
Editorial

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The global economy currently is characterised by quick shifts in the global politics, realignment of political groups. The trend in global value chain, supply chains, fiscal strictness, and evolving policy frameworks, emerging economies like India, have harboured these shifts to both complex challenges and strategic opportunities. Foreign trade agreements, bilateral discussions, trade patterns have diversified. New digital and sustainability standards and green finance have emerged worldwide.

This has necessitated scholars, academics, policymakers, and researchers to engage with evidence-based insights and forward-looking perspectives. In this transforming environment, global value chains are being redesigned. Sustainability and resilience alongside efficiency being redefined. Firms are rethinking market diversification strategies, sourcing models, logistics networks. India's dedicated effort towards export competitiveness, manufacturing, and technology-led growth are well designed.

Sustained progress will require stronger regulatory clarity, institutional capacity, and continuous innovation. Digital transformation remains a further decisive force. It will shape future global business. Artificial intelligence, fintech applications, data governance, and digital public infrastructure are redefining market behaviour and organisational strategies.

This transformation brings new efficiencies. It raises concerns around privacy. Other efforts like skill readiness, and responsible use of technology. Sustainability, has moved from the periphery to the centre of global economic debate. green mobility transitions, Climate-related risks, and environmental compliance requirements are influencing trade. For Indian enterprises larger corporations as well as MSMEs are embedding sustainability into business models. it is indispensable for accessing global markets and maintaining competitiveness.

This issue of IIFT-IBMR brings together research contributions that examine these dynamic shifts across international business, trade, finance, marketing, and sustainability. The papers featured here offer analytical clarity and practical insights that can support decision-making in a volatile global landscape. As an institution committed to advancing knowledge in international trade and management, IIFT continues to encourage scholarship that bridges theory and practice, and contributes meaningfully to India's economic and strategic discourse.



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I extend my sincere appreciation to all authors, reviewers, and contributors for their dedication and scholarly rigour. Your work strengthens the journal's mission of promoting high-quality research and supporting informed dialogue on matters of global relevance.

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