

# **International Journal of Business and Sustainable Development (IJBSD)**



**MUS, INDIA**

**Website: [www.musindia.org/ijbsd](http://www.musindia.org/ijbsd)  
Email: [journal@musindia.org](mailto:journal@musindia.org)**

**International  
Journal of Business  
and  
Sustainable Development  
(IJBSD)**

Vol. 3, Issue 1, January - June 2026

Bi- Annual Double-Blind Peer-Reviewed Journal

The views expressed in the articles are those of the contributors and not necessarily of the Editorial Board or the Institute.

The Editorial Board invites original, unpublished contributions in the form of research papers, articles, book reviews and case studies.

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any archival system of any nature without prior written permission. Application for permission for use of copyright material including permission to reproduce extracts in other published works shall be made to the publishers. Full acknowledgement of author, publisher and source must be given.

**Disclaimer:** The articles contained in the journal carry the opinion and views of the contributors and not necessarily of the Editorial Board. The Editorial Board as such shall not be liable or responsible for the authenticity and legality concerns regarding the submissions made in this journal. The entire responsibility shall lie with the author of the article, research paper and/ or case studies.

## **International Journal of Business and Sustainable Development (IJBSD)**

### **Chief Patron**

**Dr. Dushyant Kumar**  
President  
Manav Utthan Society, India

### **Patron**

**Mr. Rajeev Kumar**  
Vice President  
Manav Utthan Society, India

### **Advisory Board**

**Prof. (Dr.) Anil Kumar**  
Principal  
Patanjali Ayurved College, Haridwar, India

**Dr. Vivek Gupta**  
Assistant Professor  
Indian Institute of Management, Lucknow

**Dr. Bijay Kushwaha**  
Associate Professor  
Vellore Institute of Technology (VIT), India

**Prof. (Dr.) Vikas Tyagi**  
Professor  
Graphic Era Hill University, India

### **Editorial Board**

#### **Editor-in-Chief**

Dr. Raj Kumar Singh  
Professor - Management & Economics  
Graphic Era Hill University, India

#### **Editor**

Dr. Atul Shiva  
Associate Professor - Finance & Accounting  
Jaipuria Institute of Management, India

#### **Associate Editor**

Prof. (Dr.) Ercan Ozen  
Professor - Banking & Finance  
Uşak University, Turkey

**Associate Editor**  
Dr. Bayu Arie Fianto  
Associate Professor - Economics and Business  
Airlangga University, Indonesia

#### **Associate Editor**

Prof. Krzysztof Kubacki  
Professor - Marketing and Society  
University of Plymouth, United Kingdom

**Associate Editor**  
Dr. Bharti Kapur  
Associate Professor - Economics  
Chandigarh University, India

#### **Associate Editor**

Dr. Bhagwati Prashad Chaudhary  
Professor - Management & Marketing  
Lumbini Banijya Campus, Nepal

#### **Associate Editor**

Dr. Apoorva Singh  
Professor - Human Resource Management  
George Brown College, Canada

**EDITORIAL ADVISORY BOARD MEMBERS**

**Ahmad Rizki Sridadi (Ph. D.)**

Department of Management  
Airlangga Uni., Indonesia

**M. Tamilselvan (Ph.D.)**

Department of Commerce  
University of Tech. and Applied Science,  
Muscat, Oman

**Sudhanshu Singh (Ph. D.)**

Department of Management  
United Inst. of Mgmt, India

**K. Srinivasan (Ph. D.)**

Dept. of Business Administration  
University of Tech. and Applied Science,  
Oman

