

## **From the Desk of Vice President Launch of ‘Environment, Society and Business Review’**

It is my pleasure to introduce the inaugural issue of the Journal of Environment, Society and Business Review (ESBR), a new addition to the academic portfolio of Prince Mohammad Bin Fahd University. As a leading institution, we are committed to fostering innovative research with global reach. The launch of this journal marks an important milestone in advancing multidisciplinary dialogue at the intersection of environmental sustainability, societal development, and business innovation.

In today’s rapidly evolving world, challenges such as climate change, resource scarcity, social equity, technological disruption, and responsible governance cannot be addressed in isolation. Meaningful solutions require collaboration among academia, industry, and policymakers to generate integrated knowledge and practical outcomes.

ESBR is founded on the belief that progress emerges when environmental science, economics, management, public policy, and social inquiry converge. It offers a platform for high-quality, peer-reviewed research that bridges theory and practice. For the industry, it provides evidence-based insights to support sustainable strategy and long-term value creation. Within the framework of Saudi Vision 2030, the journal contributes to economic diversification, environmental stewardship, and social responsibility.

As Advising Editor, I extend my sincere appreciation to the editorial team and the reviewers, authors, and partners whose efforts made this issue possible. I invite scholars and practitioners to engage with ESBR as both contributors and readers as we advance impactful, integrated scholarship. Together, we aim to shape an informed, collaborative, and sustainable future that benefits business, society, and the environment alike.



Dr. Faisal Bin Yousif

Advising Editor and Vice President for Academic Affairs