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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.

Our mission is to bridge gaps in knowledge, bringing together research that covers both the macro and micro aspects of business in Asia. From examining the economic policies of emerging markets to studying innovative management techniques within established corporations, the journal aims to provide a comprehensive view of the Asian business environment. We feature articles that are theoretically rigorous and practically relevant, offering valuable perspectives for a wide audience involved in or studying the region.

In this volume, we are proud to present a collection of articles that delve into a range of topics, from sustainable business practices and digital transformations to cross-cultural management and entrepreneurial strategies. Each piece has been selected for its contribution to advancing the understanding of Asian business, with careful peer review ensuring academic quality and relevance.

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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