

Editorial from Chief Editor

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Chief Editor

RADS Journal of Business Management

Faculty of Business Administration, Commerce and Economics

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Welcome to the *RADS Journal of Business Management*. This is the peer reviewed, open access biannual journal of, Jinnah University for Women, for the enhancement of research in different areas of Business Management. The aim of the Journal is to give a highly readable and valuable addition to the literature which will serve as an indispensable reference tool for years to come.

We are pleased to publish the Second Issue of the first volume, which includes different issues of international and domestic Business Trends that are relevant for contemporary debate. These issues encompass international and national trends on business, economics, finance, management, marketing, *etc.*

As the Chief Editor of the *RADS Journal of Business Management*, I take this opportunity to express my sincere gratitude to the Authors who have chosen the *RADS Journal of Business Management* to disseminate their research. Further, I would like to thank the Editors, Director Publication and other supporting staff who have supported a lot for the publication of this multidisciplinary research journal.

We are more than happy to receive contributions for our next issue from academicians, scholars, practitioners, and researchers in the field.

To ensure the consistency and the success of the Journal, we welcome comments and suggestions that would advance the objectives of the *RADS Journal of Business Management*.