UTTARA UNIVERSITY

Project Report

On

“Development of banking products: A Case Study on Eastern Bank Limited and Dhaka Bank Limited”

Submitted To:

Nusrat Jahan
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Department of Business Administration
School of Business
Uttara University

Submitted By:

Suraiya Akter
ID: 2193061009
Batch: 50th
Program: MBA for BBA
Major: Finance
Department of Business Administration

Date of submission: 30-08-2020

Letter of Transmittal

August 30, 2020

Nusrat Jahan

Assistant Professor

Department of Business Administration

School of Business

Uttara University

Subject: Submission of Project Report on "Development of banking products: A Case Study on Eastern Bank Limited and Dhaka Bank Limited"

Dear Sir,

With due respect, I beg to inform you that, I am a student of MBA for BBA, 50th batch & dept. of DBA at Uttara University. I am very glad to submit you my project report prepared on **"Development of banking products: A Case Study on Eastern Bank Limited and Dhaka Bank Limited"**

I have given my best effort to prepare the report with relevant information that I have collected from various sources during my project program from 20st June to 25th August 2020.

I pray and hope that the mistake of the report may have, will be kindly excused. So I cordially request to you evaluating this report & enough kind to receive this report.

Sincerely yours

……………………….

Suraiya Akter

ID: 2193061009

Batch: 50th

Program: MBA for BBA

Major: Finance

Department of Business Administration

Student's Declaration

I declare that the Project Report on **"Development of banking products: A Case Study on Eastern Bank Limited and Dhaka Bank Limited"** includes the results of my own research works, pursued under the supervision of Nusrat Jahan, Assistant Professor, School of Business, Uttara University.

I also declare that the internship report is prepared for academic purpose only. This report is not submitted by others.

.

………………………..

Suraiya Akter

ID: 2193061009

Batch: 50th

Program: MBA for BBA

Major: Finance

Department of Business Administration

Supervisor's Declaration

This is to certify that Suraiya Akter student of MBA for BBA, ID: 2193061009, 50th batch has successfully completed her project report on **"Development of banking products: A Case Study on Eastern Bank Limited and Dhaka Bank Limited"** under my supervision for the partial fulfillment of the award of MBA for BBA degree.

She has done her job according to my supervision and guidance. She has tried her best to do this successfully. I think her program will help her in the future to build up her finer career.

…………………..

Nusrat Jahan
Assistant Professor
Department of Business Administration
School of Business
Uttara University

Acknowledgement

With God, all things are possible; for he has made it possible by giving me the ability and strength to carry out this study. I say thank you Almighty Allah.

Works like this kind cannot be carried out without the help and guidance of an experienced person. I therefore wish to express my profound gratitude to Nusrat Jahan my supervisor for her suggestions, support, patience and constructive criticism throughout the research period.

Not forgetting the Lecturers and staff in the Department of MBA for BBA, School of Business, Uttara University.

Lastly, to my parents, brother and sisters who by their encouragement gave me the strength to carry on when all hope was lost. I say Allah Bless you all.

Table of Content

Abstract

Environmental concern is trying to control the patterns of consumers' consumption and behavior of manufacturing industries and business enterprises worldwide since climate change issues has been considered as a global challenge. After so many argumentations in the developed countries, it has become an incessant public endearment in the developing countries like Bangladesh, as the level of environmental deterioration has picked up to the mountains. Many measures have been taken into account while adapting to climate changes, but the actions are inconsistent in many cases especially in the financial sector (most appropriately in the banking sector). This study aims to highlight the supreme benefits, encountering challenges, strategic aspects of Dhaka Bank and Eastern Bank ltd. Banking with major objectives is to compare this two commercial bank their deposit, lending and investment. Bangladesh and the other one is to accentuate how individual and also institutional stakeholder forces such as regulatory, managerial or environmental, that can affect the deliberate environmental behavior of banks performing in Bangladesh. Banks should go green and play a pro-active role to take environmental aspects for functional improvements and changing client habits in banking business. Use of appropriate environmental technologies and management systems will not only be useful for environment, but also provide benefits as greater operational efficiencies.

Section-1

Justification of the study

1.1 Introduction

The development of banking products is a dominant area of innovation activity of banks, which has been named banking engineering. Indeed, during the creation and introduction of an innovative banking product in the market, various costs may be incurred, in particular, design costs, development of documentation for the implementation of innovations, information security costs, advertising of a new banking product, personnel training costs for the presentation of new banking products, costs for the acquisition of the necessary support for the implementation of innovations.

The success of any commercial organization is highly dependent upon the degree to which it is able to satisfy the consumers of its products. The way to ensure this satisfaction is to see that the consumer preferences and needs are determined at the very beginning of the production process. Thus, the end products must satisfy the consumer needs and wants. The financial products of banks consist of those services they rendered which could be exchanged for a price. For crucial development of any country's banking system there should be good relationship between banker and its customer. There is need of mutual trust and confidence between customer and banks. As financial product and service is becoming more sophisticated, customer should take greater responsibility for their financial affairs.

1.2 Justification of the study

- The study motivated to know about the product development and to find out the product development process in banking industry with special reference to both of Eastern Bank Limited and Dhaka Bank Limited. This research helps to obtain detailed information on the trends and prospect of development of banking products such as deposits, loans, investment account and others instruments. And how commercial banks are increase their strategic planning and management capacity to utilize any rise in capital to increase profits.
- The project is “Development of Banking Products: A case study on Eastern Bank Limited and Dhaka Bank Limited.” According to the topic it is important to understand the development of banking products, banking activities and relate them with theoretical knowledge that gained through the theoretical training from various documents of the bank. In fact, the elements in banking product design that moved consumers the most in the five areas studied- saving, checking, certificates, credit cards and home equity products were some of the most basic. Branches ranked more importantly than some might have expected though not always for anticipated reasons. For this research people will able to know about the products and overall activities of both Eastern Bank Limited and Dhaka Bank Limited.
- The topic of the thesis is “Development of banking product, A Case Study of Eastern Bank Limited and Dhaka Bank Limited.” The target of the thesis is to develop a new banking product for the Eastern bank limited and Dhaka bank limited instead of some current obsolete services they offer. One of the major such obsolete services is dealing with foreign investments mainly made by the citizens. The importance of description of the of the stage of banking engineering is also due to the fact that depending on the stage of the innovative product development, the cost of its appearance and the result from its use are distinguished. The diagnostic of a stage and its interval allows us to suppose a different effect from the research.The research problem is defining the process of developing and promoting a new banking product for the Eastern bank limited and Dhaka bank limited. This needs to be achieved in order to replace some of the current banking products/services which are going to become politics and society as well as detecting the most suitable marketing strategy for the successful market promotion of the new product.

Section-2

Objective of the Study

2. Objectives:

The objectives of the research study on

- To make a comparison between deposit product of Eastern bank limited and Dhaka bank limited.
- To compare between loan products of Eastern bank limited and Dhaka bank limited.
- To make a comparison between investment of Eastern bank limited and Dhaka bank limited.

Section-3

Methodology

3.1 Data Description

This study had been conducted by analyzing 10 journal articles of famous researchers who have previously conducted several researches on the same field. These articles are retrieved from renowned websites like researchgate.net, sciencedirect.com etc. the study is based on the theoretical analytical approach to reach the results by reviewing the previous studies and concept of accounting information systems, the quality of accounting information systems, and the nature of the relationship between accounting information systems and profitability of companies and decision making.

The data was organized according to the relevance to the study about to be conducted. Data processing was done non-analytically to achieve the goal of the study.

