

SAJBS editorial: Reflections on my tenure as Editor

South Asian
Journal of
Business Studies

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During my tenure as Editor, I have observed that research developed in Western contexts encounters challenges in its translation to South Asia. Theories, constructs and empirical assumptions often exhibit an implicit Western bias, while South Asia's historical trajectories, institutional arrangements and managerial practices exhibit systematic and meaningful differences. These disparities do not constitute limitations; rather, they present significant opportunities for context-sensitive theory development and the thoughtful adaptation of existing frameworks. The *South Asian Journal of Business Studies* (SAJBS) has positioned itself at this intersection and has established itself as a strategic platform showcasing business research rooted in South Asia. Our mission has been to publish research that stretches academic boundaries while guiding practice and policy, as reflected in our recent ABDC rankings upgrade.

Growth in volume and impact

During the past decade (2016–2026), SAJBS has consistently enhanced both the quality and quantity of its published output. The annual number of papers published increased from 24 in Volume 11 (2022) to 32 in Volume 13 (2024). This expansion was implemented deliberately to minimize the lag between manuscript acceptance and final publication, thereby enhancing the author experience while upholding rigorous editorial standards.

Submissions to the journal have grown steadily from 449 in 2023 to 467 in 2024 and are exceeding 500 in 2025. This growth reflects sustained engagement with scholars and institutions across South Asia, both through in-person and virtual interactions, including webinars focused on research design and manuscript development and effective engagement with the review process. Despite the increasing submissions, our journal has maintained its selectivity, with acceptance rates ranging between 7 and 10%. This emphasis on quality has translated into increased global engagement. Article downloads rose from 63,904 in 2023 to 75,350 in 2024, underscoring the relevance and reach of the research published in SAJBS.

Regional depth and thematic breadth

SAJBS's commitment to South Asia is reflected in a carefully curated thematic portfolio that captures the region's diverse economic and organizational realities. The distribution of published manuscripts across 2024 and 2025 demonstrates our balance across the different disciplines. Organizational behavior (OB) remains a core strength, accounting for the largest share of publications. This aligns with longstanding interest in regionally salient issues such as work-life balance, organizational commitment and employee performance. Finance and marketing/technology also represent a significant share of the published research in the journal. The subject areas include ongoing transformations in capital markets, digital platforms and consumer behavior across South Asia. While a substantial proportion of research understandably focuses on India and Pakistan, we have also published work examining Bangladesh, Sri Lanka and Nepal. This geographic balance reinforces SAJBS's role as a comprehensive scholarly outlet for the entire South Asian region.

Benchmarking impact and ABDC classification

Recent bibliometric indicators suggest that SAJBS now competes strongly with journals ranked in the ABDC "B" category. SAJBS achieved a Scopus CiteScore of 6.3 in 2023 and sustained a strong score of 5.7 in 2024. These figures exceed those of several ABDC



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“B”-ranked journals and align closely with well-established outlets in the field. The 2025 CiteScore Tracker projects further improvement. Consistent with its benchmarks, ABDC has upgraded SAJBS from a “C-” to a “B”-ranked journal in the 2026 ABDC draft quality list. This upgrade reflects the hard work of the editorial team over the decade.

In addition, the SAJBS holds a **Q1 ranking in the Scimago Journal Rankings**, positioning it among the top quartile of journals globally within its category. This status reflects both quality and consistency. While the journal’s H-index (29) is naturally influenced by its relatively recent establishment in 2012, its rapid ascent in citation-based metrics underscores the growing influence of its recent publications.

The strategic role of special issues

Special issues have also played a pivotal role in shaping the journal’s intellectual identity and expanding its thematic scope. Early initiatives, such as the 2015 special issue on South Asian diasporas, attracted substantial readership. Subsequent issues addressing work-family dynamics, responsible business practices and the role of technology in e-commerce have further broadened the journal’s scope. These special issues have positioned SAJBS as a forum for timely, focused discussions on emerging topics, enabling the journal to capture both depth and breadth across disciplines. The forthcoming 2026 special issue on finance and blockchain reflects this ongoing commitment to relevance and innovation.

The editorial board as the foundation

The progress of SAJBS would not have been possible without the unwavering commitment of its Editorial Review Board and Associate Editors, who have been instrumental in maintaining and building rigor, timeliness and intellectual integrity. Their collective expertise and global representation form the bedrock upon which the journal operates. I extend my sincere gratitude to Haisu Zhang, Abhishek Behl, Murad Mithani, Joanne Scillitoe, Shrimal Pereira and Sreevas Sahasranamam for their dedicated service during a critical phase of the journal’s growth. I am also delighted to welcome Amitabh Anand and Ramendra Singh as new Associate Editors. The current team of Associate Editors continues to strengthen the journal’s editorial capacity and scholarly reach.

Looking ahead: future horizons

SAJBS has evolved into a reputable and globally recognized platform for South Asian business research. The attainment of Q1 status, its recent ABDC upgrade, consistent citation growth and an expanding readership establish a robust foundation for its future trajectory.

Anticipating the future, I am optimistic that SAJBS will further deepen its engagement with context-sensitive theory development, broaden its thematic scope through thoughtfully crafted special issues and solidify its position as a conduit between regional insights and global scholarship. With the unwavering support of the editorial board, authors, reviewers and publishers, we hope that the journal is well-positioned to capitalize on its momentum and extend its impact in the years ahead.

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