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Editorial

I am pleased to announce the publication of No. 1&2 of Volume 2 of the “The Business Review (TBR)”, the official journal of the School of Business Administration of Uttara University. TBR focuses on theories and empirical analyses of organizational and collective intelligence. I congratulate all the authors who contributed to this publication. The **mission** of this publication is to provide academic, practitioners, scholars and students a **window** for dissemination of research findings related to management, decision making **theory**, methodology and modeling, theoretic and practical economics, data mining and **knowledge** bases for organizational management, technological advancement and globalization.

Business today involves knowledge from various disciplines such as computer science, **industrial** and system engineering, management science, operations research, marketing, **contracts** and negotiations; as well as cultural transformation and integration methods **based** on beliefs, assumptions, principles, and values among organizations and humans. In **this** preface, emerging business paradigms bring new power to provide opportunities in **new** application domains. TBR is expanding its content to continue providing its readers **with** information to add to their business acumen. The contributors of TBR are **encouraged** to become more research based as a means to broaden the interest in and appeal of **these** fields. The Business Review does not claim to be an authority on business. However, it aims to bring the relevant issues to the readers that matter to businesses. Feel free to spark a discussion on any of the articles, or email us at “*b_review_uu@yahoo.com*” if you have any comments. We hope you enjoy regarding the articles as much as the authors enjoyed writing them.

Contributors both home and abroad are welcome to send their articles addressed to the Editor of TBR any time of the year. All articles published in the journal are peer reviewed but the authors are solely responsible for opinions and views expressed in their articles. Comments and brief notes on any article are highly welcome and will be accepted for publication. All correspondences must be addressed to the Editor.

The materials published in the journal are copyrighted. As the journal is devoted to disseminate research knowledge, all materials can be quoted with proper acknowledgment and sending a copy of the publication to the Editor. Photocopy and other means of copying can be freely done for class room and similar uses. The Editor is thankful to Prof. M. Azizur Rahman, Vice-Chancellor of Uttara University and Chief Advisor of the journal for his continuous encouragement and to other members of the Advisory Board and Editorial Board for their help and suggestions in bringing out the present issue of the journal. Finally, I acknowledge the sincere effort and hard work of Md. Mahmudul Hasan, Assistant Professor, Department of Business Administration in bringing out this issue.



Prof. Debi Narayan Rudra Paul, Ph. D

Editor

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Measuring Marketing Profitability Metrics of Islamic Commercial Banks in Bangladesh

Dr. Haripada Bhattacharjee
Professor, Department of Marketing
University of Dhaka
h.bhattacharjee.du@gmail.com

Mahamudul Hasan
Asstt. Prof., Dept. of Business Administration
Uttara University, Bangladesh
E-mail: mahamudmkt@yahoo.com

Saiful Kibria Chowdhury
Asstt. Prof., Dept. of Business Administration
Stamford University Bangladesh
E-mail: saifulmkt@hotmail.com

Abstract- *While the commercial banks are associated with long-term profitability, a basic understanding of Marketing Profitability concept is yet to recognize. This paper introduces the Marketing Profitability Metrics (MPM) for the evaluation of bank's marketing performance. One of the greatest challenges for marketing and brand managers is to quantify the financial return from marketing activities. Therefore, this paper exposes the quantification of Marketing Profitability Metrics and examines the influences of its contents on banks' profitability. 'Interest income' of conventional banks termed as 'Investment income' for Islamic commercial banks has been influenced by banks' marketing activities. The investment of Islamic commercial banks in their core products (loans and advances) is relatively high compared to other conventional banks. As Islamic banks are more concerned about their investment, we have considered Islamic commercial banks in Bangladesh for our study. Data have been collected from bank's annual reports and analyzed by using the SPSS software. Correlation analysis has been conducted to establish the nature of relationship among MPM, NP (Net profit) and OP (Operating profit) of banks. Positive Relationship has been found between NMC (Net Marketing Contribution) and OP. This study has also found the positive relationship between NMC and Net Profit (NP).*

