



EDITOR'S DESK

VLEARNY Journal of Business
(A peer reviewed multidisciplinary journal)

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VLEARNY Journal of Business: Forging Ahead with Purpose

We are thrilled to announce the official issuance of the ISSN number for the VLEARNY Journal of Business, marking a significant milestone in our journey towards academic excellence and scholarly dissemination. This ISSN accreditation underscores our commitment to fostering rigorous research and facilitating meaningful discourse within the realms of business and management.

As we embark on this auspicious chapter, our vision for VLEARNY Journal of Business is clear: to serve as a beacon of knowledge, insight, and innovation in the ever-evolving landscape of business studies. With a steadfast dedication to academic integrity and intellectual rigor, we aim to publish cutting-edge research that not only contributes to the advancement of theory but also informs practice and policy.

Looking ahead, our roadmap is guided by a dual imperative: to expand our reach and deepen our impact. We are committed to enhancing the visibility and accessibility of VLEARNY Journal of Business within the global academic community, while also fostering interdisciplinary collaboration and cross-pollination of ideas.

In pursuit of these objectives, we pledge to uphold the highest standards of editorial excellence, peer review integrity, and ethical publishing practices. By harnessing the collective wisdom and expertise of scholars, practitioners, and policymakers alike, we are confident that VLEARNY Journal of Business will continue to thrive as a premier platform for scholarly exchange and knowledge dissemination.

Join us as we embark on this exhilarating journey towards academic excellence and societal relevance. Together, let us chart a course towards a future where rigorous scholarship and impactful research converge to shape the business leaders and thinkers of tomorrow.

Dr. Sumit Saha, Editor