

Editorial

We are pleased to present this issue of the International Journal of Research in Business Studies (IJRBS). As businesses today navigate quick technological disruptions, sustainability challenges, and uncertainty, amid which rigorous research plays a significant role in advancing knowledge. This issue showcases quality, peer-reviewed contributions of research articles that offer innovative insights across multidisciplinary. We sincerely thank our authors, reviewers, and editorial board for their dedication to maintaining the journal's academic excellence through a robust double-blind review process. We hope this issue inspires meaningful research, encourages scholarly collaboration, and contributes to informed decision-making in academia and industry.

With regards,
Arun Kumar
Editor-in-Chief
IJRBS