



## Editorial Note



As the Managing Editor, I am delighted to introduce the second issue of the first volume of the *Asian Journal of Finance*, a rapid, peer-reviewed scholarly journal published by the Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. The *Asian Journal of Finance* serves as an open-access platform for scholars, researchers, and professionals in finance, banking, insurance, economics, and related disciplines to share high-quality empirical and conceptual work that advances theory, policy, and practice in the Asian context.

AJF is strongly committed to promoting academic excellence and integrity by maintaining rigorous double-blind peer review and editorial standards. The journal welcomes original research articles, conceptual analyses, case studies, reviews, short communications, and thought pieces that address emerging issues in financial markets, risk management, investment analysis, actuarial science, financial technology, and sustainable finance. By facilitating scholarly dialogue across disciplines, AJF aims to strengthen the linkage between theory and practice, fostering innovative insights for academia, industry, and policymakers alike.

Electronically managed and globally accessible, AJF continues to engage a wide readership that includes researchers, practitioners, policymakers, and postgraduate students interested in dynamic developments within Asian and global financial systems. The journal provides an opportunity for academics to disseminate their most recent scientific contributions while continuing to reinforce the collaborative bond between AJF and the wider research community. As journals remain the primary medium for disseminating scientific knowledge, the *Asian Journal of Finance* has emerged as a multidisciplinary platform from Sri Lanka that promotes regional and global scholarship in finance and management. Through its prompt review processes and efficient editorial work, AJF ensures that authors can share their latest findings in an open-access biannual publication dedicated to academic integrity and innovation. The journal prioritises original, high-quality, and impactful research that enriches the global discourse on finance, economics, and sustainable development.

The issue begins with an article by A.K.K.K. Athukorala and A.R. Dissanayake from the University of Moratuwa, who examine the *applicability of Geometric Brownian Motion (GBM) and Geometric Fractional Brownian Motion (GFBM)* to forecast share prices in Sri Lanka's telecommunication services sector. Drawing on five years of market data from Sri Lanka Telecom PLC and Dialogue Axiata PLC, the authors demonstrate that GBM provides superior predictive performance with lower mean absolute percentage error (MAPE), highlighting its potential as an effective tool for financial forecasting and investment analysis in emerging markets.

Next, H.A.C. Jeewanthi from the University of Ruhuna presents a comprehensive bibliometric review exploring the interplay among *taxation, corporate social responsibility (CSR), and corporate governance (CG)*. Through a systematic analysis of thirty-seven peer-reviewed papers indexed in Scopus from 2004 to 2023, the study maps intellectual trends and global patterns, offering insights into responsible corporate behaviour and the evolving nexus between governance and taxation. This contribution deepens understanding of how ethical governance frameworks can support sustainable fiscal practices and strengthen corporate accountability.

The third paper, authored by M.T. Nabizade and N. Dhanda from Kurukshetra University, India, provides a descriptive analysis of the *performance of microfinance institutions (MFIs) in Afghanistan*. Using secondary data from major institutions such as The First Microfinance Bank, FINCA, MUTAHID, and OXUS, the authors explore outreach, financial performance, and institutional resilience amid Afghanistan's socio-political challenges. Their findings highlight both achievements and structural vulnerabilities in the sector, particularly in the aftermath of the COVID-19 pandemic, and offer practical recommendations for enhancing financial inclusion and sustainability in post-conflict economies.

Finally, S.S. Weedige of Wayamba University of Sri Lanka investigates the *drivers of bancassurance adoption* by integrating the Technology Acceptance Model (TAM) and the Theory of Planned Behaviour (TPB). Using Partial Least Squares Structural Equation Modelling (PLS-SEM) on primary survey data, the study finds that perceived usefulness and trust in banks significantly influence customers' attitudes and purchase intentions, while subjective norms and perceived behavioural control play crucial roles. This research provides actionable insights for financial institutions seeking to build consumer trust and promote financial inclusion through innovative service integration.

Together, these articles encapsulate the journal's mission to foster scholarly excellence, regional engagement, and methodological diversity. They collectively advance discourse in financial modelling, governance and accountability, microfinance resilience, and consumer behaviour in financial services—areas that are central to sustainable economic growth and development across Asia.

The editorial board extends its sincere appreciation to the contributing authors, reviewers, and the dedicated editorial team for their continued commitment to upholding the quality and relevance of the *Asian Journal of Finance*. We look forward to further strengthening this scholarly platform as a bridge between academic research and financial practice.

Warm regards,

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