



## EDITOR'S DESK

**VLEARNY Journal of Business**  
(A peer reviewed multidisciplinary journal)

### EDITOR IN CHIEF

**Dr. Sumit Saha**  
Registrar & Associate Professor,  
Dayananda Sagar Business School,  
Kumaraswamy Layout, Bangalore-  
560111, India; email:  
sumitsaha@dsbs.edu.in/  
editor@vlearnny.com

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Bangalore- 560077, India, email:  
neerupa.c@kristujayanti.com

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### *Editorial & Publishing Office*

Dr. Sumit Saha  
VLEARNY Technology LLP.  
No. 802 Block 1 Wing-A, Suncity Gloria,  
Sarjapur Road, Varthur, Doddakannalli,  
Carmelaram, Bangalore- 560035,  
Karnataka, India; (M) +91-9379990006  
E-mail: editor@vlearnny.com,

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### **Pioneering Excellence: The debut of Vlearnny Journal of Business**

The launch of the "Vlearnny Journal of Business" marks a momentous stride in intellectual exploration and knowledge sharing. This multidisciplinary journal redefines research paradigms, concentrating on the foundational values crucial for success in both business and education.

Beyond being a repository of academic insights, the Vlearnny Journal serves as a dynamic platform for the exchange of ideas among scholars, researchers, and industry practitioners. Its debut represents a significant advancement in knowledge, shedding light on the principles guiding effective business strategies and educational methodologies. At its core, the journal is dedicated to unravelling the intricate dynamics between business and managerial efficacy, offering guidance to decision-makers navigating this intricate landscape in an era of globalization, technological advancements, and socio-economic shifts.

What distinguishes the Vlearnny Journal is its multidisciplinary ethos, converging business administration, economics, organizational behaviour, and education. This integrative approach breaks down traditional silos, fostering collaboration and comprehensive problem-solving to meet the demands of contemporary challenges.

A distinctive feature is the journal's commitment to values-driven research. In an era where ethics are paramount, the Vlearnny Journal champions studies contributing to academic discourse while upholding principles of integrity, social responsibility, and sustainability. By emphasizing the ethical dimensions of business and managerial efficacy, the journal guides scholars and practitioners toward decisions aligned with responsibility and societal impact. As we embark on this intellectual journey with the Vlearnny Journal, we anticipate it becoming a catalyst for transformative thinking and collaborative research, influencing real-world practices driving success in both business and education.

In conclusion, the Vlearnny Journal of Business signifies a substantial stride in knowledge pursuit, transcending disciplinary boundaries. We invite researchers, educators, and industry professionals to join us in this exciting journey of exploration, discovery, and the advancement of excellence in business and managerial efficacy. The Vlearnny Journal is not merely a publication; it is a dynamic intellectual forum poised to shape the discourse and practice of business and management in the years ahead.

Dr. Sumit Saha, Editor