



Editorial

The business world and the social acceptance of business practice are fast changing. New norms and corporate expectations emerge as governments strive to stabilise the economy and business seeks leaner ways of operation. The focus turns to being good by doing good. Certain issue which has emerged as an area of concern for the business, society and government revolve around the TBL (Triple Bottom Line) framework of Planet, People and Profit. The 17 Sustainable Development Goals (SDGs) set by the United Nations General Assembly in 2015 has kept a target for the year 2030 to achieve around development and increasing the quality of life, health and concern for the planet. The SDGs, also known as the Global Goals, are adopted by UN member countries and aim to implement policy changes to generate employment, economic development by means of adopting sustainable business practices so as to protect our planet and bring world peace and wellbeing to humankind. The UN mentions 169 targets for the 17 goals. Each individual such target are subdivided into actionable tasks which also serves as performance indicators, to measure progress of member countries toward reaching the targets. In total, 232 indicators are approved to measure compliance.

In the volatile, uncertain, complex and ambiguous (VUCA) world every business endeavors to achieve long term survival and adopting sustainable business practices. Climate changes, water shortages, floods and intense pollutions are all effect of unplanned human growth coupled with urbanisation and industrialisation. The current issue of *Ushus-Journal of Business Management* focuses on sustainability and business responsibility in a VUCA world. Practices of sustainable consumption and corporate ethics in discharging corporate responsibility have major implications in reducing the effects of climate change, resource depletion, famines and environmental pollution. By adopting products which are produced through sustainable means, environmental abuse can be reduced. Unless consumers are made aware, efforts to build a sustainable world will be incomplete. Management researchers have expressed keen interest on understanding how this

phenomenon is shaping the world of contextual business. The articles in present issue covers diverse areas like water management practice, organisational performance in a VUCA world, customer loyalty achieved through meeting expectation, business ethics and consumption.

The 21st century symbolises much uncertainty and requires complex decision making based on assumption and heuristics. An organisations training, learning and leadership can create an environment marked with versatile performance. The core idea of VUCA was presented by the American armed force war college which was later adopted by the business world to tackle the disordered, fierce, and quickly changing business environment. Responding to such situations without having foresight leaves individuals feeling befuddled and demotivated. The paper titled, *Versatile performance in VUCA world: A case study*, by Debarun Chakraborty discusses in detail the question of business sustainability and leadership in such a VUCA world in the context of leadership and performance.

India is a country where water is worshiped in the form of rivers and rituals. Historically great cities and ancient trade routes were established in the vicinity of water bodies. But sadly the elixir of life has started distancing itself from humankind. In some cities water scarcity has created serious hardship to mankind. The water crisis in India is often attributed to lack of proper water management, increased industrial activities and waste management. In the future water scarcity in India will worsen further as cities expand to accommodate a growing population expected to increase to touch 1.6 billion by year 2050. The study titled, *A comparative study on water management practices in India with special reference to Gujarat and Meghalaya* done by Naini Jain and Neha Makkar, compares the water management practices between the two states Gujarat and Meghalaya.

One of the principles of business sustainability emerges from the concepts of equity and ethics. UAE is a country having one of the largest emigrant populations in the world. In 2013 UAE's population was 9.2 million, of which 1.4 million are Emirati citizens and 7.8 million are expatriates. Fair practice in business become important as also it is deemed one of the important trust

parameters in the country. Ethics specifically identifies moral issues in business; those have first evolved as essential pre-requisites for sustainable growth of the business organisations in the first changing global business environment. The research paper titled *Business ethics and consumer buying: An ethno-regional study in UAE*, of Indranil Bose discusses the business ethics and consumer buying perspective through an ethno-regional study done in UAE.

In the research paper titled, *Mediating roles of customer experience on E-Loyalty*, Uppala Amulya investigates the influence of customer experience and satisfaction on E- Loyalty. A conceptual model with a theoretical basis in the E-Loyalty is developed to illuminate the antecedents of Customer Experience. The research concludes that to manage e-loyalty, online retailers must consider satisfaction, a relational construct; and e-trust, a transactional construct, simultaneously to make a difference in their marketing effort. Or in other words, satisfaction will yield e-loyalty only in the partnership of e-trust.

Interestingly as the world tries to find solutions for better business practices and lifestyle, smart phones have emerged as a popular device. The device slowly has become an indispensable part of our daily life. The paper titled, *Understanding the influence of utilitarian and hedonic factors on buying behaviour of Gen Y while purchasing smart phones*, by Prabha Kiran, Terry Thomas, Jerin Johny and Deepak Jose explores the buying behavior of customers. The paper uses both qualitative and quantitative data to arrive at the research conclusion.

On behalf of team USHUS, it gives me immense pleasure to bring forth this issue of Ushus Journal and to ignite further debates and discussion towards seeking a better way to achieving usiness sustainability. Wish all an academically enriching and thought provoking reading experience

Jayanta Banerjee
Issue Editor

