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The International Journal of Asian Business and Management is dedicated to fostering an exchange of ideas and insights into the diverse landscape of Asian business practices, strategies, and management principles. In an era where Asian economies are increasingly influential in the global market, this journal serves as a vital platform for academics, industry professionals, and policymakers to explore the intricacies and unique dynamics of business across the Asian continent.

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We extend our gratitude to the authors, reviewers, and editorial board members whose hard work and dedication make this publication possible. We also thank our readers, whose engagement drives us to continually enhance the quality and impact of the journal. It is our hope that the International Journal of Asian Business and Management serves as both a resource and inspiration for future research and practice in this ever-evolving field.

Happy Reading

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