

EDITORIAL : JULY - DECEMBER, 2024

This journal edition presents a diverse range of research articles covering various aspects of organizational dynamics, industry practices, and technological advancements.

Anurag Shanker's article focuses on the significance of flexible work arrangements in progressive organizations, highlighting how they contribute to employee well-being and work-life balance.

Jayapal Reddy and colleagues examine employee attrition in a pharmaceutical company, shedding light on the factors influencing employees' decisions to resign and proposing effective mitigation strategies.

S. Kannan's study evaluates internet banking security measures, with a focus on the Indian Overseas Bank, aiming to enhance customer safety during online transactions. A. Radhakrishnan and team explore content preferences for social media platforms, emphasizing the importance of engaging and relevant content to attract and retain audiences.

Karlapudi Preethi and Gaddam Naresh Reddy investigate the impact of sustainability scores on the returns of ESG mutual funds in India during the Covid-19 pandemic, revealing a positive correlation and advocating for sustainable business models.

B. Nalini and T. Swarna Lakshmi discuss technological innovations in business education, highlighting the importance of leveraging modern technologies to drive growth and success.

K. Viswa Mohan Reddy and Kamma Ramanjaneyulu delve into the influence of social media marketing on consumer buying behavior, emphasizing the power of social networks in shaping customer perceptions and preferences.

Ravi Rachapudi and B. C. Lakshmanan analyze the impact of digital marketing on customer satisfaction and engagement, drawing implications for both marketers and consumers.

Finally, Prarthana Kumar presents a thought-provoking case that compares an entrepreneur to an eagle, exploring the implications for future survival. This edition offers valuable insights and practical implications for researchers, practitioners, and industry professionals across various domains.

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. K. Subba Rama Sarma

Editor

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