

# International Management Review

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Thomas Edison State University, NJ USA

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## Words of the Guest Editor

Embracing Transformation is a wonderful way to accept the inevitability of change. The post-COVID-19 world has been transformed in multiple ways. The stories of survival and struggles from across the globe amplify the need to create a culture of embracing transformation with the aid of innovation and creativity. Businesses all over the world have their challenges and hurdles to cross and only the strategic intent to embrace the dynamic VUCA world of business will make them survive. Embracing transformations that happen in the business world all around them in terms of the political, economic, natural, global, and technological world can give them an edge over the competition. Accepting that change is inevitable and accepting them after thorough scanning of the environment can be a winning strategy.

Innovation and creative solutions to the challenges thrown by the dynamic business environment can help businesses stand apart. Embracing sustainable business practices can be a creative path toward complete business transformation. Strategic solutions can help organizations all over the world effectively deal with disruption and digital transformation. These changes are happening at a dizzying pace, and are affecting virtually all dimensions of the workplace. It is critical that we navigate them thoughtfully and effectively. Adapting to such disruptions through collaboration and technology adoption is the key to successful transformations. Optimizing business resources and adopting Industry 4.0 and 5.0 transformations are the latest trends that are captivating the thoughts of the majority of business leaders and researchers. Sustainable innovative and creative business solutions have been the central theme of the articles in this issue. The topics include investment, virtual training post-COVID-19, employee diversity, electric vehicles, and digital agriculture apps among a few addressing the strategies adopted by the businesses to embrace transformation. These are the current trending topics that are being studied by intellectuals and researchers around the world. This will be very helpful for the researchers to identify future topics for the research.

The conference articles highlighted in this issue are from the 7th International Conference on Embracing transformation: Innovation and Creation Hybrid, May 26-28, 2022, in Hybrid mode organized by Tradepreneur Global Academic Platform UK in associations with Kodolanyi Janos University, Hungary. More than 130 research papers were presented during the three days, and around 400 authors participated from 30 countries. These included participants from India, Nigeria, Greece, Nepal, Canada, Florida, Bangladesh, and England. All the participants showcased their new research and innovations.

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