

Editorial

We sincerely thank all the authors for their valuable contributions of scholarly articles. A rigorous and comprehensive review process was followed in selecting papers for final publication. We look forward to receiving high-quality research articles in future issues of the journal.

The SOMTU Journal of Business and Management Research, School of Management, Tribhuvan University, aims to promote research communication and knowledge exchange among scholars, researchers, universities, and academic institutions by providing a common platform for research publication.

We also extend our gratitude to the members of the editorial board for their continued dedication and commitment to maintaining the standards of the journal.

We look forward to working with all of you as we continue to strengthen the SOMTU Journal of Business and Management Research. We warmly welcome your submissions and value your feedback as authors, readers, and reviewers.

Assistant Prof. Phul Prasad Subedi

Editor-in-Chief