

SAIM Journal of Social Science and Technology



SAIM College

Devkota Sadak, Old Baneshwor, Kathmandu, Nepal

Phone: +977 01-4574747 /01-4584832

Email: info@saim.edu.np

Website: www.saim.edu.np

Journal Title: SAIM Journal of Social Science and Technology
Abbreviation: SAIM Journal
Frequency: Annual
DOI: Crossref, NepJol, DOI Foundation, ZENODO
Price: Not for Sale
ISSN: 3059-9253
Published Copies: 500

ABOUT THE JOURNAL

SAIM Journal of Social Science and Technology is an annual, peer-reviewed scholarly journal devoted to publish high-quality papers. The journal aims to promote the cutting-edge issues of understanding management practices in the South Asian context. It is interdisciplinary journal with a foundation in the social sciences and provides interdisciplinary issues focused on general management, human resource management, finance, marketing, entrepreneurship, applied sciences, related technological and social sciences. It is not for profit and fully abides by UGC standards. Its primary purpose is to disseminate ideas and research findings in various socio-economic development and managerial technical issues related to Nepal, and South and Southeast Asia. It brings out scholarly research articles and other features. It intends to serve as an outlet with vital theoretical and empirical research for an intellectual forum for communicating ideas among researchers and intellectual society in Nepal and the rest of the world."

MISSION

The primary mission of SAIM Journal is to address contemporary managerial and technical practices within the South Asian context and the globe at large.

VISION

The SAIM Journal aims to contribute significantly to the academic discourse in management, technology and social sciences, facilitating the exchange of ideas among scholars and practitioners in the field.

KEY OBJECTIVES

The SAIM Journal of Social Science and Technology has established several key objectives to guide its mission and enhance its impact in the academic community:

1. **Publish Diverse Content:** The journal aims to publish high-quality research articles, reviews, and perspectives that span a wide range of disciplines. This approach encourages interdisciplinary collaboration and facilitates knowledge exchange among various fields of study.
2. **Provide Constructive Feedback:** A commitment to offering authors detailed and constructive feedback is essential for enhancing the quality of their work. This fosters a culture of continuous improvement and academic excellence within the journal.
3. **Expand Online Readership:** The journal seeks to utilize various online platforms and strategies to broaden its readership. By doing so, it ensures that valuable research reaches a wider audience, enhancing its visibility and impact.
4. **Ensure Copyright and Intellectual Property Compliance:** Upholding the principles of copyright and intellectual property laws is crucial. The journal is dedicated to safeguarding the rights of authors and contributors, ensuring ethical publication practices without copyright transfer.
5. **Explore Visibility Tools and Resources:** The journal continuously explores and utilizes tools and resources to enhance its visibility. This proactive approach ensures that it remains at the forefront of academic discourse and is recognized as a significant source of scholarly information.

6. Maintain Academic Standards: Implementing and upholding high academic standards for research dissemination is a priority. This commitment ensures that the SAIM Journal remains a trusted source of scholarly information, contributing to the integrity of academic publishing.

These objectives collectively aim to strengthen the journal's role as a leading platform for scholarly communication in management technology and social sciences.

Research paper prepared in MS word template with double -column in single spaced typed pages should be submitted electronically as attachment at: research@saim.edu.np

ADVISORY BOARD

Prakash Chandra Lohani, PhD, *Chairman Emeritus, SAIM College, Kathmandu*
Radhesh Pant, *Chairperson, SAIM College, Kathmandu*
Bijay Kumar K.C., PhD, *Professor and Dean, School of Management, Kathmandu University*
Devi Prasad Bedari, PhD, *Professor, Kathmandu University*
P.S. Aithal, PhD, *Professor and Director, Poornaprajna Institute of Management, Karnataka*
Ashok Raj Pandey, *Principal, SAIM College, Kathmandu*
Hamid Seremi, *Professor, Asrar Higher Education Institute, Mashad, Iran*

