

Journal of Statistics & Management Systems

Volume 26, Number 7, October 2023

Special Issue on

Application of Technologies for Sustainable Business and Service Management

Guest Editors

Anuj Kumar

Prabha Kiran

Babita Yadav

Arya Kumar

Sweta Leena Hota

Published by:



Guest Editors

Anuj Kumar

Department of Management
Apeejay School of Management
Dwarka 110077
Delhi
India
Email: profanuj15@gmail.com
Orcid-ID: 0000-0002-1205-2794

Prabha Kiran

Department of Marketing Management
Westminster International University
Tashkent 100047
Uzbekistan
Email: pkiran@wiut.uz

Babita Yadav

Department of Business Management
Doctor Harisingh Gour Central University
Sagar 470003
Madhya Pradesh
India
Email: babitas.yadav@rediffmail.com

Arya Kumar

Department of Commerce
KIIT Deemed to be University
Bhubaneswar 751024
Orissa
India
Email: ayantripathy@yahoo.com

Sweta Leena Hota

Department of Commerce
School of Social, Financial and Human Sciences
KIIT Deemed to be University
Bhubaneswar 751024
Orissa
India
Email: swetaleenahota@gmail.com

FOREWORD

Technologies, especially emerging technologies, are playing a big role in making business and management practices sustainable. COVID-19 has also taught the world that businesses which are using technologies in an effective manner can survive and grow in a sustainable manner. We are witnessing a different phase of technology. The world is moving from technology 2.0 towards technologies 4.0 and 5.0 and their applications can be seen in achieving business excellence predominantly in the service sector. The organizations have pressure to improve employee engagement, e-commerce, business outreach, supply chain, operations, customer perception, customer engagement and overall workplace integrity.

In this special issue, the shortlisted research papers application of technologies will be discussed to improve customer interaction, customer service, consumer behavior, supply chain management, human resource management, higher education, digital marketing, metaverse, digital payments, talent management and hospital sector etc. Technology is continuously evolving. Few of the papers will also focus on accounting practices, financial factors, usage for sustainable technology for routing towards education 5.0 and marketing metaverse etc.

This special issue also includes selected papers from two conferences. The first conference was “Global Conference on emerging technologies, business, sustainable innovative business practices, social well-being” held during 10-11 December’2022 in hybrid mode. This conference was mainly organized by Confab 360 Degree, India in collaboration with London Churchill College, United Kingdom; ITM University, Raipur, India; Guru Nanak Institute of Management, Delhi, India; Narayana Business School, Gujarat, India; Shri Jairambhai Patel Institute of Business Management and Computer Applications, Gujarat, India; School of Commerce & Management, Mohan Babu University, Andhra Pradesh, India; Swami Vivekananda Institute of Science and Technology, Baruiapur, Kolkata, India; and PT. Leo Jejaring Ilmu, Indonesia. Dr. Nishu Ayedee, Dr. Monika

Arora, and Dr. Asmat Ara Shaikh were the conveners of the conference. A total of 238 papers were presented by more than 700 authors/co-authors in this conference. A few of the selected papers were chosen for this special issue. Prof. Anuj Kumar was the editorial head for this conference.

The second conference was AICTE sponsored International Conference on “Emerging Technologies and Circular Economy” held during 26–27 May’2023 and organized by Apeejay School of Management, Dwarka, Delhi, India in hybrid mode. Prof. Anuj Kumar was the co-convenor of the conference. Confab 360 Degree, Delhi, India was also one of the sponsors for the conference.

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