

From the Editor's Desk

Dear Valued Readers,

Welcome to Volume 14, No. 2 (2021) issue of the Abasyn Journal of Social Sciences (AJSS), a flagship research journal of Abasyn University Peshawar Pakistan. AJSS aims at providing an invaluable reference that spans a broad spectrum of topics in business management and keeping the intricate relationships between the many areas of business activity in consideration, it examines a wide variety of business decisions, processes and activities within the actual business setting. Theoretical and empirical advances in diversified domain of business management and administration are evaluated on a regular basis and published aiding the application of empirical research to practical situations and theoretical findings to the reality of the business world.

Scholars are welcome to present their respective research work emanating from different aspects of business environment. All articles published in AJSS undergo a vigorous double-blind, peer review process by leading national and international research experts.

The research papers contained in the current issue constitute a fine mixed blend of information in diversified avenues of business management intended for researchers, business community, students, regulators, practitioners, policy makers, and the general public.

For all our esteemed readers, the detailed information about AJSS is available on its website: ajss@abasyn.edu.pk. I would like to extend my heartfelt appreciation to all contributing authors for their research contributions and the esteemed reviewers in the double-blind review process for their constructive comments over the contents and writing styles of the manuscripts.

I thank you all.

Prof. Dr. Syed Umar Farooq,
Editor in Chief