

EDITORIAL : JANUARY - JUNE, 2025

It is with great pleasure that we present the latest issue of SuGyaan, a bi-annual publication dedicated to encourage academic discourse and research insights across various domains of business and management. The current issue covers a diverse range of thought-provoking topics that are relevant to contemporary industry practices, technological advancements, and consumer behaviour.

In *Robotics Trends Transforming Industries Beyond 2024*, K. Vinod Varma offers a timely exploration of robotics' evolution beyond conventional manufacturing. With increasing relevance in sectors such as healthcare, logistics, and agriculture, robotics is no longer a futuristic concept but an embedded enabler of operational excellence and human empowerment. The article serves as a reminder that businesses and policymakers must adapt their strategies to harness robotics ethically and effectively.

The article *Leveraging Artificial Intelligence for Social Entrepreneurship*, co-authored by A.C., takes a more human-centric view of technological advancement. It thoughtfully examines how AI can support social entrepreneurs in addressing complex issues such as poverty, education, and sustainability. The piece calls for an ecosystem where innovation serves inclusivity — where data, design, and empathy coalesce to fuel transformative solutions for marginalized communities.

Complementing these forward-looking studies is Dr. V. Rajendra Prasad's comprehensive analysis of India's banking sector in *"A Study on Trends and Progress of Indian Banking."* This scholarly work reflects the dynamic shifts in regulation, technology adoption, and competition that have reshaped Indian banking since liberalization. The article insightfully tracks both the resilience and vulnerabilities of public and private banks in responding to globalization, digitization, and financial inclusion.

This article on *A Study on Consumer Satisfaction Towards Fast-Moving Consumer Goods With Reference to Hyderabad* by Dr M Srinivas analyses how technology is revolutionizing the educational ecosystem. Focusing on e-learning, virtual classrooms, and AI-based platforms, it highlights benefits such as accessibility and flexibility while also addressing digital literacy and pedagogical challenges.

An insightful piece on sustainable management practices, this paper Dr P Nagesh explored how organizations can integrate green strategies into their supply chains and operations. It highlights policy recommendations and corporate social responsibility as levers for long-term environmental impact.

In their research titled *"The Mediating Role of Price Between Logistics Service Quality and Customer Satisfaction,"* Dr. Shabeena and Mr. Faiz explore how pricing influences the connection between service quality in logistics and overall customer satisfaction. Based on empirical data from Bullet Logistics and consumer responses in Hyderabad's FMCG sector, the study emphasizes that strategic pricing plays a crucial role in shaping customer perceptions and loyalty. The authors recommend adopting balanced pricing models to strengthen service effectiveness and satisfaction outcomes.

In her article titled *"Modernizing Performance Management: A Case Study on Accenture,"* V. Padmaja examines how Accenture has redefined its performance management approach. The study highlights the role of continuous feedback, equitable reward systems, and technology-enabled processes in enhancing employee engagement. Through data-backed analysis, the paper offers strategic recommendations to make employee performance management more adaptive and inclusive in today's dynamic work environment.

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