Keywords: Islamic bank, MPM, NMC, MROI, MROS, NP, OP

JEL Classification: M31; G21

Performance Evaluation of Telecommunication Sector in Bangladesh: A Case Study of Three Mobile Phone Companies

D. N. R. Paul

Professor, Dept. of Business Administration
Uttara University
Email: dnrpaul@gmail.com

Mohammad Tanveer Alam

Lecturer, Dept. of Business Administration
Dipankar University of Science and Technology
Email:tanveer@excellencetd.net

Badal Kumar Ghosh

Associate. Prof., Dept. of Business Administration.
Uttara University
Email: badalkumarghosh@hotmailcom

***Abstract** - Telecommunication is an important sector of the economy of Bangladesh. Once it was growing really fast but market is getting saturated with time. Hence to remain in business and to tract and retain more customers, the companies are fighting to provide better service to their customers. This study attempts to analyze the major factors that influence the quality of customer services using ridge regression technique in predicting performance of the telecommunication companies. The study then evaluates the performance of three top ranking mobile companies namely, Grameen Phone, Robi and BanglaLink. Prediction model developed for service quality was quite adequate and responsiveness of the employees to customers and privacy in transactions are identified as the major determinant of service quality of the telecommunication sector.*

Key Words: Services quality, Empathy, Privacy,
Variance Inflation Factor (VIF) and Ridge Regression

JEL classification: L96; P47

Productivity Measurement of a Private Commercial Bank in Bangladesh: A Study on Bank Asia Ltd.

Md. Abdul Kaium Masud

Lecturer, Dept. of Business Administration,
Noakhali Science and Technology University, Bangladesh
Email: masudbd08@gmail.com

Mohammad Sharif Hossain

Lecturer, Department of Business Administration
Uttara University, Bangladesh
Email: sharif1400@gmail.com

***Abstract** - The commercial banking system in Bangladesh is service orientated and labor-intensive. Employee is the main input and therefore employee's productivity is the main measure of banking productivity. This study is conducted to evaluate the productivity of Bank Asia Ltd. Although, there is no single well accepted theoretical approach to measure productivity of a service industry, an attempt has been made here to measure productivity through partial approach and total approach on the basis of some indicators. The study reveals that the productivity performance of Bank Asia Ltd showed upward trends during 2001 to 2009.*

Key Words: Bank, Productivity, Performance.

JEL Classification: G21, D24

Determining the Growth Pattern of Securities Market in Bangladesh: A Case of Dhaka Stock Exchange Limited

Md. Moulude Hossain

Lecturer, Department of Business Administration
Institute of Science and Technology (IST)
mdmoulude@gmail.com

Nafia Laila

Lecturer, Dept. of Business Administration
Institute of Science and Technology (IST)

S M Ziaul Hassan

Asstt. Prof. and Head, Dept of Business Administration
Institute of Science and Technology (IST)

***Abstract** - This study aims to identify the growth pattern and evaluation of performance of Bangladesh stock market over the time period of 2001-2010. The study is undertaken based on the regression analysis and Kerl Pearson's Correlation Coefficient between the selected indicators of the market. The indicators used to determine the growth pattern and performance in terms of market capitalization, listed securities, issued capital, annual turnover, volatility in the market index. The findings of the study reveal that key indicators of the market growth are significantly correlated with each other. The findings of our study indicate that the Bangladesh's stock market is growing in terms of market capitalization to GDP, turn over ratio, value traded to GDP and number of listed companies. It is also found that the growth over the study period is not stable and has not been growing with any specific pattern yet. Considering the analysis authors of the paper conclude that Bangladesh stock market is still at a pioneering stage of its growth with a small market size relative to GDP and is characterized by poor market performance with highly volatile index movement.*

Key Words: Growth Pattern, Security Market, Market Capitalization, Performance Indicators, Share Price Index, Regression Equation, Correlation Coefficient

JEL Classification: G1; G2; O43

Analysis of Comparative Performances of the Private Sector Banks Operating in Bangladesh: A Non-Parametric Approach

Muhammad Amir Hossain

Joint Director, Statistics Department, Bangladesh Bank, Head Office, Dhaka.