Data Collection:

Different data and information are collected from various sources, such as primary and secondary which is given below-

Primary sources of data:

- Personal inspection
- Work experience at different desk of the Bank

Secondary Sources of Data

- Financial report of EBL & DBL
- Internet
- Brochure/ Books
- Bank Documents
- Different Journals

Data analysis:

I have analyzed and shown the collected data into tables and charts. Compared and commented based on it.

Section-4

Discussion

Objective- 01: To make a comparison between deposit product of Eastern bank limited and Dhaka bank limited.

4.1.1 Deposit Product of Eastern Bank Limited

Eastern Bank deposit products are-

- **Current Deposits**

EBL Current Account gives you an array of services like online banking from any EBL Branch in Bangladesh, access to Internet banking as well as cheque book and debit card facility. With unlimited transaction facility, this is truly your best choice to conduct your day to day transaction.

- **RFCD Account**

EBL RFCD is a Deposit account for resident Bangladeshis which can be opened with foreign exchange brought at the time of their return from abroad. Only Resident Bangladeshies can open this account.

- **Saving Deposit**

A **deposit account** held with a financial institution that pays interest but does not allow for direct withdrawal through checks. Pays interest at a rate higher than that of checking **account** but lower than that of treasury bills. EBL saving deposits are-

- EBL Power Saving
- EBL Classic saving
- EBL Max Saver
- EBL premium Saver
- EBL 50+ saving

- **DPS**

EBL DPS are-

EBL Kotipoti Scheme

EBL Kotipoti Scheme is a monthly Savings Scheme with flexible long term tenure that gives you maturity Value of BDT 1 (one) Crore-with monthly installments as low as BDT 22,200.

EBL Multiplier

EBL Multiplier Scheme is a monthly Savings Scheme that doubles your initial deposit in span of Six years-with monthly installments as low as BDT 3,600.

EBL Millionaire Scheme

EBL Millionaire Scheme is a monthly Savings Scheme with flexible long term tenure that gives you maturity Value of BDT 1 (one) million-with monthly installments as low as BDT 2,800.

EBL Confidence

With EBL Confidence, just select the time and the monthly deposit as per your requirement and see the magic of turning your small monthly savings into a large amount over a period; the perfect investment scheme to boost your confidence – the EBL Way.

Ebl Millionaire Women Dps

EBL Millionaire Women DPS is a BDT10,00,000 (BDT 10 lac) making plan through monthly deposits.

- **Fixed Deposit**

EBL Repeat

Idle cash is certainly not ideal for you. EBL Repeat is a term deposit scheme that offers monthly return on your idle deposit over a certain period of time. Extra income every month

EBL FD

EBL FD is term deposit accounts of different tenure for Bangladeshi Citizens only.

EBL Earn First FD

EBL Earn First is a unique Fixed deposit product, where you can get the whole year's interest- on Day one! No need to count the days and wait for the year to end. Finally you can have your cake and eat it too!

- **EBL Matribhumi**

EBL SHONCHOY

EBL Shonchoy is a daily interest bearing and monthly interest paying taka savings account for Non-Resident Bangladeshis (NRB). The Account is aimed to help NRBs saving their hard earned money in local currency for a secured future. All you need to do is send the money directly to your EBL Account and it will be there for you growing.

EBL PARIBAR

EBL Paribar is a daily interest bearing and monthly interest paying savings account for the families (Resident Bangladeshi) of Non Resident Bangladeshis. The account is for helping the Global Bangladeshis to maintain their family expenses locally.

EBL NFCD

EBL NFCD (Non Resident Foreign Currency Deposit) Account is an interest bearing time deposit account for Non Resident Bangladeshis which can be opened with foreign exchange for a period of 1/3/6/12 months.

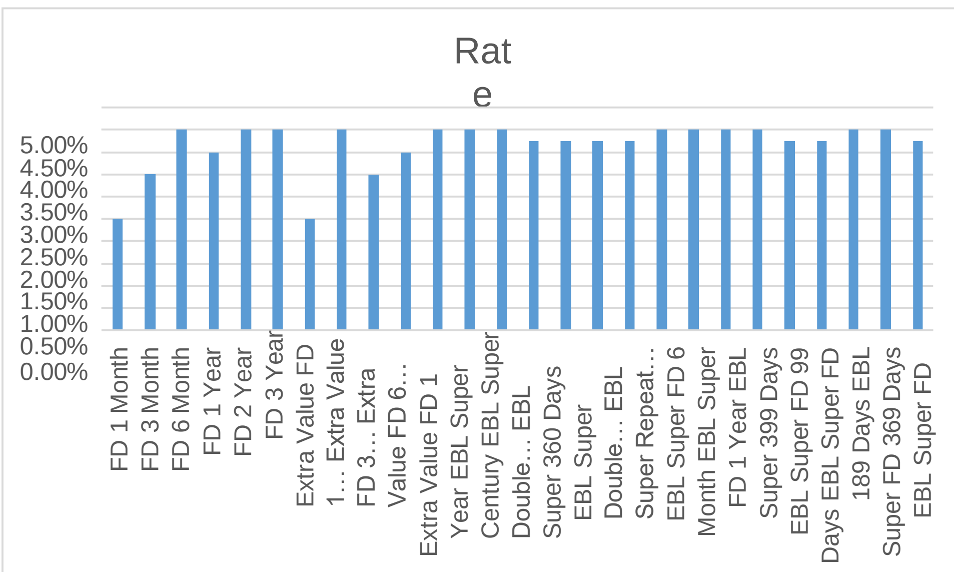
EBL GLOBAL

EBL Global is an FCY current account which can be opened in USD/GBP/Euro without restriction on transaction frequency. The account can be operated by the mandate by the account holder. Account fund remains in foreign currency and is freely remittable in abroad and encash in Bangladesh in local Currency.

