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Editorial

I am delighted to announce the publication of No. 1 & 2 of Volume 3 of the "The Business Review (TBR)", the official journal of the School of Business of Uttara University, Dhaka, Bangladesh. TBR focuses on theories and empirical analyses of organizational and collective intelligence concerning business and social studies. I appreciate all the authors who contributed to this volume of publication. The mission of this publication is to provide academic, practitioners, research scholars and students a window for dissemination of research findings related to business, management, decision making, methodology and modeling, theoretic and practical economics, data mining and knowledge bases for organizational management, technological advancement and globalization.

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 management however; it aims to bring the relevant issues to the readers that matter to businesses.

This issue of TBR consists of seven articles on different aspects in business arena: (1) Measuring Brand Value of Second Generation Private Commercial Banks in Bangladesh with an Application of Marketing Profitability - has developed quantitative measure of brand valuation for commercial banks using Interest Income, net Interest Income, marketing return on Investment, net marketing contribution and relative brand strength; (2) Impact of Information Technology Used in Teaching-Learning Process on the Behavior of Private University Students in Bangladesh - suggests that the use of IT facilities will enhance the learning behavior of the private university students in Bangladesh. (3) Inventory Management: A Study on Four Selected Ceramic Industries of Bangladesh - highlights that inventory ratios may signal problems related to brand image and product quality, the two important competing factors at national and international markets; (4) Financial Inclusion Index: A Multi-Dimensional Study on Bangladesh - shows the status, problems and key points of financial inclusion in Bangladesh using outreach and actual usage dimensions and FII; (5) Impact of Cash Incentives Programme on Export of Shrimp and Vegetables, Farm Level Income and Employment - suggests that the government should continue the cash incentive programme to increase export at the national level and employment at the farm level; (6) Job satisfaction and job performance: An Empirical Study in Banking Industry of Bangladesh - study has indicated significant impact on job performance here in this paper; (7) Profile of The Selected Enterprises: A Study on Small Industries in Pabna and Bogra Districts - highlights that shortage of fund, poor management, lack of market demand of products, low capacity utilization, high cost of production, infrastructural facilities, etc. create obstacles to business activity and has suggested ways to overcome such problems;

The readers are welcomed to spark any discussion on any of the articles and email us at "b_review_uu@yahoo.com". Contributors both from home and abroad are welcomed 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. The materials published in the journal are copyrighted. As the journal is devoted to disseminate research knowledge, all materials can be quoted with proper acknowledgements and sending a copy of the publication to the Editor of The Business Review. The Editorial Board is thankful to Prof. Dr. M. Azizur Rahman, Vice-Chancellor of Uttara University and Chief Advisor of the journal for his continuous encouragement and suggestions in bringing out the present issue of the journal. Finally, I acknowledge the sincere effort and hard work of Kazi Tareq Ullah, Assistant professor and Chairman, Department of Business Administration for his relentless and wholehearted effort to publish this issue.



Prof. Debi Narayan Rudra Paul, Ph. D

Editor

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Measuring Brand Value of Second Generation Private Commercial Banks in Bangladesh with an Application of Marketing Profitability

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Abstract - *In the competitive world with an expanding banking sector, the importance of brand valuation is rapidly increasing for the demand of effective management. With an understanding how the brand valuation actually drives, is still a challenging task. In contrast, the financially focused model provides an estimation of the brand's economic value, since economic value creation is becoming the major discussion of brand management in today. The economic rationale of brand valuation reflects to the decision of brand management in the field of products and services marketing. This paper explores the Brand valuation (BV) and identifies the relative position of banks based on measuring marketing contribution. Second generations of Private Commercial banks in Bangladesh has been considered for this study. Data have been collected from Bank's Annual Reports and analyzed by using perpetual NPV discount factor. The existing review of literature assesses the quantitative measurements of brand for products where the measure of brand for services has yet to discover. This study has developed the quantitative measure of BV for commercial banks using Interest Income (II), Net Interest Income (NII), Marketing Return on Investment (MROI), Net Marketing Contribution (NMC) and Relative Brand Strength (RBS).*

Keywords : Commercial Banks, Interest Income, Net Interest Income, Marketing Return on Investment, Net Marketing Contribution, Relative Brand Strength.

