

Preface

It is my honour and great pleasure to present the second volume of the *Advance Journal of Business Management and Social Sciences (AJBMSS)*.

After publishing our first volume successfully, *AJBMSS* has become a home of progressive, globally relevant research in rapid movement and we are committed to take it a forward. Our first issue's researches consisted of a wide range of major themes, which were the impact of sustainable infrastructure and green innovation on Saudi Arabia's tourism sector under Vision 2030, the moderating role of leadership styles in the Abu Dhabi telecom sector, and talent management strategies in the manufacturing industry. We also have explored the digital frontier, including research on blockchain integration within the supply chain, generative AI in content marketing, and how machine learning is connected to consumer decision-making. The first issue researched worldwide phenomenon through exploration of global issues and in various settings carried throughout the UK, Middle East, and Southeast Asia and aimed at incorporating the business solutions to larger areas. The same momentum of this volume (volume 2) goes on to further explore the dynamic challenges and in turn, the organizational resilience in this fast-evolving world.

This edition brings together a precious collection of works of researchers and scholars who belong to different intellectual traditions and methodological orientations. Another characteristic of the journal is its steady adherence to theoretically interesting but practically effective scholarship. Each of the articles is critically peer-reviewed and their material is expected to be the best example of academic research, and contribute to the existing discussion within our disciplines.

By reading the articles in this edition, you would be assured that you have been presented with arguments that would help you, to deconstruct assumptions, expand your knowledge, and act by conducting more research. Your main role in the journal, as well as the contributions you make, will always be instrumental in fulfilling its purpose of spreading knowledge and broadening the spectrum of business and society.

Moreover, I am very pleased to inform that the journal is pushing forward to increase the academic visibility and global reach. We have managed to secure indexing in the most popular databases including J-Gate, EuroPub, Google Scholar, Road, Semantic Scholar, OpenAlex, Lens.org, Scilit, OpenAIRE and Core. The indexing is underway for further evaluation in other esteemed repositories. These milestones will guarantee that the research published in

AJBMSS is insightful and valuable, and will reach a global audience of scholars and practitioners, with high citation potential, and contributing greatly to global body of knowledge.

I would like to thank our authors with all my heart trusting us with their precious researches, to our reviewers with their critical appraisal and rigorous scholarship and our editorial staff with their dedicated and consistent attention to quality and accuracy. Their personal and combined efforts have been used in producing a great and influential work in this volume.

Your contributions, ideas, and collaboration are also highly anticipated as we continue to build a better academic community that we are all so proud of.

Sincerely,

Dr. Tahir Iqbal

Editor-in-Chief

College of Business Administration, Dammam University (IAU), KSA, Saudi Arabia

E-mail: dr.tahiriqbal7@gmail.com

Advance Journal of Business Management and Social Sciences (AJBMSS)