Eastern Bank Limited

Deposit Rate

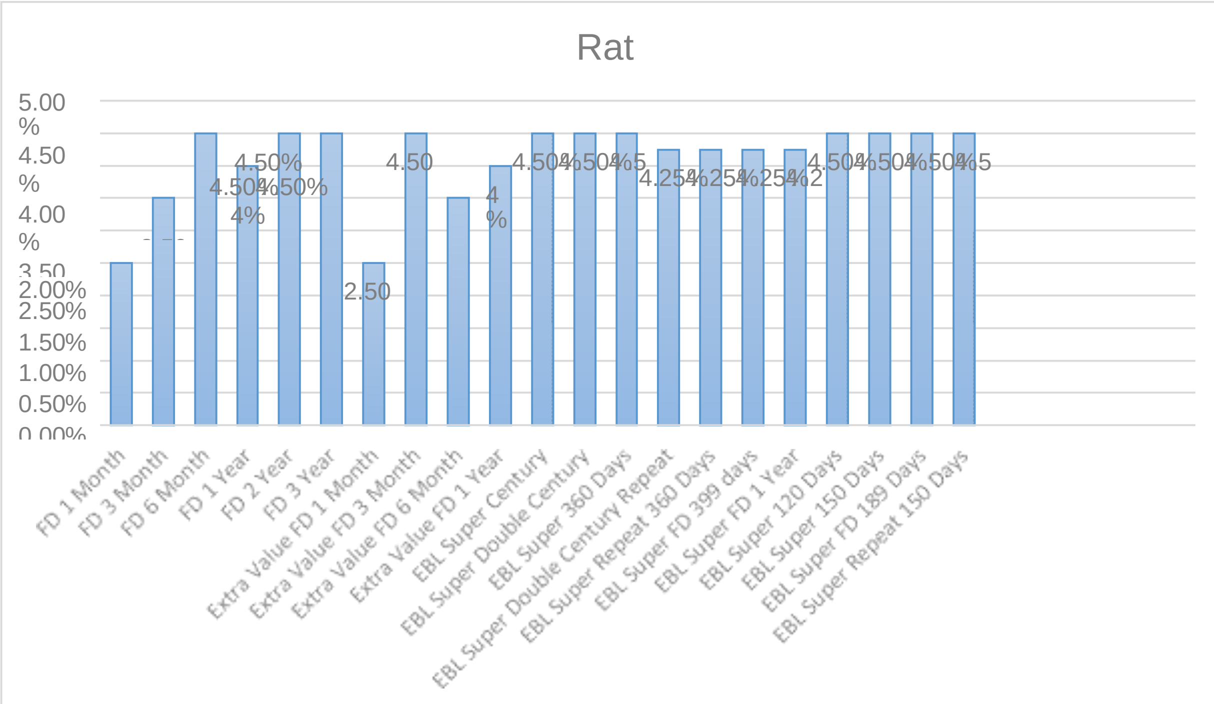
Effective Date: 3rd February, 2020



Term Deposit

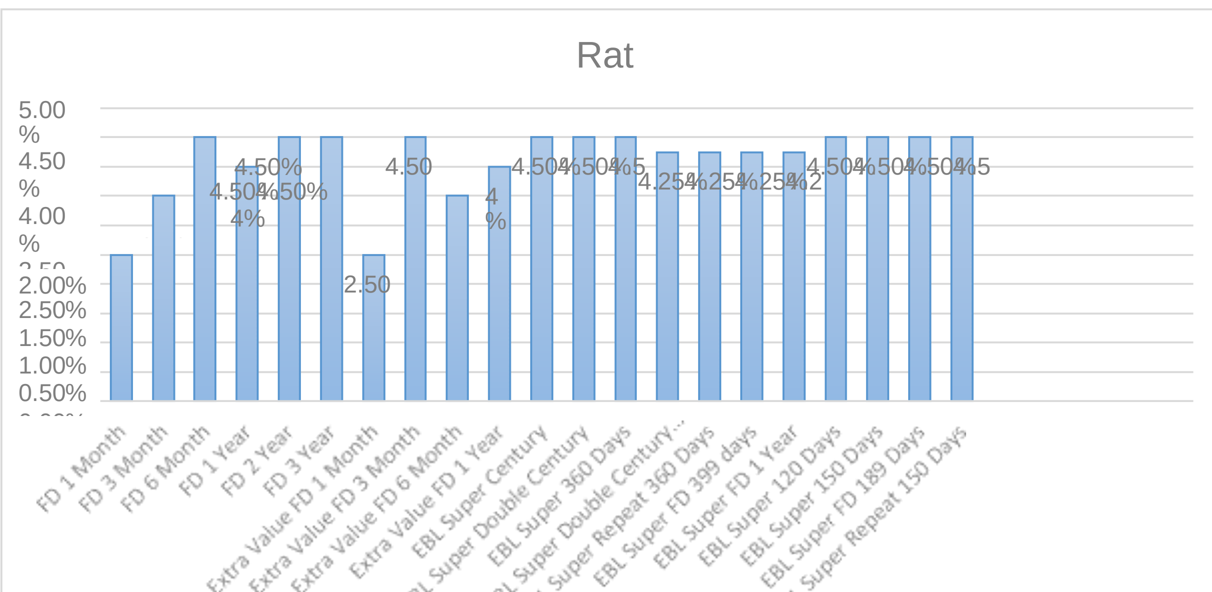
Business Unit:

Retail



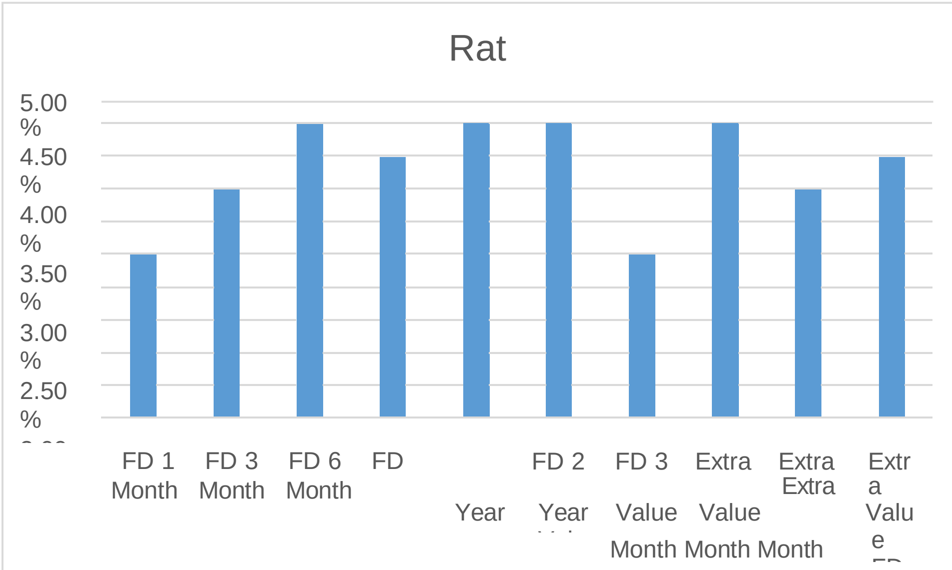
Term Deposit

Business Unit: Commercial



Term Deposit

Business Unit: Corporate



List of Closed Product

4.1.2 Deposit Product of Dhaka Bank Limited

Retail Banking

In 2001 DBL. introduced its personal banking program responding to the market demand for a complete range of modern banking products & services. On 14th July 2002, DBL launched a new product-Excel Account which is first of its kind in Bangladesh. Designed exclusively for the salaried executives, Excel Account offers a packaged solution to companies and organizations in processing their employees' salaries and funding employees' loans. In 2009, Dhaka Bank further consolidated its position as a leading bank in the country consumer banking arena.

- **Deposit Double:**
  Deposit Double is a time specified deposit scheme for individual clients where the deposited money will be doubled in 6 years. The key differentiators of the product will be:
  - Amount of deposit
  - Tenure of the scheme
  - OD facility against deposit
- **Deposit Pension Scheme:**
  Dhaka Bank is well poised to be the leading Personal Banking business amongst the local private banks. Bank's conscious efforts in brand building, introducing and supporting new packaged products, developing PB organization along with non-traditional delivery channels have resulted in good brand awareness amongst its chosen target markets.
  - Installment
  - DPS
  - Flexible tenor of the scheme
  - Bonus point
  - Late payment fee
  - Payment through account
  - OD facility against DPS
- **Special Deposit Scheme**
- **Excel Account:**
  Excel Account has been tailored in the manner of having both asset and liability characteristics blended into a single product for salaried individuals employed in any institution. On virtue of this product, prospective clients receive a credit interest based on the credit balance available in the account. The clients will also be required to pay the bank OD interest if the balance of the account becomes overdraft.
- **Salary Account:**
  Dhaka Bank has launched a special package of savings account for employees belonging to institutions with which Dhaka Bank has a corporate agreement. With this package salaried employees of these institutions enjoy interest on a daily balance. The key features of the salary account are:
  - Interest to be calculated on a daily balance basis
  - No periodic service charge

