

ISU Journal of Business and Development Studies (JBDS)

Vol: 02, Issue: 02, January to June, 2024

The Chief Patrons

Engineer A.K.M. Mosharraf Hussain

Chairman, Board of Trustees (BoT)
International Standard University (ISU)

Engineer Md. Atiqur Rahman

Vice Chairman, Board of Trustees (BoT)
International Standard University (ISU)

The Patrons

Prof. H.T.M. Quader Newaz

Treasurer
International Standard University (ISU)

Hasnat Mosharraf

Member Secretary, Board of Trustees (BoT)
International Standard University (ISU)



Produced By

ISU Center for Research, Development, and
Publications (CRDP)

ISU Journal of Business and Development Studies (JBDS)

Vol: 02, Issue: 02, January to June, 2024

Editor in Chief

Professor Dr. Abdul Awal Khan
Vice Chancellor and Chief Advisor, CRDP

Executive Editor

Mr. Md. Mahbubur Rahman
Associate Professor, DBA
& Director, CRDP



Faculty of Business Studies (FBS)
International Standard University (ISU)

ISU Journal of Business and Development Studies (JBDS)

Vol: 02, Issue: 02, January to June, 2024

Editorial Board Members

Editor in Chief

Professor Dr. Abdul Awal Khan

Chief Advisor, CRDP

International Standard University (ISU)

Executive Editor

Md. Mahbubur Rahman

Associate Professor, DBA and Director

Center for Research, Development and Publications

International Standard University (ISU)

Prof. Santi Narayan Ghosh

Former Professor of Accounting
and Information Systems

University of Dhaka, Bangladesh &
Director, IQAC, BUBT

Prof. Dr. Manindra Kumar Roy

Vice Chancellor

Ranada Prasad Shaha University

Prof. Dr. Anthony Zwi

Professor of Development Studies
University of New South Wales,
(UNSW), Australia

Dr. ABM Abdullah

Department of Management
University of South Australia
(UNISA), Australia

Dr. Monjur Morshed Mahmud

Professor & Dean

Faculty of Business Studies
International Standard University

Prof. Dr. Md. Aminul Islam

Professor of Finance

University Malaysia Perlis

Prof. Dr. Md. Ekramul Hoque

Chairperson, Department of Business
Administration & Director, IQAC
International Standard University

Mohammad Ali

Professor

Department of Business
Administration
International Standard University

ISU Journal of Business and Development Studies (JBDS)

Vol: 02, Issue: 02, January to June, 2024

ISSN: 2790-0703

E-ISSN: 3006-2195

©International Standard University (ISU)

Published By

**ISU Center for Research, Development, and Publications
(CRDP)**

International Standard University (ISU)

69, Mohakhali C/A, Dhaka-1212, Bangladesh

Tel: +8809613100100 Web: <https://isu.ac.bd/research/journal>

Price: Tk.500.00 only

US \$ 5.00 only

Canada, USA and North America	:	\$5.00
UK, France, Germany and Western Europe	:	\$5.00
Turkey, Australia, New Zealand and Africa	:	\$5.00
The Middle East, Iran, Malaysia and Singapore	:	\$5.00
South Asian Countries	:	\$5.00
Other Countries	:	\$5.00
Bangladesh	:	Tk. 500