

Message from Editorial Board

We are pleased to present the seventh volume (Issue 2) of JBM. The Journal of Business and Management, JBM, is an academic journal published by the School of Business, Pokhara University. The Journal publishes research articles in management, economics, and related fields. The main objective of JBM is to provide a platform for disseminating knowledge that contributes to improving management practices in developing nations. It also provides a scholarly publication outlet for scholars. It promotes research in alternative paradigms for business management and economics. JBM enhances cooperation and communication among academics. We also seek to offer new perspectives on business management in line with our underlying commitment to a more ethical and sustained business culture. JBM envisages creating a new forum for the scholarly community by focusing on management issues in developing countries.

The Editorial Board would like to thank the authors and researchers who contributed to the seventh volume (Issue 2) of JBM. Also, we express our sincere gratitude to all the peer reviewers, the Office of the Dean of Faculty of Management Studies, and the School of Business, Pokhara University. We anticipate critical feedback and constructive suggestions for improving the JBM in the upcoming issues.

Thank you for considering JBM- The Journal of Business and Management as a publication outlet. The Editorial Board welcomes original research-based articles and expects your contribution, suggestion, and support for the upcoming issue.

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Editor-in-Chief

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