



APPLIED MANAGEMENT PERSPECTIVES

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Editor-in-chief Desk Review



It is my pleasure to introduce the latest edition of our research journal ‘Applied Management Perspectives’, which features a collection of insightful articles from renowned academicians, scholars and experts in various fields. As always, our aim is to provide a platform for the dissemination of high-quality research, with the goal of advancing knowledge and fostering intellectual discourse.

In this edition, we have included papers that cover a diverse range of topics, including the latest developments in management, innovative approaches to social and economic issues, and critical perspectives on contemporary global challenges. Our authors have presented their research with clarity and rigor, and we believe that their contributions will spark new ideas and inspire further research.

As editors, we would like to express our gratitude to all the authors who have submitted their work to our journal, as well as to the peer reviewers who have provided valuable feedback and helped to ensure the quality of the published articles. We also want to thank our readers for their continued support and engagement.

We hope that this edition of the journal will be of interest and value to all those who are engaged in the pursuit of knowledge, and we welcome feedback and suggestions for future editions.

Sincerely,

Dr Krishna Kumar

Editor Notes



The current issue continues with long standing transaction of presenting research that is relevant to the present time in terms of pointing out future direction for research. This issue shows a case study on the effect of organisational dispositional factors on employee intrapersonal conflict and customer satisfaction. The paper explains about the impact of dispositional variables that is emotional intelligence and organisational culture. And also explain the causal relationship between employee conflict and customer satisfaction.

In continuing the issue includes a review article on the role of Tourism Digital Marketing Tools. This study is to examine systematic analysis of literature on digital marketing tools in the travel industry. Also highlight how market or digital marketing tools are expanding. The third article is a bibliometric analysis on India's climate change initiatives and international relations. It gives a preview of various studies conducted in this domain in the past years.

The issue also brings out challenges, opportunities and measures of Indian Medical Tourism. Here the author tries to explain about various challenges and opportunities in Indian Medical Tourism to enforce policy and use marketing tools. Later the issue brings out an article on thinking towards sustainable solutions. Here the author brought out a conceptual study with four thinking types with a possible pattern of organisational thinking process.

And then the issues outline the CSR practices in Indian banks with reference to SBI and ICICI bank. The study presents the CSR practices and methodologies adopted by them. And then we have a case study article of Abbot Nutrition India that explains sales mix strategy of HFD products in FMCG. This paper gains an understanding of how HFD category business is using sales mix strategies in organized retail stores.

And there is a research article that presented on influence of motivational factors on employee motivation in Educational Sectors in UAE. And finally there is a case study presented by the author on how BIKGI has strengthened its commitment to bringing Indian flavour to the best of the globe in terms of its needs of their clients taste and preferences.

We wish our readers an informative and interesting reading experience.

Dr.K.Thriveni Kumari