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Social Science and Business Studies**

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Opinions expressed in the journal however, are those of the authors and do not necessarily reflect the views of the University of Rajshahi or of the Editorial Board. All Correspondence(s) should be addressed to either The Editor in Chief or the Member-Secretary, Rajshahi University Journal of Social Science and Business Studies, Publications Office, 312 Shahid Captain M. Mansur Ali Administration Building, University of Rajshahi, Rajshahi 6205, Bangladesh; E-mail: [rupublication@gmail.com](mailto:rupublication@gmail.com).

### **Editorial Note**

I am delighted to announce that the 28<sup>th</sup> volume of the *Rajshahi University Journal of Social Science and Business Studies* (RUJSSBS) has come out in print after some delay from its schedule. The delay is due to several problems, including dearth of quality papers and the double-blind peer review process. As one of the central journals of the University of Rajshahi, *RUJSSBS* always emphasizes on publishing papers on the subjects and fields relevant to the development of society, culture, economy, and business aspects involving national and international concerns. The journal always encourages researchers and academics to write thought-provoking articles that include empirically tested hypotheses using various theories and models of social science and business studies.

As the journal aims to encourage interdisciplinary research on different aspects of society, politics, economy, business, and development across the disciplines of social science and business studies, this issue presents various submissions by the contributors. The six papers contained in this volume covered important and contemporary topics including major challenges of agricultural practices in Northwestern Bangladesh; labor market impact of lockdown measures and coping strategies of the vulnerable people; evolution and development of food security concept; management's disclosure of long-term relationship between return and transaction volume and its impact on stock; higher education quality assessment at public university; and other entertainment media and art form parallel to film in Bangladesh.

I am inspired to see that young researchers and faculty members from around the country have contributed insightful and provocative papers to this volume. I am confident that this publication would stimulate them to engage in further research endeavour, and encourage other researchers as well. Anonymous reviewers with relevant fields of specialization have critically reviewed the papers. I am thankful to them for their critical evaluation and insightful comments. I also thank the contributors for their trust, patience and timely revisions.

Publication of this volume is the fruit of untiring efforts and dedications of the members of the Editorial Board. Professor Dr. Pradip Kumar Panday of Mass Communication and Journalism Department contributed a lot before he joined as a member in the Bangladesh Public Service Commission. The Member-Secretary of the journal and the staff of the Publications Office assisted the Editorial Board in doing the secretarial and printing jobs. On behalf of the Editorial Board, I remain thankful to all of them.

Finally, I recognize the encouragement and support given by the top management of the University of Rajshahi in publishing this volume of the journal.

Professor Dr. Md. Elias Hossain  
Editor-in-Chief

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## **Rajshahi University Journal of Social Science and Business Studies**

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### **Instructions to Authors**

Rajshahi University Journal of Social Science and Business Studies is an official journal of the University of Rajshahi. It is published annually and publishes research works of original nature in Social Science and Business Studies, by the teachers and researchers of the faculties/institutes concerned as well as those from outside of the University.

Manuscripts submitted for publication in Journal of Social Science and Business Studies undergo plagiarism check, peer review by two referees. The suitability of manuscripts is judged by the reviewers and editors, and the editors' decision on a paper is final. A letter of acceptance is given only after an article has been finally accepted by the Editorial Board. To prepare and submit a manuscript, the following guidelines should be followed:

1. Articles submitted must not have been published or under consideration elsewhere, and plagiarism free.
2. Manuscript(s) typed clearly in English with double spacing on one side of A4 size white paper (with at least 2.54 cm margin on all sides) and pages numbered consecutively should be submitted in triplicate (along with a soft copy in CD) either to the Editor in Chief or Member-Secretary, Rajshahi University Journal of Social Science and Business Studies, Publications Office, Rajshahi University, Rajshahi.
3. In the manuscript, there should be a title page with only title, name(s) of the author(s), affiliation address(es) and e-mail ID(s). The second page should carry the 'Title' of the paper followed by 'Abstract', 'Keywords', 'Introduction', 'Methods', 'Results', 'Discussion' (or 'Results and discussion'), 'Acknowledgements' (if any), 'References' etc.
4. Names and affiliations of authors and corresponding author's e-mail ID should be presented as follows:

**Notes and references** in the text should be placed at the end of the article under the caption 'Notes and References.' Notes should be numbered consecutively in the text in superscript (i.e., one half-line above the text). The note index number should be placed after all punctuation in a sentence, i.e. it should be placed after a comma or semicolon of the concluding full stop of the sentence. The size of the article preferred to be limited to twenty typewritten pages (About 2,500 words).

For articles of Social Sciences and Business Studies, the APA (7<sup>th</sup>) manual of style should be followed.

Articles accepted for publication have to be proof-read by contributors who are entitled to 20 copies of off-prints as well as a bound copy of the Journal in which the article appeared.

Regarding publication the decision of the Editorial Board is final and the copyright of published articles rests with the University of Rajshahi. Letter of Acceptance is given only after an article accepted finally.

**Editor in Chief**