



## Editorial Note

We are delighted to present the June 2025 edition of Ushus Journal of Business Management. This edition offers a compelling collection of scholarship that captures the pulse of contemporary business, organizational behavior, and social transformation. This issue is particularly significant as it features research papers selected from ICAP 2024 – International Conference on Advances in People Management, a landmark gathering dedicated to the HR specialization stream. We extend our heartfelt gratitude to the contributors and the academic team who worked tirelessly – both behind the scenes and on the frontlines – to ensure the inclusion of high-quality, peer-reviewed research in this issue.

Each paper in this volume reflects the journal's enduring mission: to publish research that is not only theoretically robust but also deeply relevant to practice. The issue opens with "Technology Adaptation and Social Support Affecting Workplace Resilience," a timely investigation into how IT professionals in Bangalore navigate digital transformation through the buffer of social support networks – an essential lens in the age of AI and workplace volatility.

Equally compelling is the bibliometric analysis "Online Marketing and Consumer", which charts nearly three decades of global scholarship in digital marketing. By identifying dominant themes, prolific contributors, and emerging gaps, this study not only maps the intellectual terrain but also acts as a strategic compass for future researchers and practitioners in the digital economy.

Sustainability, a cornerstone of contemporary business strategy, is brought into sharp focus in the article "Sustainability as a Competitive Advantage: Branding and Marketing Green Hospitality." In an era where conscious consumerism drives brand loyalty, this study employs structural equation modeling to reveal how green trust and satisfaction significantly influence customer retention, particularly in the eco-sensitive hospitality sector.

Turning to the urban mobility space, "Consumer Behaviour Towards Metro Rail Services in Bengaluru" delivers nuanced perspectives on commuter satisfaction and infrastructure

development in one of India's fastest-growing metros. By integrating behavioral insights with policy implications, the paper contributes meaningfully to the discourse on sustainable, inclusive public transport systems.

Rounding out the issue is a generationally attuned study, "Examining the Impact of Job Crafting on Work Engagement." At a time when organisations are grappling with multigenerational workforces and evolving notions of engagement, this study illuminates how job crafting behaviours differ across age cohorts — and how these differences can be strategically leveraged to drive performance and inclusion.

Together, these contributions offer more than academic insight — they present frameworks for action, provoke new questions, and enrich the broader dialogue on leadership, innovation, equity, and transformation in business. We extend our sincere gratitude to the authors, peer reviewers, and editorial board for their meticulous scholarship and unwavering commitment to excellence.

We invite our readers to engage deeply with the research in this issue and to continue co-creating knowledge that resonates far beyond the page.

## **Editor**

Dr Kumar Chandar S

## **Issue Editor**

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