

Message from the Editor-in Chief's Desk

It brings me immense pleasure to present volume 5, Issue 1 of Applied Management Perspectives. This issue represents another important step in our Journal's journey towards research excellence and reflects our continued commitment to publishing meaningful and impactful management research.

Since its inception, Applied Management Perspectives has remained steadfast in upholding rigorous peer-review standards and promoting high quality scholarly work. One of the guiding principles of our journal has been to support the academic community by publishing research without financially burdening authors. Every research article is evaluated solely on its academic merit, ensuring fairness, transparency and scholarly integrity. Over the years, we have been privileged to receive valuable research contribution from academicians and scholars across India as well as several other countries reflecting the journal's growing national and international recognition.

A notable milestone in our journey has been the recent inclusion of the journal in index Copernicus and ROAD (Directory of Open Access Scholarly Resources). These achievements significantly enhance the visibility, accessibility and credibility of the journal while reaffirming our commitment to maintaining internationally accepted publishing standards. At the same time, we continue to work diligently to secure indexing in other reputable databases to further strength our global academic presence.

The articles featured in this issue explore a wide range of contemporary management themes, including artificial intelligence, customer experience, recruitment, banking performance, financial literacy, investment behavior, e-governance, gender studies and sustainability of quick commerce. Collectively these contributions offer valuable theoretical perspectives as well as practical insights that will benefit academicians, researchers, practitioners and policymakers alike.

I extend my sincere gratitude to our authors for entrusting us with their valuable research. I also extend thanks to our reviewers for their thoughtful rigorous and constructive evaluations. I am thankful to members of our editorial and Advisory boards for their unwavering dedications and continued support in maintaining the quality and integrity of the journal.

As we commence the fifth volume of Applied Management Perspectives, we reaffirm our commitment to publishing ethical, original and practice-oriented research that develops management knowledge and contributes meaningfully to society. It is my sincere hope that the research presented in this issue will inspire intellectual curiosity. Encourage further scholarly research and serve as a valuable resource for the global academic community.

Prof. Dr. Krishna Kumar
Editor-in-Chief
Applied Management Perspectives