

# **Journal of Information & Optimization Sciences**

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*Special Issue on*

**Transforming Business Strategy : Harnessing the Power of  
Analytics, Sustainability and Innovation**

*Guest Editors*

**Sanjeev Bansal**

**Priyanka Agarwal**

**Nitendra Kumar**

**Padmesh Tripathi**

**Vishal Jain**

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*Guest Editors*

**Sanjeev Bansal**

Amity Business School  
Amity University  
Noida 201313  
Uttar Pradesh  
India  
E-mail: sbansal1@amity.edu

**Priyanka Agarwal**

Department of HR, OB & Psychology  
Amity University  
Noida 201313  
Uttar Pradesh  
India  
E-mail: pagarwal5@amity.edu

**Nitendra Kumar**

Department of Decision Sciences  
Amity University  
Noida 201313  
Uttar Pradesh  
India  
E-mail: nkumar28@amity.edu

**Padmesh Tripathi**

Department of Mathematics  
Delhi Technical Campus  
Greater Noida 201310  
Uttar Pradesh  
India  
E-mail: padmesh01@rediffmail.com

**Vishal Jain**

Department of Computer Science & Engineering  
Sharda University  
Greater Noida 201310  
Uttar Pradesh  
India  
E-mail: drvishaljain83@gmail.com

## FOREWORD

It is our pleasure to bring out this special issue, which is a glimpse of flagship annual 9th Global Leadership Research Conference (GLRC 2024) of Amity Business School, Noida held on 7th - 9th February 2024. The conference witnessed the participation of over 500 attendees from across the globe, featuring an impressive array of more than 300 paper presentations spanning five technical tracks, out of which 16 papers were selected after a stringent review process, to be published in this issue.

In today's fast-evolving business landscape, companies are facing unprecedented challenges and are getting immense opportunities. The digital revolution, combined with growing concerns over environmental and social sustainability, has reshaped the way organizations operate and compete. Traditional business models that once guaranteed success are now being upended by disruptive technologies, shifting consumer expectations, and a pressing need for sustainable practices. This paradigm shift demands that business leaders embrace new strategies that not only deliver financial success but also create long-term value for society and the environment.

This special issue offers a comprehensive guide for navigating this transformation by topics like Skills and Competencies for Industry 5.0, AI innovation, Statistical Method, Strategic Analysis of HR Policies, Model Portfolio using Recurrent Neural Network, solution for intuitionistic fuzzy, Influence of Input Matrix Variations on Corporate Performance, Impact of Cloud Computing on MSMEs, Digitalization in the Blood Supply Chain, Pathways to Performance, Challenges in implementation of Robotic Process Automation (RPA), Women's Financial Literacy, Customer Behaviour

using IoT & Machine Learning in a Cloud Environment, Adoption of Wearable Technologies by Indian Youth, Artificial Intelligence and Machine Learning adoption using Technology-Organization-Environment framework, ICT-enabled solutions to rights-based workfare programme.

In these pages, you will find insights from leading organizations and practical frameworks for building a future-ready business. This issue will serve as a roadmap for leaders who are eager to transform their business strategies and drive meaningful change.

The journey ahead is filled with both uncertainty and potential. However, by harnessing the power of analytics, sustainability and innovation, businesses can not only survive but thrive in the face of disruption.

We hope this special issue inspires you to think differently, act boldly, and lead your organization toward a more sustainable, data-driven and innovative future.

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 :***

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## Transforming Business Strategy : Harnessing the Power of Analytics, Sustainability and Innovation

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