Preface
Advance Journal of Business Management and Social Sciences (AJBMSS)

Volume 1, **Issue** 1, 2025, **Article ID:** CM2511101001
DOI: 10.65080/ajbmss.v1i1.55

Preface

It is with immense pride that I introduce this edition of the "*Advance Journal of Business Management and Social Sciences (AJBMSS)"*. The journal continues to serve as a distinguished platform for pioneering research, profound insights, and meticulous scholarship at the intersection of business practices and social science disciplines.

In today's rapidly evolving and interconnected global landscape, the boundaries between business management and social sciences are increasingly intertwined. This convergence fosters opportunities for interdisciplinary dialogue and equips us to tackle critical contemporary issues spanning sustainability, global markets, social equity, and technological advancements.

This edition showcases contributions from scholars, practitioners, and thought leaders representing diverse perspectives, underscoring the richness and diversity of inquiry within the field. The selected articles exemplify the journal's dedication to advancing research that is both conceptually robust and practically impactful, ensuring our continued leadership in academic and industry progress.

I wish to express my sincere appreciation to our esteemed authors, whose unwavering commitment to their research has made this publication possible; our diligent peer reviewers, who uphold the highest standards of excellence; and our dedicated editorial team, whose relentless efforts bring this journal to fruition.

As you explore the articles in this edition, I trust they will inspire new insights, stimulate meaningful discussions, and enhance your understanding of the intricate interplay between business and society.

Thank you for your steadfast support of the "*Advance Journal of Business Management and Social Sciences (AJBMSS)"*. We eagerly anticipate your valuable feedback and the opportunity to advance the critical dialogues shaping our disciplines and practices.

Sincerely,

Dr. Tahir Iqbal

Editor-in-Chief

College of Business Administration, Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia

E-mail: dr.tahiriqbal7@gmail.com

Advance Journal of Business Management and Social Sciences (AJBMSS)

2998-7946/25 © Content Majestic Publisher