# International Journal of Business, Social and Scientific Research

Volume 06, Issue 04
July - December 2018

ISSN: 2309-7892 (Online)

ISSN: 2519-5530 (Print)

IJBSSR Agrofoundation Dhaka, Bangladesh

#### **Publication information**

Published Media: Online (ISSN: 2309-7892) and Print (ISSN: 2519-5530)

First issue: Volume 01 Issue 01, July- December 2013 Current Issue: Volume 06 Issue 04, July- December 2018

Advisory Board : Dr. A.F.M. Aktaruzzaman, Rtd. Director, Bangladesh Forest Research

Institute, Chittagong.

: Kazi Golam Akhter,  $\it Rtd.$  Accounts Officer, Comptroller General of

Accounts, Bangladesh (CGA), Sagunbagicha, Dhaka, Bangladesh

**Honorary Editorial Board** (*Not according to superiority*)

Chief Editor : Paul B McNulty, Emeritus Professor, Department of Biosystems

Engineering, University College Dublin, Belfield, Dublin 4, Ireland.

Associate Editor : Dr. A.F.M. Jamal Uddin, Professor, Dept. of Horticulture, Sher-e-

Bangla Agricultural University, Dhaka, Bangladesh.

Executive Editor : Dr. Fauzia Yasmin, Principle Scientific Officer, Bangladesh

Agricultural Research Council, Farmgate, Dhaka, Bangladesh.

: **Dr. Sadia Afrin**, Scientific Officer, Industrial Microbiology Division, IFST, Bangladesh Council of Scientific and Industrial Research (BCSIR),

Dhanmondi, Dhaka-1205, Bangladesh.

Managing Editor : Kazi Noor-E-Alam Jewel, Vice president, Agrofoudation, Bangladesh

Assistant Editor : Taslima Jahan, Financial Manager, IJBSSR, Dhaka, Bangladesh

Editorial Member(s) : Dr. Md. Main Uddin Miah, Professor, Department of Agroforestry and

Environment, Bangabandhu Sheikh Mujibur Rahman Agricultural

University (BSMRAU), Gazipur, Bangladesh.

:Mr. Jiban Shrestha, Nepal Agricultural Research Council, National

Maize Research Program, Rampur, Chitwan, Nepal.

: **Dr. Mangala De Zoysa**, Professor, Department of Agric. Economics, Dean, Faculty of Agriculture, University of Ruhuna, Mapalana,

Kamburupitiya, Sri Lanka

: Md. Roshidul Hasan, Professor, Dept. of Computer Science (ICT for Development), Bangabandhu Sheikh Mujibur Rahman Agricultural

University (BSMRAU), Gazipur-1706.

:Md. Wahidur Rahman, Assistant Professor, Department of Marketing,

University of Barisal, Barisal, Bangladesh.

:Rudrarup Gupta, Commercial Manager, Multifarious Projects Group,

Rupayan Housing Society, Kolkata – 700110, India.

**Print** : *Md. Mohiuddin*, Circulation Executive, *IJBSSR*, *Dhaka*, *Bangladesh* 

Web : Eng. Mallik Md. Sayeek Ahsan, InnovaSoft, Uttara, Dhaka, Bangladesh

**Publication Charges** : Only Online: Tk. 3500/- for Bangladeshi and \$100 USD for other the overseers

Online+Hard copy: Tk. 5000/- for Bangladeshi and \$180 USD for other the overseers

Call for Paper(s)

**International Journal of Business, Social and Scientific Research (IJBSSR)** is an open access, double blind peer reviewed journal that invites outstanding applied and basic research articles in all the fields of Social Sciences, Business and Scientific research. The key objective of this journal is to promote interdisciplinary research from various regions of the globe. IJBSSR is a scientific publication of *Agrofoundation* (*a nonprofit NGO*) and published based on print (ISSN: 2519-5530) and online (ISSN: 2309-7892).

IJBSSR editorial board makes an objective and quick decision on each manuscript. Following acceptance, a paper would be published in the next available issue.

# Declaration

The principal author must declare the originality of the research activities as well as the manuscript (partial/full) in clear statement that the article(s) have not yet been published or submitted for publication elsewhere. The declaration should be made (by signature) in prescribed from. In case of **Online Submission** declaration may be consider as default.