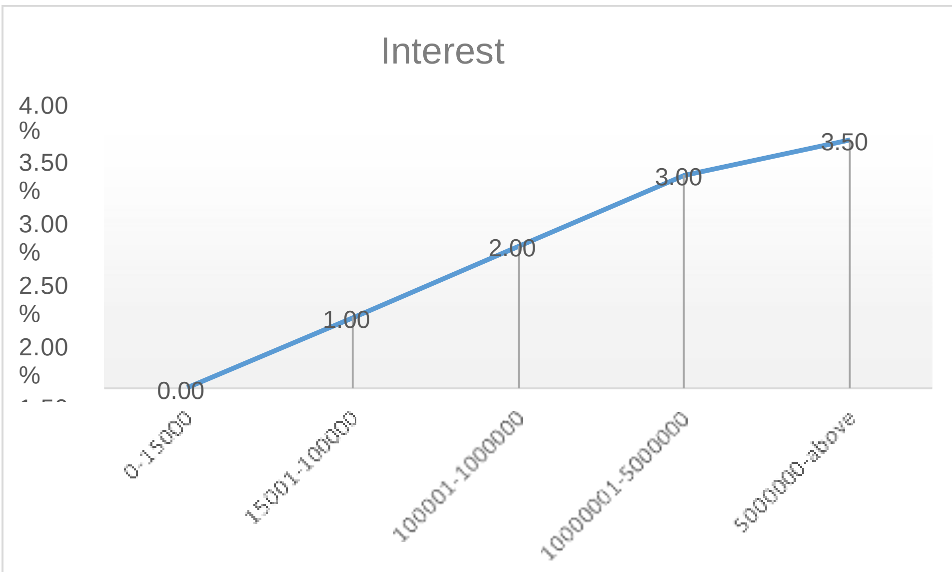
- ATM card facility
- Credit card facility
- On-line banking facility
- Internet & SMS banking facility

Dhaka Bank Limited

Deposit Rate Sheet

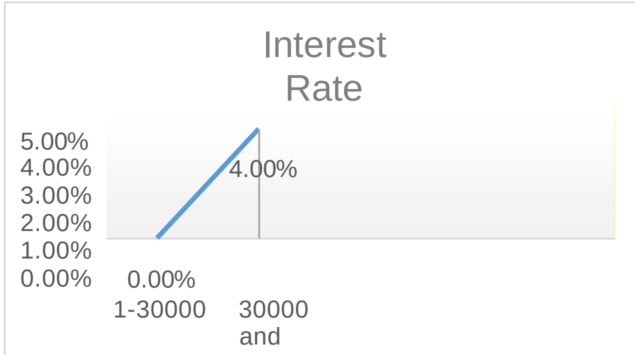
Effective Date: 3rd January, 2020

Saving Account



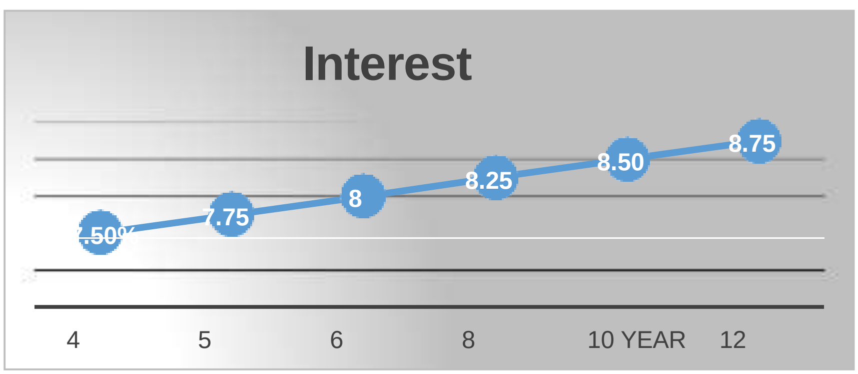
VaLue Max saving account

Bundle Savings Account Silver

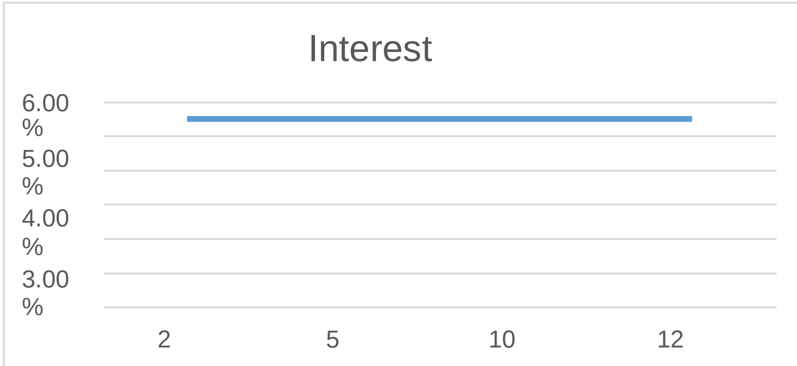


Monthly Saving Scheme

Lakhopoti Deposit Scheme LDS



Edu Savings Plan



Objective- 02: To compare between loan products of Eastern Bank Limited and Dhaka Bank Limited.

4.2.1 Loan Products of Eastern Bank Limited

- **Personal Loan:**
  - EBL Assure
    EBL Assure is an any purpose lifestyle **loan** facility for any legitimate purpose with life insurance coverage.
  - EBL Executive Loan
    EBL Executive Loan is any purpose unsecured and Term loan facility (EMI based) for any legitimate purpose. Bank would finance against monthly income of any credit worthy individual to meet his/her life style needs.
  - EBL Women's Loan
    BL Women's Loan is any purpose unsecured EMI based loan facility for any legitimate purpose for the salaried & professional female personnel.
- **Mortgage Loan**
  - EBL Home Loan
    EBL Home Loan is a Term loan facility (EMI based) for credit worthy individuals for meeting the purpose of a sweet home. Bank would finance against monthly income of any credit worthy individual to meet accommodation needs. EBL is here with the ultimate solution for you. With so many attractive features in it - the home you wanted to buy, is no longer a distant dream.
  - EBL Home Credit
    EBL Home Credit is a Term loan facility (EMI based) for credit worthy individuals for meeting the purpose of Renovation/Extension/Construction/Purchasing of new property.
- **EBL Auto Loan**
  Thinking of buying a car? With EBL's exciting Auto Loan offer, don't think anymore........ Drive your dream car home!
- **EBL Two Wheeler Loan**
  EBL Two Wheeler loan is a loan facility for the purpose of purchasing any Brand New Motor Cycle
- **Secured Loan**
  - EBL Fast Cash

    BL FAST LOAN is a fully secured and Term (EMI Based) loan facility for any legitimate purpose. Bank would finance against client's EBL FD or other bank/NBFIs FD or other security if allowed under policy.

  - EBL Fast Loan
    EBL FAST LOAN is a fully secured and Term (EMI Based) loan facility for any legitimate purpose. Bank would finance against client's EBL FD or other bank/NBFIs FD or other security if allowed under policy.

- **Edu Finance**
    - Edu Loan Unsecured
    - Edu Loan Secured
    - Edu Loan Line

4.2.2 Loan Products of Dhaka Bank Limited

- **Home loan**

Dhaka Bank Home Loan with its attractive features and competitive interest rates will help you in making your dream home a reality. Our Home loan will give you the security of fixed-rate payments on principal and interest for the life of the loan, a steady repayment schedule and potential tax advantages. Make your and your family's future secure with us.

