Editorial

Reimagining International Business and Management Research in an Era of Global Disruption

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Geopolitical fragmentation, AI-driven transformation, climate uncertainty, technological acceleration, supply chain realignments, shifting trade policies, and changing societal expectations are driving unprecedented disruptions that are transforming the global business landscape. The traditional notions of globalization, efficiency, competitiveness and managerial stability are being challenged. The role of the management scholarship and business education institutions in this context is now more crucial than ever. International Business and Management Review Journal is published by IIFT. IIFT publishes the International Business and Management Review Journal. Under the umbrella of the Indian Institute of Foreign Trade, it aims to meaningfully participate in this ongoing conversation by commissioning policy-relevant, rigorous, interdisciplinary, and contemporary research on the challenges of international business in a turbulent world. The journal's vision is aligned with the increasing demand for intellectual frameworks that can explain and help organizations navigate the rapid changes of the world and become more resilient, sustainable, and responsible. Structural changes in global markets have been hastened by the post-pandemic era. Today, strategic decoupling, geopolitical instability, digital sovereignty, cyber risks and climate threats are shaping the business world, complementing economic globalization. In addition to economic globalization, strategic decoupling, geopolitical uncertainty, digital sovereignty, cyber vulnerabilities and climate risks are defining the business world today. AI, digitization and sustainability are no longer side issues but key factors in achieving competitive edge and survival for organizations, recent studies highlight. AI, especially, has come into the world as a game-changing possibility and a strategic disruptor.

The business models, labour markets, governance systems, and consumer behaviours are being reshaped by AI-driven automation, predictive analytics, generative intelligence, and platform ecosystems. But, while the efficiencies are being realized, so are the concerns about ethics, accountability, inequality, algorithmic governance and data sovereignty. AI is increasingly being seen today not only as a technological advancement but as a geopolitical and economic player shaping global power dynamics and industrial competitiveness. At the same time, sustainability has evolved from a voluntary corporate effort to a business strategy. Climate change, ESG expectations, carbon regulations and stakeholder activism are driving companies to reimagine their operations, supply chain, financing and governance. Profitability is no longer the only measure that is used to assess an organization, they are also being judged on their ability to be resilient, inclusive, and environmentally responsible, plus their impact on society over the long-term. The new paradigm calls for businesses to make sustainability a central element of their strategy and not just a secondary function. These disruptions also present unprecedented opportunities for an economy like India. The vast scope for India to become a leader in global trade and innovation networks is offered by its increasing digital infrastructure, services exports, manufacturing ambitions, startup ecosystem, and geopolitical positioning. However, these opportunities come with issues of technological readiness, institutional capacity, skill building, and strategic policy alignment. The changing landscape of India's global trade demands research that is specific to the context, with institutions that are attuned to both the local and the global. In this fast-changing environment, business schools and scholarly journals need to transcend the traditional silo mentality. The future of management research is interdisciplinary integration, linking finance together with sustainability, trade to geopolitics, technology to ethics, and strategy to resilience. Academic research must be more relevant and yet carry on a scientific approach. Research should not only help to develop theory, but also to inform policy-making, institutional development, and corporate responsibility.

The journal is a forum for new ideas in international business and management and welcomes scholarly work that critically analyses current challenges and advances new avenues for sustainable and inclusive growth. Issues like AI governance, digital transformation, restructuring of the global value chain, sustainable finance, responsible leadership, strategies for resilience, climate economics, realignments of trade, and the future of the workforce are likely to become the next-generation management thought. This is the time of adaptation, of ethics, of intellectually courageous scholarship. The IIFT IBMR Journal is one of the journals that play an important role in bridging communication between academia, industry, policy makers and society. The journal aims to help build resilient organizations, informed policy ecosystems and sustainable futures on the planet by fostering evidence-based research on current global disruptions. The future of international business is not defined by markets or technology alone, but by the way institutions and societies collectively innovate, take responsibility and think strategically about how to deal with disruptions.

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