

## Editorial

It is our pleasure to present to you the Second issue of the **GSTF Business Review (GBR)**. The GSTF Journal on Business Review (GBR) provides a global, high profile, leading edge forum for academic researchers, industrial professionals, consultants, managers, educators and policy makers working in the field to exchange, contribute and disseminate innovative work in all the areas of Business.

GBR invites original, previously unpublished, research articles and studies amongst others. GBR is published in print quarterly and its articles also appear online. This arrangement provides authors with the widest possible readership.

I would like to thank all the individuals who contributed in making the Second issue of GBR a huge success; especially the authors for the efforts they put in the preparation of their research papers. I am sure you will all enjoy reading the second issue of GBR and I hope you find it enriching.

I wish GBR to continue being an excellent platform for researchers from around the globe to present their new ideas and thus give an impetus to the research and developmental activities in the field of Business.

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