Editorial

Vivekanand Education Society's
Institute *of* Management
Studies & Research

Information Technology undergoes frequent and regular transformations. In the upcoming years, the information technology industry is expected to significantly transform business structures, generate employment opportunities, and launch innovative technologies. Recent innovations have significantly enhanced productivity and introduced novel features in various fields such as medicine, entertainment, business, education, marketing, and law enforcement. As a result of the swift expansion of information technology, outdated forecasting techniques are being substituted by modern ones. Industry 5.0 has arrived, whether you are prepared or not. Although industries are currently focused on building strategies to connect new technologies and enhance efficiency and productivity.

After the COVID outbreak, the employment market experienced enhancements in digital movements, namely within the digital industry. The estimate predicts that technology occupations would have faster growth compared to other professions. According to the Bureau of Labour Statistics (BLS), there is an expected growth rate of 12% projected until 2028. The innovative nature of information technology requirements leads to the emergence of market gaps. To ensure success in the field of IT, it is imperative for individuals to remain abreast of the most recent technical breakthroughs.

The articles in this issue contribute to an increased awareness of the importance of emerging information technology in various industries, particularly in the aftermath of the COVID-19 outbreak. New technologies can help companies penetrate high-potential markets. The markets like the pharmaceutical industry brands struggle to manage the complex consumer journey and develop brand loyalty in the competitive global market and data-driven digital marketing strategy helps to satisfy the customers, the influence of social media and simultaneously the importance of self-discovery and self-awareness.

The study done by Bhatt compiled scholars' reviews of companies employing new technologies to compete. One of the most visible aspects of emotional culture shift in developing or developed countries is new technology. These emerging technologies give entrepreneurial enterprises huge potential and challenges in their pursuit for a competitive edge. This study examines how emergent technologies affect corporate survival and growth. The study aggregated scholars' reviews on corporations using the latest technologies to gain a competitive edge. The survey found that AI, robotics and drones, 3D printing, serverless computing, block chain, and

other technologies have transformed organisations' operations. These technologies empower organisations to make better decisions and grow.

Chhabhaiya attempted to understand a new product category between pharmaceuticals and cosmetics, cosmeceuticals aim to improve skin look and health. The brands struggle to manage the complex consumer journey and build brand loyalty in the extremely competitive global skincare sector. This study examines COSRX, a South Korean skincare business that succeeded by revitalising local health and beauty stores and encouraging consumer satisfaction through a fully involved, data-driven digital marketing strategy. This paper provides insights and actionable takeaways for brands navigating the ever-changing skincare marketing landscape.

Srivastava analysed FoMO as an anxiety caused by the thought that you may be missing out on pleasurable experiences that others are having. FoMO, an intrapersonal trait, pushes people to follow others on social media. The COVID-19 pandemic forced people to isolate, diminishing social chances and increasing social media use to preserve relationships. FOMO may increase the need to stay connected and speak with others, to avoid becoming invisible on social media in physical solitude. This study used one-way ANOVA to determine how gender affected FoMO during COVID-19.

Siyodia examined how media affects brand recall and decision-making in urban and rural India for paints and water-proofing goods. This exploratory study used primary and secondary data. The study sought to determine how media affects client purchases. The study also examined brand awareness and recall. The data was acquired using urban and rural questionnaires. This survey included 120 urban respondents from Pune, Mumbai, Bangalore, and Kolkata and 150 rural respondents from Lucknow, Patiala, Kochi, Hubli, and Yawatmal.

Saurabh Singh, Lakshmi Kant Tripathi, Snehal Karia conducted a study on how Faculty members are crucial to any university's performance, and their satisfaction matters for online education. This study examined the factors affecting faculty satisfaction in the virtual learning environment and faculty responses to the pandemic and their satisfaction levels due to challenges and benefits during the initial COVID-19 outbreak. Flexibility, training, institutional variables, simplicity of use, technological factors, and personal or psychological factors were used to assess teacher satisfaction with virtual instructional platforms.

Sangita Das and Amit Kundu attempted to understand whether school-aged children's participation as 'not directly paid' family labourers in household tasks and economic activities improves rural West Bengal families' livelihoods. The possibility of Hidden kid Labour increases when the kid's father is older, the child is not an infant, the home has good operational assets, and the mother is in a Self-help group. Positive parental attitudes towards their child's education can help lessen Hidden Child Labour. The two-step Treatment Effect model implies that Hidden Child Labour helps their family earn more than homes without it during the reference period.

Lastly, Debolina Mitra reviewed a very popular book "Discover Arjuna in You" by Dr Satish Modh. This masterwork shows how to enhance career and leadership abilities by fostering conflict management through self-management using Triguna Energy Quotient. The author wrote clearly and made several philosophical themes of life easy to understand, which may keep readers reading. The book outlines a smooth path to self-discovery and self-awareness.

I hope that readers have an enjoyable experience reading the articles and come up with deeper ideas about the ongoing debate about challenges that are associated with information technology.

Satish Billewar
Associate Editor