

Editorial

Dear Readers

The changing dimension of social and economical phenomena amidst of Covid-19 pandemic has driven all the concerned to ruminate on the complex nature of its conglomerate effects. The inevitable change and its boomerang effect stimulates the researchers to address various issues and work on their potentials; the business enterprises to capitalize it through improved productivity with calibrated strategy and risk; the policy makers and regulators of the industries to frame new policy or control measures either to leverage or abate the effect. Thus, the contemporary nature of the factors affecting the business environment has always been the arena of research for the academicians and policy makers. In this direction, “PDUAMT Business Review” aims to provide the readers with the information of various business related contemporary issues concerning accounting, finance, management, economics and other allied areas of business education.

I express contentment to be able to publish the third volume of the journal. The current issue of the journal encompasses a total number of eleven research papers and articles on impact of job satisfaction on organizational commitment, causes and consequences of stress, determinants of dividend, National Pension System, financial distress in banking sector, health insurance, digital advertising, blue economy, e-monitoring of plan scheme of government, constraints faced by women entrepreneurs. Besides, the current issue also includes various fraud control measures adopted by the Nigerian banking sector.

I, being the editor of the journal, would like to extend my sincere gratitude to the honorable editorial advisory board members for their constant support and cooperation. Further, I am also deeply grateful to the authors for their research contributions and look forward to future volumes of the journal with more such research contributions for our prospective readers. Suggestions and feedbacks are expected from readers as PDUAMT Business Review strongly believes in tenacious and comprehensive quality improvement.

Dr. Nitashree Barman
Editor