

## Editorial

In this edition of **ISBR Management Journal Volume 8, Issue 2**, we embark on a timely and thought-provoking exploration of the intersection between technology, environmental sustainability, and community engagement. Our curated articles offer not just theoretical perspectives but actionable insights for navigating the challenges of a world in flux. The evolving relationship between Artificial Intelligence (AI) and sustainable practices takes center stage, with contributors delving into the transformative power of AI in areas like supply chain management and human resource practices.

A particular standout in this issue is the research on **sustainable supply chain management** powered by AI, a subject of immense relevance in today's business landscape. This study provides a nuanced view of how technology can enhance operational efficiency while promoting sustainability—a delicate balance many organizations are striving to achieve. As AI's potential in evaluating suppliers and optimizing resources grows, so does the imperative for businesses to address ethical concerns like data privacy and implementation costs.

Equally compelling is the discourse on the **impact of AI in Human Resource Management (HRM)**. With AI revolutionizing talent acquisition, employee engagement, and training, this study raises the question of whether human oversight can keep pace with automation's benefits. As companies strive for greater productivity, this research serves as a cautionary tale for HR professionals to adopt AI judiciously, balancing efficiency with ethical considerations.

Another noteworthy piece explores **community engagement** regarding the installation of **Torrent Gas pipelines in North Coimbatore**. The mixed reactions within the local community underscore the importance of transparency and communication in large-scale infrastructure projects. This study reinforces the need for policymakers and urban planners to involve stakeholders meaningfully, ensuring that public concerns are not overlooked.

Finally, the issue features an insightful examination of **macroeconomic factors affecting retail investors' decisions** in the Indian stock market, providing a timely lens on how global economic forces shape local financial behavior. These articles collectively offer cross-disciplinary insights into how emerging technologies, infrastructure, and economic trends can be leveraged for greater social and environmental impact.

As **Editor-in-Chief**, I, **Dr. M. R. Jhansi Rani** alongside **Managing Editor, Dr. Anand Shankar Raja M**, proudly presents this issue, emphasizing our commitment to fostering knowledge that bridges the gap between academia and practical applications. We invite our readers—whether scholars or industry professionals—to engage with these topics and contribute to the ongoing dialogue shaping our global future.

Sincerely,



**Dr. M R Jhansi Rani**  
Editor-in-Chief  
ISBR Management Journal



**Dr. Anand Shankar Raja M**  
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