

## ***Editorial***

It is with great pleasure that we present the December 2025 issue of the *International Journal of Research in Business Studies (IJRBS)*. In the era of technological advancements and evolving market structures, research is no longer confined to the traditional boundaries. Instead, it is interdisciplinary, and impact-driven. This issue is also an effort to bring forth the very spirit of IJRBS with the support of our authors, editorial board, reviewers and assistance team.

We appreciate the commitment of editorial team and reviewers in maintaining the standards of scholarly writings through an aggressive and robust double-blind peer-review process. We also extend our appreciation to the authors for contributing to the current issue of IJRBS as a medium to share their research work.

As we sail towards today's fast paced business environment, we remain steadfast in our determination to foster and bring impactful research in the domain of academia.

With regards,

Arun Kumar

Editor-in-Chief

IJRBS