

## **From the Desk of Editor-in-Chief**

In the present era of technological and environmental changes that have been happening across the globe, the area of Commerce and Management has been achieving new focus day-by-day in the academic field. Keeping all these in mind and with a view to widening the scope more and more in research works on the contemporary issues relating to the field of Commerce and Management, the Department of Commerce of Sidho-Kanho-Birsha University has taken an initiative to publish an e-journal titled “SKBU Business Review”. The journal is a bi-annual publication. Another most important feature of the journal is that no publication fee or any other fee is payable by the contributors.

All publications in the journal are double-blind peer reviewed. I find great pleasure to state that the first issue of the journal is going to be launched by the end of August 2021. After this issue, initiatives will be taken to get the ISSN for the journal from the appropriate authority.

The articles for publications in the journal have been kept open to a large number of areas including Assets Pricing, Auditing, Business Analytics, Behavioral Accounting and Finance, Development in Emerging Economies , Digital Finance, Economic and Infrastructural Development, Entrepreneurship, General Management and Organizational Behavior ,Human Resource Management, Innovation and Technological Aspects in Business, Islamic Accounting and Finance, International Business and Trade Relations, Marketing Management, Operations Management, Public Policies and Governance, Rural Development, Taxation and Tourism Management. In the first issue of the journal, seven research papers including one from abroad have been published. I do believe that this first issue of the journal will be able to enrich the readers and the researchers in many ways.

I convey my sincere thanks and gratitude to the Editorial Board Members, the Reviewers and the Managing Editor for extending their help for bringing out this journal, as well as the authors without whose active and fruitful participation this journal could not be published.

**Prof. Dhananjay Rakshit**  
**Editor-in-Chief, SKBU Business Review**  
**Sidho-Kanho-Birsha University**

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