

Editorial

Education is the most powerful weapon which you can use to change the world~ Nelson Mandela

The overwhelming response in contributions by authors/researchers is commendable. Contributors are requested to follow the guidelines given to frame their research papers in letter and spirit. I sincerely hope that the emphasis on building bridges will continue to guide us in selecting the most important research for publication in GMJACS. I am particularly intent on making sure that any academic and corporate research endeavor finds its due place in the journal. With a review board that is larger and more diverse than before, we are ready to accept quality submissions. We invite authors to take a more active part in the assessment process; it will be an honor and privilege for me and my team to help you make that work known by our distinguished readership. We encourage to consider submitting your best work to GMJACS.

As we know, a great journal is recognized not only as one where authors choose to send their most exciting findings, but also as one handed to students to illustrate the sorts of important questions management science students should be asking and the methodologies that need to be adopted. In a time when interdisciplinary research is ubiquitous, it can be difficult to define what truly bridges disciplines and simultaneously combine theory and application. Academicians, researchers and managers value interdisciplinary research because it challenges assumptions, interrogates as to which questions are most important, which methods are most appropriate, and what evidence should constrain the interpretation of any given research finding.

The current issue of GMJACS contains fourteen research papers. Out of the total received research papers, only thirty two percent research papers were found publishable after passing through our rigorous evaluation process. Rejection rate of seventy percent by this journal is evident of the quality standard in higher education maintained by Bahria University. We congratulate and appreciate the efforts of all authors whose manuscripts could make space in the current issue.

I would like to thank all members of the editorial board, review board, contributors, and all colleagues and staff members who have extended their support that made the fourth edition of GMJACS possible. We expect our readers to send us their precious feedback at gmjacs@gmail.com, so that we can assimilate value in order to further enhance the quality of the journal.

Dr. Naveed Ur Rahman

Editor