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SMART Journal of Business Management Studies follows the ethical standards in its publications, to ensure the quality and originality in the manuscripts. SMART Journal aims to encourage the underprivileged young researchers, from less developed countries, to cover the gap in the existing literature. The value of academic publishing relies on the ethical behaviour of everyone involved in it. SMART Journal advises its authors, reviewers and editors, to refer to the Committee on Publication Ethics (COPE) website ([www.publicationethics.org](http://www.publicationethics.org)), and other websites mentioned under the head, in addition to publication ethics of SMART Journal. Non-compliance of the publication policies and ethics statement of SMART Journal, evidenced by plagiarism, AI usage, fraud and any form of misconduct, if found after publication that particular article shall be retracted from the particular issue, if found after acceptance, the acceptance shall be withdrawn, and those authors shall be barred from publication in SMART journal for at least THREE years. The responsibilities of every stakeholder of the SMART Journal and publication policies are detailed below:

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