

From the Editor's Desk

Abasyn Journal of Social Sciences (AJSS) intends to create a vibrant forum for discussion on new issues and developments meant for advancing practice and to make guide contribution to the diversified dimensions of business and management sciences. AJSS welcomes researchers for submission of their unique perspectives aimed at bringing furtherance to the existing frontiers of business and management discipline. The journal is oriented toward publication of high-quality research that covers a broad range of topics falling under the category of business and management domain, methodologies and new theoretical paradigms.

A key attribute of AJSS has always been to focus on improving the understanding of innovative theoretical and practical dimensions of management sciences along with maintaining high standards of rigor and writing style.

All research articles submitted to AJSS goes to the rigorous double national and international blind peer review mechanism where anonymity of authors to reviewers and reviewers to authors are ensured so as to make the review process fair and transparent.

The current issue includes research articles related to strategy, entrepreneurship, innovation, technology, and organizations as well as all functional areas of business but the Pandemic situation of Covid-19 we are in at the moment desperately yearns to focus on avenues of research related to the huge economic cost in terms of millions of jobs lost, trillions of dollars of relief packages worldwide in bailout support to business and industry and society at large, billions of dollars lost in export from low income to high income countries.

AJSS would urge the researchers to initiate their research endeavors. and subsequently publish and share their research pertaining to the above cited avenues so that, from the business perspective, it can eventually be made available to policy makers and regulators especially in low income countries to combat the enormous aftershocks of Pandemic Covid-19 in an amicable manner.

From the global village perspective, we must genuinely respond to the situation as there seems little choice in extinguishing the devastating effects of Covid-19 in one country when it's exploding elsewhere and eventually exposing everyone to huge social and economic perils.

Syed Umar Farooq,
Editor in Chief