

Editorial

Greetings from the Editor's desk!

We are happy to bring you Volume 5, No.1 & 2, the November issue, with its regular complement of articles and features. We had to club both the issues of the Journal into one volume for some reasons this time too.

It is my pleasure to bring you the first volume of the journal after having taken over as the Editor-in-Chief. I take this opportunity to thank the outgoing Editor, Professor Sanjiv Marwah, and look forward to building on the strengths of the journal as we move forward. Furthermore, I am happy to inform you that Prof.(Dr.) Anthony Rodrigues, Goa University, who is a renowned reviewer, has joined our Editorial Team.

Volume 5, No. 1& 2, the November 2022 issue, carries six articles covering a mix of areas. Following is a brief description of the contents.

- Dr. Vikram Tyagi and Prof. Vaishali Dhingra; REVERSE SUPPLY CHAINS IN THE NEW ERA OF MARKETING: Special reference to supply chain disruptions during covid-19

This is a review of papers related to supply chain and reverse logistics based on various volatile environmental factors and it has been conceptualised after doing a thorough review of available published literature in this area by the authors. A total of 150 articles published between the year 1995 and 2020 were reviewed and analysed. Important issues such as e-waste disposal, green logistics, close-loop logistics, application of technology in reverse logistics and strategic options for finding optimal reverse logistics solutions were examined by the author. This review has included some research papers which have been carried out on reverse logistics after the outbreak of COVID-19 These studies provide a direction to the e-retailers so that they may gear themselves up for facing any similar situations in times to come

- Paper-2: Dr. Rohit Malhotra- A CRITICAL REVIEW OF POPPER'S PHILOSOPHY UNDER SOCIAL THEORISTS' LENS

The article approaches Karl popper's Three World context with reference to the brief meta-analytic critical review of research papers and text materials written by previous authors. The main theme was to gauge the empirical overview of contextual dimension of social research and development of social theories. It has been witnessed that in Indian Social research context, the popper's philosophy is well suited and can provide great insight for its objectiveness and empirical justifications.

- Paper-3: Dr. Renu Verma -AN ANALYSIS OF DETERMINANTS OF FDI IN INDIA

In this paper the author has emphasized on the importance FDI in economic growth of a country like India. Author has also highlighted how FDI works in the over all development of a nation. The study is an attempt to determinants of FDI in India during 2010-2019 by applying regression model.

- Paper-4: Anurag Shanker- FLEXIBLE WORK ARRANGEMENTS AND ITS IMPACT ON WORK-LIFE BALANCE

In this paper a study about flexible work system in an organization/ establishment has been done. It has been discussed that flexible work arrangement in an establishment not only gives convenience to the employees rather it also increases the productivity of the organization.

- Paper-5: Dr. Arun Khatri & Dr. Sonal Dahiya-EMERGING APPROACHES FOR DIGITAL TRANSFORMATION

This study identifies the emerging approaches for leading and implementing a successful digital transformation which may challenge the traditional linear processes for the execution of successful digital transformation.

- Paper-6: Prof. Tanmoy Bhattacharya- CASE STUDY ON MERGER BETWEEN HDFC LTD. AND HDFC BANK

This is a case study of merger between HDFC LTD. and HDFC Bank. The author see that in the long run, this merger will help cut down the cost of loans and will benefit the stack holders like shareholders, bank and borrowers. It would also be supportive to market growth and corporate growth.

This issue carries a book review by Mr. R.K Tiwari , JKBS, Gurgaon on a novel "**Hello Beautiful**" by **Ann Napolitano**' ist ed, New York, The Dial Press; 2023

Best wishes,

Richa Dahiya

Editor-in-Chief

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