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Editorial

Warm greetings to our readers. It is with great pleasure that we present the second issue of the sixteenth volume of the SDMIMD Journal of Management. This issue features ten high-quality research papers and one book review. The highlights of this issue are presented below.

The opening article, by R. Dharshini and P. Shanthi, examines the impact of social media addiction on buying behaviour, with social comparison serving as a mediating variable among transgender consumers. The study identifies a significant relationship between social media addiction and compulsive buying behaviour.

H. T. Srinivasa and K. Venkidasamy assess the performance of general insurance companies using key variables such as premiums collected, claims paid, and commissions disbursed. Their findings reveal significant associations among these variables and offer actionable managerial insights.

Sailee Chandrakant Velip investigates the influence of influencer marketing on the purchase behaviour of beauty products. The study highlights influencer credibility, interactivity, and source attractiveness as the most significant drivers of consumer trust.

The article by Manjunath, Sujatha Susanna Kumari, and Trinadh Nookathoti analyses the determinants of savings behaviour among marginalised women in Karnataka. The authors emphasise the critical role of socio-economic factors and underscore the need for targeted financial inclusion policies to address barriers to formal savings channels.

Fatema Akthar Jeni and Md. Sadhak Mia explore the factors influencing smartphone purchase decisions among consumers in Bangladesh. Pricing and social influence emerge as the primary determinants in the Chattogram region.

Jensy Devadhas and Pushpalatha examine the association between social media marketing and impulsive buying behaviour in the clothing segment in Kanyakumari district. Their findings suggest that social media influence is largely driven by discount sales and limited-period offers, while purchase regret emerges as a major factor associated with compulsive buying.

Ann Maria Alias and Anup Jacob analyse the behavioural aspects of purchasing second-hand clothing in Ernakulam district, Kerala. Sustainability and cost-effectiveness are identified as the primary motivating factors.

Thirumal Azaghan and Milton Di Souza study the awareness and impact of the Metaverse and e-learning among engineering students in Tamil Nadu. While awareness levels are found to be significant, challenges relating to adoption, infrastructure, and institutional support continue to hinder effective integration into learning environments.

The paper by Sushovan Dutta and Ayan Majumdar evaluates the financial performance of municipalities in West Bengal. The findings indicate that, with the exception of Haldia, most municipalities exhibit poor financial performance.

In her study, Pooja Pathak classifies consumers into three categories based on their perceptions of digital marketing and presents analyses relevant to each segment.

The final section of this issue features a book review. J. J. Savithri provides an insightful review of the bestseller CEO Excellence: The Six Mindsets That Distinguish the Best Leaders from the Rest by Carolyn Dewar and co-authors. The review succinctly highlights the qualities that distinguish exceptional leaders, making it a compelling read for our audience.

All articles included in this issue were selected through a rigorous review and quality assurance process. The timely support extended by our reviewers has been immensely valuable, and I express my sincere gratitude to the anonymous reviewers for their invaluable contributions.

The SDM Education Trust has consistently encouraged and supported the academic endeavours of the Institute. I extend my sincere gratitude to the Trust Chairman, Dr. D. Veerendra Heggade, and the Trust members for their guidance and support. I also express my sincere appreciation to our Institute Director, Dr. (Lt Col) Prasad S.N., for his continued encouragement of our academic and research initiatives.

I thank the faculty and staff of SDMIMD for their contributions to this volume. The editorial team deserves special appreciation for their steadfast support in bringing out this issue. We also value our continued association with Informatics Publishing Limited, whose meticulous efforts have helped bring the current issue to fruition.

The editorial board congratulates all the authors and extends its best wishes to our readers

Dr. M. Sriram

Editor-in-Chief