

EDITORIAL : JANUARY - JUNE 2024

The latest issue of our journal brings together a collection of insightful articles that delve into the complex and evolving dynamics of business, marketing, and society in the Indian context. These contributions highlight the importance of ethical considerations, strategic collaboration, agility in marketing, and the transition from VUCA to BANI.

This article *Beyond Compliance: The Ethical Dimension of CSR in India* authored by Rudravalambi Gayathri, Dr. Jnana Raghavendra I, & Dr. Kompalli Sasi Kumar explores the ethical dimension of Corporate Social Responsibility (CSR) in India, moving beyond the traditional focus on compliance. The authors emphasize how ethical CSR practices can contribute to long-term sustainability and societal well-being, offering a nuanced perspective on CSR as a strategic imperative for Indian businesses.

Through the article titled *Training Your Way to Marketing Success: How ROI Takes Centre Stage*, the authors K.C. Uday Kiran, Dr. N.V.J. Rao, & Dr. P. Pinakapani discuss the critical role of training in achieving marketing success, with a specific focus on the importance of measuring Return on Investment (ROI). The article provides practical insights into how businesses can align their marketing training programs with broader strategic goals to maximize ROI and drive sustainable growth.

Venkateswara Rao Neerati, Dr. D. Immanuvel, & Dr. P. Pinakapani focussed on a comparative analysis of agile digital marketing strategies in the Indian market, particularly in addressing the challenges posed by the VUCA environment.

Dr. Siddiqui's article titled *Driving Innovation Through Strategic Collaborations and Partnerships: Best Practices and Case Studies* explores the role of strategic collaborations and partnerships in driving innovation within organizations. Through a series of best practices and case studies, the author highlights how businesses can leverage these collaborations to foster creativity, accelerate growth, and enhance their competitive positioning.

A. Venkateswara Rao through his article titled *"VUCA to BANI: Navigating: The Transition*

in Business and Society - Pursuing Sustainable Development Goals" examined the transition from the VUCA paradigm to the BANI framework and its implications for business and society. The author connects this transition with the pursuit of Sustainable Development Goals (SDGs), offering a forward-looking perspective on how organizations can navigate this shift while contributing to global sustainability efforts.

R. Nagaraja Chary & Prof. T. Krishna Kumar authored the research paper *"Locus of Control of Government School Teachers on Investment Decisions – An Overview of Mahabubnagar"*. This article provides an overview of the locus of control among government school teachers in Mahabubnagar and its impact on their investment decisions. The authors shed light on the psychological and socio-economic factors influencing investment behaviour, offering valuable insights for policymakers and financial educators.

This issue reflects the diverse and multifaceted challenges that contemporary organizations face, as well as the innovative strategies they can employ to address them. We hope these articles will inspire further research and practical applications in the fields of business management, marketing, and societal development.

Readers will immensely benefit from this editorial, which offers diverse research articles providing valuable insights and practical implications across various domains, including flexible work arrangements, employee attrition, internet banking security, social media marketing, sustainability in investments, technological innovations, digital marketing impact, and entrepreneurial inspiration.

Wishing you all an enlivening and thought-provoking experience.

Happy Reading!

Dr. S.V. Ramana Rao

Editor

SUGYAAN