



Department of Business Administration
NDUB Journal of Business Studies
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Invitation for Research Articles

Dear Valued Researchers:

We are very pleased to inform you that The Department of Business Administration, Notre Dame University Bangladesh (NDUB) published their first issue '**NDUB Journal of Business Studies**' June' 2022 successfully. We are going to publish the said research journal '**NDUB Journal of Business Studies**' Vol: 2, Issue: 2 in January 2023.

The Journal is a double-blind peer-reviewed journal containing **ISSN: 2789-0252** which will publish focusing on business administration. The journal aims at fostering original research works and exchange new knowledge among all the academicians and stakeholders of any sector of business administration. It will cover a wide range of fields like Accounting, Finance, Taxation, Auditing, Marketing, Branding, Consumer Behaviour, Business & Market research, Human resources, Management, Entrepreneurship, Innovation, Sustainable Business Management and any other aspects of Business Studies.

NDUB Journal of Business Studies is inviting original manuscripts on empirical research works, literature reviews, and case studies dealing with basic and applied topics on the above-mentioned fields. The journal will be published both in online and printed versions. We are inviting you all to submit your paper (if any) for our **upcoming issue in January 2023 (Submission deadline: November 15, 2022)**. You can share this call with your colleagues too.

You have to send your research articles in the following mail businessjournal@ndub.edu.bd by **November 15, 2022**. You have to also follow the submission and publication procedures in the next page.

Professor Dr. Parimal Chandra Datta
Chief Editor
NDUB Journal of Business Studies

SUBMISSION AND PUBLICATION PROCEDURES

1. Manuscript Preparation

Manuscript Components: The manuscript should have the following components: title, abstract, text, footnotes, references, and as appropriate, tables, and figures, etc.

Word Counts: The word count for article will be between 3500-5000, including abstract, and references.

Title: The title includes title of the paper, a word count for text only, and the full name(s) of author(s).

Abstract: A structured abstract of no more than 300 words is required. The abstract should be focused on the following aspects: brief statement of the problem with research question(s)/ objective(s), methodology, major findings, and conclusion of the article.

Key Words: Author(s) is/are also requested to mention 3 to 5 key words or short phrases that will be sufficient to describe the content of the manuscript text.

Text: The text of the manuscript for original research article should include the following headings: Introduction, Materials and Methods (study design, sample size and sampling, measures, statistical methods and ethical approval), Results, Discussion, Conclusion.

References: Author(s) is/are requested to follow the APA (America Psychological Association) <https://apastyle.apa.org/> Referencing Style strictly for both in text citation and at the end of text. In case of any inconsistency with the APA Referencing Style, the manuscript will be sent back to the author(s) for revising the reference.

Confirmation: The authors must confirm by themselves the originality of the manuscript, absence of plagiarism, and proper references and citations. The author(s) also should affirm that he/she/they are solely responsible for the opinions and explanations expressed in the manuscript.

2. *Manuscript Submission*

Submission: Manuscripts written in English only could be submitted to the mentioned email address. Acceptable manuscript file format for online submission is MS Word, not PDF.

Twelve (12) point font size of Times New Roman, double-space text, and unjustified right margin should be used.

Submission Checklist: Author(s) is/are requested to check their submission's compliance with the following items as part of the submission process:

- The paper has not been previously published, or submitted to any other journal for consideration
- The paper is in MS Word format
- The manuscript adheres to the stylistic and bibliographic requirements of the Journal.

3. *Publication Process*

The publication process is consisting with the following steps. The ultimate objectives of this process are to ensure quality. Full process will be completed within 2-3 months.

- After receiving the manuscript, we will send a confirmation e-mail to the author.
- Manuscripts will be checked by Plagiarism checker software.
- Primary quality will be checked by the Editor.
- The manuscript will be sent for double blinded review.
- Based on the double blinded review editor will take decision and the decision will be communicated to the author. Decisions can be three types like accepted without revision, resubmission with major/minor revisions, rejected.

4. *Review Process*

All manuscripts submitted will be primarily screened, evaluated, and later peer-reviewed by two anonymous experts and corresponding author will be communicated through email to notify the receipt of manuscript and editorial decisions regarding acceptance or rejection.

Authors are requested to submit full name(s), designation/institutional affiliation, contact address(es), and email address(es) of the author(s).

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