

# EDITORIAL

*Dear Readers,*

We are living in an era where the proliferation of digital technology is transforming the way organizations function, interact with the stakeholders, and drive growth. As we navigate through this era, we experience the profound impact of emerging technologies like block-chain and Artificial Intelligence (AI) on various sectors.

In marketing, AI-driven personalization is enabling businesses to provide individualized experiences to the customers. Block-chain technology ensures transparent and secure data management, fostering trust and loyalty. Fusion of these technologies rises the authenticity of the brand as well as the organization.

In financial services, block-chain's secure and decentralized nature improves transactions, enabling secure, transparent, and tamper-proof exchanges. AI-driven insights present complex financial data in an engaging format, facilitating informed decision-making. Compliance and risk management also become more efficient due to AI-powered thematic design.

In HRM, AI-driven recruitment and employee engagement strategies are transforming the way organizations attract and retain talent. Block-chain-based reward systems and AI-powered feedback mechanisms boost motivation and retention. Predictive analytics, enabled by AI, helps identify trends and insights, informing data-driven HR decisions.

The spread of digital technology introduces new risks such as cyber-attacks, reduction in face-to-face interaction, and dismal creativity. To navigate these challenges, organizations must balance innovation with caution. Investing in digital literacy, robust security, and ethical practices is crucial. By training employees to maximize technological benefits while minimizing its risks, organizations can fully harness the potential of digital technology, ensuring progress while protecting their long-term interests.

This edition of ANWESHAN addresses some of the queries involving digital technology that intrigue researchers quite often. The current volume of ASTHA's Management Journal presents enticing research articles that deal with marketing, finance, and leadership aspects of organizations. Prominent among these include studies on online impulsive buying, authorized and branded generics, and the influence of online marketing on NBFCs. Additionally, the journal offers in-depth analyses on financial perspectives such as international reporting standards, risk perception in equity investing, financial literacy in rural Odisha, block-chain innovation, and NPAs in Indian banks.

The edition also features a case study on Accounting Scandals, Expert Interview of one of the most promising woman entrepreneurs of Odisha, and a book review of Servant Leadership Roadmap by Cara Bramlett.

Overall there is an earnest effort by the team behind ANWESHAN to serve its readers a scrumptious platter of research studies that desires to satiate the crave for exploration, experimentation and examination of numerous data that surround us.

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