

## **EDITORIAL**

This is the third issue of *Hamdard Islamicus* 2020. It comprises five articles discussing and analyzing conventional and Islamic banking in Pakistan, study of pre-Islamic poetry, Corporate Social Responsibility in Pakistan, macroeconomic indicators contributing towards exchange rate volatility and the influence of Vincent Van Gogh's religious background on his works.

The first article "A Comparative Study of Adoption of Conventional Banking and Islamic Banking in Pakistan" examines the adoption of conventional and Islamic banking in Pakistan and concludes that it may be fruitful for Islamic banking to attain market share for Islamic products and services.

"Insistence in the Pre-Islamic Poetry - A Study of Motives and Causes" is the second article. It shows that insistence and determination are main principles for success in life. Therefore, pre-Islamic poets emphasized on virtues such as kindness, great hospitality and self-preservation.

The third article "Corporate Social Responsibility in Pakistan: Mimicry of the West or A Milestone Guiding Consumer Behaviour?" strives to explore the relationship between Corporate Social Responsibility and consumer-buying behaviour in context of the fast food industry in Pakistan.

The fourth article is "Macroeconomic Indicators Contributing towards Exchange Rate Volatility: Evidence from Income Groups of the Countries" exploring the macroeconomic factors contributing towards exchange rate volatility in group of economies segregated on the basis of income.

"The Influence of Vincent Van Gogh's Religious Background on His Works in the Nuenen Period" is the fifth and last article of this issue. It identifies the impact of Vincent Van Gogh's religious life on his works of art during his stay in Nuenen, and the mechanism of his employment in selecting the works of that period.

**Editor**