

## ***Editorial***

Dear Readers,

We are delighted to present the June 2025 issue of IJRBS, featuring insightful research on contemporary issues in business and management. This edition covers diverse themes such as feminist ethics in management, gender stereotypes in entrepreneurship, discount-driven consumer behavior, nomophobia and academic inefficiency, employee well-being and stress reduction, and the role of social media in online shopping trends. These timely studies reflect our commitment to publishing impactful, interdisciplinary research that bridges theory with practice.

We extend our sincere thanks to the authors, reviewers, and advisory board for their valuable contributions. As we navigate an ever-evolving global business environment, we remain dedicated to fostering impactful research that informs academic dialogue and drives real-world changes.

With regards,

Arun Kumar

Editor-in-Chief

IJRBS