

Editor-in-chief Desk Review



With immense pleasure and gratitude, we celebrate the forthcoming launch of the 5th issue of "Applied Management Perspectives." As Editor-in-Chief, it is my honour to extend a warm welcome to all our esteemed readers, contributors, reviewers, and editorial team members.

Since its inception, "Applied Management Perspectives" has endeavoured to serve as a beacon of knowledge dissemination and intellectual exchange in the realm of management studies. Our mission remains steadfast: to provide a platform for the dissemination of high-quality research and thought leadership aimed at advancing knowledge and fostering dialogue among scholars, practitioners, policymakers, and other stakeholders.

In this forthcoming issue, we are happy to present a diverse collection of research papers and insightful articles contributed by renowned academicians, scholars, management students and executives across various domains of management. From innovative approaches to addressing contemporary challenges to critical analyses of emerging trends, each article provides valuable insights that promise to enrich the discourse in our field.

As we continue to uphold our commitment to excellence, integrity, and inclusivity, we remain dedicated to maintaining quality and ethical publishing practices with the help of a network of expert reviewers and editors.

I extend my heartfelt appreciation to all the authors who have entrusted us with their scholarly work, as well as to the diligent reviewers and dedicated editorial team members whose invaluable contributions have made this issue possible. Your collective efforts exemplify the spirit of collaboration and scholarly excellence that defines "Applied Management Perspectives."

May this edition inspire our readers with new insights, new knowledge, new ideas, spark meaningful discussions, and pave the way for future advancements in the field of management studies.

Thank you for your continued support and engagement. Together, let us continue to push the boundaries of knowledge and contribute towards a brighter future through the power of applied management perspectives.

Warm regards,

Dr. K Srinivasan
Editor-in-Chief, "Applied Management Perspectives",
Dean, School of Management, Presidency University, Bengaluru.