

### **Editorial Note**

It gives us immense pleasure in introducing the 1<sup>st</sup> issue of the 2<sup>nd</sup> volume of the Journal of Business and Development Studies (JBDS) of International Standard University (ISU) to our esteemed readers and scholars. JBDS was introduced in September 2021 and is currently in the process of being indexed in reputable academic repositories, including the Directory of Open Access Journals (OAJ). The realization of this milestone owes much to the unwavering support of ISU's Board of Trustees (BoT) and the rigorous intellectual endeavors of our valued contributors, comprising both authors and reviewers.

The central objective of JBDS is to provide a scholarly platform that fosters the publication of cutting-edge research emanating from diverse domains of inquiry within the realms of business, development, and associated areas in the context of Bangladesh. In an era marked by dynamic transformations across the broader contemporary landscape, our journal seeks to offer a conducive environment for intellectual pursuits in domains such as business, economics, development studies, and so on.

In this current issue, we remain steadfast in our commitment to facilitating the proliferation of pioneering research within the realm of business and development studies. The papers featured in this particular issue substantiate our dedication to the scholarly discourse in two distinctive ways. First, they contribute to a comprehensive exploration of pressing and multifaceted issues prevalent within the milieu of

Bangladesh. Second, they extend their purview beyond national boundaries, thus transcending geographical confines to offer insights that ensure broader applicability.

The works within this issue traverse a spectrum of subjects, each of which bears significant implications for both academia and practice within the field of business and development studies. They are underpinned by rigorous research methodologies and analytical frameworks, ensuring the highest standards of scholarly rigor. Furthermore, these contributions collectively epitomize the dynamic and evolving nature of contemporary business landscapes, reflecting the multifarious challenges and opportunities that confront researchers and practitioners alike.

In the first article, titled 'Developing Quality Private Universities in Bangladesh: Empirical Evidence from Selected Private Universities,' the authors delve into the criteria essential for the establishment of high-caliber private universities in Bangladesh. The study underscores the pivotal roles played by the relevant government entities, the University Grants Commission (UGC), and the university administration in shaping the quality of education and research within private higher education institutions of Bangladesh. The article, moreover, proffers insightful recommendations for the enhancement of quality education and the advancement of research excellence.

The second article, titled 'Sustainable Banking Practices and Its Development: A Study on Banks'

Operating in Bangladesh,' elucidates sustainable banking initiatives, with a particular focus on identifying existing gaps in areas such as green banking and corporate social responsibility within the banking sector of Bangladesh. The third article, titled 'Influence of Reward Management Practices on Employee Satisfaction: A Study on Some Private Commercial Banks,' rigorously examines the influence of reward management practices on employee satisfaction within private commercial banks in Bangladesh. This investigation notably underscores the significance of non-financial rewards, such as recognition and career development, in augmenting employee satisfaction, emphasizing the imperative of optimizing reward strategies.

The fourth article titled 'Emotional Intelligence as a Predictor of Intrapersonal Conflict: A Study on the Telecommunication Sector of Bangladesh', directs its focus towards the realm of emotional intelligence among telecommunication workers in Bangladesh. The study compellingly highlights the affirmative impact of emotional intelligence on the adept management of intrapersonal conflict, the bolstering of mental well-being, and the cultivation of leadership competencies. It, therefore, accentuates the paramount significance of emotional intelligence in the contemporary workplace.

The fifth article titled, 'Determinants of Stock Performance: An Evidence from Dhaka Stock Exchange (DSE)', scrutinizes the multifaceted factors influencing stock performance within the Dhaka Stock Exchange. It offers

valuable insights into the dynamic interplay between these factors and their consequential implications for investors.

In the sixth article titled, 'Analyzing Food (In)security among Low and Low-Middle-Income People Residing in Dhaka South City: Exploration of Four Pillars of Food Security,' the authors undertook an extensive examination of the underlying causes of food security challenges faced by individuals with low and low-middle incomes residing in Dhaka South City. The research advocates for the formulation and implementation of government policies prioritizing local food production and facilitating access to safe drinking water.

In the seventh article, titled 'Development as Freedom: Exploring the 'Five Pillars of Development' among the Women Tea Workers of Sylhet District in Bangladesh,' embarks upon a comprehensive exploration of the development status of women engaged in tea plantation labor within Sylhet district, Bangladesh. Grounded in Amartya Sen's 'capability approach,' the study underscores the pivotal role played by social security, political freedom, religious activities, transparency, and economic growth as quintessential constituents of holistic development.

The concluding article, titled 'A Study on Rice Bran Oil and Environmental Sustainability: Evidence from Bangladesh,' embarked upon an investigation into the intricate relationship between rice bran oil consumption patterns and environmental sustainability in Bangladesh. The study underscores the

pivotal significance of factors encompassing food quality, health consciousness, trust, and green purchasing behavior in the endeavor to promote environmental sustainability. In culmination, these contributions collectively symbolize the pursuit of academic excellence and the zealous exploration of pertinent research inquiries within the multifaceted domains of business and development studies. The findings and insights stand poised to enrich the academic discourse and practice within these spheres. We trust that the diverse perspectives presented within this volume will stimulate further scholarly inquiry and engender meaningful

discussions within the academic community, especially belonging to the field of Business and Development Studies. We extend our gratitude to the erudite authors and diligent reviewers for their invaluable contributions to the advancement of knowledge in this field.

Regards,

---

**Professor Dr. Abdul Awal Khan**

Editor in Chief  
Journal of Business and Development  
Studies (JBDS)  
International Standard University (ISU)