
Editorial

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Biographical notes: Sapna Rakesh is an accomplished management educationist and a renowned researcher having more than 25 years of industry-academia experience. She is Director and professor at IMS Ghaziabad, University Courses Campus. Her research work in reputed national and international journals from Scopus/ABDC list and various other journal of international repute. Over the years, she has promoted research and consulting projects with many renowned companies for achieving efficiency at workplace.

Geeti Sharma is an Associate Professor and Area Chairperson in the Management Department at IMS Ghaziabad University Course Campus, India. Her areas of expertise are Economics and International Business. She is having rich experience of more than 16 years in teaching and research. She has also presented many papers in Conferences of international repute and published her research work in ABDC/Scopus listed journal.

Sahil Gupta is presently working as an Assistant Professor in the Management Department at IMS Ghaziabad University Course Campus, India. He holds a PhD in Business Management from Chitkara University Punjab. He has conducted his research work is in the area strategies in online advertisement and e-commerce. He is visiting faculty to many premier B-Schools in India and conduct many research methods workshops for research scholars across the globe.

Research is an opportunity to investigate and deliberate upon the current trends in the world but also to unlearn and relearn the age old management practices. Academic knowledge needs to be adaptive to the disruptive changes transforming the world towards developing new relationships while discarding the old ones. In this journey, the academicians and the practitioners have to hand hold each other towards the new horizon that holds many unique and novel research initiatives while developing unknown areas of knowledge. The effort to achieve this has been undertaken through the special issue on “Latest Business trends through Sustainable and Digital Practices” which focuses mainly on the integration of sustainability and digitalisation and how it has changed the global environment. The main emphasis lies on the future directions that

academic needs to take up by gaining knowledge about the internal efficiencies that the corporate world has developed. With the right combination of the intellectual articles discussed in the special issue, the transformations have been analysed with the help of both empirical and conceptual frameworks which have been discussed elaborately in each paper.

While the focus of the journal is on the international trends in economics and globalisation and how it impacts the working of the organisations and the general world. The areas of economics have been combined into sustainability and global practices so that new learning can take place for all the stakeholders. Many deep and interesting research papers have been received for the special issues of the journal from learned people in the academic world there by increasing the intellectual capital of the academic world. Paper touching upon the various aspects of business growth, economic impact of many trends and transformations, areas concerning the SME sector which is critical to any economy, discussion on imports and exports, behavioural financial decisions, non-performing assets impacting the banking sector, developing the right financial inclusion approach and also the ability to trust the economic and financial decisions have been received.

With the deeper insights gained in the special issue, the editorial team hopes to build and develop upon the same zeal and focus in the upcoming issues also where researchers from diverse field can collaborate to grow the overall knowledge of the academic fraternity. It is sincerely hoped that the future research in the areas of economics and globalisation would help the world understand the disruptions taking place and how they can create more opportunities for growth and transformation.