

## Editorial

With this issue, we are pleased to launch *Pacific University Journal of Social Sciences*, an international, multidisciplinary, peer-reviewed, research periodical published biannually by Pacific Academy of Higher Education and Research University, Udaipur (Rajasthan). The journal is aimed at publishing important researches and developments in the various branches of social science and promoting communication among teachers, researchers, professionals and policy makers through original, research-based, empirical, applied or conceptual papers, articles, reviews and case studies. In response to the need to promote interdisciplinary studies in national and international perspectives, the journal is also intended to publish interdisciplinary researches in any of the areas of social science. The subject areas for publication include, but are not limited to, fields such as: Anthropology, Economics, International Relations, Law, Development Studies, Population Studies, Political Science, History, Journalism and Mass Communication, Corporate Governance, Cross-cultural Studies, Linguistics, Public Administration, Education, Geography, Industrial Relations, Philosophy, Legal Management, Library Science, Information Science, Psychology, Sociology, Criminology, Women Studies and Social Welfare.

As editor of *Pacific University Journal of Social Sciences*, I am thankful to the learned authors, researchers and my colleagues in the editorial team whose diligent and dedicated efforts have brought the inaugural issue of the journal to its present shape. I hope the journal will continue to receive scholarly contributions for its forthcoming issues and have an ever-growing national and international readership.

Suggestions for improvement are always welcome.