

## Message from Editorial Board

We are pleased to present the eighth volume (Issue 1) 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.

We received 19 research papers and accepted only 12 research papers for the publication after blind peer review of each research paper by two peer reviewers. We also checked similarity index and use of AI in the submitted research papers. As per the plagiarism policy of the Journal, we rejected the AI used and 15% above similarity index research papers. In this issue, 38 authors contributed the papers as a collaborative and single authorship. The authors were from Kathmandu University, Tribhuvan University, Pokhara University, Mid-West University and from Foreign Universities - Oklahoma State University (USA), Begum Rokeya University (Bangladesh), Shandong University (China), and British University Vietnam (Vietnam).

The Editorial Board would like to thank the authors and researchers who contributed to the eighth volume (Issue 1) of JBM. Also, we express our sincere gratitude to the advisory board of the JBM, peer reviewers, the Office of the Dean of Faculty of Management Studies and the School of Business, Pokhara University, Pokhara University Research Center, NEPJOL authorities, and all supporting hands for their valuable support in the process of publication. 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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## RESEARCH PAPERS

Examining the Impact of Merger and Acquisition Perception on Customer Loyalty in the Banking Sector: Evidence from Structural Equation Modeling: *Anika Tuladhar, Niranjana Devkota, Ranjana Kumari Danuwar, Mijala Kayestha, Anuj Singh Dangol, Ajaya Dhakal, Devi Raman Tiwari, Dhurba Prasad Timalsina, Amita Koirala*

Effects of Demographic Characteristics on Organizational Culture and Job Satisfaction among Faculties of Higher Education in Kathmandu, Nepal: *Bikram Prajapati, Krishna Khanal, Rajiv Sharma*

Knowledge Management and Employee Performance in the Information Technology Sector: *Mahananda Chalise, Gangaram Biswakarma, Prabin Dhungana*

Business Students' Entrepreneurial Intentions: An Examination of the Effects of Emotional Competence and Entrepreneurial Self-efficacy: *Pragati Wagle, Bibhav Adhikari, Nitesh Kumar Shah*

Exploring the Nexus between Macroeconomic Variables and Stock Market Returns in Nepal: An ARDL Bounds Testing Approach: *Purna Man Shrestha, Mahesh Rana*

Corporate Social Responsibility and Brand Loyalty: The Mediating Role of Brand Experience and Brand Trust among students in Nepali Business Schools: *Samyak Bajracharya, Gopal Subedi, Laxman Pokhrel*

China-Australia Sustainable Bilateral Economic Relations in the Late 20th - Early 21st Century: *Md. Sayedur Rahman, Maesha Shafwat*

An Economic Impact Analysis of the Covid-19 Pandemic in the Nepalese Tourism Sector: *Shashi Kant Chaudhary*

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Examining Customer Adoption and Usage of Plastic Money in Kathmandu Valley: *Sujan Shrestha, Devid Kumar Basyal, Purnima Lawaju, Sanjana Shrestha Lacoul, Udaya Raj Paudel, Abhishek Thakur*

The Role of Educational Environment of Pokhara University on Business Students' Outcomes: *Sunil Dhakal, Surya Bahadur G.C., Bipin Thapa Khatri, Samjhana Paudel*

Greenwashing and its Consequences in Brand Equity: A Systematic Bibliometric Review: *Ujjwal Adhikari*

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1. Articles must be original research-based, not previously published in part or whole, not previously accepted for publication, not under consideration by any other publisher, not previously reviewed by the JBM, and not be submitted elsewhere until a decision is reached regarding their publication in the JBM.
  2. Articles are reviewed if and when a paper is accepted for publication, and authors automatically transfer the copyright to the publishers.
  3. Articles must be in English, double-spaced, typed in Times New Roman font, font size 12 with a 1-inch margin on all four sides left justified, and printed on one side of the paper only. All pages should be numbered consecutively. Titles and sub-titles should be as short as possible.
  4. Authors must keep their articles as concise as possible, and finished papers should be between 4000 to 6000 words in length, including illustrations and tables, which should be kept to a minimum.
  5. Presentation is crucial, and the paper must be well-organized and consistent in style throughout. The methodologies, results, and findings should be highlighted to demonstrate innovativeness.
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    - (ii) **Review of Literature**  
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Research gap  
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    - (iii) **Materials and Methods**  
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Data analysis (Qualitative and statistical procedures)  
Duration of the study
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Demographic status  
Descriptive analysis  
Inferential analysis  
Results of hypothesis (if any)
- 
- Sub-titles are written*
- Sub-titles are not written*
- Sub-titles are not written*
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**(v) Conclusion and Suggestions**

Conclusion, suggestions, limitations, further research avenues

**(vi) Acknowledgements (Optional)**

**(vii) References (APA 7<sup>th</sup> edition guidelines)**

8. All but concise mathematical expressions should be displayed on a separate line. Equations must be numbered consecutively on the right margin, using Arabic numerals in parentheses.
9. Tables, graphs, and diagrams should be numbered consecutively in the text in Roman numerals and printed on separate sheets. Explanations on tables, graphs, and diagrams should be as clear and brief as possible.
10. Submissions can include a supplementary appendix, including extra tables, graphs, diagrams, data descriptions, etc.
11. As per our plagiarism policy, we do not accept the AI used and 15% above similarity index research papers. The editorial assistant will return submissions that deviate from the above guidelines to the corresponding author.
12. Submissions of a manuscript with MS Word format must be made in an email attachment, which should confirm our style guidelines and be submitted to:

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