

Message from the Principal

It gives me immense pleasure to write a few words for our third volume of Journal of Business and Social Sciences (JBSS). It is exclusively meant for bringing out the potential research and writing talent of our faculties for the overall academic personality development. I am sure this journal will help our students and faculties to advance their knowledge and build career and become globally competent. The all-round progress of our faculties is of paramount importance and our most cherished motto as it will help them to be better academician in the country.

This is the era of research and development for which every academic institution, industries, and government should focus on research activities. JBSS is one of the milestones to make our students and faculties to proceed a step ahead towards scientific research. I am quite optimistic about this journal that it will help uplift the quality of our faculties and will upgrade the existing body of knowledge. I equally feel proud of fully dedicated faculties who are constantly putting efforts for the betterment of our students. I congratulate all the contributors and the editorial board for bringing out the third volume of JBSS.

Hetauda School of Management and Social Sciences always strives for contemporary and quality education and as a principal it gives me a profound privilege and pleasure to inform that this institution is putting consistent, insistent and persistent efforts to educate the nation at its best. The main focus of this institution is to empower students and faculties with sound knowledge, wisdom, experience, life values and methodological training both at the academic level and in the highly competitive marketplace. I extend my wishes to all the authors and readers of this journal and invite and encourage all the faculties to join hands together and make this JBSS happen to be one of the international standards.

Regards,

Puran Bahadur Joshi

Principal, HSMSS