

# **Journal of Information & Optimization Sciences**

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*Special Issue on*

**Emerging and Digital Technologies Leading Towards  
Optimization and Innovative Business Performances**

*Guest Editors*

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## FOREWORD

This special issue belongs to the two conferences :

**First one:** The first one was on “Global Conference on Emerging Technologies leading towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and Business Growth”. This conference was organized by Confab 360 Degree, Delhi, India in collaboration with NSHM Knowledge Campus, Durgapur; Guru Nanak Institute of Management, Delhi; Indira Institute of Management, Pune; AAFT University of Media and Arts, Raipur; Rushford Business School, Switzerland; and PT. LEO Jejaring Ilmu, Indonesia. The conference was organized in hybrid mode on 8th and 9th December’2023.

The conveners of this conference were Prof. (Dr.) Nishu Ayedee, Founder and CMO, Confab 360 Degree; Prof. (Dr.) Alok Satsangi, Director, NSHM Knowledge Campus, Durgapur; Prof. Anuj Kumar, Head of Research, Rushford Business School; Prof. (Dr.) Maninder Kaur, Director, Guru Nanak Institute of Management, Delhi; Prof. (Dr.) Kanika Gupta, Chief Academic Officer, Rushford Business School; Prof. (Dr.) Shikha Verma Kashyap, Director, AAFT University of Media and Arts, Raipur. The editorial board of the conference was headed by Dr. Anuj Kumar, Head of Research, Rushford Business School, Switzerland and Prof. (Dr.) Purvi Pujari, Associate Dean- Academics, Vijay Patil School of Management, DY Patil University, Navi Mumbai, India. Prof. (Dr.) Alok Satsangi and Dr. Sadhna Bagchi were the editorial board members of this conference.

**Second one:** The second conference was on “Digital Intelligence for Sustainable Business Innovation and Economic Diversification”. It was

held on 28th and 29th June'2024 at Vijay Patil School of Management, DY Patil University, Navi Mumbai, India. The conference was held in collaboration with Confab 360 Degree and Mahsa University, Malaysia. Prof. (Dr.) Purvi Pujari, Prof. (Dr.) Nishu Ayedee and Dr. Stuti Sahni were the conveners of the conference. Dr. Anuj Kumar, Head of Research, Rushford Business School, Switzerland was the editorial head of the conference. Dr. Rasheedul Haque was the editorial board member of the conference and also a part of organising team.

In both the conferences, more than 600 papers were presented by more than 1000 authors/co-authors. After careful review and consideration, 21 papers have been shortlisted for this special issue.

The guest editors would like to express their gratitude to authors for sharing their valuable research for publication in the special issue of the esteemed *Journal of Information and Optimization Sciences*, published by Taru Publications, New Delhi. Guest editors especially thank Prof. B. K. Dass, Chief Editor who supported us in bringing out this special issue.

***Guest Editors :***

**Anuj Kumar**

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## Emerging and Digital Technologies Leading Towards Optimization and Innovative Business Performances

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