



**EAST WEST UNIVERSITY**  
**CENTER FOR RESEARCH AND TRAINING**

A/2 Jahurul Islam Avenue, Jahurul Islam City, Aftabnagar, Dhaka-1212, Bangladesh  
Tel: 09666775577, Ext: 387, E-mail: ewucrt@ewubd.edu  
URL: <http://www.ewubd.edu>

---

26 February, 2019

***Call for Papers***  
***East West Journal of Business and Social Studies: Vol. 8, 2019***

East West Journal of Business and Social Studies (ISSN 2074-5443) is a fully refereed journal published by East West University Center for Research and Training (EWUCRT), East West University, Bangladesh, one of the leading private universities of the country. The Editorial Board of East West Journal of Business and Social Studies (ISSN 2074-5443) is seeking original manuscripts on theoretical/empirical works, review/survey on literature on basic and applied topics in management and social sciences. EWJBSS is published annually in January in English by the Center for Research and Training of East West University, Bangladesh. EWJBSS invites submissions for Volume 8, 2019. PDF links to our journal is available at <http://www.ewubd.edu>.

Each article submitted will be evaluated through a three-step procedure: initially it be checked with Turnitin, a plagiarism detection software, then by internal review committee to see whether technical specifications are met, and finally it will be sent to a reviewer. Since the author's name is not revealed to the reviewer, a submission should not have the writer's name anywhere in the manuscript. Author should clearly write his/her name, designation(s), affiliation, addresses, telephone number(s), e-mail addresses and fax number(s) on the cover page. The article should also include an abstract (within 200 words), four to five key words, and a very brief biographical statement (within 50 words) of the author. Manuscripts must meet professional standards, and should be computer-composed and double-spaced in Times New Roman 12-point font on A4 paper; table, diagrams, and illustrations (if any) must be camera ready. All submissions must conform to the requirements of academic publication of the American Psychological Association 6th edition (the APA Style Guide). It is important for manuscripts to cite updated and recent sources, preferably after 2013. Manuscripts submitted for review must not have been published previously or simultaneously submitted elsewhere. The Editor reserves the right to make editorial changes in any manuscript accepted for publication to enhance clarity and/or style.

Submissions, prepared specifically according to the format described above, should be submitted to the Editor, East West Journal of Business and Social Studies, East West University Center for Research and Training (EWUCRT) at [editor\\_ewjbss@ewubd.edu](mailto:editor_ewjbss@ewubd.edu) by 31 March, 2019, for consideration in EWJBSS, Vol. 8, 2019.

Professor A. K. Enamul Haque, Ph.D.  
Editor, East West Journal of Business and Social Studies (EWJBSS)  
East West University Center for Research and Training (EWUCRT)  
East West University

# East West Journal of Business and Social Studies (EWJBSS)

## Guidelines to Authors

### 1. Manuscript Submission

Manuscripts must meet professional standards and should be computer-composed and double spaced in Times New Roman 12 point font on A4 paper. Please submit hard copy of the manuscript to the editor or soft copy as an email attachment (email address: [editor\\_ewjbss@ewubd.edu](mailto:editor_ewjbss@ewubd.edu))

- Papers should be completed in Microsoft WORD 2000 (or higher Version) and typed on 7.40" by 9.81" paper, double spaced.
- The first page of the papers should have a spacing of 1.5 inch from the top edge and a 1 inch margin on both sides and bottom of the page. All other pages will have a 1 inch margin all around.
- The title should be in bold and in Times New Roman 16 point font and the names of the authors should be in Times New Roman 12 point font in capital letters.
- There should be a 0.25 inch (¼ inch) space between the title and the names and affiliations of the authors.
- Abstracts (for full papers) should not exceed 120 words typed in Times New Roman with 12 point font, and be placed 0.25 inch (¼ inch) below the names and affiliations of the authors.
- The first heading should be Times New Roman in Bold, 12 point font, centered. The second headings should be Times New Roman bold, 12 point font, with a 0.25 inch (¼ inch) space from the text and the third headings should be Times New Roman bold and italics, 12 point font, with a 0.25 inch (¼ inch) space from the text, and left aligned.
- The text should be in Times New Roman 12 point font, paragraphs should be justified with double space between paragraphs and references and notes should also be left justified.
- Tables, Figures and Illustrations – Use the entire page width for tables and graphs, where required. All tables, figures, Illustrations, etc should be included in the text of the paper. Tables should be consistent with the text. The endnotes should be consecutively numbered within the text and substance of the endnotes should appear at the end, preceding the references.
- Paper must not exceed 30 double spaced pages including tables, figures, illustrations, and references.
- Contract details of each author must be given in a separate cover page with the submission for potential use by the editorial office and later by the production office.

