

Editorial Note

Businesses and organisations cannot thrive or expand without the contributions of creative thinkers and risk takers. It's a major consideration that aids established businesses and universities in anticipating new challenges and rivalry. As a matter of course, businesses and organisations will fail if they fail to adapt quickly enough to the rapid market shifts.

The goal of digital transformation is to permeate every facet of an organisation using digital technology. Adapting to changing business processes and consumer expectations, developing a sustainable competitive edge, and setting the stage for future development all need the use of digital transformation and innovation. Connecting the tech-savvy and demanding millennial generation to the world of instantaneous data transfer and sharing through the Internet of Things (IoT), AI, automation, machine learning, and block chain is only the tip of the iceberg. The global economy has relied heavily on digitization in the last several months of Lockdown. Now more than ever, businesses are on the lookout for more efficient means of doing business and cutting costs. In order to lessen the academic fallout from the epidemic, schools have also adopted digital modes of teaching and learning. The goal of this conference is to solicit the creative and intellectual contributions of leaders in business, education, and research as they relate to embracing and driving change. To learn how organisations and institutions of higher learning have adjusted to the new normal by using digital technology into their service offerings during this epidemic, and to investigate the creative solutions that have emerged to meet basic needs. For providing a platform for the development, discussion, and presentation of new ideas and the emerging phenomena in digital transformation in the new world which is expected to emerge in the post-pandemic era among researchers, industry practitioners, academicians, research scholars, and students with a strong research orientation.

7th International Conference organised Kodolányi János University, Hungary along with Tradepreneur Global Academic Platform, UK – one of the two units of Tradepreneur Global Research Organization, an international institution of research and development. The theme for this three-day virtual conference was, 'Embracing Transformation: Innovation Creation.' The conference was organized in Hybrid Mode in Hungary and India between 26th to 28th May'2022. More than 120 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.

On the last day of the conference Dr. Alka Munjal, Director, Apeejay School of Management and Prof. Anuj Kumar, Apeejay School of Management were invited as session chairs for the track on General Management. Along with the Apeejay faculty, 13 other technical session chairs were invited from 20 countries. Dr. Rashmi Gujrati, Campus Director, K.C. Group of institutions was the convener of the conference and Prof. Anuj Kumar, Apeejay School of Management was the co-convener of the conference along with Dr. Nagy Henrietta, Associate Professor, Kodolányi János University, Hungary

Special Issue Editor (s)

Anuj Kumar, Editor-in-chief, Apeejay School of Management, Delhi, India, E: profanuj15@gmail.com, Orcid-Id: 0000-0002-1205-2794, Google Scholar: https://scholar.google.com/citations?user=Mylg_pgAAAAJ&hl=en



Dr. Hayri Uygun, Recep Tayyip Erdogan University, Turkey

Dr. Rashmi Gujrati, Campus Director, KC Group of Institutions, India

Editorial and Review Board

Dr. Anoop Pandey, Professor in Commerce, HNB Garhwal University, India

Dr. Francesca Di Virgilio, Ph.Ds, Rector's Delegate Placement and Technology Transfer A Associate Professor - Management University of Molise Molise, Italy Prof.

Dr. H C Peter Szabo, Rector, Kodolanyi Janos University Budapest, Hungary

Dr. Joanna Paliszkiewicz Professor- Director of Management Institute Warsaw University of Life Sciences - SGGW Warsaw, Poland

Prof. Dr. Orhan Turkul, Professor of Industrial Engineering Sakarya University, Turkey

Dr. Nimit Gupta, Professor, School of Management, The NorthCap University, Gurugram, India

Dr. Srilalitha Sagi, Associate Professor, GITAM Deemed University, Andhra Pradesh

Dr. Habil. Nagy Henrietta, Associate Professor Kodolanyi Janos University Budapest, Hungary

Dr. Asmat Ara Shaikh, Associate Professor, Lala Lajpat Rai Institute of Management, Mumbai, India

Dr. Geetika Madaan, Assistant Professor, University Centre for Research and Development, Chandigarh University

Dr. Kuldeep Bhalerao, Assistant Professor, Bharati Vidyapeeth's Institute of Management Studies and Research, Navi Mumbai, India

Dr. Aruna Dev Rroy, Assistant Professor, Royal School of Commerce, Royal Global University, India

Dr. Apoorva Mishra, Associate Professor, SR Group of Technology and Management, Lucknow, India

Ms. Jayasri Puli, Gitam Institute of Management, Gitam University, India