

It is indeed a pleasure to introduce the special issue 35.3, 2019 of *Journal of Economic and Administrative Sciences (JEAS)* edited by guest editors under the theme “Sustainability challenges for economy and business in emerging and developing economies.” Our guest editors team included following.

Prof. Dr Kuperan Viswanathan, OYA Graduate School of Business, Universiti Utara Malaysia.
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We want to thank the chief editor, editorial staff from Emerald Publishing, contributing authors, collaborating institutions and peer-reviewers for their valuable input to sum up and prepare this issue on an important theme.

Three types of innovations mark this issue as distinct attempt to advance further our understanding of sustainability issues faced by economies and businesses. The first is that the special issue focuses on sustainability challenges in emerging and developing economies. These economies are home to largest population of the globe and thus need special consideration due to their potential impact on the sustainability outcomes of planet. The contributing authors from these economies have offered significant insights on the distinct nature and dynamics of business landscape and the sustainability issues faced by organizations in these economies. The second is that this special issue has been result of close collaboration between Emerald Publishing and the institutions of higher learning in emerging and developing economies involved in the research and policy discourse related to the theme of this issue. These include Center for Sustainability Research and Consultancy Pakistan; Universiti Utara Malaysia and Lebanese International University Beirut Lebanon. This collaboration has not only made this special issue academic-led and industry-driven but has also signified the Emerald Publishing’s commitment to collaborate with institutions in emerging and developing economies to provide them platform to showcase their academic and policy debates. The third is that the special issue has focused on sustainability issues in relation to Small and Medium Enterprises (SMEs) sector in emerging and developing economies. This has been due to the significant role of these firms in the economic and business arena especially in relation to sustainable development of these economies. These innovations are supposed to contribute to the *JEAS* visibility and academic worth in addition to practical relevance of its content.

The issue is opened with three papers discussing different aspects of sustainability in SMEs in emerging and developing economies. These papers are Development of Islamic Microfinance: A Sustainable Poverty Reduction Approach by Halima Begum, A.S.A. Ferdous Alam, Md Aslam Mia, Faruk Bhuiyan and Ahmad Bashawir Abdul Ghani; Attitude for Inclusive Finance: Influence of owner-managers’ and firms’ Characteristics on SMEs Financial Decision Making by Rabia Rasheed and Sulaman Hafeez Siddiqui and Social Media and Corporate Communication Antecedents of SME Sustainability Performance: A Conceptual Framework for SMEs of Arab world by Wael Sha. Mohammed Basri, Mohammed R.A. Siam.

Next two papers discuss about general business landscape in developing economies in relation to sustainable economy and businesses, and role of public policy and organizational strategies. These papers are: Forecasting Bankruptcy for Organizational Sustainability in Pakistan: Using Artificial Neural Networks, Logit Regression, and Discriminant Analysis by Fraz Inam, Aneeq Inam, Muhammad Abbas Mian, Adnan Ahmed Sheikh, Hayat Muhammad Awan; Youth Empowerment and Sustainable Development: An Evidence from Pakistan’s Prime Minister Youth Program by Shahzad Ali Gill, Rashid Aftab, Shafiq Ur Rehman and Saba Javaid.



It is hoped that the papers in this issue will serve the academic and policy thrust of readers in line with the theme of the issue.
Sincerely, Guest Editors

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