

BUREAU OF BUSINESS RESEARCH (BBR)

1. Type of Organisation : Autonomous
2. Mailing Address : Faculty of Business Studies
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4. Head of the Organisation (Name and Designation) : Prof. S.N.Ghosh
Director
5. Objectives :
 - 1) To undertake as well as to promote research on business problems for the benefit of business educator, managers, and entrepreneurs of the state, semi-state and private enterprises in Bangladesh.
 - 2) To undertake specific research projects if offered by the Government or private institutions on its own or in collaboration with other organisation and publish the research findings.
 - 3) To promote business education in Bangladesh through publication of journals, Manuals, Brochure, pamphlets, quality text books, etc.
 - 4) To encourage cross-fertilisation of ideas and knowledge between the business community, business educators and researchers of Bangladesh and abroad through seminars, symposia and conferences.
 - 5) To assist the public and private sector enterprises by providing management consultancy services.
 - 6) To provide training facilities for research workers at different levels by arranging advanced training courses on research methodology as well as offering training

on various business and economic aspects.

- 7) To undertake other relevant functions as approved by the Executive Committee which is consistent with the objectives of the Bureau.
6. Recent Research Publication :
: Of the Organisation (1996-99)
- 1) Industrial Subcontracting As a Means Towards Small Industry Development in India and Bangladesh : Lessons from Experience.- Dr. M. A. Mannan.
 - 2) Application of Programme Evaluation and Review Technique (PERT) & Critical Path Method (CPM) in the Construction Industry in Bangladesh. -Md. Firozzaman.
 - 3) Effects of Devaluation on the 1996 on the Balance of Trade of Bangladesh From 1992 to 1992-93. -Mohammed Masud Rahman.
 - 4) Credit Management of Commercial Banks (A Comparative Study on Public and Private Sector Banks). -Md. Maksudur Rahman Sarker.
 - 5) T.V. Viewing Habits of the Housewives: A Case Study of Dhaka City - Md. Mizanur Rahman.
 - 6) The Role of Directors of the Offloaded Public Enterprises in Bangladesh -Sajjad M. Jasimuddin
 - 7) Sampling in Auditing -A Study on its Uses and Practices in Bangladesh. - Jagadish Chandra Sukla Das and A.S.M. Abdullah.
 - 8) Role of Financial Institutions Toward Ensuring Environmentally Sound Development Through Lending Behaviour -Mohammed Masud Rahman.
 - 9) Housing Co-operatives in the Dhaka City. -Md. Sadiquul Islam and Mahmood Osman Imamm.

- 10) Performance -Related Pay: An Assessment of Profit Sharing and Employee share ownership schemes. - Dr. Dhiman Kumar Chowdhury.
- 11) Industrial Entrepreneurship in Bangladesh. -M. Zubaidur Rahman.
- 12) Cash Management. (A Case Study of a Jute Mill). -Begum Khaleda Khanam & M.A. Mannan.
- 13) Performance Appraisal of Industrial Workers. -Shahid Uddin Ahmed.
- 14) A Study on the BJMC Scheme for Awards of Best Workers. - Abbas Ali Khan.
- 15) Employee Participation in Management: A Case Study of Textile Industry. - M. A. Mannan.
- 16) Marketing of Banana in Dhaka City. - A.K. Fazlul Haque Shah.
- 17) Attitude of the Urban People Towards life Insurance Business. -M. A. Baqui Khalily.
- 18) A Study of Cost and Benefit of Rural Credit Through Commercial Banks. - A. Z. M. Anisur Rahman.
- 19) Socialistic Approach of National Income Accounting and its Applicability in Bangladesh. - A .K. M. Helaluzzaman.
- 20) Economics of Warehousing. -M. A. Quddus and Md. Habibur Rahman.
- 21) Wholesale Marketing of Manufactured Goods in Bangladesh (A Study of Paper and Textile wholesalers). -Md. Belayet Hossain.
- 22) Agricultural Finance: Strategy of Mechanised Irrigation & Implications. - A. H. M. Sadeq.

