

From the Editor's Desk

Dear Valued Readers,

Welcome to the new issue of AJSS, 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.

Abasyn Journal of Social Sciences (AJSS) is a peer-reviewed bi-annual research outlet catering to the needs of scholars, researchers, practitioners, academicians, and policymakers associated with business management and administration. The journal aims to concentrate on the latest ideas and research from academic and practitioner perspectives in business.

The research papers contained in this issue constitute a fine blend of research in diversified avenues of business management.

As part of our commitment to authors and readers, top priority is accorded to maintaining rigorous editorial standards of peer and editorial review, revision, quality of reporting, manuscript editing, author services, publication reach, and publishing innovation.

For all our esteemed readers, detailed information about AJSS is available on its website: 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 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 on the contents and writing styles of the manuscripts.

Prof. Dr. Syed Umar Farooq,
Editor in Chief