

## Editorial Note

Dear Esteemed Readers,

It is my pleasure to present Volume 04, Issue 02 (2025) of Applied Management Perspectives, a biannual journal that contributes to progress in applied, practice-oriented research in the management field. This collection of studies represents a broad array of research showing the current dynamic interrelations between strategy, technology, sustainability and human behaviour in modern business contexts.

Over the past four years, Applied Management Perspectives has been published with unwavering regularity and academic discipline. As a biannual journal, the publication has consistently released two issues every year without interruption, reflecting the editorial team's strong commitment to timeliness and scholarly integrity.

Every manuscript submitted to the journal undergoes a rigorous double-blind peer review process and mandatory plagiarism screening, ensuring adherence to ethical publishing standards and academic originality. Only manuscripts that demonstrate conceptual clarity, methodological rigor, and practical relevance are selected for publication. Building on this foundation of quality and consistency, the journal is now entering a phase of strategic and aggressive indexation, aimed at enhancing its academic visibility, citation impact, and global reach in the coming months.

A key feature of this issue is the growing influence of digital technologies and artificial intelligence in a number of managerial roles. These studies explore AI-powered investment decisions, digital marketing analytics, performance management automation and the rise of the phygital consumer demonstrate how technology is transforming finance, marketing, human resources and consumer interaction through Industry 6.0.

I wish to express my heartfelt thanks to the authors for the high level of scholarly contributions they have made, the reviewers for the strict assessments they have carried out and the editorial board to support me in my work. The above efforts have served to enhance the academic quality and utility of this journal.

I hope that this issue of Applied Management Perspectives will be a useful and valuable source for researchers, academicians, practitioners and policy-makers alike, and will serve as a springboard for further research and informed practice of management.

Warm regards,

Dr. Virupaksha Goud G

Associate Professor, Presidency University

Editor, Applied Management Perspectives