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## PAKISTAN BUSINESS REVIEW

Pakistan Business Review (PBR) is the premier journal of Institute of Business Management's (IoBM) which is in continuous publication since April 1999. It is Pakistan's first refereed academic research quarterly focused on areas related to business and industry. PBR is an HEC approved X category journal. It is abstracted and indexed by the American Economic Association's EconLit, the Journal of Economic Literature, USA, and EBSCO, New York. It is supervised by an international advisory board of academics from national and international organizations such as the London School of Economics, the University of Sussex, the University of San Diego and Indiana University, USA, Bochun University, Germany, the United Nations Industrial Development Organization, the International Association for Clean Technology, Austria. International advisory board members are also drawn from China, Spain, Columbia, Sri Lanka, Bangladesh, Lithuania, and Nepal. The Institute of Cost and Management Accountants of Pakistan, the Institute of Chartered Accountants of Pakistan, the Pakistan Institute of Development Economics, the Applied Economic Research Centre, the University of Karachi and the Agha Khan University faculty are also represented on the board.

### **Scope:**

PBR's objective is to encourage research in areas related to business and industry through quality articles. It is a double blind peer-reviewed journal edited by the Institute of Business Management (IoBM), Karachi, Pakistan. The Journal is an academic resource for research articles and research based case studies in areas such as strategy, marketing, management, organizational theory, human resource management, finance, accounting, business ethics, entrepreneurship, economics, business communication, organizational psychology, social marketing, business analytics and other related functional areas.

### **Review and Publication Process:**

All research articles published in PBR go through an initial editor screening followed by a rigorous double-blind peer review by three referees. Articles of PBR are available online through Journal Management System. The process of submission, editing, refereeing, review and correspondence with authors is also online through the Journal Management.

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