

Editorial

As we enter into the next normal and economies trying to get back to "business as usual", businesses are now looking into the newer ways of recovering from the losses they had to go through due to the sudden rise of COVID-19 Pandemic. It is being suggested that ecologically destructive investment patterns and activities must be avoided if the economic recovery from the COVID-19 disaster is to be made long-term and resilient. Global environmental emergencies like as climate change and biodiversity loss, if left unchecked, might cause substantially more social and economic harm than COVID-19. Therefore, financial recovery packages are being designed to "build better tomorrow". Such strategies must also stimulate investment and behavioural changes that will lower the possibility of future shocks while also increasing society's resistance to them when they do occur. A focus on well-being and inclusivity is at the heart of this strategy.

In the previous issue, considering the need for an hour in the unprecedented times of pandemic, PJMA focused on the research articles that targeted change and transformation due to breakthrough innovations and technology. Now as we have entered into a new era i.e. post-pandemic, Vol. 2, Issue 1 of PJMA aims at bringing together the research articles from different management streams that give a new dimension to building robust and resilient ecosystems. Resilience research has progressed through numerous stages over the last few decades. From a focus on the invulnerable or indestructible economy, businesses and researchers have realised that much of what appears to foster resilience comes from proper planning and foreseeing the future. As a result, researchers have been looking for resilience characteristics at the individual, family, community, and national and international levels. There is a massive rise in researching resilience as a trait of robust business ecosystems for economic growth. According to recent research, resilience characteristics vary in different risk circumstances, which has contributed to the idea that resilience is a continuum. The research articles included in this issue are from different management and social sciences streams, primarily dealing with the change and transformation due to technology, and consumer experience, digital marketing, blockchain technology, the attitude of urban women toward sustainable sanitary, human factors in process improvement, consumer buying behaviour, educational loan service offered by banks, charging station infrastructure of electric vehicles, growth of electric vehicles, leadership skills.

In an era of fast global change, ecological resilience is critical for maintaining ecosystem services, but initiatives that operationalize and manage ecosystems at threat have been somewhat minimal. Ecological resilience ideas could be precisely defined and applied to guide ecosystem management, enhancing ecosystems' ability to resist and recover from disturbances while also providing adaptive space for periods of ecological rearrangement. From a business perspective, it is necessary to modify the structure of corporate operations through hyper-connectedness in the digital economy. A company model built on ecosystems would also help to enhance corporate resilience. I thank all the editorial board members, authors, and contributors to PJMA for coming up with the next volume dealing with contemporary issues for our readers. This upcoming volume will be a great value addition to the academic and business world.

Happy reading!!

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