

***From the Editor's Desk***

Dear Valued Readers,

On behalf of Abasyn University, I would like to welcome you to Volume 14, Issue 1 (2021) of the Abasyn Journal of Social Sciences (AJSS) where the national and international researchers and scholars find a common forum to advance frontiers of knowledge related to business management. AJSS provides a forum for the exchange of knowledge, experience, insights, and ideas about the management and business theory and practice. 10 Research articles contained in this issue have been selected from amongst 150 research articles received from covering topics ranging from business strategies, human resource management, banking, Islamic finance, organizational behavior and financial management aiming at applying theories emerged from business research to ground realities.

AJSS endeavor to showcase original research articles within the business management domain and related areas. Scholars are welcome to present their respective research work emanating from different aspects of business environment. All articles published in AJSS undergo a rigorous, double-blind, peer review process by leading national and international research experts.

In the current Pandemic scenario, AJSS will strive to illuminate contemporary issues to unfold challenges associated with the post Covid-19 and to develop the capability of analyzing things around us in a rationale and logical way in these volatile times. Obviously, the latest perspectives on the coronavirus outbreak, the twin threats to lives and livelihoods, and how organizations can prepare for the next normal will determine the future success in terms of improving the translation of research into new dimensions of global business.

I would like to take this opportunity to thank the researchers who contributed towards this issue of Abasyn Journal of Social Sciences in terms of their scholarly research articles and look forward to their comments, critique, and future research contributions for making AJSS a marvel of excellence.

Prof. Dr. Syed Umar Farooq,  
Editor in Chief

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