

## ***Editorial***

Dear Readers,

The publication of the 19<sup>th</sup> edition of the International Journal of Research in Business Studies (Volume 9, Issue 2, December) is the next step in our growth and delight. Along with this issue, we are moving towards advancing the boundaries of knowledge in the arena of business and management through innovative research and thought leadership.

This edition features eleven research papers authored by distinguished scholars and industry practitioners, offering diverse perspectives on key topics such as marketing, strategic management, finance, human resources, and entrepreneurial innovation. Together, these papers capture today's business environment's dynamic and multifaceted nature, addressing emerging challenges and opportunities.

We sincerely extend our deep gratitude to our esteemed editorial board and dedicated administrative team. Their dedication to ensuring the publication is praiseworthy and works as an encouragement for academic endeavours.

With regards,

Arun Kumar

Editor-in-Chief

IJRBS