

From the Editor Desk

Dear Valued Readers,

On behalf of Abasyn University, I would like to welcome you to Volume X, No.1 (2017) issue of the Abasyn Journal of Social Sciences (AJSS). You might have noticed our “new look” which basically reflects the enthusiasm and zeal of AJSS in pursuit of advancement of our goal to provide an invaluable reference that spans a broad spectrum of topics in business management. The research papers contained in the current issue endeavor to endorse adopt or comment on proposed solutions to the problem of ensuring scientific integrity and ethics and will constitute a mixed blend of research in business management intended for researchers, business community, students, regulators, practitioners and policy makers.

With the grace of Allah, AJSS has accomplished many distinctions in its first 10 years prominent among which is the ‘X’ category ranking awarded by HEC Pakistan. While the University leadership has played a vital role in according top priority to meritocracy and transparency but bringing AJSS to its current stature was not possible without the vigorous contribution made by the authors and reviewers, they are the real heroes and their contribution is very much acknowledged.

AJSS intends to encourage the process of identifying business and management issues and delineate ways for its amicable resolution and provide an impetus to comprehend the interplay between the two in order to foster a cohesive and productive research community and to find ways to promote and sustain ethical practices. In order to internationalize the proceedings, AJSS is now planning to establish contacts with researchers from abroad and specifically the Pakistani expatriates who are associated with academic community abroad. AJSS would like to host their research in the issues ahead in appropriate magnitude.

AJSS’s has been launched to serve the cause of business research in Pakistan and it adheres to very high academic standards and meritocracy in all its dimensions and manifestations. In complete consonance with HEC and international academic standards, AJSS has adopted a 3-tier review process. The editorial desk review suggests changes in the initial research manuscript submitted while the national review is made by an expert researcher within the country having research credentials of a high profile. The ‘International Review’ by an international expert from technologically advanced countries is the 3rd and last review step. To uphold the cause of giving a wider and broader representation to researchers in the academic arena and encouraging genuine research investigation and bringing integrity to research, a limited number of research articles get the chance of being published in each issue. We thank once again all our valued contributors to AJSS and remind our prospective research contributors to develop their respective research work in a highly professional and scientific manner and in

complete consonance to the AJSS contributors guidelines to facilitate future investigations and discoveries.

Prof. Dr. Umar Farooq
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