

Editorial Note



Dear Readers,

Welcome to the 4th issue of "Applied Management Perspectives" published by School of Management of Presidency University. We continue our journey through the ever-evolving landscape of management practices and perspectives. As we delve into the pages of this biannual journal, we find ourselves amidst a dynamic tapestry of sustainable ideas, strategies, and insights that shed light on the challenges and opportunities that define the world of applied management.

This issue of "Applied Management Perspectives" reflects the resilience of the management community. Our contributors have astutely examined the strategies and lessons learned from navigating the pandemic's turbulent waters. They offer valuable insights into the ways in which businesses have pivoted, adjusted, and embraced innovation to not only survive but thrive in this challenging environment. It is our hope that their experiences and research will serve as a beacon of guidance for leaders and managers navigating future uncertainties.

In this edition, we also explore broader themes that transcend the immediate crisis. We delve into topics such as sustainable management, globalization effects, Stock Market trends, Analytics, Gender equality and the role of digital world in shaping consumer behaviour. These articles remind us that while addressing immediate challenges is crucial, we must also keep our gaze fixed on the horizon, envisioning the long-term impact of our decisions and actions.

As editor of "Applied Management Perspectives," we are continually inspired by the dedication and intellect of our contributors and readers alike. Your passion for advancing the field of management, your commitment to ethical and sustainable practices, and your drive to embrace change as an opportunity for growth are the driving forces behind this journal's success. We are thankful to all the authors for their scholarly contributions and also wish to get the same patronage from all the authors and researchers, for the subsequent issues of the Journal.

With earnest gratitude and profound thanks, we would like to acknowledge the continuous guidance of Dr Nissar Ahmed, Chancellor, Dr D. Subhakar, Vice Chancellor, Dr Muddu Vinay -Pro-VC, Dr Surendra Kumar A.M - Pro-Vice Chancellor -SOE & SOD, Ms. Sameena Noor Ahmed Panali, Registrar of Presidency University and Mr. Mrinmoy Biswas, Registrar - Accreditations & Corporate Relations for their initiative, continuous encouragement and motivation.

We wish to thank the Editor-in-Chief Dr Arul M J - Dean In-Charge, School of Management, for his guidance and untiring support, in ensuring that the issue sees the light of the day. We are also extremely thankful to the Dr Krishna Kumar, Associate Dean, School of Management and Dr Akhila R Udupa-Prof & HOD-SOM who has been a pillar of strength and motivation, all through the journey.

Last but not the least, our most humble gratitude to the Website Team, Editorial Committee Dr Saravana Kumar Selvaraj-Asst. Prof.-SOM and Dr Vijaya Vardhan Manchala-Asst.Prof-SOM. In closing, I encourage you to approach this issue with an open mind, eager to explore new perspectives and approaches to management. Let us continue to adapt, innovate, and learn from each other as we navigate the ever-changing landscape of applied management.

Sincerely,

Dr Virupaksha Goud G