E-mail: mdamir.hossain@bb.org.bd

***Abstract** - Among the different types of Deposit Money Banks eight Private Banks have been selected randomly to compare their relative performances. The main objective of this study is to find out the most efficient bank and how much inefficient the other banks are compared to the most efficient bank. In the present study Data Envelopment Analysis technique has been applied which is nonparametric in nature. Input oriented three Data Envelopment Analysis models have been applied to workout relative efficiencies. For each of the models, attempts have been made to find out technical efficiency, scale efficiency, allocation efficiency and cost efficiency of each selected bank separately. After applying these measures Southeast bank has been found as the most efficient bank during the period of study.*

Key Words: Technical Efficiency, Scale Efficiency, Allocation Efficiency, Nonparametric, Data Envelopment

JEL Classification: G21, C51

Effectiveness of Branding in the Perspective of Private Television Channels in Bangladesh

Monirul Hasan Masum

Assistant Professor, Department of Marketing,
Bangladesh University of Business & Technology
Email: masum433@yahoo.com

Maniruzzaman

Assistant Professor, Department of Marketing
Bangladesh University of Business & Technology
Email: manir2006@yahoo.com

Fayez Ahmad

Lecturer, Department of Marketing
Bangladesh University of Business & Technology
Email: fayezahmad004@yahoo.com

Abstract - *A brand is an identifiable entity that makes some specific promise of value. Branding is used to create emotional attachment between products and companies. Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol. The purpose of this paper is to examine the effectiveness of branding in the perspective of private television channels in Bangladesh and also to identify how broadcaster brand images are affected by channel or program branding decisions. We have conducted primary and secondary data analysis with regular viewers of TV. We have been collected these data from SIRUS marketing & personal interviewing technique. The outcome of the research will help to understand the effectiveness of program branding in comparison with channel branding among different private TV channels in Bangladesh and also to understand the viewers' satisfaction on different brands of channels and programs. After conducting this research, we have found that program branding is comparatively more effective than channel branding among different private TV channels in Bangladesh. As marketers, we need to work hard to ensure that we are offering our customers strong brands that are clearly differentiated and that offer clear, real value and unique benefits.*

Keywords: Brand, Brand image, Program branding, Channel branding, Television channels.

JEL Classification: M31; M37

An Overview of the Traffic Congestion in Dhaka City: Its Causes and Consequences

Mohammad Rafiqul Amin

Lecturer, Department of Human Resource Management
Jatiya Kabi Kazi Nazrul Islam University
E-mail: abirshalo@yahoo.com

Md. Arafater Rahman Bhuiyan

Asst. Prof., Department of Management
Bangladesh University of Business & Technology
E-mail: arafat_34@yahoo.com

Razuan Ahmed Shuvro

Lecturer, Dept. of Human Resource Management
Jatiya Kabi Kazi Nazrul Islam University
E-mail: shuvro_ru@yahoo.com

Abstract - *The mega city, Dhaka cannot afford the burden of 14.54 million people on its 815.8 sq. kilometers of land. It is lengthy in south and northern directions while its width consisting of east and western directions is few kilometers only. Traffic congestion stands as the number one problem of Dhaka city and becomes the most intolerable one for the city dwellers. All most all city dwellers are directly allied with this problem. Besides, traffic congestion leads to other problems such as air pollution, noise pollution etc. Although several research have been conducted to deal with this problem, but still people are being adversely affected by it. Therefore, this study attempts to explore the hidden causes of traffic congestion of Dhaka city as well as to shed light its overall consequences. This study is based on the survey of 400 people who were directly associated with this problem. The researchers have also drawn information from the existing literature and various reports of the Government of Bangladesh to clarify the different causes of traffic congestion and its overall effects. The major finding of the study is that there are several factors liable for traffic congestion of Dhaka city and it has adverse effects on the different socio- economic aspects, but still these issues are not emphasized considerably to minimize it.*

Key words: Traffic congestion, Causes & Consequences, Socio-economic aspects, Dhaka city, Pathways.

JEL Classification: L90; R41

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