
Editorial

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Biographical notes: Nilesh Arora is a qualified management professional with 18 years of rich experience in corporate and academic sectors with eight years in academic leadership roles. He is presently working with Chandigarh University, Mohali (India) as a Professor of Marketing and Director, University School of Business. He is a passionate academician having keen interest in teaching and research in the areas of marketing and consumer behaviour. His current research interests include celebrity endorsement, advertising and branding, retail and sports marketing. He has good number of research publications to his credit in quality journals. He is a guest editor in four international journals (Inderscience, ABDC/C Category). He is also a member-Editorial Board and member-Editorial Review Board in ABDC/C category journal.

Radha Yadav worked as an assistant professor with University School of Business, Chandigarh University, Mohali, Punjab (India). She completed her Doctorate degree from Indian Institute of Technology Roorkee, Uttarakhand (India). She has over five years experience in research and academics. She has published numerous articles in reputed journals and experienced as a guest editorship in special issue of Scopus and ABDC Category Journals and editor of co-edited book under IGI Global Publishing House, USA. Her current research includes employee relation, university attractiveness, organisational commitment, quality of work life, stress and spirituality. Her research techniques includes quantitative (SPSS, R-Studio, Smart PLS) and qualitative analysis (N-Vivo).

Vikas Arya is a Doctorate in Digital Brand Management and currently associated with Rajalakshmi School of Business, Chennai, India as an Assistant Professor (Marketing). He is a guest editor of a special issue of six international journals listed in the Scopus and/or ABDC category. He having high impact journals in his bucket (ABDC-A*/B category) and, more than 12 papers published in reputed international journals listed in ABDC and, Scopus. He is expert in quantitative data analysis. His core research and teaching interests are in consumer behaviour, brand management, marketing communication, destination branding, digital mobile apps marketing and, brand building using virtual platforms.

Preeti Sharma is currently working as an Assistant Professor (Accounts/ Finance) at Faculty of Management Studies (FMS), DIT University, Dehradun. She obtained her PhD in Finance area from the Department of Commerce, HNBGU, Srinagar Garhwal in 2018. She has over six years experience in research and academics. She has published many research articles in reputed journals and attended many international conferences. Her area of interest includes corporate governance, sustainable finance and corporate social responsibility (CSR). She is well versed with the nuances of carrying out effective social sciences research using technologies such as SPSS, E-Views and Smart PLS.

Only the world will save the world! Recollecting this we worked for the International Conference on Sustainable Development and Social Innovation in Business (ICSSB 2019) held on February 25 and 26, 2019 organised by University School of Business (USB), Chandigarh University, Mohali, Punjab (India) in collaboration with Arkansas State University and Emerald Publishing. The point of the gathering was to feature assessment disclosures on sustainable development and social innovation in different functional areas of business namely: marketing, finance and economics, human asset management, organisational behaviour, business ethos and environment, social and corporate administration to a colossal group of spectators comprising of academicians, researchers and corporate administrators. The special issue 'Sustainable practices in the global business environment' carries a revised and substantially extended version of the conference.

The social affair offered a platform for the specialists to present their work and utilise this opportunity to get the research published in profoundly presumed recorded diaries. Unique research papers identified with the conference themes and sub themes were welcomed for the presentation and they were under the accompanying tracks. Track one, recollected sustainable development and social innovation in marketing and it underlined the need of green supply chain management (GSCM) which intends to coordinate natural

speculation into inventory network management. With the quick mechanical advances in digitalisation and data analytics the technology itself continues bring waves of advances to robotics, artificial intelligence and machine learning. The importance of green marketing and consumerism was fortified as it has positive relation with buying initiation, association image and sustainable advertisement. Track two concentrated on sustainable development and social innovation in HR and OB. There is a need for a comprehensive understanding of the impacts of inventive HRM practices and of creating a clean green environment to work and stay. Different tools like going paperless, e-recruitment, e-training, webinars, tele-conferences, online portals are being used yet there is a need to create and adhere to proper system of implementation of green HRM practices.

Track three was identified with sustainable development and social innovation in IT operations and SCM. Due to incredible challenges and monetary weights reverse logistics is used as a competitive advantage rather than a cost centre nowadays. It illuminated such themes alongside behavioural operation management and industry, ecodesign and green manufacturing, smart city and urban planning. Through the reports on the recycling of ICT hardware and using of ICT to reduce greenhouse gas emissions, focus was laid on the substitution of virtual conceivable pressure for physical pressure. How ICT is not only a transformative innovation yet additionally a disruptive technology was brought out by statistical data on the total material demands of modern economies. Track four recalled sustainable development and social innovation in finance and accounting. The essential enquiry that hangs over is the way to fund and the progress to a more sustainable global economy and society. It additionally addressed the problems of financial and budgetary crisis ranging from austerity policies, uncut in broad daylight spending and raising destitution levels. Business schools need to investigate the educational program and guarantee teaching 'capable pioneers' who will make an enduring affect. Track five remembered sustainable development and social innovation in business ethos, corporate governance and CSR. Although the government seems to fulfil an important role in society change, it is the role of the business to direct investments, to channel capital, to include bottom of the pyramid and to disguise externalities. Further it was stressed that the multinationals need to improve the sustainability practice and begin to think as far as triple primary concerns, moral gauges and administration. The enterprises need to place in more endeavours in developing and managing ethics and sustainability as an upper hand and corporate methodology.

We are quite optimistic that the current issue of journal 'Sustainable practices in the global business environment' will receive rave reviews by our knowledgeable academicians, scholars and corporate managers; who constantly inspire and motivate us by their valuable inputs. I also offer thanks to all stakeholders, especially to the chief editor of the journal for reposing faith in us and look forward to their valuable suggestions.

Happy learning!