Invitation for Research Articles
Vol: 03, Issue: 1, 2024

Dear Valued Researchers:

We are very pleased to inform you that The Department of Business Administration, Notre Dame University Bangladesh (NDUB) successfully published its second issue 'NDUB Journal of Business Studies' in November 2023. We will publish the research journal Vol: 03, Issue: 01 in April 2024.

The Journal is a double-blind peer-reviewed containing **ISSN: 2789-0252** which will be published focusing on business studies. The journal aims to foster 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 Behavior, Business and market research, Human resources, Management, Entrepreneurship, Innovation, Sustainable Business Management, economics 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 in 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 April 2024 (Submission deadline: February 28, 2024)**. Please share this call with your colleagues too.

You have to send your research articles in the following mail **businessjournal@ndub.edu.bd** by **February 28, 2024**. You have to also follow the submission and publication procedures on 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, figures, etc.

Word Counts: The word count for the article will be between 5000-6000, including abstract, and references.

Title: The title includes the title of the paper, a word count for text only, and the full name(s) of the author(s). The title font should be 14 in Times New Roman.

Abstract: A structured abstract of no more than 300 words is required. The abstract should be focused on the following aspects: a brief statement of the problem with the research question(s)/ objective(s), methodology, major findings, and conclusion of the article. The Abstract will be in 10 font italics in size.

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

Text: The text of the manuscript for the 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, and Conclusion. The full text will be in 12 Times New Roman.

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 the 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. The reference font will be in 10 Times New Roman.

Confirmation: The authors must confirm by themselves the originality of the manuscript, the 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 consists of the following steps. The ultimate objective of this process is to ensure quality. The 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-blind review.
- Based on the double-blinded review editor will make a decision and the decision will be communicated to the author. Decisions can be three types accepted without revision, resubmission with major/minor revisions, or rejected.

4. Review Process

All manuscripts submitted will be primarily screened, evaluated, and later peer-reviewed by two anonymous experts and the corresponding author will be communicated through email to notify the receipt of the 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).