

Message from Editorial Board

We are pleased to present the eighth volume (Issue 2) of the Journal of Business and Management (JBM). It is a B category academic journal as per UGC Nepal classification, 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 envisions creating a new forum for the scholarly community by focusing on management issues in developing countries.

We received 22 research papers and accepted only 12 research papers (54.55%) for publication after a blind peer review of each research paper by two peer reviewers. We also checked the 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, 30 authors contributed the papers as a collaborative and single authorship. The authors were from Pokhara University, Tribhuvan University, and foreign universities including Oklahoma State University (USA), Shoolini University (India), Sikkim Manipal Institute of Technology (India), and Nepal Bankers' Association.

The Editorial Board would like to thank the authors and researchers who contributed to the eighth volume (Issue 2) of JBM. Also, we express our sincere gratitude to the advisory board of the JBM, peer reviewers, the Office of the Dean -Faculty of Management Studies and the School of Business, Pokhara University, Pokhara University Research Center, Pokhara University Central Library, NEPJOL, 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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Author Guidelines

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. All submitted articles will be initially screened by Desk Reviewers and further review will be made by at least two Peer Reviewers. The plagiarism and use of AI will be checked for each manuscript. The Editorial Board will review each resubmitted manuscript (after the peer review process) before publication. Authors are required to transfer the copyright to the publishers once manuscripts are accepted.
 3. Articles must be in English, 1.5-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.
 6. **Format for the cover page of the article** (Strictly recommended)
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 - (viii) **References (APA 7th edition guidelines)**
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 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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We are looking forward to reviewing your research paper.