- **E- Loan**

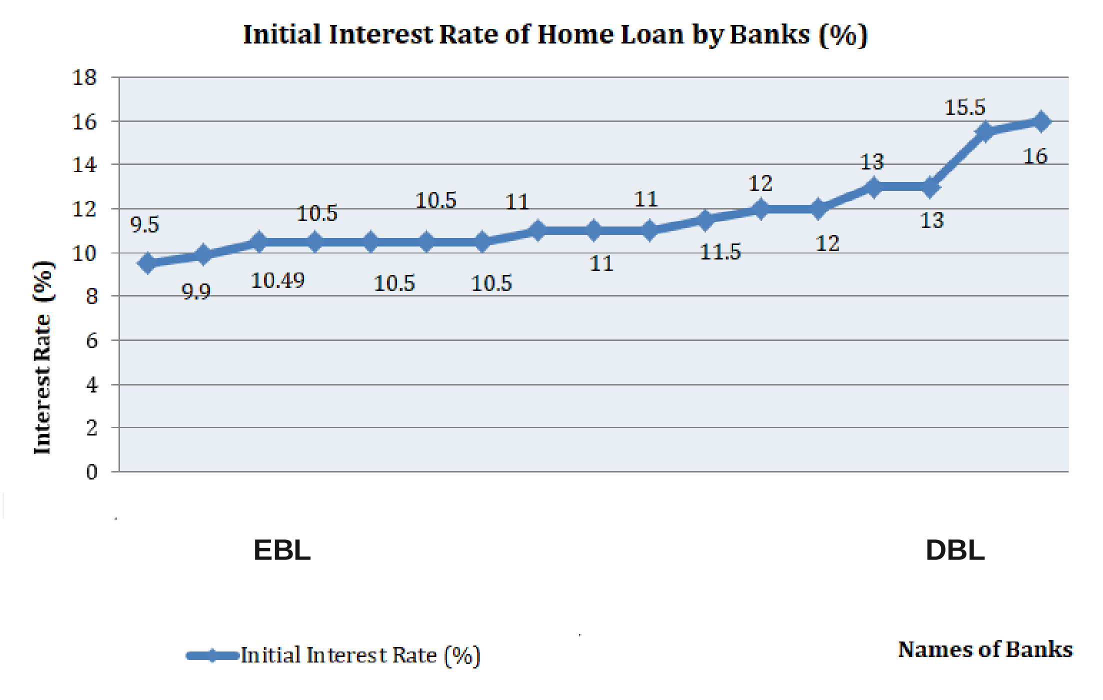
A personal loan facility where the entire end to end processing from application to disbursement will happen online. Dhaka Bank payroll account holders can now enjoy the privilege and apply for Personal Loan anytime from anywhere

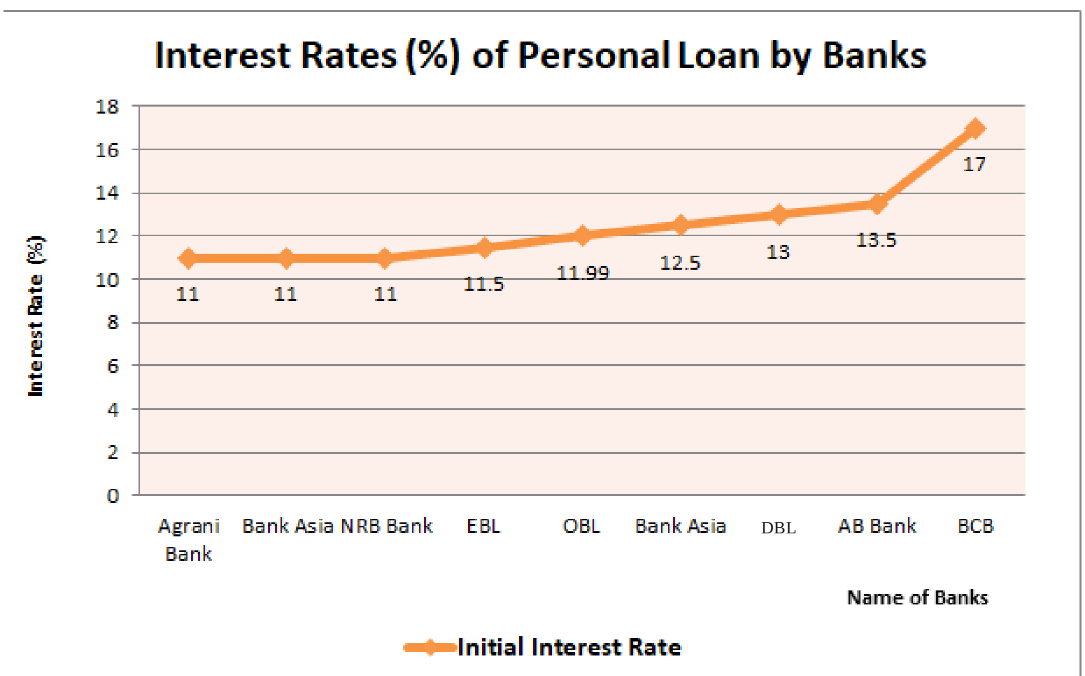
- **MSME & Agri**

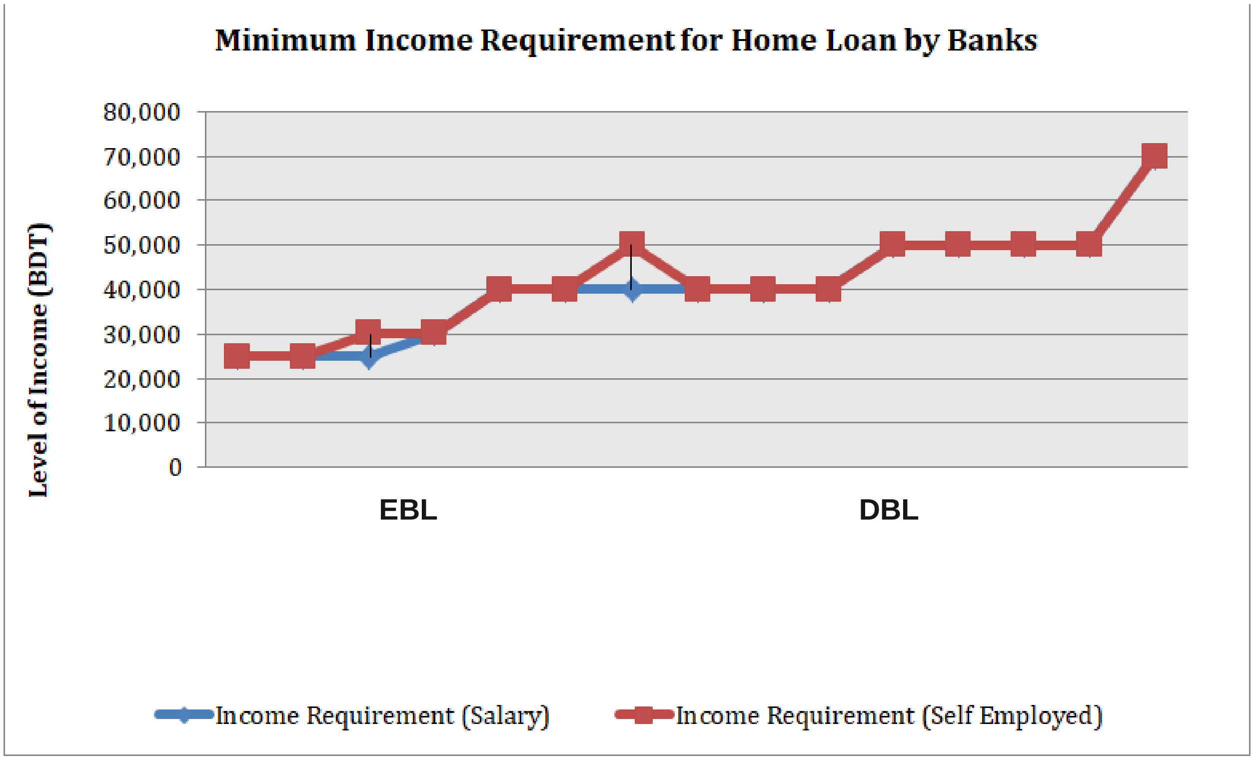
Dhaka Bank SME Business Team has gradually endeavored to improve its Credit Assessment Process, bringing regulatory compliance in maintenance and handling, ensuring proper Credit Discipline to address & manage Non-Performing Loan (NPL) in MSME & Agriculture sector