- 23) Sources of Business Statistics in Bangladesh. -Md. Anwar Hossain.
- 24) Income Instability in Rural Bangladesh. -M. A. Baqui Khalily and Mahbub Ahmed.
- 25) A Study on the Marketing of Indigenous Medicine (Kaviraji) of Bangladesh. - A. N. Syeedul Haque Khan
- 26) User Needs and Financial Reporting By Multinational Enterprises in Developing Host Countries. -M. Zubaidur Rahman
- 27) Cost Audit-A Study in an Industry of Bangladesh. -Syed Masud Hossain
- 28) A Study on the Training System in Banking Sector of Bangladesh (Case Study of Commercial and Industrial Banking). -Md. Ataur Rahman.
- 29) Exports of Readymade Garments from Bangladesh: Patterns, Problems and Prospects. - Haripada Bhattacharjee.
- 30) Loan Recovery Problems faced Development Financing Institutions in Bangladesh: A Case Study of Bangladesh Shilpa Bank. - Bulbul Bhowmik
- 31) A Comparative Study of Retail Buying Behaviour Between Male and Female Customers: A Survey of Dhaka City. - Ashraful Islam Chowdhury and Anisur Rahman.
- 32) Structure and Operations of Existing Imported Powder Milk Marketing System in Bangladesh. - Haripada Bhattacharjee.
- 33) Production and Marketing of Tobacco: A Case Study of Manikgonj District. - Mijanur Rahman.

- 34) A Study on the Structure of Cost of Production and its Analysis: A Case Study on BTMC. -Saroj Kumar Shaha.
- 35) Cost Control and Reduction in the Public Sector Jute Industry of Bangladesh.- Syed Masud Husain.
- 36) Pattern of Investment Made by the Wage earners in Bangladesh-A Case Study of Bangladesh Working Abroad. - Syed Golam Maola.
- 37) Performance Appraisal System in the Public Sector Industries in Bangladesh. - Abu Hossain Siddique.
- 38) Management Development in Bangladesh. - Md. Aatur Rahman.
- 39) Finance of Small Scale Industries by Nationalised Commercial Banks: A Case of Agrani Bank. - Jahangir Hossain Sarder.
- 40) Evaluation of Organisational Change: A Case of a Subsidiary of a Holding Company. - Begum Khaleda Khanam.
- 41) Marketing of Processed Fruits and Vegetables in Bangladesh. - Mizanur Rahman.
- 42) Marketing Strategies of Multinational Corporations in Bangladesh An Empirical Study. Haripada Bhattacharjee.
- 43) Interest Free Banking in Bangladesh-Problems and Prospects. - Md. Sajjad Hossain Bhuiyan.
- 44) Marketing of Securities in Bangladesh: A Case Study on ICB. - Afjal Hossain.
- 45) Pattern & Problems of Large Scale Retailing: A Study of Some General Stores And Multiple Stores in Dhaka City. - Anisur Rahman.

- 46) A Study on Capital Market Preferences.
-M. Masud Rahman.
- 47) Recovery Problem of Bank Loan:
Causes and Remedies-A Study on
Selected Industrial Project.- A. K. M.
Waresul Karim.
- 48) Hotel Management System in
Bangladesh. - Ataur Rahman.
- 49) The Role of Bangladesh Rural
Development Board in the Economic
Emancipation of Rural Poor through Co-
operatives: The Cases of KSS and
UCCA. - Abu Saleh.
- 50) Management of Village Hats in
Bangladesh. - Md. Anwarul Islam.
- 51) Tour Operator's of Bangladesh: A Study
on the Role of Private Sector Tour
Operating Business in Promoting
Bangladesh As a Tourist Destination. -
Ashraful Islam Chowdhury.
- 52) Marketing of Essential Commodities: A
Study on Packaging in Dhaka City. -
Md. Almas-Uzzaman.
- 53) Rural Markets and Marketing in Bangla-
desh: A Descriptive Study. - Haripada
Bhattacharjee.
- 54) Access to Credit Facilities by Small
Industries in Bangladesh. A Survey of
Variables that Influence Formal Credit to
Small Industrial Sector. - Salah Uddin,
A. R. Khan and Begum Khaleda
Khanam.
- 55) Stock Return in Bangladesh: An
Appraisal of the CAPM Approach to
Determine Stock Return of Some listed
Securities in the Dhaka Stock Exchange
Ltd. -Salahuddin A. Khan & Begum
Khaleda Khanam.

