

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

Dear Valued Readers,

Welcome to the new 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. 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.

The research articles contained in this issue have been carefully selected after each article underwent double-blind review proceedings and represent 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.

The AJSS will strive as usual to illuminate contemporary issues associated with modern business management and its allied avenues. For all our esteemed potential research contributors, the detailed information about AJSS is available on its website: [ajss@abasyn.edu.pk](mailto:ajss@abasyn.edu.pk).

I look forward to your suggestions and critique for making AJSS a marvel of excellence in the years ahead.

**Prof. Dr. Syed Umar Farooq,  
Editor in Chief**