



Foreword

Being associated with GUBR and writing this tenth foreword for Volume V, Issue II, fills me with a sense of proud. Witnessing the remarkable growth of this Bi-Annual International peer-reviewed Journal, *Gurugram University Business Review (GUBR)*, published by the Department of Management, is truly heartening.

The journal hosts contributions advancing the research on theories and practice of the management, business, commerce, trade, economics, decision making, and a host of other business relevant issues. GUBR does not discriminate against any ontological assumption. Finally, an important aim of the journal is to publish research that has high translation value. GUBR has an inclusive ethos and is open to a wide range of methodological approaches and philosophical underpinnings. GUBR is a globally respected multidisciplinary international journal which provides an international forum for exchange of ideas and findings from researchers across different cultures.

It is imperative to mention the emerging importance of qualitative research. Qualitative research is a scientific method of observation to gather non-numerical data. It is an approach to research that aims to gather in-depth understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research. In essence, qualitative research is an exploratory and investigative approach that helps researchers gain a deep, contextual understanding of a topic from the perspective of those being studied. Nonetheless, GUBR embraces methodological pluralism, accepting contributions based on qualitative, quantitative as well as mixed methods.

In this pursuit, I extend my immense gratitude to Prof. (Dr.) Sanjay Kaushik, the Hon'ble Vice Chancellor of the Gurugram University for his worthy guidance and encouragement and also for having such a strong trust in the capabilities of the editorial team.

This is a matter of importance to acknowledge the contribution made by the very dedicated team of editors and Dr. Ritu Yadav and Dr. Vinod Kumar in particular, for their unflinching efforts in bringing out the tenth issue of the Journal. I will hereby, urge that the GUBR is listed in good databases before the release of its eleventh issue scheduled in July 2026.

A journal is what is made by authors of its articles, albeit; I owe my sincere thanks to all the contributors of this journal. I feel privileged and humbled to be associated with GUBR which will constantly thrive upon high quality of research.

Happy Reading!!

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