

## Editorial

As we assemble this maiden issue of the *Indian Journal of Commerce, Business & Management (IJCBM)*, we find ourselves at a critical juncture. The global landscape, still reverberating from the shocks of a pandemic, is now shaped by the relentless forces of technological acceleration, geopolitical realignments, and an urgent, undeniable climate imperative. In this complex milieu, the isolated approaches of the past are not just inadequate; they are obsolete. The true power of our disciplines—Commerce, Business and Management—lies in their confluence, their ability to inform and transform one another to address the multifaceted challenges of our time.

The digital marketplace is no longer a frontier; it is the mainstream. Commerce has been fundamentally redefined by platforms, AI-driven personalization, and the rise of the conscious consumer. Transactions are now embedded in experiences, and value chains have morphed into dynamic, global networks. This issue presents research that delves into the resilience of these networks, the ethics of data usage in marketing, and the new models of international trade emerging from digital services and intangible goods. The question is no longer simply about *how* to sell, but about building sustainable, trustworthy, and adaptable commercial ecosystems in a hyper-connected world.

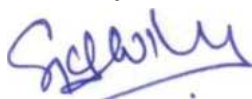
In parallel, the philosophy of management is undergoing its own profound transformation. The traditional, hierarchical command-and-control model is giving way to agile, empathetic, and purpose-driven leadership. The "Great Resignation" and the demand for flexible work arrangements have underscored that human capital is the ultimate strategic asset. The studies featured in this edition explore topics from the impact of hybrid work models on organizational culture to the integration of ESG (Environmental, Social, and Governance) principles into core business strategy. Modern management is less about directing resources and more about cultivating talent, fostering innovation, and steering organizations with a moral compass.

The papers in this issue reflect this integrative spirit. We encourage our contributors and readers to continue breaking down disciplinary barriers. The most significant contributions to knowledge will be those that are not purely economic, purely managerial, or purely commercial, but that synthesize these perspectives to create a more holistic understanding of our world.

As scholars, practitioners, and thought leaders, our responsibility is immense. We must not only observe and analyze but also anticipate and guide. Our research must be rigorous, yet relevant; theoretical, yet actionable. We must engage with policymakers, business leaders, and the public to ensure that the knowledge generated within academia serves the greater good.

We extend our sincere gratitude to the authors, reviewers, and editorial board whose dedication makes this journal a platform for this essential dialogue. We invite you to read the diverse and insightful contributions in this issue, and to join us in the vital task of shaping a more prosperous, equitable, and sustainable future through the powerful, combined lens of commerce, business and management.

Sincerely,



**[Prof. Sudhir Kumar Shukla]**

Editor-in-Chief

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