

Editorial

The second issue of 2020's *Hamdard Islamicus* comprises six articles which discuss the relationship of information transfer and conceptual development teaching, the impacts of begging on human beings, factors influencing the university choice decision of Pakistani Business students, the role of service quality on the customer satisfaction, effects of halal logo and the perspective of psychological freedom and avoiding freedom.

The first article of this issue "Relationship of Information Transfer and Conceptual Development Teaching with Learning Performance of Students at Secondary Level." tries to assess the inter-relationship of information transfer and conceptual development ... the most common approach being used in schools.

"The Effects of Begging on Human Character and Its Remedy in the Light of Islamic Teachings" is the second article which explores the unwanted and damaging impacts of begging on human character.

The third article "Factors Influencing the University Choice Decision of Business Students at Higher Education Level: A Case from Pakistan" highlights multiple elements which have strong influence regarding the university choice decision in Pakistan.

The fourth article is "Role of Service Quality Dimensions on the Customers Satisfaction and Loyalty towards Islamic Banks" aiming at analyzing the role of service quality in order to assess the satisfaction and fidelity level of the clients of Islamic Banking in Pakistan. The outcome of the study also serves as a useful guide for the Islamic Banking industry.

"The Perspective of Psychological Freedom and Avoiding Freedom According to Erich Fromm" is the fifth article which discusses the concept of freedom and significance thereof in human life. To author, one is unable even to offer prayers without freedom.

The last article "Islamic Perspective in Consumer Behaviour: Effects of Halal Awareness and Halal Logo with Mediating Role of Purchasing Intention" intends to analyze the connection between halal awareness of the consumers of Pakistan and the halal emblem printed on various products.

This issue includes an obituary as well. Dr. Murad Wilfried Hofmann was a part of the Editorial Advisory Board of the *Hamdard Islamicus* since 2009. He always encouraged and guided us academically.

Editor