix/Appendices at the end of the text.
 - References: The details of all references should follow APA (American Psychological Association) 7th Edition.
 - Research funding: It is important to refer all sources of external research funding in the acknowledgement section.
3. **Process of Publication:** Submitted papers are initially screened by the Editorial Board. Papers considered as appropriate for publication would go through double blind peer-review process and plagiarism checking before final decision about the publication is taken.
 4. **Ethics of Publication:** First of all, proper source should be mentioned for data, graph, and chart taken from any other publication(s). Second, articles submitted for publication in JIJBR should not, at the same time, be submitted anywhere else for publication. IBA-JU or the Journal Committee does not take any responsibility for opinions expressed in the articles/papers published in the journal.
 5. **Paper Submission Charge:** One copy of the Journal will be delivered to the author(s) at free of charge. The paper publication charge per manuscript is 5000 BDT, if accepted for publication. All communications regarding publication should be addressed to the Editor, Jahangirnagar University Journal of Business Research (JIJBR), Institute of Business Administration (IBA-JU), Jahangirnagar University, Savar, Dhaka-1342, Bangladesh or editor.jijbr@gmail.com
 6. **Withdrawal Policy:** If any author(s) would like to withdraw any article, must follow the procedure. If before sending to any Reviewer, Tk. 1000BDT will be charged, and after sending the article to the reviewers, Reviewer's charge Tk. 3500BDT must be born to the author(s).
 7. **Copyright:** The copyright of the manuscript will be reserved by IBA-JU once the article is accepted for publication.

You are requested to circulate this letter among your colleagues for wider participation, and you may visit our webpage at: www.iba-ju.edu.bd

Your sincerely,



Ireen Akhter, PhD
Professor and Editor

Jahangirnagar University Journal of Business Research (JIJBR); **Vol. 24, No. 02, December, 2024**
Institute of Business Administration (IBA-JU),
Jahangirnagar University Savar, Dhaka-1342, Bangladesh.

E-mail: editor.jijbr@gmail.com

Webpage: <https://jijbr.iba.juniv.edu/jijbr>