### 2. Review Process and Evaluation Criteria

There will be a blind review process for evaluating the manuscript by *two anonymous reviewers*. The editorial board will decide whether a manuscript merits review. It is recommended that authors have their colleagues to review the manuscripts prior to submission to the journal. The journal strives to provide decisions and constructive feedback to authors. Articles submitted for publication in the *East West Journal of Business and Social Studies* are evaluated according to the following criteria.

- Significance of research topic
- Quality of theoretical arguments
- Quality of methodology and data analysis
- Clarity and coherence

### 3. Peer Review Policy

Every article is first read by one of the members of Editorial Board. If the article meets the general expectations of a scholarly article, it is usually sent out to two blind reviewers. It can then be accepted, resubmitted with attention to the reviewer(s)' comments, or rejected. If two reviewers have widely different conclusions on the acceptability of the article, it is sent to an additional reviewer or a decision is taken by the Editorial team.

### 4. Abstract and Keywords

Manuscripts must include an abstract of approximately 120 words (maximum of 960 characters, including spaces) that succinctly summarizes the key points. A list of three to five keywords should be included to identify the contents of the paper.

### 5. Citations and References

#### 5.1. Citations

Manuscripts must follow the APA style. In APA style, citations must be accompanied by citing the author's last name, year of publication, and page number in parenthesis. If the author's name is mentioned in the text, the date and page number should be cited in parenthesis. The salient features of the APA style are given below:

#### For instance,

A prominent analyst has concluded that stock markets are volatile because of frequent changes in the exchange rate (Rahman, 2001).

Or

Rahman concludes that "stock markets are volatile because of frequent changes in the exchanging rate" (1999, p.17).

For additional information on APA style documentation, please consult APA's website (<http://www.apa.org>).

Use "&" instead of "and" to separate names when references to works by two authors. For work by more than three to five authors, cite all the authors in the first reference and the last name of the first author followed by *et al* for subsequent references. For works with more than five authors give only the last name of the first author and follow it up with *et al*. from the very first edition.

For an anonymous work, use a shortened version of the title. Use a semicolon to separate studies cited in tandem.

#### 5.2 References

All entries are to be arranged alphabetically according to the author's surname.

The first line of each entry in the reference list must be typed with flush left and subsequent line(s) are to be indented five spaces,

### **For Journal**

Brown, C. M. (1989). Women in the American workplace and discrimination: Some Questions. *Journal of Women and Management*, 25(2), 201-209.

Or

Deutsch, F. M., Lussier, J. B., & Servusm L. J. (1993). Husbands at home: Predictors of parental participation in childcare and housework. *Journal of Personality and Social Psychology*, 65, 1154-1166.

### **For Book**

Huq, C. H. (1997). *Gender and development: An Inquiry into the Roots of Unequal Development*, Dhaka: UCL Publishers.

### **For Edited Book**

Gibbs, J. T., & Huang, L. N. (Eds.). (1991). *Children of color: Psychological interventions with minority youth*. San Francisco: Jossey-Bass.

### **For Encyclopedia or Dictionary**

Sadie, S. (Ed.). (1980). *The new grove dictionary of music and musicians*. Vols. 1-20, 6<sup>th</sup> edition, London: Macmillan.

## **6. Appendices**

Double space the appendices and begin each one a separate page. Type the word "Appendix" and the identifying capital letters (A, B, etc. in the order in which they are mentioned in the text) centered at the top of the page. If there is only one appendix, do not use an identifying letter; the word "Appendix" is sufficient. Double space and type the title of the appendix, centered, in uppercase and lowercase letters. Double space, indent the first line five to seven spaces and begin the text of the appendix.

## **7. Copyright**

East West University Center for Research and Training (EWUCRT), East West University, Bangladesh reserves full copyright of all articles published in *East West Journal of Business and Social Studies*.

## **8. Contact Information**

Editor

*East West Journal of Business and Social Studies* (EWJBSS)

East West University Center for Research and Training (EWUCRT), East West University

A/2 Jahurul Islam Avenue, Jahurul Islam City

Aftabnagar, Dhaka-1212, Bangladesh

Phone: 09666775577, Ext. 387

Emails: editor\_ewjbss@ewubd.edu, ewucrt@ewubd.edu.

Website: www.ewubd.edu

**Note:** Paper(s) that will not follow the guidelines will be returned to the author(s) for correction and resubmission. Any form of plagiarism will result in the rejection of the paper. Author(s) must transfer the copyright to the publisher at the time of submission of the manuscript.