- **SME Loan Products**
- **Continuous Loan**
- **Demand Loan**
- **Term Loan**
- **1st time Borrower**
- **Women Enterprise Loan**
- Women entrepreneurs, particularly small ones, continue to remain marginalised when it comes to getting loans from the financial sector despite various initiatives taken over the past decade to facilitate the businesses run by women
- **Supply chain Finance**
- **Dairy Loan**
- **Commercial Housebuilding Finance**
- **Loan for deposition of title Deed**
- **Loan for tender**
- **Loan for work order finance**
- **Non fund Loan**
- **Secured Loan**
- **Lease Finance**
- **Islamic credit**

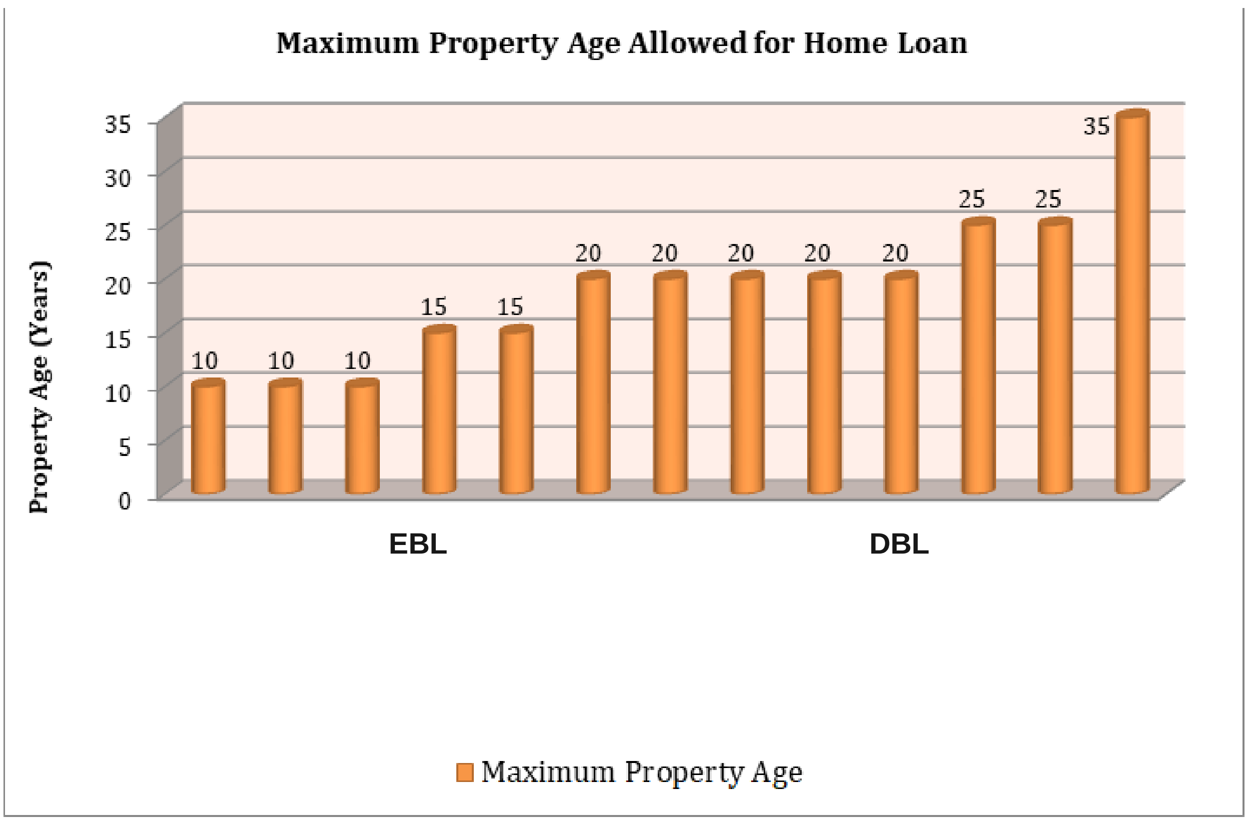
4.2.3 Some Comparison between EBL and DBL Lending rate with Other Banks-



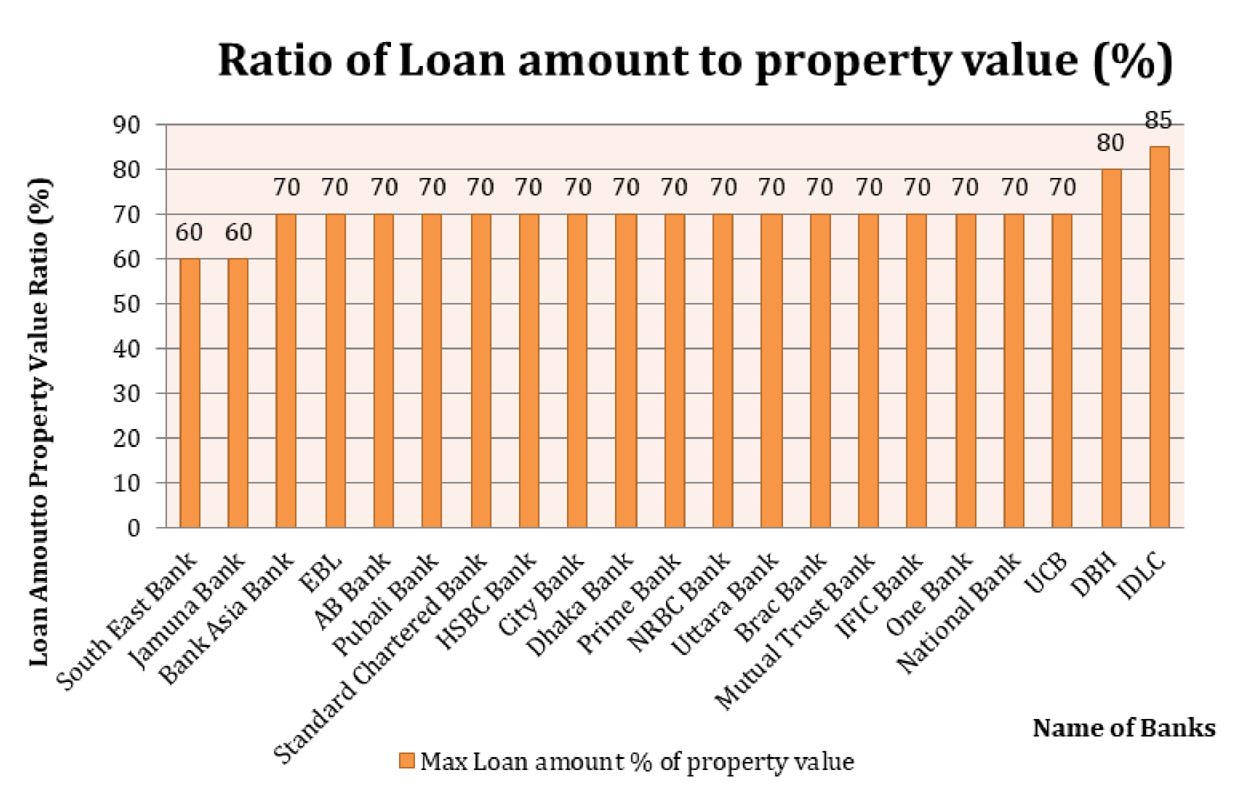




Minimum Income Requirement for Home Loan by Banks
80,000
70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
Level of Income (BDT)
EBL
DBL
Income Requirement (Salary)
Income Requirement (Self Employed)



