

Editorial

Dear Readers,

We are pleased to announce the publication of the 18th edition of the International Journal of Research in Business Studies, Volume 9, Issue 1 (June). This issue showcases our commitment to fostering sophisticated theoretical frameworks, diverse methodologies, and rigorous empirical research in business and management. Featuring nine articles from esteemed scholars and practitioners, the coverage spans marketing, strategic management, finance, human resource management, and innovative entrepreneurship, reflecting the breadth and complexity of contemporary business studies. This edition highlights the evolving landscape and challenges within the field.

We are extremely appreciative of the editorial board members, our thorough reviewers, and the committed administrative team whose unwavering assistance and knowledge continue to elevate the caliber of this scholarly publication.

We appreciate your continued support and dedication, which are essential to uphold the standard of academic integrity and rigor that characterizes this publication.

With regards,

Arun Kumar
Editor-in-Chief
IJRBS