From the Editor's Desk

Dear Valued Readers,

The Abasyn Journal of Social Sciences (AJSS) is issued by Abasyn University Peshawar aiming to provide a vibrant platform for the discussion of current topics of strategic importance in major avenues of business management sciences. We are soliciting original research from the whole spectrum of business research, but we are also considering review articles as well as conceptual papers on topical themes.

Publications in all areas related to the said domain are welcome at corporate as well as national and international levels. All accepted articles are peer-reviewed, might be accepted, or refused by the editorial board taking into consideration results of the peer review process, and are available Open Access upon publication.

The AJSS content aspires to be relevant and interesting to a wide readership, which adds to the understanding and discussion of professional business and academia. The AJSS challenges potential authors to produce high quality distinguished research, well grounded in theory and with high methodological rigor. The demonstration of an effective conceptual contribution will be considered in the journal's editorial process aiming to inform and motivate for action, scholars, and private and public practitioners and to serve as a means of enlightenment.

Soliciting original research from the whole spectrum of business research, but we are also considering review articles as well as conceptual papers on topical themes. Topics covered in this issue include:

- Conflict Management
- Tourism & Hospitality Management
- Emotional Intelligence on Financial Efficiency
- Entrepreneurship
- Mobile Application Management
- Derivative Markets
- Impulsive Buying Behavior

AJSS is published in both online and printed versions. The online version is free access and download. Submissions should be sent to the online system on abasyn.journal@abasyn.edu.pk. Manuscripts will be handled by the editorial board with a robust national and international peer review process.

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Prof. Dr. Syed Umar Farooq,
Editor in Chief