Maximum Property Age Allowed for Home Loan
35
30
25
20
15
10
5
0
Property Age (Years)
10
10
10
15
15
20
20
20
20
20
25
25
35
EBL
DBL
Maximum Property Age



Objective- 03: To make a comparison between investment of Eastern bank limited and Dhaka bank limited.

4.3.1 Investments of Eastern Bank Limited

EBL offers all the capital market services including Stock brokerage, Investment Banking, asset management, Equity research through its three capital market subsidiaries.

EBL Securities Ltd

- Brokerage Services: DSE & CSE
- Equity Research service
- Foreign Trade facilities
- Margi Loan facility
- Institutional investment in Bangladesh Capital market
- CDBL Services

EBL Investments Ltd

- Issue Management
- Underwriting
- Corporate Advisory Service

- Discretionary portfolio Management
- Trustee
- Pre and post IPO private Placement
- Debt Capital Management
- Merge and Acquisition

EBL Asset Management

- Asset management service
- Mutual fund
- Alternative Investment facilities

4.3.2 Investments of Dhaka Bank Limited

DBL offers all the capital market services including Stock brokerage, Investment Banking, asset management through its three capital market subsidiaries.

DBL Securities Ltd

- Brokerage Services: DSE & CSE
- Global Trade facilities
- Industrial investment in Bangladesh Capital market

DBL Investment Ltd

- Issue Management
- Discretionary portfolio Management
- Trustee
- Debt Management

DBL Asset management

- Asset management service
- Mutual fund
- Alternative Investment facilities

4.3.3 Total investment to total asset

Name of Bank	Average (2009-2013)
DBBL	0.10
UCBL	0.12
MBL	0.17
AIBL	0.04
BBL	0.12
EIBBL	0.05
NCCBL	0.18
TBL	0.13
EBL	0.14
SBL	0.19
BAL	0.16
IBBL	0.06
DBL	0.11
RBL	0.16
IFICBL	0.14

Section-5

Future Forward

5. Future Forward

Several limitations came up while doing this study though it's expected that these limitations have not affected the process or outcome of the study. It's supposed that these limitations will be satisfied in the future research.

1. First, only 10 articles were reviewed to do this study. Clearly, there will be other Development of banking product, A Case Study of Eastern Bank Limited and Dhaka Bank Limited -related articles published in other journals. However, in mitigation of this limitation, the strength of the study is the ability to make comparisons with the findings of the earlier study of Development of banking product, A Case Study of Eastern Bank Limited and Dhaka Bank Limited -related work conducted by other researchers. By comparing the results of this study with those of other researchers, it has been identified with some certainty that the significant changes and trends that have occurred in the use of Factors affecting service quality of commercial private bank in the industries of Bangladesh.
2. Second, each article was classified based on the judgement of the authors. The fact-finding for classifying the articles in this study, the fundamental theories and research methods used could differ from the other researcher's perspectives. However, these differences are only minor and that the comparisons made of the results are accurate and that the changes and trends identified in the demand of Development of banking product, A Case Study of Eastern Bank Limited and Dhaka Bank Limited in Bangladesh are persistent and real.
3. Information was not sufficient. It was hard to obtain some of the information from the websites.
4. Some of the theories and definitions don't get matched entirely with the present context of the economy and financial organization in Bangladesh. It gets matched partially instead.

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Adebowale B.A. 2015. Marketing of banking services and consumer satisfaction in the Nigerian banking industry. British Journal of Marketing Studies. 3(3): 1 - 11.

Appendices

Appendix 1: Introducing Consulted Articles

sl	Article name	author(s)	Journal Name	Volume, (Issue), page no.	Year	Publisher
1	Role of individual customers in development of banking products in the context of open innovation concept and demand approach to innovations	Małgorzata Kieżel	See discussions, stats, and author profiles for this publication	. 22 (4)	2015	Researchgate
2	FINTECH IN THE BANKING SYSTEM OF RUSSIA: PROBLEMS AND PROSPECTS	S.S. Matveevskii, A.V. Berdyshev, M.N. Prokofiev, L.I. Ryabchenko Corresponding author	Future Academy	35,5/6	2018	Researchgate
3	Understanding of Account Holder in Conventional Bank Toward Islamic Banking Products	Kabiru Jinjiri Ringim	Middle-East Journal of Scientific Research	15 (2): 176-183,	2013	Researchgate
4	Developing banking products for Islamic corporate clientele	P.L.S. Ackermann & E. Jacobs	outhern African Business Review	1204-5357	2018	Researchgate-
5	Influence of Stakeholders in Developing Green Banking Products in Bangladesh	Tonmoy Toufic Choudhury 1* Md. Salim,2 Md.	Research Journal of Finance and Accountin	4, No.7	2013	Researchgate

		Mamoon	g			

		Al Bashir 3* Prakash Saha,4				
6	New Product Development and Performance in the Banking Industry	Sook-Fun Fong May-Chiun Lo T. Ramayah	See discussions, stats, and author profiles for this publication	9, No. 3,.	2015	Technovation
7	Impact of New Products Development on the Profitability of Nigerian Deposit Money Banks	Marcus Garvey Orji1 , Ruth Andah2 , Chima Kate3 , Abba Solomon Boman	International Journal of Economics, Finance and Management Sciences	17 Issue 1 Version 1.0 5(4): 213-221	2017	Researchgate
8	Impact of Marketing of Deposit Money Bank Services on Customers' Patronage and Loyalty. Empirical Study of Five Deposit Money Banks in Nigeria	Ochei Ailemen IKPEFAN Rebecc a OLAOL U Ehimare Alex OMANKHAN LE N	See discussions, stats, and author profiles for this publication	8(62): 2446-2458	2019	Researchgate
9	Effects of service quality, perceived value, and consumer satisfaction on behavioral intentions in virtual golf	CHULHWAN CHOI , T. CHRISTOPHER GREENWELL KYONGMIN LEE	Journal of Physical Education and Sport	18(3), Art 216	2018	Researchgate
10	The Moderating Effect of Local VS. Foreign Courier Service Providers on Logistic Service Quality (LSQ)	Jessica Sze Yin Ho, Derek Ong Lai Teik, Felicia Tiffany, Loong Fatt Kok, and Tat Yang T	International Journal of Trade, Economics and Finance	3, No. 4.	2012	Researchgate

Appendix II : Complication of objectives/purpose/hypothesis addressed by the articles

