sdmimd
JOURNAL OF MANAGEMENT

DOI:10.18311/sdmimd/2025/49034

Editorial

A warm greeting to the readers of the SDMIMD Journal of Management. Being a bi-annual journal, two issues a year are published. Whereas Volume 16 features a special issue as well. We take pleasure in releasing and placing before you the special issue of the sixteenth volume of the Journal. This issue, like any other regular issue, covers academically high-quality research papers, with an orientation to management perspectives.

This issue has diversity for the readers as it covers a wide range of topics from the different domains of management such as finance, human resources, leadership, marketing and economics. This issue is the compendium of manuscripts selected from among the presentations made at four international conferences organised by SDMIMD, Mysuru during 2024-25. The conferences that contributed to this special issue are: the 2nd International Leadership Conference on "Sustainable and Inclusive Progress for Creating Organisational Excellence" organised on September 13, 2024, 9th International Economics Conference on "Economic Growth and Sustainable Development: Emerging Trends" held on November 21-22, 2024, 12th International HR Conference on "Navigating the Human Capital Management in the Digital Era" organised on December 19-20, 2024 and the 6th International Marketing Conference on "Marketing in the AI Era-Marketing 5.0 -Reshaping Global Marketing" conducted on January 17, 2025.

The special issue features seven research articles after passing through a four-stage review and selection process. In the preliminary stage, papers were shortlisted based on the recommendations for publication during the conference presentation by the track session chairs. Shortlisted papers were subsequently 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 blind review by 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 conferences and my colleagues on the editorial board for their commitment to upholding the rigour in the selection, review and modification processes within the timeframe.

The SDM Education Trust under the leadership of the Chairman Dr.D.Veerendra Heggade ever encourages and inspires all academic and research endeavours of the Institute. I am grateful to our Institute Director and executive editor of the journal Dr (Lt Col) Prasad S.N for the guidance and support. The Conference Chairs Dr.Mousumi Sengupta - HR Conference, Mamta Hedge - Leadership Conference, and Dr Keerthan Raj- Marketing Conference worked as co-editors to the special issue and contributed immensely to 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 always been meticulous in the production of the journal issue.

Congratulations to the authors and good wishes to the readers.

Dr.B.Venkatraja
Editor-in-Chief