

FROM THE EDITOR-IN-CHIEF'S DESK



Dear Readers,

It is with great enthusiasm that I welcome you to this issue of Applied Management Perspectives, where we continue our commitment to fostering meaningful conversations within the Management community.

As the boundaries of our discipline expand, the necessity for rigorous, innovative, and impactful research becomes ever more crucial. In this issue, we are proud to present a collection of articles that exemplify these qualities, offering fresh perspectives on workforce diversity and its challenges, customer retention, innovative mechanization in postal services, and the interplay between GDP and financial services. These contributions reflect the diversity of thought and breadth of inquiry that define our field today.

This issue features original research articles each selected through a meticulous peer-review process. I extend my gratitude to the authors for their scholarly rigor, to the reviewers for their constructive feedback, and to the editorial board for their dedication in upholding the standards of excellence that our readers expect.

As we look to the future, Applied Management Perspectives remains committed to embracing the evolving challenges and opportunities in Management. We encourage submissions that push traditional boundaries, foster interdisciplinary collaboration, and address pressing global issues.

I also invite you, our readers, to engage with the content of this issue by sharing your thoughts, questions, and insights. Your feedback is invaluable in shaping the trajectory of our journal.

On behalf of the entire editorial team, thank you for your continued support of Applied Management Perspectives. Together, let us advance the frontiers of knowledge and make a lasting impact on our field and beyond.

Sincerely,

Prof. Prema Sankaran

Chief Editor