

Editorial Note

The Editorial Board is delighted to present **Volume 5, Issue 1** of *Applied Management Perspectives*, featuring a collection of peer-reviewed research articles that address emerging issues shaping contemporary management research and practice.

In this issue, we see many articles focused on the rising impact of technology, sustainability and evolving consumer and organizational trends. Articles published in this issue cover topics such as career expectations of women, AI powered customer experience, AI assisted recruitment, comparative performance of public sector banks, financial literacy and investment decisions, user acceptance of e-governance projects and sustainability of quick-commerce. We hope our readers will find these articles insightful and useful for their research work and teaching.

Every manuscript presented in this issue has undergone a rigorous double-blind peer-review process to ensure academic quality, originality and methodological accuracy. The Editorial Board remains committed to maintaining the highest standards of research ethics, transparency, and scholarly excellence.

We express our sincere gratitude to the authors for choosing *Applied Management Perspectives* as a platform to share their research. We also acknowledge the invaluable contributions of our reviewers and members of the Editorial and Advisory Boards whose expertise and dedication continue to strengthen the journal's academic quality.

As the journal enters its 5th volume, we remain committed to fostering management research, encouraging innovative thoughts and expanding the journal's global reach through wider indexing and international collaborations. We hope that the articles presented in this issue inspire meaningful discussions, support evidence-based decision-making and encourage further research addressing the evolving challenges of management and business.

Warm regards,
Editor
Dr. Virupaksha Goud
Applied Management Perspectives