EDITORIAL BOARD

MD. Mizanur Rahaman, PhD, *Assoc. Professor, BRAC Business School, Bangladesh*
Rita Shrestha, PhD, *Professor, SAIM College, Kathmandu*
Shakti, SJB Rana, PhD, *Research Program Director, SAIM College, Kathmandu*
Bharat Raj Dhungana, PhD, *Assoc. Professor, Pokhara University*
Krishna Prasad K., PhD, *Professor, Srinivas University, India*
Ravindar Rena, PhD, *Professor of Economics, DUT Business School, Republic of South Africa*

MANAGING EDITOR

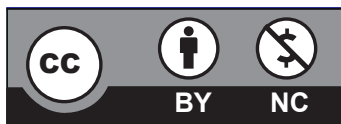
Bishnu Dev Pant, PhD
Head of SAIM Research Unit, SAIM College, Kathmandu
Email: bishnudpant@saim.edu.np

EDITOR-IN-CHIEF

Anjay Kumar Mishra, MBA, PhD, Post Doc, D.Litt.(s)
Email: anjaymishra2000@gmail.com
<https://www.researchgate.net/profile/Anjay-Mishra>

PUBLISHER

SAIM College
Devkota Sadak, Old Baneshwor, Kathmandu, Nepal
Phone: +977 01-4574747 /01-4584832
Email: info@saim.edu.np
Website: www.saim.edu.np



SAIM Journal of Social Science and Technology ISSN: 3059-9253), Copyright © 2024 The Author(s): Published by SAIM College, Old Baneshwor, Kathmandu, Nepal. Distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0)

Disclaimer: The scholarly papers as reviewed and published by SAIM College, Kathmandu, Nepal are the views and opinions of their respective authors and are not the views or opinions of the SAIM College Publication. The SAIM College disclaims of any harm or loss caused due to the published content to any party.

Language of Publication: English

Scope: Interdisciplinary (Social Science, Business, Arts, Language, Management and Technology)

Article Processing Charge: Not Applicable

Policy: Double-blind Peer Review

Country of Publication: Nepal

Publication Ethics: Editorial Policy (Displayed on the Journal Website Consistent to |C|O|P|E| Guidelines)

Review Time: 6 to 8 weeks (Approximately)

Indexing Databases: Zenodo, Orcid, Research Gate, Google Scholar, SSRN

PEER REVIEW PROCESS

Manuscript Preparation Process

1. The title should be attention-grabbing and not longer than 25 words long.
2. The abstract section should include background, purpose, research methodology, findings, implications, originality, and keywords. Keywords should not be more than 5 and they should be arranged in alphabetical order.
3. The research paper should be organized with distinct headings including the introduction, literature review, Research methodology, Results, discussion, conclusion, implications, and directions for future research.
4. The maximum length of the article should be 10,000 words.
5. The tables and figures should be numbered in Roman numerals (i.e. Table 1, Figure 1, and so on).
6. Submitted manuscripts should be written in English, Times New Roman Font, and Paragraph Justified, typed in 1.5 spacing with wide margins (1 inch on all sides) on A4 size paper.
7. A separate paper should be submitted with the title of the paper, author details such as full name, institution affiliated, e-mail address, phone number of corresponding author, and self-declare free of plagiarism.

MANUSCRIPT SUBMISSION PROCESS

1. The manuscript submitted to SAIM Journal should not have been submitted or under consideration for publication elsewhere.
2. Submitted manuscripts should be written in English, Times New Roman Font, and Paragraph Justified, typed in 1.5 spacing with wide margins (1 inch on all sides) on A4 size paper.
3. Authors should follow strictly APA 7th Style of formatting (Table, figures, in-text citations and references).
4. The author (s) should strictly follow the ethical standards and guidelines of the journal.
5. The author (s) should share their data before acceptance of the paper.
6. The manuscript should be submitted electronically in both PDF and word format via *research@saim.edu.np* or *anjaymishra@saim.edu.np*.

