

Editorial Notes

The present number of Journal of Business and Technology (Dhaka), Volume IX, Issue 01 (January – June 2014) carries four articles. Two articles i.e. the first article titled “Livelihood Activities of Female Labor Engaged in Shrimp Farming in South-western Region of Bangladesh” and the third article “Women Micro-entrepreneurs in Bangladesh: Socio-economic Aspects and Factors Affecting Their Development ” highlight the contribution of women in socio-economic development of Bangladesh. Whether as a low-paid female workers in the shrimp farming sector or micro-entrepreneurs taking up small-scale manufacturing or service-based initiatives, the womenfolk face a number of constraints. We feel happy to note that the researchers are bringing up the critical issues confronted by the women workers/entrepreneurs. The article titled “Exploitation of Social Networking Sites and Students’ Academic Results: A Quest for Correlation or Misspecification in Bangladesh” is an interesting one. The researchers collected data from 1250 undergraduate university students in the metropolitan Dhaka area. The sample students were selected randomly; structured questionnaires were administered to them. The variables included in the questionnaire were their academic (semester-based grade point average or GPA) and their usage of Social Networking Sites or SNSs (e.g. Facebook, Twitter and LinkedIn) and MMAs (Mobile messaging applications). It has been found that the academic results were inversely related with the use of different SNSs and MMAs. The researchers suggest that a critical minimum level (hours) of use of SNSs and MMAs may be decided for the students. Some monitoring (possibly self-monitoring) and control of use of SNAs and MNAs by the students may be suggested. The fourth article tries to estimate factors affecting purchasing decision of toiletries products in a metropolitan city of Bangladesh. The empirical findings show brand-image, cost and commitment, prestige, distinctiveness and relationship are the determinants of consumers purchasing decision.

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