ISSN: 2309-7892 (Online)

ISSN: 2519-5530 (Print)

Volume 06 Issue 04 July-December 2018

# Editor in-Chief Paul B McNulty

Emeritus Professor, Department of Biosystems Engineering University College Dublin, Belfield, Dublin 4, Ireland.

# Managing Editor Kazi Noor-E-Alam Jewel

IJBSSR, Dhaka, Bangladesh and Vice president, Agrofoudation, Bangladesh

# Published by

IJBSSR, Dhaka, Bangladesh

Subscription rate	Annual Subscription (Three issues)		
Individuals:	Tk. 300.00 for Bangladesh/issue	US \$ 15 for other countries/issue	
Institutional:	Tk. 350 for Bangladesh/issue	US \$ 20 for other countries/issue	

# Career Opportunity

Be an "Honorary Reviewer" and "Journal Delegate(s)" to ensure quality publications for IJBSSR. The position "Commission Agent" is open for all. Please see career page at ijbssr.com

# Call for Ad(s)

IJBSSR inviting advertisements for upcoming Special issues. We think that your organization is one of the best components for us. So we are seeking your whole-hearted support and will be obliged if you could provide us the advertisement of your renowned company as per the following rate chart.

Advertisement Rate Chart (4 Color)				
Space	Amount in BDT	Outside Bangladesh		
Front cover (full page inner side)	30000/-	\$400.00		
Back cover (full page inner side)	28000/-	\$350.00		
Back cover (Bottom of the page 1.5×18 cm)	32000/-	\$450.00		
Tag (2.5×6.5 cm) with ribbon	35000/-	\$500.00		
Article Sponsorship* (each article)	15000/-	\$200.00		

\*All the pages of an article will convey  $1\times 2$  cm logo and/or key word in the top right side in each of the page of the sponsored company/product in black and white as Article sponsorship.

Printed at IJBSSR publication

# **Editor's Note**

I am delighted to introduce and welcome the *International Journal of Business, Social and Scientific Research* (IJBSSR), a multidisciplinary peer-reviewed online journal that publishes rigorous theoretical and advanced empirical research in Business, Social and Scientific Research. The key objective of this journal is promoting interdisciplinary collaboration across various regions of the globe. IJBSSR is published in print form (**ISSN:** 2519-



5530) and online (**ISSN:** 2309-7892). Articles are accepted for publication after double blind peer review. The final evaluation of the revised version is made available at <u>ijbssr.com</u> as soon as it is published. All material published in the IJBSSR can be viewed and downloaded for free at the journal's website.

Our online journal has been successful: we have seen a steady increase in readership, article submissions, and citations to our published articles. Our reputation and visibility in the academic community continues to broaden, and our honorary editorial board constantly reassesses and revises the editorial process to ensure the most efficient and satisfying experience for both authors and staff. The journal aspires to be vibrant, engaging and accessible, and at the same time integrative and challenging. All submitted papers, however, will be subject to the journal's double-blind review process.

On request, we have taken an initiative to upload original research papers which have not been published elsewhere. Interested researchers may also opt to have their works printed in the quarterly research journal soon to be launched. Papers are also invited for publication in our online/printed journal.

Paul B McNulty

Honorary Chief Editor IJBSSR and Emeritus Professor School of Biosystems Engineering University College Dublin Belfield, Dublin 4, Ireland.

# Terms and Conditions

- The Author will have to declare that the submitted paper is their original/review/short communication
  work. The Paper has not been published previously in the same/any other journal and is not under
  consideration for publication elsewhere. The Authors have to take full responsibility for the content of
  their Paper.
- 2. The Authors and IJBSSR agree that the journal publish only reviewed and accepted Papers after careful review and technical formatting. IJBSSR reserves the right to reject if the Paper does not conform to the Guidelines for Paper Submission.
- 3. IJBSSR is empowered to make such editorial changes as necessary to make the article suitable for publication and this would be done in consultation with the Author.
- 4. If a paper has been written by several authors, a statement that the Paper has been read and approved by all Authors must be submitted.
- 5. On final acceptance, the Author will have to transfer all Copyright of the Paper to IJBSSR.
- 6. The Authors cannot upload the published paper to *Academia.edu*, *ResearchGate* or any other web site except share the web link. Otherwise the agreement will terminate automatically.

