
Editorial

Vikas Arya*

Rajalakshmi School of Business,
Bangalore Highway, Kuthambakkam Post,
Kanchipuram – Chennai Rd, Chembarambakkam
Chennai, Tamil Nadu 600124, India
Email: vikas.aryaa@yahoo.in
*Corresponding author

Nilesh Arora

University School of Business,
Chandigarh University,
NH-95, Ludhiana-Chandigarh Highway,
Mohali, Punjab, 140413, India
Email: nilesharora3@yahoo.com

Radha Yadav

Dayananda Sagar University,
Shavige Malleshwara Hills, 1st Stage,
Kumaraswamy Layout, Bengaluru,
Karnataka 560078, India
Email: yadavradhika121@gmail.com

Preeti Sharma

DIT University,
Mussoorie, Diversion Road, Makka Wala,
Uttarakhand 248009 Dehradun, India
Email: preeti.sharma4888@gmail.com

Biographical notes: Vikas Arya, 33, is a doctorate in Digital Brand Management and currently associated with Rajalakshmi School of Business, Chennai, India as an Assistant Professor (Marketing). As a research scholar, he has presented his research work at more than 40 reputed national and international conferences, including EGOS at CBS-Denmark, American Marketing Science 2020 Conference (AMS-USA), and American Marketing Association Winter Conference 2021 (AMA-USA). Prof. Dr. Arya is a Guest Editor of a special issue of seven International Journals listed in Scopus &/or ABDC category. He has published papers in reputed journals such as International journal of information management, Journal of Retailing and Consumer Studies, Journal of Global Information Management etc. He is an expert on data analysis using SPSS, AMOS, ADANCO, SMART_PLS, Process, NodeXL, and Nvivo, and imparted various training sessions/workshops on Research & Data Analysis. His core research and

teaching interests are in Consumer Behaviour, Brand Management, Marketing Communication, Destination Branding, Digital Mobile Apps' marketing, Brand Building using virtual platforms, and Communication in Health Care.

Nilesh Arora is a Ph.D. (Management), and MBA in Marketing with 18+ Years of rich experience in corporate and academic sectors with 8 years in academic leadership roles. He is presently working with Chandigarh University as a Professor of Marketing and Director, University School of Business. He is a passionate academician having keen interest in teaching and research in marketing, celebrity endorsement, social media advertising and consumer behaviour areas. Has published several research papers in journal of repute and presented papers in 26 National and International conferences. He is Member-Editorial Board in an ABDC/C category journal of Emerald Publishing. Dr. Arora is a certified Publons Academy Peer Reviewer. He is also a reviewer for several reputed international journals of Elsevier and Emerald Publishing.

Radha Yadav is currently working as an Assistant Professor (HR/OB) at Dayananda Sagar University, Bangalore (India). She completed her doctorate degree from Indian Institute of Technology Roorkee, Uttarakhand (India). She has over 5 years of experience in research and academics. Dr. Yadav has published numerous articles in reputed journals and is also experienced as an Editor in special issue of Scopus & ABDC Category Journals, and has also Co-edited books under IGI Global Publishing House, USA. Her current research includes employee relation, women entrepreneurship, HEI, organizational commitment, quality of work life, stress and spirituality. Her research techniques include quantitative (SPSS, Smart PLS) and qualitative analysis (N-Vivo). She is currently representing India on the International project "Climate change and well-being" with De Montfort University, Leicester, UK.

Preeti Sharma is currently working as an Assistant Professor (Accounts/Finance) at Faculty of Management Studies (FMS), DIT University, Dehradun. She did her PhD in Finance area from Department of Commerce, HNBGU, Srinagar, Garhwal in 2018. She has over 6 years of 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 development and social innovation in business' carries a revised and substantially extended version of the conference.

We are quite optimistic that the current issue of journal, *International Journal of Technology Transfer and Commercialisation* will receive rave reviews by our knowledgeable academicians, scholars and corporate managers; who constantly inspire and motivate us by their valuable inputs. We also offer thanks to all stakeholders for reposing faith in us and look forward to their valuable suggestions.

Happy learning!!