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Editor
Professor Dr. Ishrat Jahan



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EDITORIAL

It is our great pleasure to publish the 10th volume of the Journal of Business and Society (JBS), which is entitled to research on business and social science and serves as a global platform for research papers. JBS has contributed the latest business knowledge-related research papers, critical reviews, conceptual discussions, and analytical descriptions.

The objective of JBS is to create scope to publish up-to-date, high-quality, and original research papers alongside relevant and double-blind review processes. As such, the journal aspires to be vibrant, engaging, accessible, and, at the same time, integrative and challenging. This journal includes business-relevant issues like marketing, finance, management, and other society-related issues. These articles enhance sustainable social contribution through effective business performance.

We are delighted to acknowledge with heartfelt thanks and sincere gratitude all valuable, highly learned researchers and thoughtful reviewers who supported and encouraged both researchers and the editorial team to evaluate, improve, and make appropriate judgments about the papers. Editors and reviewers contributed their valuable services for the publication of articles, and their valuable reviewer comments will be beneficial to publishing articles in the journal. Without our reviewers' invaluable and rigorous contribution, we would not have been able to bring this journal into this form. Our efforts will be meaningful if the researchers and readers find the articles helpful and contributive to the transformation of our society and the improvement of business with new dimensions.

Professor Ishrat Jahan, Ph.D.
Editor
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