

Guest Editorial Preface

Special Issue on Sustainable Business Strategies in Digital Age Linking Sustainable Development Goals (SDGs)

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The theme of special issue is an exceptional research work submitted by eminent researchers, academicians, scholars, faculties, consultants, who have a deep understanding of issues related to sustainable business practices and strategies.

This special issue focuses on sustainable developmental challenges of contemporary world. Well, the developmental challenges are ranging from inequality, unemployment, education, poverty, food security; human behavior conflicts and climate change followed by integration and further build on various aspects related to Environment, Education, Energy and Ethics for practical, innovative and ethical solutions to actual problems related Business and Societal Sustainability in today's digital age. Since inception we are aware that developed and developing nations are concern about sustainable businesses, sustainable strategies in business, environment management and UN 17 Sustainable Development Goals (SDGs).

These sustainable business strategies in modern digital age are quite complex in fulfilling the objectives and targets related to end poverty, protection of the planet and prosperity for society. Various governments, private companies, greater corporates, academic institutions-universities and organizations are facing convoluted challenges to collaborate to create or construct sustainable infrastructure, clean and green industries, skilled manpower, advance technological developments at faster rate, lack of education in respective sector, adoption of new technology by society, environmental issues, climate changes, resource optimization and utilization, waste control etc.

First research paper introduces assessing performance, threat and likelihood of organizations from a sustainability viewpoint involves developing revenue to chiefs, financial backers and different partners. Nonetheless, it is additionally a difficult assignment, particularly because of the blend between the intricacy of the supportable advancement plan and the volume and variety of data required. Normal techniques depend mostly on organizations' exposures and natural, social and administration structures, yet two ongoing realities are relied upon to re-shape the field: the Assembled Countries' Sustainable Development Goals (SDG) on the field of corporate supportability. Building fundamentally on a progression of roundtables and meetings with worldwide specialists and Brazilian organizations, this article presents novel experiences applied to manageability evaluation of firms. Key ends incorporate the acknowledgment that has extraordinary expected commitment; however, its adequacy is profoundly influenced by explicit institutional, methodological and innovative variables.

Second paper presents investigation, which was intended to discover how widely Agra Locale, famously known as Taj City around the world, which is dynamic as far as the utility of reservation

strategy for SCs/STs in advanced education framework that addresses precise and bona fide appraisal of those understudies have a place with the SCs and STs and to investigate if some other comparable areas in the state offer instances of utility of best practices while receiving reservation strategy at advanced education level. Present exploration uncovers that the idea of reservation strategy is significant in advanced education especially for the local area of SCs/STs, which remains exceptionally important in the present setting, albeit the case of mindfulness, viability, proficiency rates, and training level have not discovered same in the advanced education area. In current world and advanced age, the schooling framework in itself has augmented the extension for the understudies both in India and Worldwide colleges, universities are also presented in this research paper.

Third research paper deals with respect to CSR initiatives. Being socially mindful is the essential for any business to be practical, and it is accidental for an organization to uncover whatever socially dependable exercises they are doing. The motivation behind this paper is to look at Corporate Social Responsibility (CSR) exercises under the perceive ability boundary of Vital CSR. This assists with giving data on various ways being utilized by organizations in featuring their CSR exercises and rouses different organizations to make a culture of CSR. The paper is exploratory and expressive in nature. The methodology used to show the perceive ability boundary depicted in this archive is a subjective investigation of the sites, maintainability reports and yearly reports of organizations for a long time from 2014-15 to 2017-18, with a surviving audit of the writing of CSR. The investigation proposed six levels for estimating the perceive ability of CSR exercises of organizations.

Fourth research paper describes the idea of manageable utilization is at the bleeding edge inferable from the effect it establishes on the general public and the climate. Shoppers have gotten more perceptive towards the utilization related natural issues and it impacts their buy choices. There is a connection between the customer worry for the climate and furthermore their insight levels about the climate well-disposed items. While the majority of the investigations concur that ecological information and natural worry as the excellent elements, how customers acquire this information and concern was not satisfactorily clarified. The outcomes show that those buyers having an extreme focus of ecological information and companion impact to urge them to have more grounded goals to become maintainable cognizant clients.

