

## *Editorial Note*

The Editorial Board is pleased to present the December 2023 issue of The Journal of Nepalese Business Studies (JNBS). As we continue our commitment to providing a platform for national and international scholars, this latest edition encompasses various research articles in the management realm.

Dr. Shashi Kant Chaudhary discusses the sustainability of international tourism's economic impact on Nepal. Nabin Bahadur Adhikari explores management graduates' career planning in Pokhara. Bibek Karmacharya investigates environmental, social, and governance factors' impact on investors' decisions in Nepal. Ganesh Prasad Niraula, Dr. Shreekrishna Kharel, and Bhawani Prasad Mainali delve into human resource management and employee engagement in Nepalese commercial banks. Dhruva Kumar Budathoki uncovers the impact of extrinsic job satisfaction on organizational commitment in Pokhara's banking sector. Amin Palikhe and Sarala Thapa examine training's impact on employee performance in Nepalese commercial banks. Gunja Kumari Sah offers perspectives on employees' perception of employer branding in the Nepalese insurance industry. Phul Prasad Subedi and Amita Tamang explore factors influencing consumer adoption of online banking in Nepal. Dr. Raju Bhai Manandhar and Jagat Timilsina analyze consumer buying decisions for smartphones. Ramesh Poudel presents evidence on the interplay between operating efficiency, macroeconomic variables, and profitability in Nepalese commercial banks.

As always, The Journal of Nepalese Business Studies aims to serve as a valuable resource for academics, researchers, and practitioners. The insights and findings within these articles are not only relevant to scholarly pursuits but also hold practical implications for professionals in the business world.

We express our sincere gratitude to the authors for their contributions and commend the dedication of our reviewers in ensuring the quality of the published work. Despite our best efforts to maintain accuracy, we acknowledge the possibility of inadvertent errors and invite our readers to bring any such oversights to our attention. Constructive feedback is highly appreciated as we strive for continuous improvement.

We extend our warm appreciation to our readers and authors, and we encourage your ongoing support by subscribing, reading, and contributing high-quality manuscripts to The Journal of Nepalese Business Studies. Thank you for being a part of our scholarly community.

Prof. Dr. Hari Prasad Pathak  
Executive Editor