The issue contains three articles and one book review. The first article is on a set of manufacturing companies belonging to eight different industrial sub-sectors of food and allied, textiles, pharmaceutical and chemicals, fuel and power, cement, ceramics and so on. The paper presents the results of a study on the demands for environmental accounting. The paper concludes that the current BFRS are inadequate for environmental disclosure. It proposes a mandatory separate statement of environmental assets and liabilities from the manufacturing companies.

The second article is on some implications for both self-esteem and social responsibility; also it is found that university dwellers (especially the middle to upper class households) are getting used to shopping at supermarket because of the ease, fixity of prices, quality of goods etc. The journal enlightening book and so is the review.

The third paper is on the customer perception of supermarket and its growing demand in Dhaka city. The article is based on a survey of 210 customers (120 males and 90 females). The study examines the effect of price and product quality on customer satisfaction and their perception. It was found that price, product quality, customer service, store atmosphere, and product assortment have significant impact on customer satisfaction. The study also found that customer satisfaction has a significant direct impact on their perception of supermarket. The study concludes that improving price, product quality, customer service, store atmosphere, and product assortment can significantly improve customer satisfaction and their perception of supermarket.

Book Review

Rehena Parveen

The Middle East, How Islamic: Back to the Middle East
by Timur Kuran

This book is a comprehensive examination of the political and social factors that have shaped the Middle East. The author provides a thorough analysis of the history, culture, and religion of the region, and how these factors have influenced the political landscape. The book is well-researched and written in a clear and concise manner. It is an enlightening book and so is the review.

Marinke Verhagen

In this article, the author presents a detailed analysis of the demand for supermarkets in Dhaka city. The study was based on a survey of 210 customers (120 males and 90 females). The results indicate that price, product quality, customer service, store atmosphere, and product assortment have significant impact on customer satisfaction and their perception. The study concludes that improving these factors can significantly improve customer satisfaction and their perception of supermarket.

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