The present study includes both Bangladesh jute industry (BJI) and Indian Jute industry (IJI) which are the two major jute producing, processing, exporting, and competing industries of the world jute economy. The industries have played a significant role in developing their own economies over a long period of time till mid-sixties. Thereafter, the overall growth of industries has been declining in terms of productivity, sales volume, and profitability because of several changes in business environment both internally and externally. The changes which are internal in nature and relate to the structure of jute industry have been influencing the strategy formulation and implementation process of the management of jute business firms at the micro-level.

This study is designed to analyse the changes in five selected industry factors of evolutionary changes, changes in ownership and management patterns, changes in market characteristics, changes in state of competition and changes in technological development and their influence on seven strategic factors. The strategic factors are: history and growth, management structure, marketing, production, personnel, finance and future prospects, operating at the firm-level management. The evaluation of the intensity of impact of changes in macro-level factors on micro-level factors is the main theme of the present study.

The study is, in fact, a continuation of researcher's M.Phil. work conducted on the comparative analyses of jute industry profiles of Bangladesh and India. The researcher
has adopted some matter in changed and updated form, from his M.Phil. work while developing the section of literature review in Chapter II (Research Methodology), and also in developing changing structure of Bangladesh jute industry in Chapter III, and changing structure of Indian jute industry in Chapter V of the present thesis.

The study is based on information collected from both secondary and primary sources. The macro-level information have been gathered from various reliable and authentic published sources while micro-level information has been collected from eleven selected jute business firms through field study. The relevant information and data thus collected, have been systematically presented and analysed in this thesis in order to find out the varying impact, the end objective of the study. The presentation, analyses and interpretations of information have been incorporated in the thesis under eight different chapters alongwith related appendices.

Chapter I of the thesis traces out the historical background of jute industry and provides general information about cultivation, manufacturing, and distribution processes of jute and jute products in both national and international perspectives. The last section describes some management aspects of jute industry.

Chapter II deals with the methodology of research. The section-wise descriptions of reviewed literature, need for study, general hypotheses, sample design, data collection procedures, analytical framework, and the limitations of study have been made in this chapter.
Chapter III consists of details about the changing structure of Bangladesh jute industry. The five selected industry factors are described under five different sections comprising of several sub-sections related to each factor. The qualitative details are made to find out major changes in the industry factors over the life-time of Bangladesh jute industry since mid-sixties till date.

The information collected through field study on six selected jute business firms have been compiled in Chapter IV. Equal number of firms/cases are studied from both public and private sector of the industry. The development of one case study of public sector firm has been followed by the development of one case study of private sector firm. However, facts and information are described under seven selected strategic factors. The analyses of case studies are made in Chapter VII of the thesis.

Chapter V describes the changing structure of Indian jute industry. The sections and orders followed in Chapter III have also been maintained in developing this Chapter. Chapter VI provides case studies of five Indian jute business firms surveyed through field study. The style and design followed here, in presenting the collected information, are similar to those of Chapter IV.

Chapter VII analyses and interprets the impact of changes in industry factors on strategic factors of both Bangladeshi and Indian jute business firms in two separate sections. In each section the impact is again assessed under five separate sub-sections. On the basis of analyses and interpretations presented in the preceding chapter, the findings, recommendations, and directions for further study have been incorporated in Chapter VIII. Findings related to:
BJI and IJI are reported separately in two sub-sections followed by another sub-section for general findings. Suggestions and recommendations are presented in second section followed by a third, and the last, section indicating directions for further research. References made in the subject matter are documented at the end of respective chapters. Three appendices have been attached at the later part of the report followed by a list of books, journals, periodicals, magazines, reports etc. that have been appended in the form of a Bibliography.

The study of impact of changes in industry factors would help the policy makers of both Bangladeshi and Indian jute business firms to have an idea about the existing strengths and weaknesses as well as future opportunities and threats of their business firms. Accordingly, the business firms would be able to adjust their strategies relating to different functional areas with the changing environment in the jute industry. Moreover, this descriptive and qualitative study suggests measures which would benefit the Governments, planners, academicians, researchers, and other authorities relating to jute economy and industry.