
Editorial

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Biographical notes: J.K. Sharma is known for his stellar leadership in academics and administration of academic institutions nationally and internationally. His scholarly contribution in the area of business mathematics, business statistics, operation research, quantitative techniques and logistic management has been widely cited by numerous research. He has around 42 years of combined experience in teaching and research at Amity University, Faculty of Management Studies, Delhi University and Institute of Management Technology, Ghaziabad. Throughout his career, Professor Sharma has authored 20 books, 128 research papers and 20 case studies in reputed international journals.

Gaurav Sood is Amazon Best Seller Author of *Troll Proof Branding in the Age of Doppelgängers*, *Innovator in Education Awardee 2023*, a brand evangelist, researcher, educator, speaker and columnist. He is Professor of Marketing at Amity School of Business, Amity University, India. He is an alumnus of Amity University (PhD); Emerson College, Boston (MA); Institute of Management Technology, Ghaziabad (MBA); and Panjab University, Chandigarh (MA). He keeps his own website www.gauravsood.in. He is also on the editorial board of reputed international journals such as *International Journal on Document Analysis and Recognition (IJ DAR)* and *International Journal of Public Sector Performance Management*.

Saloni Pahuja is currently working as an Associate Professor in Human Resource Development and Organisational Behaviour at ASB, Amity University, Noida, U.P., India. She is a Computer Engineer and completed her MBA and then Doctor of Philosophy in Management-Human Resource. She is a Gold Medallist and has more than 13 years of experience in academics and in corporate. She has more than 25 research papers published in journals of high repute. She is on the review panel and editorial board of Scopus indexed journals. She has supervised more than a hundred training and research projects at the graduate and post-graduate level. She has achieved various certifications and covered online training programs, conducted international conferences, taken training projects, chaired session in Multi-Disciplinary International Conference and taken session as a resource person in FDPs. Her research interest are in human capital management, work-life balance, competitive advantage through HR, training and development, employee retention, employee relations, employee well-being, and workplace spirituality.

It is time to consider and analyse 'business going digital' and its various effects on operational effectiveness, our society, and the environment in the modern world, where we can no longer sit back and unwind in the privacy of our own courtyard for greater benefits. The world is changing due to the megatrends of today, which are also posing serious threats. The world's megatrends, which are causing unprecedented disruption in all industries, are driven by technology, globalisation, and demographics. It will be fascinating to examine and conduct research on the process of observing the human impact that this strategy can have: how customers' experiences can become richer and more personalised through data-led insights; how trust can be built by utilising digital technologies to bring operational efficiency to industry; how talent can be liberated; and how opportunities can be created by the use of artificial intelligence. We are responding to queries from tomorrow in this manner today.

In the ever-evolving landscape of technology and business, the concept of digital transformation has emerged as a driving force, revolutionising industries and organisations across the globe. I am thrilled to present this special edition, dedicated to exploring the multifaceted nature of *GLOBUSS-2019: Driving Excellence through Digital Transformation*.

As guest editor, I have witnessed first-hand the profound impact of digital transformation on businesses, societies, and economies. This editorial note aims to shed light on the transformative power of digital technologies and how they have become catalysts for innovation, efficiency, and sustainability.

In this special issue *GLOBUSS-2019: Driving Excellence through Digital Transformation*, esteemed researchers, scholars, and industry leaders have contributed their insights, analysis, and case studies on various facets of business.

The special issue aims to provide an all-encompassing perspective on the challenges and opportunities presented by the digital transformation journey and other facets of business. By exploring success stories, best practices, and potential pitfalls, we aim to equip our readers with valuable insights to steer their organisations towards excellence.

Our goal is not only to share cutting-edge research and case studies but also to foster a collaborative environment for dialogue and knowledge exchange. I hope this edition sparks meaningful conversations and encourages further research into the ever-changing digital landscape. We extend our heartfelt gratitude to all the contributors who have enriched this edition with their expertise and passion for digital transformation. We also express our appreciation to our diligent peer reviewers, whose invaluable feedback ensured the quality and accuracy of the published articles. We believe that the path to driving excellence through digital transformation is ongoing, and this journal represents a milestone in the collective pursuit of innovation, resilience, and adaptability. Let us embrace the opportunities of the digital era and navigate the challenges together.

Thank you for joining us on this transformative journey.