

FOREWORD BY THE VICE CHANCELLOR

*Albukhary Social Business Journal (ASBJ) is the mouthpiece of Albukhary International University (AIU). This journal aims to echo the academic works that address poverty and inequalities. Hence, ASBJ is keen to publish authentic academic writings on Social Business and Microfinance. Further, it intends to cover a wide array of interdisciplinary areas, including Islamic social businesses, rural development, financial inclusion, women empowerment and social innovation. Academic research is a dire need for addressing emerging social problems. It is also necessary to exchange scientific ideas, knowledge, and perspectives across disciplines to meet challenges and opportunities that lie ahead. From that aspect, ASBJ is going to play pivotal roles in academia.*

*I look forward to innovative research articles in ASBJ's every issue. I hope ASBJ will always uphold AIU's core values that are Aqidah, Akhlaq, Adab, Amanah, and Amalan. Thus, this journal will be able to reflect the vision of the founder of the Albukhary Foundation, Tan Sri Syed Mokhtar Albukhary. May this journal become the best platform for the poverty researcher.*

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