

Editorial

Dear Readers,

It is a matter of great privilege to present the seventh edition of PDUAMT Business Review. The journal continues to serve as a platform for the dissemination of original and innovative ideas, encouraging scholars and practitioners from across the globe to contribute their work in the fields of Commerce, Business, Economics and allied disciplines.

The current edition of the journal features diverse collection of review articles, exploratory research papers and case studies with themes ranging from international to local contexts. The articles included in this volume reflect the rapidly evolving landscape of Finance, Marketing, Corporate Governance, Technology and Socio-economic development from a global perspective. Collectively, the articles provide a rich blend of theoretical depth, empirical evidence and practical relevance focusing on analytical tools available for modelling complex business processes. The findings generated from the research studies are expected to offer valuable perspectives for researchers, policymakers and practitioners alike.

I express my heartfelt gratitude to our respected Principal, Dr. Phatik Chandra Kalita sir for his unwavering support and guidance in the successful publication of this journal. My sincere appreciation also goes to the members of the internal and external advisory boards of the journal for their invaluable cooperation throughout the editorial process. Special thanks are extended to the panel of reviewers who devoted their time to evaluating the manuscripts and providing timely, constructive feedback that ensured the smooth and efficient completion of the editorial work.

Above all, I convey my deep appreciation to the contributors whose scholarly work have enriched this edition. Their commitment to engaging with the review process and submitting revised manuscripts on time is truly commendable. I warmly encourage researchers and scholars to continue contributing to future editions of the journal.

Long live the PDUAMT Business Review!

Dr. Payal Dutta

Editor