MANUSCRIPT REVIEW PROCESS

1. The decision on the manuscript will be provided based on the originality of contributions, appropriateness of research methodology used, and argumentative quality of the paper.
2. The initial decision of the manuscript will be provided within 7 working days and the final acceptance will be provided within 60 days from the submission date.
3. The manuscript goes through three stages of manuscript screening. First, the managing editor will decide the manuscript based on the scope, recency, originality, and quality of the manuscript. Second, the manuscript will be sent to two reviewers to review the overall quality of the paper. Finally, based on the reviewers' assessment and the decision of the chief editor, the paper will be accepted or rejected for the final publication.
4. Copy editing and plagiarism tests will be performed after the final decision of the manuscript.
5. The Editorial Board of SAIM Journal of Business and Social Sciences reserves the right of acceptance/rejection and publication of the manuscript.
4. Key Focus Areas: SAIM Journal covers a wide spectrum of disciplines, including but not limited to:
 - a. Business and Management
 - b. Social Sciences
 - c. Technology and Innovation
 - d. Arts and Humanities
5. Format: Manuscripts should adhere to APA format guidelines.
6. Length: Between 5 to 20 pages (3000 to 10000 words), excluding references.
7. Originality: Submissions must be original and previously unpublished work.
8. All submissions undergo a rigorous peer-review process, ensuring high academic standards and contributing to the integrity of the journal.

HOW TO SUBMIT

Submit your manuscripts electronically as attachments to research@saim.edu.np

PUBLICATION OPPORTUNITIES

1. Accepted articles will be published in both online and print versions of the upcoming issue of SAIM Journal, providing authors with a platform for global visibility and impact.
2. SAIM Journal is committed to fostering a culture of intellectual curiosity and academic excellence. Your contribution adds to the collective humanity.

CONTACT INFORMATION:

Be a part of SAIM Journal and shape the future of academic discourse!

Email: editor@saim.edu.np, Tel: +977-01-4574747

Table of Contents

Fostering Local Economic Development through Agripreneurship in Nepal	– A. K. Mishra	[1–11]
Digital Influencer Marketing: How Message Credibility and Media Credibility Affect Trust and Urge to Buy among Customers in Kathmandu Valley?	– Sonika Rai, Prajit Kumar Timalisina	[13–25]
Flexible Working Arrangements and Employee Turnover Intention: Mediating Role of Employee Engagement	– Nisha Shilpakar, Bishnu Giri, Shree Krishna Pokhrel	[27–39]
Attitude towards Green Brands and Green Purchase Intention: Moderating Role of Willingness to Pay Premium among Consumers in Kathmandu Valley	– Rajak Bishowkarma, Rumi Lohala	[41–52]
'Selling the Third Sector' - Critical Processes to Create Successful Marketing Initiatives for Charities and Other Nonprofit Organisations	– Garry Blair, Lynne Turnbull, Humza Umair, Lan Grime, Rosane Pagano	[53–68]
Greenwashing and Green Purchase Behavior in Kathmandu Valley: A Moderation Analysis	– Akash Tamang, Resham Thapa Parajuli	[69–89]
Green Human Resource Management Practices in Nepalese Commercial Banks: A Qualitative Inquiry among Human Resource Managers	– Bal Ram Chapagain, Sweety Dangol	[91–105]
Work-life Balance and Job Satisfaction: Evidence from Female Employees in Nepalese Commercial Banks	– Dhruva Prasad Subedi, Dilli Ram Bhandari	[107–122]
Corruption-Growth Nexus in SAARC Nations: A Panel Autoregressive Distributed Lag Model (ARDL) Landscape	– Deepak Ghimire, Prasanna Paudel	[123–141]
Factors Affecting Intention to Adopt Digital Currency among Digital Payment Users in Kathmandu Valley	– Dipesh Dhami, Ritesh Kumar Thakur, Akash Tamang	[143–159]
Nudging the Mindset of Youth Out Migration from Kathmandu, Nepal	Mahima Munankami, Riya Agarwal, Samrat Rajbhandari, Manisha Darnal, Sibika Pote	[161–176]

