

Words of the Guest Editor

Over the past decades, there has been a trend of considering the role of the circular economy in promoting sustainable production and consumption. A circular economy (CE) is all about creating a new way by extending the life span of the product by means of reusing, repairing, or recycling, thereby reducing waste and minimizing the supply chain inputs. The CE is trying to replace the linear economy, which consists of a linear process of taking the raw material from the environment and making a new product and, after some time, dumping that product as waste into the environment. This linear model has been piling up issues related to environmental pollution, waste accumulation, limitation on supply of raw materials, and depletion of natural resources. This has woken up the thought of the CE, which is based on the principles of eliminating waste production, circulating the resources, and regenerating nature to make the world sustainable. This transition to renewable products and materials is necessary to address the issues related to climate change, biodiversity loss, pollution, and the social needs of future generations. The CE practices are considered as an effective tool, and their implementation directly contributes to achieving sustainable development goals. As businesses are slowly transitioning from the linear economy by adopting CE practices, they create disruptive changes in the process, design, systems, business models, supply chain, waste management, and principles of operation and consumption behavior. Implementation of CE has several benefits to the environment, economy, and business. Nevertheless, there are various barriers to its performance, such as structural issues, technological limitations, economic hurdles, legal obstacles, and financial limitations. Despite the challenges, adaptation to a circular economy will emerge across a wide range of industries and will bring out various sustainable innovations.

The topics addressed within this issue continue to be dominated by innovation and technology and its growth drivers but are also more widespread. The topics include technology adoption, digital marketing, online learning, emotional intelligence, online shopping, service quality, and to name many of the CE issues, but not all. This is an extensive collection of future business-oriented and relevant topics that should be of interest. Overall, this issue is a worthy collection of thematic topics that will rule the business world in this decade. Two conferences from India are highlighted in this special issue with nine articles published from these conferences. The conferences were the AICTE sponsored International Conference on Circular Economy, Management and Industry Leading towards Sustainability, October 2021, organized by Bharati Vidyapeeth's Institute of Management Studies and Research, Navi Mumbai, in collaboration with the Apeejay School of Management, Dwarka Delhi on 21st and 22nd October'2021 (CFP (easychair.org)). The 2nd Conference on Business Data Analytics was organized by the Apeejay School of Management, Dwarka, Delhi, on 12th November, 2021 (CFP (easychair.org)). IMR Fall special issue will be organized by Prof. Anuj Kuma (co-convenor) for the 7th International Conference on Embracing transformation: Innovation & Creation Hybrid, May 26-28, 2022 at Budapest, Hungary organized by Tradepreneur"

Special Issue Editors

Mr. Anuj Kumar, Assistant Professor, Apeejay School of Management, Delhi, India.
profanuj15@gmail.com, Orcid-Id: 0000-0002-1205-2794

Dr. Nimit Gupta, Professor, School of Management, the North Cap University, Gurugram, India.
nimitgupta1981@rediffmail.com, Orcid-Id: 0000-0002-9207-2620

Dr. Aruna Dev Roy, Assistant Professor, Royal School of Commerce, Royal Global University, Guwahati, Assam. arunadevroy09@gmail.com, Orcid-Id: 0000-0002-6291-7282

Academic Review Team

Dr. Anoop Pandey, HNB Garhwal University (Central University), India

Dr. Purvi Pujari, Bharati Vidyapeeth's Institute of Management Studies and Research, India

Dr. Monika Arora, Apeejay School of Management, Dwarka, Delhi, India

Dr. Chhaya Wadhwa, Apeejay School of Management, Dwarka, Delhi, India

Dr. Asmat Ara Shaikh, Bharati Vidyapeeth's Institute of Management Studies and India

Raghavan Srinivasan, All Indian Management Association/ Aligarh Muslim University, New Delhi, India