Editorial

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Biographical notes: Arti Chandani is presently working with Symbiosis institute of Management Studies, Pune as a Professor. She has published more than 50 papers in journals. She is also a member of editorial board of *International Journal of Digital Accounting Research* (SCOPUS indexed). She has won many best teacher award for her academic and research excellence as well as best paper awards. She has been invited to deliver session and key note speech in conference. She is also a reviewer of journals of Emerald, Elsevier, IGI Global along with other journals. She is the conference convener of SIMSARC, since 2013, which is annual international research conference of SIMS.

Rajiv Divekar is the Director of Symbiosis University of Management Studies. He has a large no. of publications in Scopus indexed journals. He was the Head of Faculty Strategic and Operational Studies at Army War College, Faculty member in Defence Strategic Studies at Defence Services Staff College, Wellington. He has done his PhD from Symbiosis International University. A Gold Medallist in BE (civil), he has done his MBA specialising in HRM. He has rich experience of strategy, planning, logistics and HRM based on his service with multinational team as United Nations Forces in Somalia and Lebanon. He is a recipient of many awards in the field of education. He has been awarded 'The Rashtriya Vidya Gaurav Gold Medal' by the Indian Solidarity Council, the 'Rajiv Gandhi Education Excellence Award' by International Institute of Education and Management and the 'Education Leadership Award' by Education Leadership Awards, Dubai.

India's economy is on a growth trajectory and is poised to become one of the strongest and most important countries on the global map. This is being achieved by embracing technology, inviting foreign direct investment, encouraging entrepreneurship and start-up, bringing reforms in the machinery, and many such initiatives are bound to influence the country's economy and GDP.

India is not only host to MNCs, but many Indian companies have become MNCs and are present in many countries in varied fields such as banking and finance, automobile, Information Technology, and FMCG, among others. These moves have led to changes in the management practices which Indian companies are employing. Given the global exposure to the Indian companies, whether that comes from MNCs coming to India or Indian companies becoming MNCs, management practices have been contemporary and in the interest of stakeholders. These stakeholders include employees, customers, suppliers, society, and the government.

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Researchers from various institutes and organisations presented their research work in the aforementioned domains and provided different ideas that can be implemented in different businesses. From the culture of an organisation to customer perception of online streaming services, there is a wide variety of topics in this issue. Poverty is something that the world is struggling with, and it creates disparity among individuals, so the article in this issue covers this as well. In addition to this, there are articles that talk about the entrepreneurial ability of managers, mobile wallets, and the influence of advertisement.

The first article in the issues talks about culture, employee well-being, and employee relationships. An organisation's culture is very important as it creates a right and conducive environment for the employee, not only to work but to achieve greater heights that are helping organisations achieve their goals. Positive culture helps in employee engagement and employee well-being in organisations that are knowledge-oriented. With the help of primary research, it is reported that positive culture is driven by communication, teamwork, and knowledge sharing. It also affects recruitment, retention, employee relations, and productivity. Culture goes a long way in ensuring performance and excellence for knowledge organisations. Culture is created and instilled in the organisation by leaders, so leaders should ensure that they can create the right kind of culture that helps achieve organisational goals.

The next article in the issue discusses the online streaming services and buying behaviour of consumers. The study intended to measure the impact of factors that affect consumer subscription services, other than those existing in the literature and social media marketing was one such important factor. Recent time has seen an increasing trend toward online streaming services, also known as over the top (OTT). Using survey instruments, the author proposed a model that can be integrated with consumer buying decisions through social media marketing efforts. This model could be used by the online streaming services providers using social media. The model has the potential to be applied and used in companies and businesses which are using social media as one of the marketing tools.

From consumers to employees and how the relationship is between organisational learning and business architecture is the scope of this article. Business architecture deals with concerns creating synergies between the macro-environment in which business is operating and micro factors related to the organisation, such as strategies, structure, culture, processes, etc. The authors used a structured questionnaire that was administered to employees in the port and shipping sector. The responses were analysed using canonical correlation and reported that strong relation exists among the constructs.

The next article in the issue is about poverty reduction with the help of financial inclusion in Nigeria. Using data from the CBN statistical bulletin and the world development index, the author studied the impact of financial inclusion, collecting data from 1995 to 2020. The author applied the Augmented Dickey-Fuller unit root test to report that commercial banks which are having branches per 100,000 adults impact poverty reduction in Nigeria while borrowers from banks had a significant negative on poverty reduction. More deposits are to be attracted by the banks from the customer, and more branches should be opened up to penetrate into the market, which will, in turn, reduce poverty in Nigeria.

The workforce in any organisation is very diverse. It consists of Generation X, Y, and Z. These different generations bring different opinions, perspectives, competencies, expertise, etc., to the organisations. The next article discusses the reverse mentoring in the automobile industry, which employs these three generations. The authors used a

structured questionnaire to measure the employee's opinions on the benefits of the reverse mentoring program. The results of the study show that all these three generations have a positive attitude towards reverse mentoring, indicating that they will be ok to participate in these programs. So, organisations should implement a reverse mentoring program.

The next article in the issue is on the managerial capabilities among small and medium enterprises (SMEs) managers for exploring international trade, which calls for an entrepreneurial mindset. These SMEs are operating in the business of automobile, textile, ITES, and Bio-pharma in the northern part of India. Given that there are various initiatives and programs which promote export, how willing and capable are managers to exploit those opportunities. Factors such as autonomy, risk, pro-activeness, competitive aggressiveness, global mindset were the independent variable of the study, while Internationalisation drive, export commitment, export engagement were the dependent variable. The results show that managers had higher pro-activeness and higher autonomy due to entrepreneurial intellectual capital, a positive and welcome sign.

Another interesting article is on mobile wallets, which have seen an increased usage on account of a cashless economy. Mobile wallets are part of the fintech evolution, which has taken the traditional payment system by storm and changed how payments were made earlier. The authors studied the factors which influence the customers to use mobile wallets with the help of a structured questionnaire. How social influence moderates the usage of mobile wallets is the key output of the study. Perceived ease of use, mobility, attitude, perceived usefulness, and social influence significantly impact the acceptance of mobile wallets among users. Due to digital payments, perceived security affects the usage of mobile wallets negatively.

The last article in the issue is from the domain of advertising and how emotional and controversial advertisements affect the customers' purchase decisions. The author used a structured questionnaire to get responses from the consumers, and the same was analysed using correlation and reported that the controversial and emotional content of the advertisement is positively related to the customer's intention to buy the product or service. The author also used regression and ANOVA to test the hypotheses. The study finds its importance not only from the customer's viewpoint but also from the organisation's perspective as they should not make advertisement which has controversial content based on race, religion, culture, etc.

This special issue of *IJBG* includes a variety of research articles covering wide aspects of business and management and covering different stakeholders as well. These research results will be useful to the companies, businesses, and management as they will have an insight into what can be done to service these stakeholders in a better way. We sincerely hope that readers will enjoy reading these articles, and this will provide a different dimension to the business and management.