

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

Welcome to the 13<sup>th</sup> Volume of Abasyn Journal of Social Sciences, a research outlet committed to establishing meaningful and original cutting-edge research in business-oriented avenues to advance the field of business administration and management sciences.

In the current trying times of Pandemic, business and management research is quite challenging and researchers are working with enthusiasm, tenacity, and dedication to develop new ideas and methods that can draw on to reflect on business management practices.

The AJSS mission since its inception has been to foster a wider comprehension of the business-oriented challenges and its resolution and to promote the culture of academic integrity and originality. AJSS has been a well-respected research outlet in business management sciences and a leading information resource in the rapidly expanding field of business management.

The current issue contains research publications on corporate governance & efficiency, risk-based arbitrage pricing theory, employee empathy and customer's advocacy, ethical leadership, business incubations and value relevance of earning quality.

Submissions should be sent to the online system on [www.ajss@abasyn.edu.pk](mailto:www.ajss@abasyn.edu.pk). Manuscripts will be handled by the editorial board with a robust national and international peer review process.

I would like to earnestly thank all the contributing authors, researchers, esteemed reviewers and editorial staff for their enormous support in terms of their time and energy to make the publication of this new issue possible. Many thanks for your interest in the Abasyn Journal of Social Sciences and we look forward to working with you to disseminate your important research contributions to the field of business and management sciences.

Prof. Dr. Syed Umar Farooq,  
Editor in Chief