

Editorial Note

By the grace of Almighty Allah, we are happy to present Volume 03, Issue 01, 2024 of the Journal of Business and Development Studies (JBDS) of International Standard University. This issue marks our continued commitment to advancing knowledge in the fields of business and development. Since its inception in September 2021, the JBDS has garnered recognition and is now indexed in the Directory of Open Access Journals and several other academic platforms. This progress has been made possible through the unwavering support of the Board of Trustees of ISU and the dedicated efforts of our contributors, including authors and reviewers. This journal aims to provide a platform for diverse research related to the business and development sectors in Bangladesh. We are committed to fostering intellectual endeavors that address the evolving challenges and opportunities in today's dynamic landscape. The JBDS welcomes high-quality, original research papers and insightful reviews that contribute to the discourse in business, economy, and development. Our goal is to create an engaging, accessible, integrative, and impactful publication that reflects cutting-edge developments in these fields. We look forward to your contributions in knowledge-sharing and academic collaboration.

The current issue of the Journal of Business and Development Studies features a range of concepts and ideas associated with business and development. **The first article** investigates the factors influencing the acceptance or rejection of submitted manuscripts, highlighting key elements that can enhance the likelihood of acceptance. It emphasizes the importance of clear and logical articulation, methodological rigor, effective language editing, and well-organized structure of the submitted research manuscripts. These factors collectively contribute to a manuscript's overall quality and its potential to meet the expectations of reviewers and editors. By addressing these aspects, authors can significantly improve their chances of success in the publication process. **In the second article**, Mr. Newaz and Farzana offer a thorough review of research on Corporate Social Responsibility (CSR) and its effects on organizational performance worldwide. It highlights the importance of providing robust evidence to help researchers and professionals to tackle unresolved issues and emerging challenges in the field of CSR. By synthesizing existing studies, the article aims to clarify the relationship

between CSR practices and organizational outcomes, ultimately guiding future research and practical applications in this area.

The **third paper** focuses on evaluating the financial characteristics of micro-enterprises in rural areas nationwide. By examining relevant financial features, the study seeks to highlight trends, challenges, and growth patterns, offering valuable insights for policymakers and stakeholders involved in supporting rural micro-enterprises. In **the next article**, Mr. Mahbub and his colleagues investigated the socio-demographic factors and livelihood patterns of dengue-affected patients in selected hospitals in Dhaka South City (DSC), Bangladesh. By analyzing these factors, the researchers seek to provide insights that could help public health strategies and interventions to mitigate dengue's impact in the region. In **his paper**, Mr. Iqbal highlights how advanced machine learning algorithms and predictive analytics empower financial institutions to personalize customer experiences, optimize investment strategies, and enhance managerial decision-making processes. He also emphasizes the role of AI-driven chatbots and virtual assistants in improving customer engagement and service efficiency, illustrating the transformative impact of technology on the financial sector.

The **sixth article** examines the relationship between liquidity and profitability among all quoted pharmaceutical companies in Bangladesh. It explores the cause-and-effect dynamics between liquidity and profitability, providing insights that could inform financial management practices within the pharmaceutical sector.

In **the seventh article**, Mr. Islam and Anika reveal that the independence of audit committees has a strong impact on both board independence and diversity. They also find that audit committee size and non-financial disclosures significantly influence board composition. The authors suggest policy implications that emphasize the importance of prioritizing independent audit committees and comprehensive non-financial disclosures to enhance corporate governance practices.

The **eighth article** reveals that the factors such as entrepreneurial experience, duration of entrepreneurship, the need for financial support, family support, and improved financial conditions are significantly associated with the inclination toward self-employment. The article also indicates that enhancements in financial conditions and family support

significantly impact self-employment. These findings underscore the substantial opportunities for entrepreneurship among students.

In **the ninth article**, Mr. Islam highlights a significant positive relationship between leverage and profitability, indicating the potential advantages of debt financing. He also finds no statistically significant relationship between asset tangibility and corporate growth in relation to debt levels. These insights offer valuable guidance for financial managers in pharmaceutical and chemical firms, emphasizing the importance of maintaining a well-balanced capital structure that maximizes profitability while ensuring adequate liquidity. **The final article** deals with reviewing the Health Care Financing Strategy (HCFS) 2012-32 in 2012 by sketching a road map with a view to providing financial risk protection, promoting efficiency and equity, and strengthening health systems to achieve universal health coverage (UHC). The article shows that the strategy set targets for increasing resource generation, expanding the public share on health expenditure, and reducing out of pocket expenditure over the last 20 years of its adoption since it has been implemented 20 years ago.

According to our editorial policy, all submitted papers undergo a rigorous double-blind review process before publication. The editorial board is dedicated to maintaining the highest standards, and we encourage authors to ensure both language, structural and intellectual excellence prior to submission. We would like to express our sincere appreciation to the authors and reviewers for their valuable contributions. Additionally, we extend our gratitude to the members of the editorial board for their efforts in addressing challenges and refining the submitted manuscripts. A special acknowledgment goes to Mr. Md. Mahbubur Rahman, Associate Professor, the executive Editor and Director of CRDP, for his invaluable support throughout the publication process of this issue. His commitment and dedication have been instrumental in bringing this volume to fruition. Thank you all for your intellectual support, valuable time, and commitment to advancing cutting-edge research in the fields of business and development.

Regards,

Professor Abdul Awal Khan

Editor in Chief

Journal of Business and Development Studies (JBDS)

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