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## **Trends, Transitions, and Strategy: Mapping the Next Socio-Economic Frontier**

### **About the theme of the issue**

Editors feel honoured and privileged to present the issue titled '**Trends, Transitions, and Strategy: Mapping the Next Socio-Economic Frontier**' for the perusal and understanding of our esteemed readers and academic fraternity. It reflects the understanding that the interplay between emerging trends and transformative transitions is essential to shaping sustainable and resilient futures as societies confront unprecedented technological disruption, shifting demographics, environmental urgencies, and global interconnectedness.

This issue is the outcome of the contributions of insightful research-oriented paper(s) by various eminent academicians, scholars and researchers in a highly organised and lucid manner with a clear and detailed analysis related to the emerging areas in the fields of Economics, Management, Technology, Social Sciences, Sustainability Studies, and Public Policy.

Editors also express our sincere thanks and gratitude to all the contributors of research paper(s) who have taken pain in preparing manuscripts and incorporating the reviewer(s) valuable suggestions and cooperating with us in every possible way. Their insights highlight not only the challenges ahead but also the opportunities for reimagining systems and unlocking new socio-economic potentials.

Editors are also highly thankful to the Publishing House and Esteemed Reviewer(s) for extending their support and cooperation. They also express our heartfelt gratitude to all the esteemed member(s) of the Editorial Board, who, despite their busy schedules, have given their valuable time, suggestions and comments to enrich the quality of the contributory paper(s) in bringing to light this issue.

### **About the Guest Editors**

#### **Dr. Sourav Kumar Das**

Dr. Sourav Kumar Das is an Assistant Professor of Accounting and Finance at International School of Business and Media Kolkata. Prior to joining at ISB&M Kolkata, he worked at iLEAD, Kolkata and Adamas University, Kolkata. He has completed his doctoral research from the Department of Commerce of University of Calcutta., and M.Com. and M.Phil. from University of Calcutta also. He has also cleared UGC-NET in Commerce. He has published more than 30 research articles and book chapters in leading National and International Journals of repute.

He has also been associated as Editor, Associate Editor and Reviewer in several publications including IGI Global, Apple Academic Press, Taylor & Francis Group, etc. He has also been associated as Reviewer in several journals. He has also presented research papers in different National and International conferences in India and Bangladesh. His key areas of interest are Taxation, Cost and Management Accounting and Investment Management. He has more than nine years of teaching experience in different reputed colleges in Kolkata.

### **Dr. Prithvish Bose**

Dr. Prithvish Bose, currently Professor of Marketing and the Program Director – PGDM, International School of Business & Media Kolkata, is a B.Tech from, IIT Dhanbad, with Masters and doctoral qualifications from XLRI, Jamshedpur.

He has worked for three decades in top tier organisations in industry in the areas of IT, Office Automation, Paints, and Telecom. Switching over to academics, Dr. Bose has taught in several well-known management institutes and universities in India, and has published in reputed journals and conferences, while being a part of the senior academic administration in these institutions.

### **Pema Lama**

Pema Lama, an Associate Professor in the Dept. of Commerce, University of Calcutta, India. To date, five M.Phil. and four Ph.D. Scholar(s) have been awarded under his supervision. He has published numerous scholarly papers in reputed journals and served as a chairperson and speaker at various national and international seminars.

He is the Editor of two peer-reviewed refereed journals and Hon'ble Secretary, KBSAA, West Bengal, India. He obtained a Five Design Patent and One Copyright granted by the Government of India, and he is the First Patent and Copyright Holder in the Dept. of Commerce, University of Calcutta, since its establishment.

### **Dr. Maria Ochwat**

Dr. Maria Ochwat, University of Szczecin, PhD in the humanities in the discipline of political science. Research interests: Human Rights, Public International Law, Intercultural Communication, Public Relations, selected issues concerning South East Asian countries. Research internships in Great Britain, Belgium, Slovakia, Ireland, Portugal, Bulgaria, Spain, Denmark, Latvia, Estonia, Ukraine, Indonesia, Bhutan, Thailand, Cambodia, Italy. Practical experience - work in international human rights organisations, law firms, PR and Public Affairs agencies, media, university, training, coaching for companies and public institutions.