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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. N. Seshadri, & Dr. D. Pradeep Kumar, in their article entitled on “A Study on The Process of Human-Centric - Design Thinking” Their study explores the concept of Design Thinking—how it works, how it can be implemented in business and real life, and why it has become a crucial skill in today's dynamic world. Design Thinking revolves around a deep understanding of the people for whom we are designing products or services. It emphasizes empathy, questioning assumptions, re-framing problems, and taking a hands-on approach through experimentation, prototyping, and testing.

Sowjanya, in her article entitled on “Exploring the Impact of Cross-Cultural Management on Individual & Team Outcome: A Study on Mediating Role Of Empowerment” their article study today's globalized economy, the workforce is becoming increasingly diverse, with individuals from varied cultural backgrounds coming together in organizational settings. This dynamic shift has given rise to the importance of cross-cultural management (CCM), a strategic approach that enables managers and organizations to effectively lead culturally diverse teams. Cross-cultural management not only influences interpersonal relationships within organizations but also impacts both individual and team-level outcomes such as job satisfaction, motivation, productivity, and collaboration (Thomas & Peterson, 2017). However, the effectiveness of cross-cultural management practices often depends on the presence of mediating factors that can facilitate or hinder their outcomes. One such critical factor is employee empowerment, which refers to granting employees autonomy, authority, and the confidence to make decisions and take actions that align with organizational goals (Spreitzer, 1995).

Dr. S. Aneel Amrutha Raju¹, Mr. T.Md. Imthiyaz Ahammed², their article entitled on “revolutionizing marketing: the impact of ai and digital innovation in Rayalaseema region of Andhra Pradesh” their article explain about the businesses in this region are increasingly adopting AI-driven marketing strategies to enhance customer engagement, optimize campaigns, and improve decision-making. This study explores the impact of AI on personalized marketing, predictive analytics, voice search optimization, chatbots, and content automation in the Rayalaseema region. It examines how local businesses, particularly in retail, education, and agriculture, are leveraging AI to reach their target audience effectively. Additionally, the study highlights the challenges faced in AI adoption, such as technological infrastructure, digital literacy, and cost constraints. The findings provide insights into the role of AI in revolutionizing marketing strategies in emerging markets like Rayalaseema, offering recommendations for businesses to maximize AI-driven growth and innovation.

K. Rishnika Sastry & B. Sreekanth, in their study entitled on “Blockchain Technology in Supply Chain Management: A Comprehensive Review” Blockchain technology has revolutionized supply chain management by enhancing transparency, traceability, and operational efficiency. This review explores the evolution of blockchain from its early conceptualization to its current applications across various industries. It analyzes blockchain's role in addressing supply chain challenges, including cost reduction, quality monitoring, risk management, and sustainability. The paper also discusses the concept of smart contracts, their impact on business operations, and practical applications. Finally, the paper highlights the challenges hindering blockchain adoption and provides future directions for

research and practice.

M. Imthiyaz Ahammad, in his article entitled on “Women’s Education in the Nandyal Region: A Study on the Status of Panyam, Pulimaddi, and Koratamaddi in Nandyal District” the article explain eeducation role in the empowerment and socio-economic development of women, particularly in rural areas. This study explores the status of women's education in the Nandyal region, focusing on the villages of Panyam, Puli Maddi, and Korat Maddi in Nandyal District. The research aims to assess the literacy rates, access to educational resources, socio-cultural barriers, and government initiatives impacting female education in these areas. Through surveys, interviews, and data analysis, the study highlights key challenges such as financial constraints, early marriages, and societal attitudes toward girls' education. Additionally, it examines the role of local policies and community efforts in promoting educational opportunities for women. The findings suggest that while progress has been made, significant gaps remain in achieving gender parity in education. The study concludes with recommendations to enhance educational accessibility and encourage community participation in supporting women’s education for sustainable development in the region.

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