

From the Editor's Desk

Dear Valued Readers,

Abasyn Journal of Social Sciences (AJSS) is a bi-annual, peer-reviewed research journal indexed with Cabell's Directories, EBSCO, Ulrich Periodicals Directory, EconBiz Library, International Scientific Indexing (ISI) and covers business-oriented topics intended to provide insights into business administration and management issues. From the outset the AJSS mission has been to encourage research for sustainable business management development.

AJSS intends to publish the very best business and management research across its diversified avenues serving a wide community of researchers and investigators, meeting their evolving needs. As part of our commitment to authors and readers, a 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. The research articles included in this issue of AJSS demonstrate amply the highly cutting-edge research on Organizational behavior, investments, Microfinance, digital marketing, risk management, advertisement creativity impact, Islamic Banking, consumer behavior, and emotional intelligence. Research in these avenues signifies optimism and excitement and has the potential to resolve crucial future development challenges.

The AJSS has formulated vibrant guidelines intended to help and facilitate authors in producing quality research articles.

I sincerely thank all the scholars for their research articles and the administrative staff whose enormous help make this issue of AJSS possible. I look forward to your suggestions and critique for making AJSS a marvel of excellence.

Prof. Dr. Syed Umar Farooq,
Editor in Chief