# Paper Formatting

# Language

Papers must be submitted in English, Use common standards of American grammar

# Text length

Full Paper: Maximum 4,000 words and Short Communication Paper: Maximum 2,000 words

# **Abstract**

Abstract not more than 150–200 words, Formulas, Abbreviations and References should be avoided Keywords (Maximum 5 keywords) should be in Font size 10, Justify

#### Main text

Font Size: 10, Justify, Times New Roman, Spacing: Left: 6, Right: 6, Line Spacing: 1 pt

Major headings: (Font size 10), boldface, Title Case, Spacing: Left: 6, Right: 6, Line Spacing:

1pt Sub-headings: (Font size 10), boldface, Title Case, Italic

Sub-subheadings: (Font size 10), Title Case, Italic

# **Tables**

Captions: Font size 10, bold, justify, **Spacing**: Left: 6, Right: 6, **Line Spacing**: 1 pt)

If tables need to extend over to a second page, the continuation of the table should be preceded by a caption, e.g. Table 2. (Continued)

Footnotes should be avoided. When their use is absolutely necessary, it should be placed below the final row of the table (Size 8, Times New Roman, **Spacing**: Left: 0, Right: 0, **Line Spacing**: 1 pt))

Vertical rules should not be used

# **Illustrations and Photographs**

Captions: Font size 10, bold, justify, Spacing: Left: 6, Right: 6, Line Spacing:

1 pt) Acknowledge sources of published figures, if any

#### References

Font size: 10, Times New Roman, Spacing: Left: 6, Right: 6, Line Spacing: 1 pt, Hanging),

Authors are responsible for the accuracy of their references. List should be arranged alphabetically according to the surname of the first author and set out as in the following examples:

### **Journal Article**

Carney, J. (1988) 'Struggles Over Crop Rights and Labor within Contract Farming Households in a Gumbian Irrigated Rice Project', *Journal of Peasant Studies*, 15(3): 334 – 445

# Book

Fernandes, W. and Tandon, R. (1981) *Participatory Research and Evaluation*. New Delhi: Indian Social Science Institute.

# **Conference Paper**

Oakley, P. (1990) 'The Monitoring and Evaluation of Popular Participation in Development'. Paper presented at the conference of the European Association of Development Research and Training Institute, Oslo, Norway (June)

# **Unpublished Work**

Fox, J (1986) The Political Dynamics of Reform: The Case of the Mexican Food System, 1980 – 82 'unpublished Ph.D dissertation, Political Science Department, Massachusetts Institute of Technology (September).

Electronic publications may be cited in the normal way with the internet address instead of the journal or book details.

