

**IBT JOURNAL OF BUSINESS STUDIES (JBS)
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AIMS & SCOPE

Journal of Business Studies examines a wide variety of business decisions, processes and activities within the actual business setting. Theoretical and empirical advances in buyer behavior, finance, organizational theory and behavior, marketing, risk and insurance and international business and other contemporary issues are evaluated on a regular basis. Published for executives, researchers and scholars alike, the Journal aids the application of empirical research to practical situations and theoretical findings to the reality of the business world. The scope of the journal includes the all the contemporary issues of management sciences. Unpublished papers and extended versions of papers presented at conferences may be submitted for possible publications in JBS. Responsibility for the content of a paper rests upon the authors and not upon the editors or the publishers.

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ABSTRACTING AND INDEXING



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Foreword

Dear Readers,

Education without innovative research and development is meaningless for the community. This is more so when we are intertwined globally and contribution to global knowledge is the call of the day. I feel highly motivated by the positive response from contributors and like-minded educational fraternities exhibiting their deep interest in bringing this Volume 14 Issue 2 of IBT Journal of Business studies (JBS) to print. Furthermore, I am glad to inform that now onwards IBT JBS is available on OJS (Open Journal System).

IBT JBS endeavors to provide a forum for academicians, researchers and practitioners who are interested in the discussion of innovation are keen to promote, share and publish relevant high-quality research in the domains of finance, human resource management, economics, and marketing. We focus on such areas as organizational change, negotiation, strategy, operations, challenges of the education system of Pakistan and managing people. Thus, JBS aims to promote the novelty in various fields and provides assistance in decision making and presents the advanced methods with insights on basic and applied qualitative methods, tools and techniques.

I would like to hear from you as well as your valuable suggestions on improving our journal further. I sincerely extend my thanks to contributors, editorial board members and looking forward for continuous support.

Profound Regards,

Dr. Asif Kamran

Editor-in-Chief

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