

## Editorial

With great pleasure, we present **ISBR Management Journal Volume 9, Issue 1**, a comprehensive examination of contemporary challenges spanning finance, leadership, and technology, while also addressing critical social issues such as financial inclusion and intellectual property rights. This issue serves as a reflection of the rapidly changing global landscape, where the ripple effects of financial crises and technological innovations are felt across borders and industries.

The **2023 banking crisis**, analyzed in one of the key papers, serves as a case study in how global financial systems remain vulnerable to interconnected shocks. This study's parallels to the 2008 financial collapse are both chilling and instructive, providing finance professionals with valuable insights on mitigating such risks. It is particularly noteworthy how India has managed to stay relatively insulated from these crises, a subject ripe for further exploration in future research.

Another central theme in this issue is **leadership and change management** in the context of contemporary organizations. With companies constantly grappling with market shifts, technological advancements, and evolving consumer preferences, the need for effective leadership has never been more pressing. The featured study on transformational leadership emphasizes the role of emotional intelligence and shared vision in driving successful organizational change, offering both theoretical insights and practical strategies.

On the consumer front, the article on **customer engagement in online travel agencies** delves into the IT/ITES sector's unique challenges, examining how businesses can build loyalty and reduce customer attrition. The insights provided here extend beyond the travel industry, offering universal lessons in how businesses can deepen customer relationships in an increasingly competitive digital world.

In a more socially focused discourse, this issue also explores the **role of microfinance institutions** in promoting financial inclusion across rural Karnataka. The challenges faced by underserved communities, such as limited access to formal banking and financial literacy, highlight the critical role that microfinance plays in empowering individuals and fostering equitable growth.

The article on **intellectual property rights** in the pharmaceutical industry brings the conversation to a global scale, exploring how TRIPs agreements impact access to essential medications. This study's examination of compulsory licensing and public health concerns in developing countries adds to the growing dialogue on the balance between innovation and accessibility in healthcare. As **Editor-in-Chief, I, Dr. M. R. Jhansi Rani**, together with

**Managing Editor, Dr. Anand Shankar Raja**, is proud to present this issue. It is our hope that the rich diversity of topics and methodologies presented here will provoke thoughtful discussion and inspire actionable strategies for those navigating today's complex business and social landscapes.

Sincerely,



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



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