

## Editorial

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Warm greetings to all the readers. We take pleasure in releasing and place before you the first issue of the thirteenth volume of the Journal. This issue, like any other old issue, covers academically high-quality research papers and a book review, with orientation to management perspective. You may find below the salient features of the contents of this issue.

A paper titled “Adoption of Green HRM Practices for Building Sustainable Models in the Indian Markets” written by Kasturi Shukla and Swati Bankar presents a detailed synthesis of recent literature evaluating the recent developments in adoption of GHRM implementation in various processes, related awareness and challenges, limitations and the impact of COVID-19 pandemic, if any, on implementation of Green HRM (GHRM) process in the work process. The study showed that Green HRM is in a very nascent stage in India and the awareness is extremely low. Though GHRM has a huge potential of application across the various HR processes, the promotion and incentives from the government and industry leaders is lagging.

Namrata Kishnani and Vivek Sharma analysed the relationship between digitalization and wildlife tourism in generating sustainable value for its stakeholders in Madhya Pradesh. The study reveals the inevitable role of digital technologies like smart phones, social media, and websites and so on at various stages of decision making from selecting or exploring a destination, preference of channel for booking a holiday, tourism products and satisfaction. The paper provides useful suggestions for integrating digital tools to enhance consumer satisfaction and experience with wildlife tourism addressing the current limitations with strategic resource management and planning bringing managerial effectiveness.

S. Chitra and A. Vanitha studied the effectiveness of employee upskilling program with special focus on private insurance industry in Chennai, India. The authors discussed with empirical evidence the skill development level of employees working in insurance industries, before and after upskilling process. Result illustrates that variables of digital impact on job and employee skills level utilization are positively correlated. And it also portrays a positive correlation between the job enrichment and job efficiency levels.

A paper titled “Forecasting Stock Prices of Select Indian Private Sector Banks – A Time Series Approach” by Rajveer S. Rawlin and Satya Surya Narayana Raju Pakalapati forecasted stock prices of select Indian private sector banks using ARIMA model. The study reveals that the forecasted values differ from actual prices, indicating that markets appear to be efficient and other variables also seem to be influential in forecasting Indian private bank stock prices.

The next paper of this issue is authored by Andrew Rutto, David Minja and George Kosimbei and they examined empirically the intergovernmental fiscal transfers and decentralization initiatives in Sub-Saharan Africa. The key findings of the study include that there is an overreliance on intergovernmental fiscal transfers by SNGs and this might constrain their capacity to provide services and impede devolution initiatives; and the formula-based unconditional grant in Kenya offers great prospects for devolution and the rise in unconditional transfers portends well for SNGs.

Mohammad Fakhru Islam, Md. Rabiul Awal and Rabaya Zaman wrote a paper titled “The Concurrent Journey of Sustainable Development Goals (SDGs) and Fourth Industrial Revolution (4IR): Paradoxical or Parallel?” wherein they employed content and contextual analysis to address how the 4IR could contribute and/or restrain to

achieve the SDGs, particularly in Bangladesh. The study revealed that 4IR is an effective enabler to achieve SDGs, outweighing the negatives of 4IR. It also lays emphasis on the need for further research on how quantitatively the nexus between SDGs and 4IR could be addressed to draw specific policy implications.

The final section of this journal issue includes a book review. In this section Malathi Sriram lucidly reviews the salient features and managerial nuances of a best seller titled “Harsh Realities” written by Harsh Mariwala & Guru Charan. The reviewer brought to light the three highlighting aspects of the book. Firstly, an entrepreneur should not be afraid to experiment, and failure should not deter an entrepreneur from experimenting further. Secondly, most corporate leaders fear succession planning with the fear of the organization being ill-equipped to handle new-er situations. But leaders stepping down, and giving way to the younger generation, infuses a fresh look at an older way of doing things. And lastly, building a team with the right kind of people and good people ensures more than half of the success of the company.

The articles are selected for publication after rigorous review and quality check processes. The timely support from the reviewers was incredible. I am grateful to the anonymous reviewers for the valuable contribution. The SDM Education Trust ever encourages and inspires all academic 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. My hearty regards to our Institute Director Dr. N.R. Parasuraman who is always a pillar of support. Faculty and the staff of SDMIMD readily contributed immensely to bring out the present volume. As usual, we enjoy working with our publication partner Informatics Publication Limited (IPL), who have 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