



Foreword

It is a matter of privilege to be associated with GUBR and write this foreword for the volume VI, Issue I. 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, Gurugram University.

GUBR is a globally respected multidisciplinary international journal which provides an international forum for exchange of ideas and findings from researchers across different cultures. 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. 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.

In this era of Artificial Intelligence and Machine Learning; it is vital to review the emerging importance of Artificial Intelligence (AI) in research. Undoubtedly, AI tools are significantly accelerating the research process, offering massive time savings for literature reviews, data synthesis, and citation mapping. Platforms like Elicit, Consensus, Scholarcy, Research Rabbit and SciSpace are helping researchers gain a deep, contextual understanding of a topic from the perspective of those being studied. While these tools are highly efficient, they come with caveats. Researchers generally agree that these platforms are best used to speed up initial overviews, explore citation trails, and organize data, but they should never replace deep reading and traditional verification of the primary literature.

In the pursuit of keeping high publication standards; I extend my immense gratitude to Prof. (Dr.) Sanjay Kaushik, the Hon'ble Vice Chancellor of the Gurugram University for his timely directions 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 unwavering efforts in bringing out the eleventh issue of the Journal. I will hereby, urge the team to take up the GUBR to even higher heights.

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