

Editorial

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Biographical notes: Lalit Bhalla is Associate Professor and Deputy Dean in the domain of Accounting at Mittal School of Business, LPU, Punjab. His research & teaching interests entails areas include financial reporting, IPOs, Risk Reporting and Sustainable Management Practices. He is having good publication in the journals of repute. He has 18+ years of experience in teaching and administration providing career pathways and learning opportunities for post-graduation students in the Business School.

Pawan Kumar is Professor of Marketing at Mittal School of Business, Lovely Professional University, Punjab, India. He completed his PHD in Business Management from Punjabi University, Patiala Punjab and holds MBA Hons with distinction in Marketing specialisation. His areas of research expertise include sustainable marketing, contemporary issues in marketing, e-commerce, social media, technology adoption. He has good number of publications to his credit in various research papers published in B and C Indexed and Scopus journals namely *The TQM Journal from Emerald*, *Visions: Journal of Business Perspectives* from Sage, *International Journal of Business and Globalisation* from Inderscience and other national/international journals of repute.

Rahul Sharma is an educator specialising in consultation of Business Management. He has a PhD in the area of marketing. With 13+ years of academic career producing learning opportunities for advanced level post graduate courses, he is recognised for teaching excellence based on research fundamentals. He is currently working as an Associate Professor at Mittal School of Business, Lovely Professional University. His area of interest includes sustainable marketing and social media marketing.

We are pleased to share this special issue of the World Review of Entrepreneurship, Management and Sustainable Development with the theme ‘Agile Strategies for the VUCA World’. This special issue emerged from the International Conference on BAVT-2019) hosted by Mittal School of Business, Lovely Professional University on 7–9 November 2019. This special issue aims to reimagine business ideas in anticipation of more progressive outlooks in coming times; encourage platforms, processes and tools that will continue to progress, sustain and provide leads for significant changes to the management of businesses in VUCA times; and bring together leading industry leaders, academic scientists, research scholars and students to share their experiences and

research results in different management domains. This conference has provided a platform for researchers and practitioners to communicate their findings and engage in meaningful discourse with professionals in different fields.

This BAVT-2019 conference provided a platform to the researchers, executives, and thought leaders to assimilate the knowledge and get the opportunity to discuss, share insights through deep dive research findings. The participants enjoyed expanding academia-industry network, developed new connections that brought afresh energy to agile journey in a VUCA times that aligned with the themes of the sustainability and marketing. The BAVT 2019 conference was attended by over 200 delegates from around the world. More than 90 presentations across eight different tracks were complemented by a programme of keynote speakers, panel discussions, master classes, special technical and session workshops. Fourteen papers are included in this special issue addressing key issues related to sustainability and marketing issues in the emerging markets. Some of the interesting papers in this special issue are as follows:

Girish Taneja and Anu Bala highlighted in in study that the main purpose of this paper is to evaluate the curriculum of e-commerce, digital and social media marketing management courses studied in the post-graduate management programs of the top 100 National Institutional Ranking Framework (NIRF) listed management Indian institutes/colleges.

Gowhar Rasool, Anjali Pathania attempts to examine the diverse dimensions of supervisory power at the workplace and its influence on employee job outcomes.

Shamsher Singh in his paper concentrated primarily food apps to create competitive advantage and enhance customer satisfaction and highlighted. This study is based on the application of technology in especially food apps to create competitive advantage and enhance customer satisfaction.

Rajesh Poonia and Mithilesh Pandey tried to understand the role of emotional appeal and message content and cause interest in the effectiveness of CRM ads.

Annu Bala and Megha Mehta major goal is to investigate the impact of OCB and leadership on organisational agility to increase employee performance. In this study in the education industry, 50 department heads from colleges across Punjab are evaluated.

Anjali Sharma and Priyanka Chhibber highlighted today's diverse and competitive world, maintaining workplace diversity is as important as earning profits. Researchers have highlighted the importance of workplace diversity and how it plays an imperative role in the overall growth of an organisation. The study reflects the importance of workplace diversity, role of women and also gives an insight as to how the journey of women runs in an organisation.

Pooja Kansra, Pawan Kumar and Nongthangba Thangjam in the study entitled "Factors influencing the adoption of mobile banking services: a cross-sectional analysis" concluded that an advancement of technology, consumers nowadays have more alternatives over their preferences in banking. Thus, present study examined the factors influencing the adoption of mobile banking in Punjab.

Other contributions to this special issue are as follows:

- Association of mindfulness, subjective well-being and coping up with stress among university students by Priyanka Nema and Shruti Sinha.
- Can claims on food packages build purchase intention? Assessing serial mediation impact of nutrition information and trust by Pavleen Soni and Kiranjot Kaur.

- Stumbling blocks in developing entrepreneurship through industrial growth centre, Lassipora: an exploration by Ajaz Ahmad Ganaie, Anjali Mehra and Jinny Sharma.
- Does insured healthcare affects economic growth in India? An application of co-integration approach by Tushinder Preet Kaur and Pooja Kansra.
- Flexible work arrangements – perceived flexibility and motivation to use FWAs: an Indian perspective by Sourabh Kumar and Sankersan Sarkar.
- Impact of different dimensions of globalisation on firms' performance: an unbalanced panel-data study of firms operating in India by Balraj Verma and Amit Srivastava.
- Foreign direct investment led economic growth: an analysis of BRICS economies using panel data by Divya Budhia and Tushinder Preet Kaur.

This special issue addresses the answers of question of how we can adapt and apply modern managerial practices in order to improve their decision-making process and competitiveness in the volatile times.