Fifth research paper represents in-depth understanding those HR practices, which are straightforwardly identified. To satisfy this necessity, there are numerous HR practices utilized by these organizations to build their representative yield. This investigation depends on learning about the little firm's nature in light of the fact that these sorts of organizations are by and large picking the practices without thinking about their appropriateness as for their organization's current circumstance. Choosing the privilege and use of the correct idea is absent in these organizations and to determine this issue the specialist is attempting to address the great and terrible sides of applying the HR practices with a mix of customization idea. The scientist created the reasonable models to address the outcomes in the succinct manner for a deliberate application and use of HR practices in these organizations.

Sixth research paper shows electricity thefts experiences because of electricity thefts, distribution companies are confronting heaps of Transmission & Distribution misfortunes consistently. This research investigation has reviewed the power clients of two distribution companies i.e. UHBVN and DHBVN established in State of Haryana. The discoveries of this work may help the power circulation organizations to chalk out better and more compelling designs to place check upon the act of electricity thefts in the general public.

Seventh research paper deals and talk about measurement of CSR performance in manufacturing industries through SEM approach. The review means to quantify what elements impact corporate social responsibility (CSR) in assembling enterprises and how organizational strategic planning (OSP) induces the elements to accomplish better CSR execution. The findings of the study suggest that the policymakers and stakeholders of the manufacturing industries should be more conscious of formulating sound strategic planning to ensure better CSR performance.

Eighth research paper highlights on a large portion of the rural undertakings are engaged with significant drudgery. Along these lines, it is desirable over use more created apparatuses in horticulture. In this review, an assessment was made on the drudgery-levels of ranchers during collecting of paddy in Odisha (India) in two cases, for example, utilization of serrated-sickles for physically gathering, and utilization of force turner gatherer.

Ninth research paper presents with the mechanical headway, shopping conduct among the youthful buyers gone through a change in perspective. Internet shopping has made the market accessible at a solitary dash of client. The point of the current article is to recognize the determinants of online buy expectation among youthful customers.

Tenth research paper introduces rising interest of organizations to make their activities practical. In any case, up until this point, government endeavors have prompted frail intentional norms that make organizations less represented. Organizations should oversee different execution standards, measurements, and detailing commitments because of partner necessities. As, the current monetary bookkeeping strategy limits the journalist's capacity to quantify natural and social drives in money related terms. This study proposes a SAF model for the Indian business as far as execution measurements that convey a sensible show of organization execution on manageability heads and guarantee that financial backers can get to the absolute blend of data for the dynamic interaction.

Eleventh research paper deals in electronic improvement which is the course of deliberate development for humankind and society in general that guarantees the general advancement of the electronic method of learning, training, medical services, society, and corporate administration. The fundamental target of the part was to address the effects of e-advancement and maintainable administration instruction for powerful initiative that prompts building a reasonable society. The necessary information was gathered both from essential and auxiliary sources. The aftereffects of the exploration study were shown the serious level and low level of commitment from E-improvement and Sustainable Management Education are not critical between Effective Leadership and Sustainable Society.

Twelfth research paper describes the concept in practical aspects, where diminishing contest for rack space in retail locations added with high promoting costs offered FMCG areas a chance for brand expansions and amplify their benefits. In such a situation, however the worth of brand couldn't be subverted according to a shopper point of view the intricacies of its administration deciding the different contributing elements for new augmentation achievement and the demeanour of retailers and customers towards new items or expansions in light of different factors should be practically thought of.

These twelve papers in this special issue cover a range of aspects of sustainable business strategies linking sustainable development goals. Each of these revised and extended papers has undergone full double blind peer review, prior to being selected for this special issue.

Happy learning and researching!!

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