

Faculty of Business Studies Office

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বিজনেস স্টাডিজ অনুষদ অফিস

কুমিল্লা বিশ্ববিদ্যালয়

কোটবাড়ি, কুমিল্লা-৩৫০৬, বাংলাদেশ

শিক্ষা নিয়ে গড়ব দেশ

শেখ হাসিনার বাংলাদেশ

The Comilla University Journal of Business Studies
Volume 10. No. 1, December, 2023.

Call for Papers

The Comilla University Journal of Business Studies is an annual journal of the faculty. It is the peer reviewed journal with a blind review process published every year. We always welcome the submission of research papers or articles from the academicians, experts and practitioners in the fields of business. The editorial board sincerely invites the manuscripts with scholarly debates and innovate thoughts on original works dealing with basic and applied topics across a full range of business issues.

Authors are hereby said to clearly write their names, designations, addresses, telephone/Mobile numbers and e-mail addresses on the cover letter only. Submission of the manuscript implies that the work is an original one which has not been published previously and it or any part of it is not under the consideration for publication elsewhere.

For more details, please see the 'Guidelines for the submission of research papers/articles'.

Last date of submission: June, 22 , 2023

With regards,

(Professor Dr. Mohammad Amzad Hossain Sarker)

Editor-in-Chief

The Comilla University Journal of Business Studies &
Dean

Faculty of Business Studies

Comilla University, Cumilla-3506, Bangladesh.



Guidelines for Contributors

The Comilla University Journal of Business Studies is a peer-reviewed annual journal with a blind review process published once in a year. The journal welcomes the submission of research papers or articles from the academicians, experts and practitioners in the fields of business on a regular basis.

Guidelines to be followed in the submission of research papers/articles

Language: All manuscripts must be in English language.

Title Page: The title should be concise and informative. The name, designation, affiliation and email address of the author need to be mentioned. The name of the corresponding author will be indicated.

Rules for the Text

Font: Times New Roman; Size: 12.

Type: The manuscript must be typed double-spaced on A4-sized paper or equivalent and should be maximum 20 manuscript pages including charts, notes, tables and appendices.

Heading 1: Times New Roman; Size: 12, Bold, for example, **1. Introduction;**

Heading 2: Times New Roman; Size: 12, Italic, for example, *3.1 Scale development;* and

Heading 3: Times New Roman; Size: 12, Normal, for example, 2.1.1 Service quality.

Abstract: A concise and factual abstract, with maximum length of 200 words, is required.

Keywords: Immediately after abstract provide a maximum of 5 keywords.

Submission of the Article: Divide your article into clearly defined and numbered sections. Subsections should be numbered 1., 2., (then 1.1, 1.1.1, 1.1.2), 1.2 etc.

Tables and Figures: Present tables and figures at the appropriate places of the article. These should be numbered consecutively.

Formula: The text size of the formula should be similar with normal text size.

Reference Style

Text: Citations in the text should follow the referencing style used by the American Psychological Association.

List: References should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters 'a', 'b', 'c', etc., placed after the year of publication.

Originality: The journal committee directly rejects any manuscripts it is matches with other recourses more than 25% (Turnitin Plagiarism Checker).

Examples

Reference to a journal publication

Van der Geer, J., Hanraads, J. A. J., & Lupton, R. A. (2010). The art of writing a scientific article. *Journal of Scientific Communications*, 163, 51–59.

Reference to a book

Strunk, W., Jr., & White, E. B. (2000). *The elements of style*. (4th ed.). New York: Longman, (Chapter 4), 100-120

Reference to a chapter in an edited book

Mettam, G. R., & Adams, L. B. (2009). How to prepare an electronic version of your article. In B. S. Jones, & R. Z. Smith (Eds.), *Introduction to the electronic age* (pp. 281–304). New York: E-Publishing Inc.

Three (03) copies of typed manuscripts (**Hard copy**) for the publication must be submitted to the Office of the Dean, Faculty of Business Studies, Comilla University, Cumilla-3506, Bangladesh; and a MS Word format (2007) file should be sent to: coufbstudies002@gmail.com