



## Presidency University Journal

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### Editorial

Welcome to Volume 4, No.1, and Part: A. The Presidency University Journal's current issue will consist of article on Business, English and Economics. These research-based articles will be disseminating information for existence and overcome in this turbulent society. In this edition total numbers of published articles will be within ten. Research is a tool that enriches young minds with the skills necessary to compete and succeed in a challenging world, and also with the knowledge to maintain peace and justice in the society. I wish to request the readers of the journal to be the very best ambassadors of liberality toward society free from the fetters of colors and castes, of faith, of non-communalism, of gender, and of nationality, as Khalil Gibran says "Generosity is giving more than you can, and pride is taking less than you need."

Ensuing in any environment requires the aptitude to think significantly, to analyze data, to make counsels and to converse them effectively and efficiently. The journal is primarily devoted to the extension and further development and dissemination of knowledge in the field of education for the benefit of academics as well as practicing enterprise managers as well as entrepreneurs. Let me here quote Confucius: "He who learns but does not think, is lost! He who thinks but does not learn is in great danger." I also request the readers to assist this fine university to achieve its vision and mission of continuing to be a universally documented center of excellence in the territory of higher education.

We hope that the journal will be one of the best choices for researchers, academicians, entrepreneurs, business magnets, policy makers and social thinkers. All the manuscript accepted here for publication will go through blind reviewing by two anonymous referees. Those who are involved in the process of contribution and publication of the journal, we want to thank them.

Warm regards,

Zoha Rahman, PhD  
Assistant Professor  
And Editor, Presidency University Journal

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