Foreword

It is a matter of profound privilege to be associated with GUBR and to pen down this ninth foreword for the volume 5, Issue 1. It is heartening to see the growth of this Bi-Annual International peer-reviewed Journal; Gurugram University Business Review (GUBR) published by the Department of Management.

Artificial Intelligence (AI) is considerably impacting the publishing industry, particularly academic publishing, by automating tasks, enhancing efficiency, and improving the quality of content. AI tools are being used for everything from basic tasks like grammar and spell check to more intricate functions like plagiarism detection, content generation, and even peer review assistance. AI can generate various types of content, including abstracts, summaries, and even entire articles, streamlining the writing process. AI can analyze text for clarity, readability, and engagement, helping authors refine their work. Not only this, AI can help researchers analyze datasets, identify patterns, and draw conclusions, potentially accelerating the research process. However, the use of AI in publishing raises ethical questions about authorship, plagiarism, and the potential for bias. AI-generated content may not be eligible for copyright protection, creating complexities for authors and publishers. There is a growing need for ethical guidelines and best practices for using AI in publishing to ensure responsible and fair practices. It goes without saying that AI-powered tools will continue to evolve, offering new possibilities for improving the efficiency, quality, and accessibility of published content.

The journal has broad ethos and is open to a wide range of methodological approaches and philosophical underpinnings. GUBR aspires to be in the list of most preferred journals in the world and we don't foresee any hindrance to achieve this objective.

We are able to aspire for these goals because we have such a leadership at University who strongly believes in creating a research culture. In this quest, I extend my sincere thanks to Prof. (Dr.) Sanjay Kaushik, the Hon'ble Vice Chancellor of the Gurugram University for his worthy directions and support and also for having such a strong trust in the capabilities of the editorial team. I also express my sincere thanks to Dr. Sanjay Kumar, Registrar at Gurugram University for all kind of administrative support.

I will like to put on record and thereby acknowledge the contribution made by the very dedicated editorial team and Dr. Ritu Yadav, Associate Editor in particular for her persistent efforts in bringing out this issue issue of the Journal. I will hereby, urge that the GUBR is listed in good databases before the release of its tenth issue scheduled in December 2025.

Last by not the least; would express that I am indebted to all the contributors of this journal as the journal is made of anything but the articles by researchers.

Happy Reading!!

Prof. (Dr.) Amarjeet Kaur
Editor-in-Chief