



## Editorial

This inaugural issue of the journal comes with five scholarly articles. The authors of these articles employ a range of methods and interdisciplinary approaches for their commentaries on pressing issues of sustainable development across jurisdictions in Africa, Asia and Europe.

The first article entitled “India’s Renewable Energy Scheme: Policy Response to Environmental Challenges” by Temitope Tunbi Onifade discusses the phases of India’s renewable energy policy. The author attempts to provide an answer to the question of whether or not India’s renewable energy policy framework is comprehensive and successful. Employing descriptive and analytical methods, the paper reveals that India’s renewable energy policy shows effectiveness, functionality, and equity, but then lacks efficiency and sufficient political support. The author concludes that, although India’s renewable energy policy phases are almost complete and successful, they are blurred with no clear distinctions, and have spanned several decades in their development.

In the article that follows entitled “Service Marketing Mix and Their Impact on Bank marketing Performance: A Case Study on Janata Bank Limited, Bangladesh”, Md. Farijul Islam & Md. Mostafizur Rahman analyse the service marketing mix elements employed for attracting customers and remaining competitive, especially the seven service marketing elements which they call “seven Ps,” and their relationship and impact on bank marketing performance of Janata Bank Limited. They employ both descriptive and field methods in their attempt to contribute to knowledge on the concept of marketing mix tools that may help service marketing managers to enhance customized banking products affordably. The paper reveals that out of the seven service marketing mix elements, products, service and price were found to have more positive relationships and effects on bank marketing performance.

The third article is entitled “A Qualitative Study on the Quality of Worklife, Organisational Citizenship and Job Satisfaction.” In the paper, Md. Mostafizur Rahman presents a qualitative study on the quality of work life, organizational citizenship behavior and job satisfaction of pharmaceuticals’ employees, attempting to establish the relationship among them. The author discovered a lower level of satisfaction perceived by employees as a result of a poor quality of work life. The article concludes that a better



quality of work life can ensure the job satisfaction of employees, and that employees with higher job satisfaction will exhibit better citizen behaviour.

F.I.M. Muktadir Boksh & Jannatul Islam, in the fourth paper entitled “Ecological Modernization for Sustainable Development: Case Study of the EU and China,” revisit the concept of ecological modernization which has remained topical since the 1980s, showing its interaction with environmental pollution control and sustainable development. They employ qualitative methods and review relevant literature. The authors find that “there is implementation and progress of the theory in different countries in the EU despite that it is criticized as ‘greening capitalism,’ while China on the other hand has started implementing the theory following Western European countries.” Their conclusion is that one may realize the full benefit of the theory in time.

In the fifth and final paper entitled “The Roots and Routs: Forest Policy Phases in Bangladesh” by A.F.M. Zakaria, the author undertakes a descriptive analysis of policy phases in the context of Bangladesh’s National Forest Policy 1994. He explores the status of policy initiatives in the country’s forestry sector development, and investigates the country’s changing forestry policy trends, focusing on power structure and development politics. The author concludes that the forest policy regime in the country shows a very slow paradigm shift from the traditional revenue and production era to the protection era.

It is our desire that these submissions would have real impact in sustainable development policy and practice in relevant jurisdictions. We hope you enjoy the submissions as you read this issue.

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