Article	objective/purpose/hypothesis

no.	
1	Objective • The article is composed of four parts. The first describes theoretical grounds of the concept of open innovations and their specific character. The second discusses the essence and advantages of user-driven innovation and its relationships with the concept of service-dominant logic and prosumption. The third part contains presentation of major forms of cooperation between retail banks and customers in the process of offer development.
2	Purpose To study the features of Fintech in the Russian banking system, to characterize the position of the regulator for Fintech, to assess the factors hindering the development of Fintech in the banking system of Russia
3	Objective the objective of the study is to explore the level of understandings and possible relationships between Understandings of a Nigerian Muslim account holder's in conventional and decision to purchase Islamic banking products.
4	Objective • The objective of the study was to identify and analyse the banking needs of South African Islamic (Muslim) corporate clients for Islamic banking products.
5	Purpose This article is trying to present the position of environmental responsible banking practices in Bangladesh and how and which stakeholders (Internal & External) can significantly influence the process of development new green banking products. The findings may optimistically influence the banks in Bangladesh and other green stakeholders to be motivated for taking green banking approaches seriously
6	Hypothesis H1: Firm image is positively related to new product performance. H2: Firm image is positively related to relational performance. H3: Firm image is positively related to customer satisfaction. H4: Brand strength is positively related to new product performance
7	Objective To determine whether there is any relationship between new product innovation and profitability in Nigerian deposit money Banks. (2) To determine whether there is any relationship between new products availability and profitability in

	Nigerian deposit money Banks. (3) To determine whether there is a relationship between the techniques for marketing new products and profitability in Nigerian deposit money Banks. (4) Proffer solutions to the problems of developing and managing new products in Nigerian Banks.
8	Hypothesis H0: Marketing of deposit money bank services has not impacted customer's patronage and loyalty; H1: Marketing of deposit money bank services has impacted customer's patronage and loyalty. - Hypothesis two: H0: Marketing of deposit money bank services has not improved customer's loyalty and patronage over time through effective communication system and the free flow of information; H1: Marketing of deposit money bank services has improved customer's loyalty and patronage over time through effective communication system and the free flow of information. - Hypothesis three: H0: Marketing of deposit money bank's services cannot be enhanced to improve customer patronage and loyalty; H1: Marketing of deposit money bank's services can be enhanced to improve customer patronage and loyalty.
9	Hypothesis H1: Core service has a direct positive influence on perceived value. H2: Peripheral service has a direct positive influence on perceived value H3: Core service has a direct positive influence on consumer satisfaction. H4: Peripheral service has a direct positive influence on consumer satisfaction. H5: Perceived value has a direct positive influence on consumer satisfaction.
10	Hypothesis H1: Timeliness has a significant influence on customer satisfaction with courier services. H2: Condition/accuracy of order has a significant influence on customer satisfaction with courier services. H3: Quality of information has a significant influence on customer satisfaction with courier services. H4: Availability/quality of personnel has a significant influence on customer satisfaction with courier services.

Appendix III: Complication of Methods used in the articles

Article no.	Methods used
1	The key processes of creation of values in the concept of open innovations can take the form of active participation of recipients in the process of generation of innovations (the so-called user's innovations) [Helfat and Raubitschek 2000]. Its significance in the process of development of the products, their modernization and creation of innovations is exposed in demand approach to innovations
2	Qualitative and quantitative analysis of the use of Fintech in the Russian banking system.

3	The research setting is cross-sectional study design and non-experimental design or survey using the quantitative method of administering the questionnaire
4	A structured questionnaire was used as the measuring instrument. The 8P Goldsmith (1999) model was used as a basis for determining the dimension for a customer service model. Only six of the eight Ps were used, as these six (price, promotion, place, people, procedure and product) were deemed necessary to help test the hypotheses.
5	Previous researchers, on this topic, depend heavily on theoretical study with survey, interview and archival methods.
6	With an aim to generalise the findings on respondents who have been with the local banks in Malaysia for more than a year, the population of the present study consists of respondents who still have transactions with banks in Malaysia. A total of 250 pairs of questionnaires were distributed personally to the respondents who have been with local banks in Malaysia for more than a year..
7	This study has been designed in line with survey research using data collected from both primary and secondary sources. The secondary sources comprises of mainly text books, journals and periodicals, while primary source is only from questionnaires.
8	Statistical product and service solution package (SPSS) was the statistical tool used for this analysis. Analysis of data entails formation of categories, applying these categories to raw data through coding, presentation in tabular format and obtaining statistical conclusions. Coding operations was achieved by converting the data obtained to symbols and numbers that may be tabulated and counted..
9	The target population for this study was individuals who have experience in golf in the Republic of Korea. The data collection was implemented at five virtual golf centers, two driving ranges, two outdoor golf country clubs, and a multi-purpose sports center with various facilities
10	The 35 item questionnaire adapted for this study employs a four-point Likert scale, with anchors ranging from „strongly disagree‟ to „strongly agree‟, that was chosen as it helps in eliminating the „neither/nor‟ position, as it was found that without such a position respondents have the tendency to choose from a negative scale which helps in getting a more accurate set of responses

Appendix IV: Complication of conclusions of the articles

Article no.	Conclusions
1	Innovations and ideas concerning development of banking service-related roducts may have a lot of various sources, of both external as well as internal nature. Current and prospective bank customers are a valuable source of innovations. They can give advice about their shape or future changes. This facilitates both reaching the aware and unaware consumers’ needs and this reduces the risk of implementation of modifications that do not respond to their real needs and demands.

2	the rapid growth in the number of users of Fintech services in Russia, which is determined not only by convenience and cheapness, but also by the growing number of young users of banking products.- the program for the development of financial technologies of the Bank of Russia for the period 2018-2020, the program "Digital Economy of the Russian Federation"
3	The implication for this study is for the Islamic banking tofocus on the people's understandings of Shariah position on business transaction, a concept of profit and loss sharing practice, a benefit of Islamic banking products and investment based on Islamic financing structure as well as good understanding of Islamic banking theory and practice that would have an impact on customer decision. Organization that listens and understands customer needs are in better position on the market
4	In order to best meet the needs of this market segment, financial institutions need to factor the client's business model and position in the business lifecycle into their product offering to fully understand the need for asset-based finance products
5	To the context of developing new green products, certain determinants could be examined. The banks in Bangladesh may compare some specific measures to improve their green banking practices whether those could be meaningful for developing new green product or construct new green branches.
6	From the outcomes of this study, it can be concluded that new product development plays an important role in an organisation. This is so because an effective and efficient new product development leads to overall organizational performance such as new product performance, relational performance and customer satisfaction (Olavarrieta & Friedmann, 2008). Besides, this study has offered empirical evidence of the relationship between new product development and performance measurements.
7	This study draws its conclusion base on the findings that he inability of banks to actively involve in marketing research hampers their new product innovation and development efforts. And the poor knowledge of the benefits derived from new product innovation is responsible for low rate of profit maximization in banks.
8	The following conclusions were drawn based on the summary; marketing has a significant impact on customer patronage and loyalty; marketing through effective communication system and the free flow of information influence customers' patronage and loyalty; marketing can be further enhanced to improve customers' patronage and loyalty
9	This study was the first step to explore a newly emerging sport with virtual reality, showing that there are differences and similarities from previous research from a marketing perspective. Given that the virtual golf is also one of the sport-related entrainment business, understanding consumer behaviors and predicting their consumption patterns, which might be a fundamental effort in sport marketing, should be mandatory
10	This study has several limitations, which suggest avenues for future research. Firstly, due to time and budget constraints, snowball sampling was chosen due to its convenient nature. Future research using a more random method would provide a better representation of samples. Secondly, using university students as the unit of analysis of the study limits the generalizability of this study. Sampling respondents from various groups of respondents including working adults and business organizations might provide a different scope of service quality expectations among logistic service providers.