

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

Dear Valued Readers,

On behalf of Abasyn University, I would like to welcome you to this new issue of the Abasyn Journal of Social Sciences (AJSS). The ultimate objective of the Abasyn Journal of Social Sciences is to provide an invaluable reference that spans a broad spectrum of topics in business management. The research papers contained in the current issue will constitute a fine mixed blend of information in diversified avenues of business management intended for researchers, the business community, students, regulators, practitioners, policymakers, and the general public.

At AJSS, the editorial review process is designed to help the author receive the best possible reading of the article submitted—one that is open toward the topic and the essay's methodology, yet also sufficiently critical to provide constructive feedback. AJSS endeavors to manage efficiently the review process in a prompt and timely fashion. The main purpose and aim is to address issues impacting business and the economy from a number of perspectives and using a variety of approaches. The variety of contributions in this issue is readily apparent.

The current issue of AJSS has accommodated cutting-edge research on diversified dimensions of business management sciences. The researchers in their deliberations stressed the need to orient the decision-makers at the academic corridors to conceive solutions to business challenges in corporate governance, organizational culture, employees' performance, the role of social media, and knowledge-oriented leadership.

I would like to thank the researchers who contributed to this issue of Abasyn Journal of Social Sciences in terms of their scholarly research articles and look forward to their comments, critique, and future research contributions.

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