

From the Editor-in-Chief's Desk

Dear Readers,

It is my pleasure to present Volume 04, Issue 02 (2025) of Applied Management Perspectives, a biannual peer-reviewed journal dedicated to developing applied, relevant, and methodologically research in management and related fields. This issue combines a variety of scholarly contributions showcasing the shifting priorities of contemporary organizations, markets, and societies in a time of technological change and inclusive development.

The articles featured in this issue address key dimensions and aspects of strategic management and organizational reform, such as alternative patterns of corporate restructuring, changing roles and functions of procurement, and decision-making in dynamic business environments. As a group, these studies provide important insights on how to improve competitiveness, efficiency, and long-term value creation.

A significant focus of this issue is the increasing influence of digital technologies and artificial intelligence across managerial functions. Contributions examining AI-driven investment decisions, artificial intelligence analytics in digital marketing, automation in performance management systems, and the emergence of phygital consumers in the context of Industry 6.0 highlight the profound impact of technology on finance, marketing, human resources, and consumer behavior.

The issue also emphasizes sustainability, inclusion, and development-oriented management practices. Research on sustainable business models and digital financial inclusion through self-help groups, rural consumers' online shopping behavior, religious tourism aligned with national development objectives, and the intersection of AI-enabled workforce restructuring with ESG commitments underscores the role of management in balancing economic performance with social and ethical responsibility.

Applied Management Perspectives stands by stringent double-blind peer review and ethical publication protocol. I thank the authors, reviewers and editorial team for their dedication to rigorous academic work. I hope that the evidence discussed here will stimulate significant scholarly dialogue and influence managerial practice.

Warm regards,
Dr. Krishna Kumar K
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Editor-in-Chief Applied Management Perspectives
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