# INTERNATIONAL JOURNAL OF BUSINESS, SOCIAL AND SCIENTIFIC RESEARCH

Volume 06, Issue 04	July-Do	ecember 2018
CONTENTS		
Md. Masudur Rahman - ENRICHMENT OF MANGROVE ECOSYSTEMS THROUGH Kandelia candel (L.) DRUCE SPECIES IN THE SUNDARBAN MANGROVE FOREST OF BANGLADESH	Forestry	01-08
Aditi Mazumder and Mohammad Jiaul Hoque - CORRELATION OF DIFFERENT CHARACTERISTICS OF THE FARMERS IN ADOPTING ARTIFICIAL INSEMINATION OF CATTLE	Agricultural Science	09-14
M. R. Debnath, S. K. Biswas, A. B. M. Z. Hoque, P. N. Nandi, M. H. Chowdhury and B. P. Roy - PERFORMANCE OF SEED YIELD OF TOSSA JUTE O-9897	Agricultural Science	15-17
Jesmin Akhter, Cheng Kun and Ositanwosu Chukwunonso - THE IMPACT OF MICROCREDIT ON WOMEN'S EMPOWERMENT- A CASE STUDY	Micro Finance	18-23
Abahan Majumdar, Nazrul Islam Khan, M.A. Sattar, Snigdha Roy, and Aditi Mazumder - SOIL NUTRIENT STATUS OF BRICK AND AGRICULTURAL FIELDS	Agricultural Science	24-31
M. Kamruzzaman, M. S. Islam, K. A. Ferdous, M. A. Haque, F. Afroz and M. K. Rahman - DIETARY EFFECT OF MULBERRY LEAF ( <i>Morus alba</i> ) MEAL IN THE REDUCTION OF BLOOD CHOLESTEROL OF LAYING HENS	Agricultural Science	32-36
M. B. Hossain and M. O. Alam - COMPARATIVE STUDY OF INUNDATION LAND TYPE AND LAND USE IN DHAMRAI UPAZILA	Agricultural Science	37-40
Mohammad Dulal Uddin, M. Mazibur Rahman, S. Helal and C K Mahapatra - FERTILIZER EFFECT ON NODULATION, GROWTH AND YIELD OF <i>Bradyrhizobium</i> INOCULATED GROUNDNUT	Agricultural Science	41-47
Md. Mamun Uddin, Simu Dey and Md. Afroz Islam - CONTENT ANALYSIS OF AGRICULTURAL NEWS IN THE MAINSTREAM NEWSPAPERS OF BANGLADESH	Journalism and Media Studies	48-54
Ahmad Mahbub-ul-Alam and Mst. Farhana Ferdouse - HIDDEN PERSUADERS IN BENGALI ADVERTISEMENT JINGLES: INSIGHTS OF YOUNG CONSUMERS IN BANGLADESH	English Studies	55-61
Md. Johurul Islam, Mst. Shahinur Akter and Ariful - CHITTAGONG HILL TRACTS PEACE ACCORD OF 1997: CHALLENGES AND POSSIBLE SOLUTIONS	Law and Justice	62-69
Sabrina Quadir and Israt Moriom - TOURISM: IT'S CONTRIBUTION ON GDP AND EMPLOYMENT IN BANGLADESH	Business Administration	70-76
Mohammad Ehsanul Islam Khan and Md. Mijanur Rahman Bhuiyan - USE OF CBLT AT INTERMEDIATE LEVEL IN BANGLADESH: A TENTATIVE STUDY OF TEACHING EFL 'WRITING'	Applied Linguistics & ELT	77-83
Shiblu, M. N. H. S TRANSCENDENTAL CONNOTATION OF ROBERT FROST'S METAPHORS: AN APPRAISAL	English Literature	84-88
Chanda, S. S. and Rahman, A LINGUISTIC LANDSCAPING IN BANGLADESH: A PRACTICAL STUDY IN SYLHET CITY PERSPECTIVE	Applied Linguistics & ELT	89-95
Capel Dev Biswas, Bhobendra Kumar Biswas, Md. Abu Sadat, Parth Sarothi Saha, and Md. Zablul Tareq - MORPHOLOGICAL COMPARISON AMONG UPLAND AND LOWLAND RICE VARIETIES FOR DEVELOPMENT OF DROUGHT RESISTANT VARIETY	Agricultural Science	96-102
Md. Nayem Alimul Hyder and Jenath Chowdhury - SCOPE OF ONLINE DISPUTE RESOLUTION IN BANGLADESH	Law and Justice	103-110
Rukshana Mahiul Trima, Shaharior Rahman Razu and Asma Ul Husna - SOCIODEMOGRAPHIC AND ORGANIZATIONAL DETERMINANTS OF JOB SATISFACTION IN KHULNA CITY OF BANGLADESH	Sociology	111-116
Md. Tariqul - LEARNING ENGLISH AT JSC LEVEL IN RURAL BANGLADESH: CHALLENGES AND WAYS AHEAD	Applied Linguistics & ELT	117-121
M. Rakibuzzaman, K. Shimasaki and AFM Jamal Uddin - INFLUENCE OF CUTTING POSITION AND ROOTING HORMONES ON ROOTING OF STEVIA (Stevia rebaudiana) STEM CUTTING	Agricultural Science	122-125
Md. Delwar Hossain, Md. Khalid Aurangozeb, Md. Abdul Majid Pramanik - NON-FARM INCOME GENERATING ACTIVITIES IN CHAR AREAS UNDER SIRAJGANJ DISTRICT OF BANGLADESH	Agricultural Science	126-131