

EDITORIAL : JULY - DECEMBER, 2025

It gives us immense pleasure to present the July–December 2025 issue of Sugyaan. This volume brings together diverse research contributions reflecting contemporary developments in sustainability, corporate governance, economic transformation, banking consolidation, digital literacy, artificial intelligence, global strategy, and management education. The issue underscores methodological rigor, contextual relevance, and interdisciplinary scholarship.

This study explores how AI, IoT, and renewable technologies influence sustainable consumer behavior, particularly electric vehicle adoption. Megha C K and Dr. U. Devisri Prasad stated that, Integrating behavioral theories with sustainability perspectives, the research identifies demographic, psychological, and policy factors shaping EV acceptance, offering strategic implications for marketers and policymakers promoting responsible technological transitions.

Dr Nitasha analyzed web-based voluntary non-financial corporate reporting practices among Indian companies. Using structured disclosure categories such as governance, CSR, and investor information, it evaluates transparency levels and digital reporting trends, highlighting the growing importance of online platforms in strengthening stakeholder communication and corporate accountability.

The research paper of Dr. N. Swapna examines sectoral contributions to India's GDP from 1991 to 2021 through descriptive statistics and cointegration analysis. It reveals structural shifts toward the service sector while assessing agriculture and industry linkages, contributing valuable insights to discussions on balanced growth and long-term economic development.

This empirical study of G. Anil Kumar and Prof. G. Shashidar Rao evaluate the pre- and post-merger performance of SBI and its associate banks. Combining financial ratio analysis with customer and employee perceptions, the findings indicate short-term integration challenges but significant long-term improvements in profitability, asset quality, and operational efficiency.

M. R. Ramesh, Focusing on college students in Chengalpattu, this study investigates the relationship between academic performance, digital literacy, and socio-economic factors. Regression results highlight digital literacy and study habits as strong predictors, providing evidence-based recommendations for enhancing student success in digitally evolving academic environments.

The paper of S. Chinnappala Naidu and Dr. B. R. Doraswamy Naick explores the implementation of AI-enhanced information literacy programs in academic libraries. It discusses benefits such as personalized learning and real-time assistance, while critically addressing challenges including ethical concerns, infrastructure costs, and staff training requirements for effective integration

Saritha B, In her article mentioned that, adopting institutional and resource-based perspectives, this article analyzes the global expansion strategies of Eastern multinational corporations. It demonstrates how emerging-market firms leverage adaptive learning, cost innovation, and strategic flexibility to overcome institutional barriers and build sustainable competitive advantages internationally

In this case study, Dr. Rajeswari Mahankali analyzes campus placements in a university-affiliated B-School, focusing on the role of institutional reputation, alumni engagement, faculty guidance, and student competencies. The study provides practical perspectives on determinants of high-value placements, underscoring the importance of skill enhancement, systematic preparation, and coordinated stakeholder involvement.

We extend our sincere appreciation to all contributors, reviewers, and readers for their continued support in strengthening Sugyaan as a platform for meaningful academic engagement.

Dr. N R K S Chakravarthy

Chief Editor – Sugyaan