

## Chief Editor's Voice

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The board of editors is pleased to announce the publication of the new volume 6(1) issue of the Journal of Management. The JOM is a peer-reviewed academic research journal registered with the online academic platform NepJOL, TU Central Library, Kirtipur that offers a platform for academicians, professionals and scholars to publish their original research in the field of management, commerce studies, economics and managerial communication. The scholarly and research articles published in the present Journal has undergone the editorial peer review process prior to publication to ensure that only the acceptable standard articles are published. The Board of Editors has duly acknowledged and incorporated the reviewer's recommendations into the present Journal. While editorial peer review, the results and discussion of the cumulative data analysis provided direction for improvising the articles to the present form. All the articles submitted for publication were subjected to rigorous double-blinded peer review to ensure standard quality. Authors' scholarly works were resorted to critical scrutiny by subject experts to ensure scientific validity, relevance and accuracy.

After the rigorous screening process, eleven papers were accepted based on quality and area diversity, e.g., marketing, entrepreneurship, consumer's buying behaviour, trade deficit, consumer perception, management accounting, economics, business communication as well as factor analysis for private management college choice. Researchers in the respective areas shall surely get benefit from the existing issue.

We are sincerely thankful for the support and patronage of all the stakeholders without whom the present issue would never have materialized. More specifically, we believe the academicians, authors, patrons, researchers and students will continue to their support by contributing articles on the upcoming issues and by subscribing to our journal. Last but not the least, we express our deep gratitude to the advisors, reviewers, and article contributors for their respective contributions to the publication of this journal.

Our editorial team members toiled relentlessly to bring this issue out error-free however we apologize for the unintentional typographical and miscellaneous types of errors that might have crept into the issue and we appreciate the esteemed readers' genius suggestions, comments, and feedback for the inputs for our upcoming issues.

*Prof. Ashok Kumar Jha PhD*