

## **ABOUT NIJBM**

*NUML International Journal of Business & Management (NIJBM) ISSN 2410-5392 (Print), ISSN 2521-473X (Online)*, previously known as *NUML Journal of Management & Technology (NJMT) ISSN 1997-4507*, was started in 2008 by the Faculty of Management Sciences-National University of Modern Languages (NUML), with the objective of creating a high-quality research journal, publishing original research work in the field of Finance & Accounting, Human Resource Management, Operations & Supply Chain Management, Organizational Behavior, Marketing, Economics, etc. It is one of the recognized and better ranked research journals, in the field of business management, by Higher Education Commission (HEC) Pakistan. To ensure high quality publications, all papers submitted to NIJBM are subject to rigorous screening process following **double blind peer-review** where each research paper is reviewed by at least a national and an international reviewer with strong academic and research background in their areas of expertise. From January 2018, each research paper will be reviewed by **at least a national and two international reviewers** with strong academic and research background in their areas of expertise. One important goal is to establish a platform where faculty, researchers, and scholars are able to publish their research work. After the initiation of ranking of local research journals by Higher Education Commission (HEC) Pakistan, in 2014 NIJBM was placed in the Z-category recognized journals in the field of business management, recognizing its previous volumes in the same category. Only a year later, in 2015 the category was upgraded to “Y” based on the quality and standard of the journal. We hope that soon the journal will be accepted in category-X as the journal strictly follows the standard set by HEC. HEC recognitions letters are available on the journal’s website.