

Editorial

Dear Readers,

It is a pleasure to publish the 18th edition of the International Journal of Research in Business Studies, Volume 8 Issue 2 (December). This journal serves as a platform for the convergence of diverse ideas, methodologies, and empirical studies that offer multifaceted insights into the challenges and opportunities encountered in the realms of business and management.

All the ten papers in the current edition represent the noteworthy contributions of research papers from distinguished academics, seasoned business professionals, and up-and-coming researchers. The breadth and depth of this field are reflected in the topics covered, which span from strategic management, marketing, finance, human resource management, to innovative and emerging business practices and entrepreneurship.

I would like to express my sincere gratitude to the editorial board members, reviewers, and administrative staff whose constant support and knowledge have been crucial in keeping this publication.

Thank you for your ongoing support and commitment to academic excellence.

Arun Kumar
Editor-in-chief
IJRBS