**Kevin Desouza (Ph. D.)**

Department of Management  
QUT Business School, Australia

**Miklesh Prasad Yadav (Ph. D.)**

Department of Finance  
IIFT, India

**Olga Untilov (Ph.D.)**

Dept. of Business Administration  
Audencia Business School, France

**Taranjit Rao (Ph. D.)**

Department of Commerce  
SGGS College, Chd. India

**Atul Kumar Yadav (Ph. D.)**

Department of Management  
Bareilly College, Bareilly, India

**Apoorva Singh (Ph. D.)**

Department of Management  
George Brown College, Canada

**Mansi Tiwari (Ph. D.)**

Department of Management  
Karnavati University, India

**Sumanpreet Kaur (Ph. D.)**

Department of Economics  
Amity University, Mohali, India

Sr. No.	Content
01	<b>Editorial:</b> <p style="text-align: right;"><i>Dr. Raj Kumar Singh</i>  <i>Editor-in-Chief</i></p> <p style="text-align: center;"><i>International Journal of Business and Sustainable Development (IJBSD)</i></p>
02	<b>Factors Affecting Employee Turnover Intention in Merged Commercial Banks of Butwal Sub-Metropolitan City, Nepal</b> <p style="text-align: right;"><i>Albina Ghimire* &amp; Dr. Bhagwati Pd Chaudhary</i>  <i>MBS-F Scholar, Lumbini Banijya Campus, Butwal, Nepal</i>  <i>Assistant Professor, Lumbini Banijya Campus, Butwal, Nepal</i></p>
03	<b>Impact of Corporate Social Responsibility on Customer Trust and Customer Loyalty in Commercial Banks of Butwal Sub-Metropolitan City</b> <p style="text-align: right;"><i>Yasodha Upadhaya* &amp; Dr. Bhagwati Pd Chaudhary</i>  <i>MBS-F Scholar, Lumbini Banijya Campus, Butwal, Nepal</i>  <i>Assistant Professor, Lumbini Banijya Campus, Butwal, Nepal</i></p>
04	<b>Effect of Digital Transformation on Employee Performance in Commercial Banks of Butwal Sub-Metropolitan City</b> <p style="text-align: right;"><i>Sanjana Mohatra* &amp; Dr. Bhagwati Pd Chaudhary</i>  <i>MBS-F Scholar, Lumbini Banijya Campus, Butwal, Nepal</i>  <i>Assistant Professor, Lumbini Banijya Campus, Butwal, Nepal</i></p>
05	<b>Empirical Relationship between Macroeconomic Volatility and Stock Market Return in Nepal</b> <p style="text-align: right;"><i>Bibek Gyawali*</i>  <i>MBS-F Scholar, Lumbini Banijya Campus, Butwal, Nepal</i></p>
06	<b>Social Media Influencer and Purchase Intention: With Reference to Cosmetic Products</b> <p style="text-align: right;"><i>Shristi Bhusal*</i>  <i>MBS-F Scholar in Management, Lumbini Banijya Campus, Nepal</i></p>
07	<b>Effect of Macroeconomic Variables on Stock Market Performance in Nepal</b> <p style="text-align: right;"><i>Bibek Timilsina*</i>  <i>MBS-F Finance, Lumbini Banijya Campus, Butwal, Nepal</i></p>
08	<b>Effect of Firm-specific and Macroeconomic Variables on Share Price of Commercial Banks in Nepal</b> <p style="text-align: right;"><i>Manoj Kumar Chaudhari*</i>  <i>MBS-F Finance, Lumbini Banijya Campus, Butwal, Nepal</i></p>

Environmental Footprints and Eco-design of Products and Processes

ISSN-

© Manav Utthan Society, U.P., India 244221

This work is subject to copyright. All rights are reserved by the Publisher, whether the whole or part of the material is concerned, specifically the rights of translation, reprinting, reuse of illustrations, recitation, broadcasting, reproduction on microfilms or in any other physical way, and transmission or information storage and retrieval, electronic adaptation, computer software, or by similar or dissimilar methodology now known or hereafter developed.

*The use of general descriptive names, registered names, trademarks, service marks, etc. in this publication does not imply, even in the absence of a specific statement, that such names are exempt from the relevant protective laws and regulations and therefore free for general use. The publisher, the authors and the editors are safe to assume that the advice and information in this book are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editors give a warranty, expressed or implied, with respect to the material contained herein or for any errors or omissions that may have been made. The publisher remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.*

*International Journal of Business  
and  
Sustainable Development (IJBSD)*  
*Bi- Annual Double-Blind Peer-Reviewed Journal*

-----xxxxxxxxxxxxxxxx-----

Manav Utthan Society (MUS) is a non-partisan, non-political and non-profit organization founded under the Societies Registration Act 1860 (Registration No. 634/2015-16). MUS has been recognized, identified and empaneled that exhibit its ideology and commitment towards the cause of basic education, health, society based on sharing, cooperation and respect for social- religious pluralities & underprivileged people specially women and girl child, skills development, social science research, and environmental reforms.

### **Vision**

Our vision is to build equitable society through universal access to quality education and health irrespective of any socio-economic factors, non-discriminated society and clean & green environment.

### **Mission**

Our mission is to empower society by ensuring universal access to quality education and healthcare, while fostering inclusive socio-economic growth and promoting sustainable environmental development.



*Manav Utthan Society, India*

**Website: [www.musindia.org/ijbsd](http://www.musindia.org/ijbsd)**

**Email: [journal@musindia.org](mailto:journal@musindia.org)**