

FOREWORD BY THE EDITOR-IN-CHIEF

On behalf of the Albukhary Social Business Journal (ASBJ) Editorial Team, I would like to extend a very warm welcome to the readership of ASBJ. ASBJ will be published as an online journal to provide access to a wider audience with a common interest in business and social sciences.

As the Editor-in-Chief of this Journal, I hope to see papers published in this journal with critical viewpoints challenging the current thoughts and approaches in business and social sciences. I would strongly encourage authors to spark innovative ideas that can solve current social business challenges. I also would like to take this opportunity to thank our authors, editors, reviewers and who have volunteered to contribute to the success of the Journal. An enormous amount of work has been done into the development of this Journal and I believe you will see that effort reflected in the impact it will have on the field.

Indeed, it has been an interesting journey in many aspects.

PROFESSOR IR. DR. RIZALAFANDE CHE ISMAIL

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