

Editorial

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Biographical notes: Nilesh Arora is a PhD (Management), and MBA in Marketing 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 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. He has published several research papers in journals 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. He is a reviewer for several reputed international journals of Elsevier and Emerald Publishing.

Vikas Arya is a doctorate in Digital Brand Management. He has presented his research work at EGOS at CBS-Denmark, American Marketing Science 2020 Conference (AMS-USA), and American Marketing Association Winter Conference 2021 (AMA-USA). He 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 *IJIM*, *JRCS*, *JGIM* etc. He is an expert on data analysis using SPSS, AMOS, ADANCO, SMART_PLS, Process, NodeXL, and Nvivo, and imparted various training workshops on research & data analysis.

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 five years of experience in research and academics. She 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, organisational 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, HNGBU, Srinagar, Garhwal in 2018. She has over six 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 25–26 February 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 "Innovation in Markets and Its Capitalisation in the Digital Scenario" 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 & 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 isn't 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 special issue 'Innovation in Markets and Its Capitalisation in the Digital Scenario' of journal 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 for reposing faith in us and look forward to their valuable suggestions.