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EDITORIAL

Greetings to all the readers. Continuing the tradition of presenting the captivating research articles to the readers, this issue also covers certain thought-provoking papers in the contemporary business world.

Dr. BHUPATIRAJU VISHNU VARMA, Dr. V.S.K. VARMA, & SWATHI SIRUVURI, in their entitled “**Green Supply Chain Management: Strategies for Sustainability**” their article analyses Green Supply Chain Management (GSCM) is an approach that blends sustainability with supply chain operations, aiming to reduce the environmental impact while still keeping processes efficient and cost-effective. This paper explores practical strategies businesses can use to integrate environmental practices into their supply chains. These strategies include sourcing eco-friendly materials, cutting down on waste, optimizing transportation to save energy, using sustainable packaging, and designing products with the environment in mind. The study also looks at how technology and innovation can help streamline these processes, making them more sustainable. Additionally, it discusses the importance of working closely with suppliers and customers, being transparent about sustainability efforts, and following environmental regulations. By adopting GSCM practices, companies not only reduce their environmental footprint but also improve their brand image and open up new opportunities for cost savings. The paper concludes by stressing the need for continuous monitoring and adaptation to keep pushing towards sustainability goals and ensure long-term success.

Dr. V. Murali Krishna, Dr. Ravikumar Gunakala, & Dr. Karuna Murthy in their article titled on “An Analytical Study of Grievance Handling Mechanisms” it analyses Grievance handling mechanisms are critical in maintaining a healthy work environment, particularly in healthcare settings where stress levels tend to be high. This study analyzes the grievance handling process at Vadakara Co-operative Hospital, focusing on employee satisfaction, perceptions, and areas for improvement. Through surveys and data analysis, various factors such as workload, leave policies, communication, and management responsiveness are evaluated. The findings suggest overall satisfaction with grievance handling mechanisms but highlight areas that require attention, specifically in workload management, timely responses to complaints, and record-keeping practices.

Dr. V. Murali Krishna, Dr. Radhakrishna G Dr. Ravikumar Gunakala in their article titled on “A Study on Organizational Culture and its impact on Employee Behavior: A Case Study of M/s.” the study explores the significant impact of organizational culture on employee behavior, specifically focusing on Course Connect, an educational technology company based in Bengaluru, India. The research examines how various cultural components such as values, beliefs, leadership styles, and communication practices influence employee engagement, motivation, and overall performance. Through a mixed-methods approach, including surveys and interviews, the study highlights the correlation between organizational culture and key employee outcomes like job satisfaction, teamwork, and innovation. The findings underscore the importance of fostering a positive organizational culture to enhance employee well-being, productivity, and organizational success.

RISHNIKA SASTRY K & DR.E. GNANAPRASUNA, in their article entitled “Chain Reactions: Unveiling the Transformative Impact of Blockchain in Supply Chain Management” their article synthesizes findings from four research papers to explore how blockchain technology revolutionizes supply chain management. Through enhanced transparency, traceability, and efficiency, blockchain has emerged as a powerful tool to combat issues like counterfeiting, delays, and data fragmentation. The literature converges on blockchain's potential to restructure traditional supply chains into intelligent, automated ecosystems. This study also proposes a hypothesis on blockchain's measurable impacts, supported by real-world adoption data and trends.

G PREETHI LAHARI, in her article titled on “A Study on customer satisfaction in hotel industry” her article analyses customer Satisfaction as the degree of customers' happiness and fulfilment with the products and services provided by an organization and their overall experience with the organization or brand. It is the extent to which a seller with its products and services is able to meet the expectations of the customers. While Customer Satisfaction is necessary for a business to survive, the term is somewhat confusing. It actually means customer happiness with a product, service or brand but a product or service is often rated as 'Satisfactory' when it is a not-so-good one. Here, you need to understand that focusing on Customer Satisfaction doesn't mean to just provide an average experience, but to make the customers happy and delighted by fulfilling all their needs and expectations and even exceeding them to the next level by giving them more than expected. While buying a product or a service, customers always have some expectations and requirements that are needed to be fulfilled. When these expectations are fulfilled or exceeded, the customers feel happy and satisfied. They provide good Customer Feedback in the form of positive reviews and good word-of-mouth and ultimately help your business to grow, knowingly or unknowingly. But what happens when you are not able to satisfy them? When a product or service is not able to live up to the customers' expectations, the customers feel dissatisfied and annoyed. They feel that the money they invested in the product is wasted, especially when they have high expectations in their mind, it feels them like cheated. Customer Expectations are not just because of their own thoughts. Rather, there are a number of factors responsible for the expectations of the customer.

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| 1. | Green supply chain management: strategies for sustainability Dr. Bhupatiraju Vishnu Varma, |
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| 3. | A study on organizational culture and its impact on employee behavior: a case study of m/s. course connect, Bengaluru |
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