

EDITORIAL PAGE

“The dogmas of the quiet past are inadequate to the stormy present. The occasion is piled high with difficulty, and we must rise with the occasion.”

– Abraham Lincoln

The **ISBR Management Journal** remains dedicated to serving as a rigorous platform for advanced managerial inquiry, prioritizing research that critically addresses contemporary shifts, technological disruptions, and structural realignments across global business environments. As organizations navigate an unprecedented convergence of artificial intelligence, platform economies, and evolving socio-ethical expectations, traditional managerial paradigms are continuously challenged. Volume 11, Issue 1 brings together six scholarly contributions that collectively dissect the tension between technological efficiency and human-centric governance. Rather than viewing digital transformation as an unmitigated triumph, this issue adopts a critical lens to examine the friction, socio-technical trade-offs, and institutional demands defining modern management.

Opening this issue, **“Maximising Profit in Online Grocery Retail: The Strategic Role of Efficiency, Technology, and Customer Engagement”** tackles the persistent paradox of low-margin scalability in hyper-competitive digital markets. Grounded in the Theory of Planned Behaviour and the Theory of Reasoned Action, the authors critique the isolated deployment of operational fixes, arguing instead for an integrated ecosystem where last-mile logistics, predictive AI analytics, and systemic customer engagement converge to drive profitability. The manuscript offers a critical framework demonstrating that technology without alignment in customer trust fails to deliver sustained financial returns.

Shifting the lens toward sustainability and corporate governance, **“AI Adoption, Employee Literacy, and Ethical Governance in ESG Reporting: A Phenomenological Study of Women-Led SMEs”** provides a nuanced qualitative examination of AI integration within small and medium enterprises. Countering the pervasive view of AI as an automated solution for Environmental, Social, and Governance (ESG) compliance, the study exposes the risks of standardized, exaggerated, or hallucinated sustainability disclosures. It highlights the critical necessity of employee AI literacy and socio-technical ethical governance. Notably, the findings demonstrate how female leadership fosters relational responsibility and humble reporting, transforming AI from a potential source of corporate “greenwashing” into a tool for authentic accountability.

Continuing the interrogation of AI’s operational limits, **“A Managerial-Oriented Narrative Review Of Artificial Intelligence (AI) Integration In The Tourism And Travel Industry”** synthesizes a decade of research (2015–2025) to evaluate the boundaries of automated service delivery. While acknowledging AI’s capacity to optimize e-customer experiences and operational workflows, the review asserts that AI must serve strictly as a decision-support framework rather than a replacement for human judgment. In high-touch industries, preserving core human-centric values—exemplified by the principle

of “*Atithi Devo Bhava*”—remains essential to preventing service depersonalization and ethical erosion.

The issue further expands its critical scope into the gig economy with **“Algorithmic Control and Platform App Design in Shaping Gig Workers’ Perceived Effectiveness and Organizational Support: An Integration of TAM and Organizational Support Theory in the Platform Economy Context.”** Synthesizing the Technology Acceptance Model (TAM) with Organizational Support Theory (OST), the study challenges the notion that algorithmic control is inherently oppressive. Through empirical analysis, the authors demonstrate that when structured algorithms and intuitive app designs are deployed as a unified organizational system, they enhance both task-related effectiveness and workers’ perceived organizational support. The paper offers a timely foundation for platform architects seeking to reconcile operational efficiency with worker well-being.

In **“From Environmental Self-Orientation to Brand Authenticity: A Self-Concept and Signalling Theory Perspective on Slow Fashion Consumption in India,”** the focus turns to consumer behavior and sustainable market entry in emerging economies. Integrating Self-Concept and Signalling theories, the study critiques the assumption that pro-environmental values directly translate into brand loyalty. Instead, empirical modeling reveals that Environmental Self-Orientation influences perceived brand authenticity only through accessibility-related channels and interaction convenience. For sustainable business models to succeed, moral alignment must be accompanied by friction-free operational execution.

Closing the issue, **“Addressing Technostress, Digital Overload and Work–Life Boundary Erosion: HRM Imperatives in Light of India’s Right to Disconnect Bill”** provides an essential institutional analysis of the modern workplace. Anchored in the Job Demands–Resources (JD–R) model and Conservation of Resources (COR) theory, the paper conceptualizes hyper-connectivity as both an organizational vulnerability and a public health concern. Framing the Right to Disconnect Bill as a catalyst for strategic intervention, the authors outline how human resource management must transition from transactional efficiency toward proactive human capital protection and psychological boundary preservation.

Together, the articles in Volume 11, Issue 1 underscore a central management truth: technological tools—whether algorithms, automated ESG pipelines, or predictive analytics—are only as effective as the human systems, ethical frameworks, and governance structures that guide them. We trust that the critical insights presented within this issue will provoke meaningful debate, inform managerial practice, and inspire future academic inquiry.

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