



Editorial

The new technologies, inventions, and solutions are results of our constant quest for problem-solving. The recent rise of Artificial Intelligence, cloud computing, machine learning, predictive analytics, business intelligence tools, and similar other applications have created newer methods to conduct, operate and manage our life and enterprises. Than being overwhelmed, we are rather compelled today to embrace technology to discover how it can enhance and become an important part of our daily life. The research articles in this edition of *Ushus - Journal of Business and Management* hence focus mostly on the transformation of the modern-day technology-driven life to discuss the fast and qualitatively different changes that the future technological evolutions (*or revolutions*) hold for us. The first article, however, deals with Collective Bargaining as a strategy for evaluating employer-employee relationships.

The paper titled *Collective Bargaining: A Catalyst for Dispute Resolution between Employers and Employees in the Retail Industry in Urban Mutare* is authored by Nyanga Takupiwa and Tapfumanei Christian Shelfa. Collective Bargaining, authors argue, gives a fair opportunity to employers and employees to discuss their concerns pertaining to issues of work thereby preventing and resolving disputes amicably through effective communication and negotiation. Nevertheless, the need for adhering to the Collective Bargaining Agreements is the focus of the paper which is used to project how employee convictions affect reductions and resolutions of organisational disputes.

The second paper titled *Social Media Blue Bird Creating an Online Sensation: A Sentimental Analysis with Reference to Coke-studio Hashtags* by Anand Shankar Raja M and M Amaravathi explores a sensational and recent marketing strategy called the “Hashtag fever”. As emotions, attitude, cognitive ability, behaviour and motivation cannot be confined or quantified to draw conclusions, ‘sentimental analysis’ is used by the authors to identify the emotional triggers behind such hashtags and the subconscious feelings that underlie such tweets and retweets leading to a positive brand image impact.

The third paper, *Significance of Emotional Intelligence in the Era of Artificial Intelligence: A Study on the Application of Artificial Intelligence in Financial and Educational Services Sector*, by Y Kalyani and Madhura Ayachit, attempts to discuss the possibilities of enhancement of millennial engagement by integrating AI with EI. The extent of use of AI in financial

services and the factors leading to the learning effectiveness using AI among the students are analysed in depth in this paper. The authors propose that upskilling is an important facet of developing effective engagements with AI and advocate the need for updated and upgraded legislations and public protection policies.

A recent online innovation of delivering petroleum products is discussed in the fourth paper titled *Scope of E-Commerce over Petroleum Products with Portable Refuellers*. In the next paper, the authors, Keerthika R and Anli Suresh address the questions of customer acceptability, problems and prospects of the business model of digitally aided petroleum product delivery.

Afzalur Rahman and Ayub Khan Dawood, in their paper, *Bitcoin and Future of Cryptocurrency*, try to identify significant variables that influence the impact of the usage of Bitcoin and cryptocurrency. These are based on peer-to-peer technology to create and manage monetary transactions as opposed to a central authority. In addition, the author also elaborates the impact of blockchain innovation in electronic settlements and alerts the readers about the need for regulatory frameworks in micromanaging its complexities amidst the fostering bitcoin usage.

It is evident that we are more dependent on technology today. Information and technology have created a plethora of multi-functional tools and resources, putting useful information and conveniences at our fingertips making our lives easier, faster, better and entertaining. But these solutions and business models are not without blemishes. Every research paper in this issue, therefore, attempts to identify lapses and suggest policy strategies that help to promote peace, democracy, and harmony in the conduct of ethical business and human practices. Authors also provide prospective extensions of the research ideas discussed in the articles. I thank each article contributor, the editorial team and the University who reposed trust in me to make this issue happen.

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Issue Editor