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## Editorial

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**Biographical notes:** K.K. Sharma is a Professor and Dean in Chitkara University, Punjab, India. He has an experience in the leadership positions in the Indian Army, UN peace operations and higher education. His academic and research experience spans since 1985, in multiple positions at national and global levels. He has been a director, regional head and dean with various organisations. He has guided a number of PhD candidates and authored six books, 26 research papers and presented papers in many national and international seminars and conferences.

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The easy availability of the worldwide net, ever-increasing bandwidths across communication providers and proliferation of smartphones has democratised social media. Smartphones and tablets have enhanced the expectations of consumers and allowed other sectors to ride on their popularity. This issue had emerging trends and challenges in the globalised digital world as its core theme. Yukti Ahuja and Indu Loura in ‘Story-telling in the digital space – a ploy to communicate with millennials’. Millennials visit all digital platforms for searching, evaluating and deciding on the products and services. The study explored storytelling as a digital marketing strategy for millennials. The study indicates the usefulness of storytelling as a communication tool on social media.

Tourists are another set of customers in the social media age, studied by Vimal Kamleshkumar Bhatt and Bhuvanesh Kumar Sharma. Increased share of tourism in consumer spending is leading marketing practitioners to the recognition of influence on the customer experiences with intense competitive environment of travel services. The research investigates the customer experience management and with inputs from 600 tourists critically evaluates the relationship between customer experience management practices and experience quality.

Wendrila Biswas and Debarun Chakraborty in their study on ‘Impact of organisational trust, commitment and team orientation on industrial disputes – an empirical study on selected manufacturing companies of West Bengal’ look at the manufacturing companies to understand the impact of suspicion, distrust, and firefights. The study recommends organisational trust, team orientation and a sense of fidelity among the employees. The study highlights the importance of organisational culture and determines organisational commitment as one the most influencing determinant. The study facilitates goal alignment, motivation, conflict tolerance and serves as a control mechanism.

In their study on the ‘Mounting of stress on management graduates and its effect on their performance’, authors Debarun Chakraborty, Adrinil Santra and Soumya Kanti Dhara discuss increasing concern on its impact. The study investigates

various behavioural, socio-cultural and economic grounds which may cause stress. The study determines that the personal psycho-demographic factors are the most important among all the factors which cause stress among the students.

Deepak Kaushal, Sanjeev Kumar, Rahul Raj and Abhishek Negi in their study on 'Understanding the effect of entrepreneurial orientation, innovation capability and differentiation strategy on firm performance: a study on small and medium enterprises' look at the relationships amongst entrepreneurial orientation, innovation capability and SMEs performance. The study demonstrates a positive impact of the four dimensions and concludes that SMEs with elevated entrepreneurial orientation will be more willing to implement differentiation strategies. The study also advocates that to improve SMEs performance, companies should pay serious attention to entrepreneurial orientation.