

Editorial from Chief Editor

Prof. Dr. Dilshad Zafar

Chief Editor

RADS Journal of Business Management

Faculty of Business Administration, Commerce and Economics

Jinnah University for Women, Karachi, Pakistan

It gives me pleasure to bring the latest issue of *RADS Journal of Business Management*. We have adopted all standards that are pre-requisite for publishing quality research papers including double blind peer review of articles which address key Business, Management and Economics issues pertaining to both National and International levels. The Editorial Board of the Journal comprises of academicians and researchers from technological advance countries as well as from Pakistan's top business notch. Their valuable contribution is critical in maintaining the quality of journal. Our research papers are exceptionally important and useful for both policy formulation and decision making in different business organization as well as in education institutions. Moreover, the open access policy of the journal further increases the readership and grant access to wider audience.

Today Pakistan is facing numerous environmental problems such as global warming, ozone depletion, crowded cities and pollution. The universal solution in general and Pakistan in particular, has no other option but to address these problems. A growing trend in business is the emphasis on sustainable business practices as well as to different business enterprises.

As our mission/ vision statements support research activities and research work, the journal is a great opportunity for business students, faculty and scholars to publish and promote their work. It also helps students who have keen interest in research to learn from different scholars' as we circulate this journal in all universities and in business institutions of Pakistan.

We place heavier accent on the premise that a well educated business women is more likely to succeed than the one who is not educated. Success in acquiring knowledge stems from a blend of brilliance, competitiveness and quest for knowledge. *RADS Journal of Business Management* is one of the examples for achieving this mission.

Our journal is a unique effort towards creating research based community; it provides valuable platform for National and International researcher and published their research finding to facilitate the largest number of stake holders.

In coming years, the Journal aims to improve its current state by attracting more National and International researchers from the field of Business, Management, Economics and Islamic Finance.

On behalf of *RADS Journal of Business Management*, I welcome submission for upcoming issues for the journal and looking forward to receive your valuable feedback.