7. On-going Research Projects :
- 1) *Joint Venture enterprise in Bangladesh.*- Prof. M.A. Quddus.
 - 2) *An Evaluation of Managers Performance.*- Prof. Md. Muinudin Khan.
 - 3) *A Study of the Executive Performance of Commercial Banks in Bangladesh..*- Dr.Durgadas Bhattacharjee.
 - 4) *An Assessment of Training Needs of New Entrepreneurs in Bangladesh.* - Dr. Shahid Uddin Ahmed.
 - 5) *Real Estate Finance in Bangladesh- Patterns & Problems.* - Prof. M. Shahjahan Mina.
 - 6) *Marketing of Drug Products in Bangladesh.* - Dr. A.N.M. Sayeedul Haque Khan.
 - 7) *Potato Marketing in Bangladesh.* - Dr. Md. Habibur Rahman.
 - 8) *Advertising As a Sales Promotion Device in Bangladesh.* - Dr. A.K. Fazlul Hoque Shah and Mr. Abu Sayeed Talukder.
 - 9) *Measurement of Profitability of Some Selected Nationalised & Private Sector Enter-prise.* - Prof. Mahboob Ahamed.
 - 10) *Impact of Institutional Loans on Rural Borrowers.* - Dr. A.R. Khan.
 - 11) *The temporary Exist Behaviour of Employ-ees.* -Prof. A.M. Chowdhury.
 - 12) *Trade Unionism at the Plant Level.*- Mr. Abbas Ali Khan.
 - 13) *Job Satisfaction of Female Workers of Gar-ments Industry in Dhaka City.* - Prof. Shaker Ahmed.

- 14) *Problems of Developing Industrial Labour Force Commitment in Bangladesh.* - Prof. P.B. Chakma.
- 15) *The Privatisation Policy of the Government of Bangladesh.* - Professor A. A. Baquer.
- 16) *Railway Transportation in Bangladesh- An Analytical Approach to Policy Formulation for Better Condition.* - Dr. Kazi Shariful Alam.
- 17) *হিউম্যান-রিসোর্সেসের গুণমানের পরিমাপ এবং উন্নয়নের উপায়* -Prof. Abu Hossain Siddique
- 18) *Management of Human Resources in Young Industrial Enterprise in Bangladesh.* - Mr. Muhammad Mohiuddin and Mr. Moinuddin Kamal.
- 19) *“Increasing the Value-added Component in the Export Sector: An Evaluation of the Current Export Incentive in Bangladesh.* -Dr. Mustafizur Rahman.
- 20) *Professional Independence vis-à-vis Management Advisory Services controversy-A Study of Perception Statements in Bangladesh.* - Prof. Santi Narayan Ghosh, Md. Ainul Islam and Swapan Kumar Bala.
- 21) *Export Handicraft Products of Bangladesh* by Mr. Ahmed Fakhru Alam *Export Handicraft Products of Bangladesh.* - Mr. Ahmed Fakhru Alam.
- 22) *Marketing Orientation in Insurance Case study on some selected insurance companies in Bangladesh.* -Mr. Jahangir Alam Chowdhury.
- 23) *Appropriate Timing of Family Planing Advertising: An Evaluation of the Time-Schedule of SIC's Radio Advertisement.* -Dr. Mizanur Rahman

- 24) *Stock Return in Bangladesh: An Appraisal of the CAPM Approach to Determine Stock Return of Some Listed Securities in the Dhaka Stock.* - Mr. Salahuddin A. Khan and Khaladea Khatun.
- 25) *An Evaluation of the Support Services of the Government Organisation for the Promotion and Development of the Small Business.* - Prof. Abu Saleh.
- 26) *Non-government Support Services for the Promotion and Development of Small and Micro Enterprises in Bangladesh.* - Mr. Md. Abdul Hannan Mia..
- 27) *International Replication of the Institutional Innovations of Grameen Bank* by Dr. M A Mannan.
- 28) *Determinants of Capital Structure and Financial Behaviour of Listed Firms in Bangladesh: The Role of Agency Relationships.* - Mr. Mahabub Uddin Chowdhury
- 29) *Financial Reporting in the Public Sector in Bangladesh* -Mr. A.K.M. Waresul Karim
- 30) *Determinants of Stock Price and Dividend* - Mr. A. Sabur Mollah and Shahnas Tarannum Abdullah.
- 31) *Managing Organisational Culture Through Organisational Climate.* - Md. Sajjad and M. Jashim Uddin.
- 32) *Relationship Marketing: A Case Study.* - Prof. M. A. Baqui Khalily.
- 33) *হিউম্যান-কেন্দ্রিত পিএলসিএ ফিন্যান্সিয়াল-ইউজিং লিঙ্কডইন-এ* - Prof. Dr.Md. Ataur Rahman.
- 34) *A Case-Study of a Successful*

Regulated Market "Pune" for
Agricultural Produce in Maharashtra,
India: A Lesson for Bangladesh.-Prof.
Dr. Md. Anwarul Islam.

8. Future Plan of Research : Not Available.
- 9 Chief Researchers : All teachers of Business Study Faculty.