JEL Classification: M31; M37; G21

Impact of Information Technology Used in Teaching-Learning Process on the Behavior of Private University Students' in Bangladesh

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Abstract - Presently, a large number of students are studying at the undergraduate and graduate levels of the private universities in Bangladesh. These students are getting educated in the fields of business, science and engineering, arts, social sciences, etc. But the effectiveness of the learning mostly depends on the use of information technology in the teaching-learning process of the university. Hence, there is a paramount importance of conducting study on the impact of the use of information technology on the learning behavior of the private university students' in Bangladesh. Students' behavior is referred to as the amount of time they study, quantity and quality of the notes they prepare, on time and fulltime attendance in class, interactions with the instructors and with the classmates, class presentations, etc. Both descriptive and causal research methods were used to conduct this study. Descriptive statistics were used to explain the university education scenarios of Bangladesh while inferential statistics such as, Factor Analysis was used to identify the factors related to the learning behavior of the private university students. Multiple Regressions were used to identify the relationships between the factors and the overall impact of IT-use on the behaviors of the students. Results show that six significant factors concerning the behavior of the private university students of Bangladesh are affected by the use of Information technology in teaching learning process. The factors are friendliness with the IT people, class presentation by using IT support, use of e-Library, doing lots of home tasks by using computers, frequent use of interactive portal to communicate with the teachers outside class, and the extensive use of computer labs for exam preparation. This study suggests that the use of IT facilities will significantly enhance the effectiveness of learning-behavior of the private university students in Bangladesh.

Keywords : IT Support, Learning-Behavior of the Students, e-Library,
Information Technology, Interactive Portal.

JEL Classification: I21, O30, I23

Inventory Management: A Study on Four Selected Ceramic Industries of Bangladesh

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***Abstract-** In Bangladesh, ceramic industry is considered as one of the fast growing industry of the economy. This paper analyzes and presents statistically the key inventory ratios of four selected ceramic industries namely, Fu-Wang Ceramic Industry Ltd., Monno Ceramic Industry, Bengal Fine Ceramic Ltd and Standard Ceramic Industry of Bangladesh. The purpose is to identify significant differences among these industries in inventory ratios reflecting differences in inventory management policies and observes if these industries are efficiently managing their inventories. Fu-Wang and Monno Ceramic Industries were found to manage their inventories more efficiently than other two.*

Keywords : Inventory Management, Ceramic Industries

JEL Classification : M31, L61, M11

Financial Inclusion Index: A Multi-Dimensional Study on Bangladesh

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Abstract- *The financial inclusion, including all the people with the finance, is very concerned issue all over the world where Bangladesh is also trying to include all the people with the finance. The percentage of overall financial inclusion in Bangladesh has increased to 56.42% in 2010. This paper studied the model of Financial Inclusion Index (FII) between 2005 to 2010 at division and district level with the aim to analyze the changes of FII in Bangladesh. The study shows that Dhaka is highly financial included division (FII value 0.90 in 2010) Where Rangpur is much slower (FII value 0.01 in 2010). Though FII ranking of 19 districts have shown positive changes but ranking of 10 districts have not changes where 35 districts have negatively changed among the 64 districts of Bangladesh. Some reasons of slow financial inclusion are also discussed in the paper like lack of strong infrastructure, inadequate financial information, and high account maintenance balance, low income of people and high cost of banking product. This paper shows the status, problems and key points of financial inclusion in Bangladesh using Outreach Dimension, Actual Usage Dimension and FII. The study used three dimensions of financial inclusion to measure the FII value. It includes the coverage, availability, input and output of banking services to compute the status, and level and magnitude of financial inclusion in division/districts of Bangladesh.*

