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A Commitment to Excellence and Ethical Scholarship

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As we step into a new era of academic and professional excellence, it is heartening to witness the rapid evolution of research, innovation, and thought leadership across disciplines. At Dharana: International Journal of Business, we remain steadfast in our commitment to fostering a culture of intellectual rigor, ethical scholarship, and impactful discourse.

The role of research in shaping economies, industries, and societies has never been more critical. With advancements in digital technologies, artificial intelligence, and sustainability-driven initiatives, researchers today have an unprecedented opportunity to drive meaningful change. The integration of interdisciplinary approaches has further expanded the boundaries of knowledge, offering holistic solutions to complex global challenges.

Quality research is not just about generating new knowledge but also about making it accessible and actionable. Open-access publishing, collaborative research platforms, and digital repositories have democratized knowledge-sharing, ensuring that valuable insights reach stakeholders beyond academia. At our journal, we encourage contributions that reflect these evolving paradigms, highlighting research that has both academic depth and practical relevance.

Ethics and integrity remain the cornerstone of credible scholarship. As research methodologies evolve, so do the ethical considerations surrounding them. The onus is on academic institutions, journals, and scholars to uphold the highest standards of transparency, accountability, and ethical responsibility. Our editorial board remains committed to promoting ethical research practices, ensuring that every contribution aligns with global standards of integrity.

As we continue our journey at Dharana: International Journal of Business, I extend my heartfelt gratitude to our contributors, reviewers, and readers for their unwavering support. Your commitment to research excellence inspires us to maintain the highest standards of publication and intellectual engagement.

Together, let us shape a future where knowledge serves as a catalyst for positive transformation. I invite scholars, practitioners, and thought leaders to contribute to our journal, fostering an environment of learning, innovation, and progress.

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