

Editorial Page

It gives us immense pleasure to present **ISBR Management Journal Volume 10, Issue 1**, an issue that stands as a testament to our unwavering commitment to advancing scholarly discourse and critical inquiry in the field of Business and Management. As ISBR continues its journey as a leading Management Institution, now offering Ph.D. programs, our mission to foster rigorous research, nurture thought leadership, and drive meaningful societal impact has never been more pertinent.

This issue, themed “**Emerging Trends and Innovations in Business and Management**,” captures the dynamism and complexity of the contemporary business ecosystem. The curated articles critically interrogate the technological, human, and socio-economic dimensions shaping the modern workplace and institutional landscape.

The exploration of **digital leadership in Bangalore’s educational institutions** foregrounds how visionary leadership catalyzes digital transformation in the context of India’s IT capital. By bridging theoretical constructs with situational analysis, this study highlights actionable pathways for policy and practice, setting a foundation for future research on digital competencies in education.

Equally compelling is the study on **AI-driven HR tools** transforming talent management. The mixed-methods analysis sheds light on how predictive analytics, real-time feedback systems, and data-driven decision-making redefine recruitment, engagement, and retention strategies. The evidence of measurable workforce improvements provokes critical reflection on the evolving role of HR professionals in navigating technological integration while maintaining human-centric values.

The article investigating **employee-centric AI adoption** brings a much-needed behavioral perspective to the discourse. By validating the significance of organizational support and usability perceptions, the study reframes digital adoption as a fundamentally human challenge. Its insights stress the importance of inclusive change management strategies that empower employees, ensuring that technological investments translate into sustainable organizational transformation.

In this paper, “**Comparing the Effectiveness of Traditional Marketing and AI-Driven Marketing in Shaping Consumer Purchase Intentions**,” the authors examine how both strategies influence consumer behavior. SEM analysis shows traditional marketing fosters greater trust and emotional connection, while AI offers convenience but lacks lasting impact. The study advocates for a balanced, human-tech integrated marketing approach.

Finally, the timely article analyzing the **impact of recent U.S. government regulations and Supreme Court rulings on corporate DEI hiring and promotion policies** underscores the tension between legal compliance and proactive inclusivity. By disentangling the nuances between Equal Opportunity (EO) and Diversity, Equity, and Inclusion (DEI), the study contributes robust empirical evidence that DEI practices exert a more profound and consistent influence on organizational culture, offering invaluable lessons for global practitioners navigating a shifting regulatory environment.

Collectively, these contributions reflect a rich tapestry of emerging trends and innovations in management thought and practice. They also reaffirm ISBR's dedication to curating research that is not only academically rigorous but also deeply relevant to industry, policy, and society.

As **Editor-in-Chief**, I, **Dr. M. R. Jhansi Rani**, take pride in presenting this milestone issue. We trust that the insights shared herein will stimulate scholarly debate, inform practice, and inspire our readers to envision pathways for resilient, equitable, and forward-thinking organizations.

Sincerely,

Dr. M. R. Jhansi Rani

Editor-in-Chief

ISBR Management Journal