Keywords: Financial Inclusion, Financial Inclusion Index, Multi-Dimensional Study, Financial Inclusion in Bangladesh

JEL Classification : E02, E44, F36

Impact of Cash Incentives Programme on Export of Shrimp and Vegetables, Farm Level Income and Employment

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Abstract- *The study has examined the impact of cash incentives programme on export of shrimp, frozen fish and vegetables, and farm level income and employment in Bangladesh. It has documented evolution of the cash incentive programme and its implementation mechanism for agricultural products (shrimps and other frozen fish, vegetables and fruits, and processed agro-products), which was introduced in FY2002-03. Analysis of the study revealed that cash incentive had positive contribution to the export of frozen shrimp/prawn, frozen fish and vegetables. It had also contributed to the income of shrimp farmers, fish farmers and vegetable farmers. During the six years (2002-03 to 2007-08) of the cash incentive scheme, net income (profit) received by farmers from exported shrimp, frozen fish and vegetables were respectively 34 percent, 52 percent, and 79 percent higher than that of the pre-cash incentive period (comparable years). Cash incentive also had positive impact on labour employment particularly for labour engaged in production and processing of exported shrimp, and production of fish and vegetables. Labour engaged in production and processing of exported shrimp in the cash incentive period was 85 percent higher than that of the pre-cash incentive period (comparable years). On the other hand, labour engaged in production of exported white fish and vegetables in the six years of the cash incentive period was 118 percent and 7.5 percent higher than that of the pre-cash incentive period (comparable years). Therefore, the study suggests that the government should continue the cash incentive programme with a view to increase export at the national level, and same income and employment in the farm level.*

Keywords : Shrimp, Frozen Fish, Vegetables, Fruits, Pre-Cash Incentive

JEL Classification : F13, G18, J01

Job Satisfaction and Job Performance: An Empirical Study In Banking Industry of Bangladesh

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Abstract- *Employee attitudes are important to management because they determine the behavior of workers in the organization. The commonly held opinion is that "A satisfied worker is a productive worker". Hence job satisfaction has become a major topic for research studies. Banking industry, as driving force of the economy, is playing crucial role to promote and facilitate growth of country. The interest is to find out relative importance of variables what influence the level of satisfaction of the bankers and impact of it on performance. Job satisfaction is the self-contentment that employees enjoy from the organization through the trade-off between contribution and inducement. The study found that 76.5% of the bankers are satisfied over their jobs and only 9.5% are dissatisfied. It is evident from the study that Pay, Recognition & Promotion and Working Condition are strongly co-related to overall job satisfaction scoring 0.596, .572 & .562 respectively. Regression model is able to express 59.4% of total variation. Pay and Working condition are the most influencing variables in framing job satisfaction of bankers since coefficient beta scores .298 & .278 respectively. Satisfaction is found to impact on performance strongly.*

Keywords : *Human Resource Management, Job Satisfaction, Strategic Asset, Employee Performance.*

JEL Classification : G21, J28, O15

Profile of The Selected Enterprises: A Study on Small Industries In Pabna and Bogra Districts

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Abstract - *This paper is based on a survey of the entrepreneurs belonging to small scale industries in Pabna and Bogra districts. Based on present survey, it is concluded that majority of the sample units were established between 1991 and 2005 in both the districts. Sole proprietorship form of organization was the most popular followed by partnership business. Majority of the units have an investment of Tk.10-25 lakhs. Most of the sample units have no trade union. Most of the units are small in size among the number of employees employed in the organization. However, many factors such as shortage of fund, poor management, lack of market demand of products, low capacity utilization, high cost of production, infrastructural facilities etc. create obstacles to business activity. The paper has suggested different ways to overcome such problems.*

Keywords : Shrimp, Frozen fish, Vegetables, Fruits, Pre-Cash incentive

JEL Classification : D22, L25, L21

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ABSTRACT

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