
Editorial

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Biographical notes: Gouher Ahmed has been active in various academic, social and business settings and consulting through North America, South Asia and Middle East. His teaching, research and publications are focused on international business, emerging markets, leadership and others. His research papers were published in *Asian Economic Review*, *International Journal of Business Excellence*, *International Journal of Business and Emerging Markets*, *International Journal of Business Innovation & Research*, *International Journal of Economics & Business Research*, *Journal for International Business and Entrepreneurship Development*, among others. He is a certified PMP and also serves as Middle East editor for the *IJBEM*.

C. Jayachandran is the President of the Academy of Global Business Research & Practice (AGBRP) (formerly, SGBED). He is a Professor of Marketing and International Business with teaching, research and consulting interests in internationalisation of SMEs, market entry modes and marketing strategies with a focus on emerging markets. His research papers were published in a range of journals including *Economic Times*, *Journal of Health Care Marketing*, *Journal of Consumer Marketing*, *Journal of Services Marketing*, *Issues in International Business*, *Journal of Services Research*, *Economic and Political Weekly*, *Asian Case Research*, *International Journal of Business Research*, *International Journal of Business Innovation & Research*, among others.

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The business world is presently undergoing a digital revolution in all of its format and areas. Most organisations are initiating implementation of strategies to grab this opportunity to achieve more efficiency. At the same time, organisations are facing many challenges to sustain their existing businesses due to increased competition, changing customer needs and rapid changes in technology. Hence, organisations are trying to balance their digital efforts on one side and sustainability efforts on the other. This requires meticulous planning, an effective change management system, and investment to upgrade technology. In this context, the special issue of *International Journal of Sustainable Society (IJSSoc)*, titled as ‘Achieving sustainability in the digital business environment’ presents selected papers from 7th SGBED International Research Symposium held in Dubai, United Arab Emirates during 17–19 December, 2018. The special issue consists of four extended papers which align with the theme and scope of the journal. The manuscripts were selected based on a double blind review process and selected manuscripts were subjected to more than one revision based on reviewer comments.

All the selected papers display a unified theme of sustainability and represent different dimensions of cutting edge research works. The papers are easy to read, especially for practitioners as the authors use qualitative and empirical analyses to infer the outcomes. For example, Khalid Akhal in his paper ‘Cultural intelligence for business sustainability: a fixed effect meta-analysis for a decade of empirical findings’, proposes a conceptual framework to measure the concept of cultural intelligence, i.e., cultural quotient (CQ) through empirical analysis using fixed effect meta-analysis. The paper intends to prove that CQ is one of the vital antecedents to become successful in international business. Muhammad Alshurideh et al. in their paper, ‘Determinants of pro-environmental behaviour in the context of emerging economies’, propose to identify and test the determinants of pro-environmental behaviour. The authors carried out empirical study in Jordanian context to identify the determinants of pro-environmental behaviour leading environmental attitude; the paper discusses different dimensions of pro-environmental behaviour and its implications. Rajni Kant Sharma and Naseem Abidi use cutting edge qualitative research work in their paper, ‘Sustainable procurement framework for basmati rice in India’, to identify and prove the effectiveness of developing sustainable framework for procurement of basmati rice in Indian context. The paper deals with different systems of procurement and suggested an effective framework in the lenses of fair-trade system. A.M. Sakkthivel and Shanmugan Joghee’s paper ‘Multi ethnicity residents perception towards a country – evidences from United Arab Emirates’, proposes new determinants of perception of residents towards a country with

specific reference to United Arab Emirates; the authors intend to find the present and future perception of residents towards United Arab Emirates using multiple criteria.

All the papers included in the special issue examine the role of sustainability in creating better environment for a healthy life; the papers also display the rigor and robustness in using cutting edge tools and the analyses which provide a much-needed cue to policy makers, practitioners and academicians. The papers focus on setting-up new trends in the areas of the selected research which would pave a way to advance further research. We trust the readers would enjoy the papers and find them useful.