

Editorial

Hearty greetings to the readers of SDMIMD Journal of Management. Being a bi-annual journal, two issues a year are published. Whereas volume 14 features a special issue as well. We take pleasure in releasing and placing before you the special issue of the fourteenth volume of the Journal. This issue, like any other regular issue, covers academically high-quality research papers, with orientation to management perspective.

The special issue has the diversity to the readers as it covers a wide range of topics from the different domains of management such as marketing, finance, human resource and economics. This issue is the compendium of manuscripts selected from among the presentations made in four international conferences organized by SDMIMD, Mysuru during 2021-22. The four conferences that contributed to this special issues are: 10th International Finance Conference on “Emerging Trends in Corporate Finance and Financial Markets” organised on October 13-14, 2022, 7th International Economics Conference on “Economic Growth and Sustainable Development: Emerging Trends” organised on November 24-25, 2022, 10th International HR Conference on “HR for Business Excellence” organised on December 15-16, 2022 and the International Conference on “New Age Marketing - Catalyzing Transformation Through Innovation, Technology, Analytics & Sustainability” organised on January 19-20, 2023.

The special issue features six research articles after passing through four-stage review and selection processes. In the initial stage papers were shortlisted based on the recommendations for publication during the conference presentation by the track session chair. Such shortlisted papers were reviewed and vetted by the conference review committee for further shortlisting and they were referred to the journal editorial board. The journal editorial team reviewed the broad contents and the suitability of the papers to the journal requirements and accordingly selected the papers for single blind review by the anonymous reviewers. Papers were finally selected for publication after sufficient modifications and revisions to the original conference papers in line with the editorial observations and anonymous review comments.

The journal is grateful to the anonymous reviewers, conference review committee members of all four conferences and my colleagues on the editorial board for commitment to uphold the rigour in the selection, review and modification processes within the timeframe.

The SDM Education Trust ever encourages and inspires all academic and research endeavours of the Institute. I am grateful to the Trust Chairman Dr. D.V. Veerendra Heggade and the Trust members for the guidance and support in all our research endeavours. Hearty regards to our Institute Director and executive editor of the journal Dr. N.R. Parasuraman for monitoring the entire process and timely guidance. The Conference Chairs Dr. Mousumi Sengupta - HR Conference, Dr. M.Sriram - Finance Conference and Dr. S. Saibaba- Marketing Conference being co-editors to the special issue contributed immensely for its quality improvement. Faculty and the staff of SDMIMD readily supported substantially to bring out the present volume. Our publication partner - Informatics Publication Limited (IPL) has done a meticulous work in the production of the current issue.

Congratulations to the authors and good wishes to the readers.

Dr. B. Venkatraja
Editor-in-Chief