

ISSN: 1683-8742 (PRINT) 2706-7076 (ONLINE) Homepage: https://ajbe.aiub.edu

**AIUB Journal of Business and Economics [AJBE]**

**Volume 22, Issue 1, December 2025 Pages 01-XX**

**Research Article**

**Research Title**

**FirstName Last name 1,\*, John Doe 2 and Jane Doe 3**

1Department Name, Institute Name, Country Name; xyz@aiub.edu

2Faculty of Business Administration, University/Organization/Institution Name, Country Name; xy@aiub.edu

3Faculty of Business Administration, American International University-Bangladesh, Bangladesh; yz@aiub.edu

**\***Correspondence: xyz@aiub.edu

|  |  |
| --- | --- |
| **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **Abstract**  **Purpose of the study:** This paper aims to identify the key barriers to the adoption XYZ in Bangladesh.  **Methodology:** The study adopts face-to-face and telephonic interviews with ten built environment professionals, using a semi-structured interview guide. Qualitative responses to the interview were thematically analyzed using NVivo 11 Pro analysis application software.  **Findings:** The findings suggest that “lack of information on existing green buildings”, “lack of incentives”, “conservative nature of Bangladesh”, “lack of active government participation”, “inadequate human resource”, “lack of awareness of the benefits”, “cost and financing” and “lack of legal backing” are the eight key barriers that hinder the adoption of certification of buildings.  **Implication**s: (Practical / Social /Theoretical)Practically, this study highlights, for the benefit of the construction industry and the government, the critical barriers to the adoption of green certification of buildings in Bangladesh. Identification of these barriers provides a pathway for the provision of pragmatic solutions towards the adoption of buildings in Bangladesh.  **Limitations and** **Future direction:** The first limitation of this study is the small sample size. Although the PLS approach can largely solve the relevant problem, future studies should use a larger sample size to retest the results in similar economies. | **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **[Logo, icon  Description automatically generated](https://creativecommons.org/licenses/by-nc/4.0/)**  **Article History:**  Received: XX Month 202X  Accepted: XX Month 202X  Online: 31st December 202X  **Keywords:**  **Green Building Technologies; GBTS; Adoption Intention; Construction Developer; Developing Economies; Bangladesh** |

**1. Introduction**

AIUB Journal of Business and Economics [AJBE] is a publication of Faculty of Business Administration [FBA] and Faculty of Arts and Social Sciences [FASS], American International University-Bangladesh [AIUB]. This journal publishes original, empirical and innovative materials in functional and support areas of business and economics. It is primarily devoted to the extension and further development and dissemination of knowledge in the field of business and economics for the benefit of academics as well as practicing enterprise managers.

## Word Document Preparation

AJBE publishes paper between 6000 to 8000 words. There is no strict formatting requirement, but all manuscripts must contain the essential elements needed to convey your manuscript, for example Abstract, Keywords, Introduction, Materials and Methods, Results and Conclusions. Introduce the paper in the first section. The paragraphs should only be separated by headings, subheadings, images and formulae. The section headings are arranged by numbers, bold and 11 pt. Use 1 line spacing; font should be Garamond, size 11.

* + 1. General guidelines for the preparation of your text

Avoid hyphenation at the end of a line. Symbols denoting vectors and matrices should be indicated in bold type. Scalar variable names should normally be expressed using italics. Weights and measures should be expressed in SI units. All non-standard abbreviations or symbols must be defined when first mentioned. Section headings should be left justified, bold, with each letter capitalized and numbered consecutively, starting with the. Sub-section headings should be in capital with each letter capitalized and numbered.

1. **Materials and Methods**

Provide sufficient details to allow the work to be reproduced by an independent researcher. Methods that are already published should be summarized and indicated by a reference. If quoting directly from a previously published method, use quotation marks and cite the source. Any modifications to existing methods should also be described.

1. **Results and Discussions**

Results should be clear and concise. Explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

* 1. **Tables and Figures**

All tables and figures should be numbered and should have a caption. Headings should be placed above for tables and below for figures, center justified. Tables and figures must be embedded into the text and not supplied separately.



**Figure 1: Example**

**Table 1: Revenue-GDP ratio of Bangladesh (1997-98 to 2016-17)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Decade – 1 | 97-98 | | 98-99 |  | 99-00 | 00-01 | 01-02 | 02-03 | 03-04 | 04-05 | 05-06 | 06-07 |
|  | 9.5 | | 9.0 |  | 8.5 | 9.6 | 10.2 | 10.4 | 10.6 | 10.6 | 9.3 | 9.0 |
| Average |  | **9.67** | | | | | | | | | | |
| Decade – 2 | 07-08 | | 08-09 |  | 09-10 | 10-11 | 11-12 | 12-13 | 13-14 | 14-15 | 15-16 | 16-17 |
|  | 9.6 | | 9.8 |  | 10.0 | 10.4 | 10.9 | 11.6 | 11.7 | 10.8 | 10.2 | 11.2 |
| Average |  | **10.62** | | | | | | | | | | |

1. **Conclusions**

The main conclusions of the study must be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section.

**References**

**We follow APA referencing style (6th/7th Edition). Author must follow APA Style for the whole article.**

List: References should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters 'a', 'b', 'c', etc., placed after the year of publication.

Examples:

Reference to a journal publication:

Basic Format:

Author, A. A. (Year). Title of article: And subtitle. Journal Title, volume(issue), pages.

Example:

Van der Geer, J., Hanraads, J.A.J., Lupton, R.A. (2010). The art of writing a scientific article. J. Sci. Commun. 163, 51–59. https://doi.org/10.1016/j.Sc.2010.00372.

Reference to a book:

Strunk Jr., W., White, E.B. (2000). The Elements of Style, fourth ed. Longman, New York.

Reference to a chapter in an edited book:

Mettam, G.R., Adams, L.B. (2009). How to prepare an electronic version of your article, in: Jones, B.S., Smith , R.Z. (Eds.), Introduction to the Electronic Age. E-Publishing Inc., New York, pp. 281–304.

Reference to a website:

Cancer Research UK (1975). Cancer statistics reports for the UK.

http://www.cancerresearchuk.org/aboutcancer/statistics/cancerstatsreport/ (accessed 13 March 2003).

**Author’s Biography:**

|  |  |
| --- | --- |
| Author’s Photo | Author’s Short Bio (50- 100 Words)  Professor Dr. Farheen Hassan, currently working as Director, BBA program & Dept. Head, Management and HRM, Faculty of Business Administration; Additional Director, Institutional Quality Assurance Cell (IQAC); (World Bank-HEQEP project, UGC and MoE in Bangladesh). She is an Educator of Business with 23 years of Teaching and Consulting experiences in Education, NGO & Development and Service sector. She has jointly authored books on Business Studies and Business Communication for Employability.  She has been awarded as “Women of Inspiration” in academia by BOLD (Bangladesh Organization for Learning and Development), received “Peace Award” for “Contribution of Women towards Peace in Bangladesh” on World Peace Day. |
| For instructions on how to order reprints of this article, please visit our website: https://ajbe.aiub.edu  Or contact us for further details: ajbe@aiub.edu | |