

---

## Editorial

IIFT International Business and  
Management Review Journal  
2023, 1(1) 7  
© The Author(s) 2023  
DOI: 10.1177/jiift.231185194  
ift.iift.ac.in



The world as it steps into the new era of the Global political environment, has new education, learning, and research ecosystem. The world that was and the world that will be is a conglomeration of old and new theories, perspectives towards data, its interpretation, and application. The IIFT-IBMR (*IIFT International Business and Management Review*) is a multidisciplinary journal that aims at bringing together managerial issues, practices, and innovations that are useful to scholars, educators, managers, consumers, other societal stakeholders, and policymakers around the world. It aims to play a significant role in shaping the content and boundaries of the management discipline while simultaneously covering the international scope of businesses.

Internationalization has broadened the horizons of business management, bringing in a swerve in contemporary international business activity. With the aim of imparting management education and industry practices, IBMR aims at publishing articles that will make significant contributions to empirical and theoretical advancement of all functional areas of business management, and provide the readers with broad-spectrum of high-quality papers on evolving trends, insights, and philosophies in management. All articles appearing in the journal will be peer-reviewed to ensure academic rigor and practical relevance and will publish studies from all geographical regions.

We would like to thank everyone who has helped us bring this Journal to fruition, both review board members and editorial board members. We hope you enjoy the first issue of IIFT-IBMR and look forward to a future filled with transformational research and intelligent dialogue.

**Dr Sheeba Kapil**  
*Editor-in-Chief*