

FROM THE EDITOR-IN-CHIEF'S DESK



Perspectives are the life blood of research that looks at data from all angles to generate a new knowledge that impacts the practice of that knowledge as prevalent now. Till the perspectives are capable of being applied in the practice of management, perspectives remain a dream put on paper- capable of only generating IPRs but not businesses. The economies thrive on businesses that run the economies based on the knowledge they have. Those businesses that take support of internal R& D or external published new knowledge are the ones that boost economies leading to powerful countries.

Industry and academia are constantly in search of new perspectives that they can apply for the next level of growth. Conceptual models and empirical evidences that draw upon existing data to draw new foresights are the foundation of stable growth for businesses and economies. Research, by its very nature, mines the data to its depths and is best suited for researcher looking at all angles to envision a new angle not explored before.

These applied perspectives guide businesses, economies, and nations. Researchers and practitioners interested in exploring the depths of information and knowledge for its sake are valuable across the sectors as they can provide explanations and meaning. I congratulate the Editorial Team for coming out with the inaugural issue on contemporary themes and thanks the advisory board and contributors for their faith in us.

I wish the Journal every success!!

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