

## **Message from the Editorial Board**

The Academic Affairs Committee is the technical arm of the Board of Directors of AUB to advise on teaching, learning and research issues and strategic directions. The quality and relevance of teaching and learning are our priority to ensure that students will become useful citizens and be well accepted in the world of work after their graduation from our AUB. We are committed to the empowerment of the faculty members through capacity building and professional development for the betterment of their respective services.

CJBPP is our AUB peer-reviewed journal intended to promote research dialogues in the scholarly business community. Against this backdrop, I would like to emphasize that authors take weeks, months, and years to conduct research and write research articles, but we, as readers, may spend only some hours and days reading and comprehending their articles. Thus, I would like to congratulate the authors on their accomplishments and likewise encourage those who are holding this book to read with interest for professional development efforts and contributions in any upcoming publications.

On behalf of the Committee, I would like to wish the faculty members and the students of AUB every success in their future endeavors.



Dr. Dy Sam Sideth

Chairman of the AACO and Editorial Board