

Preface

I bring the inaugural edition of *Majestic Global Trends in Marketing & Supply Chain Management* with great passion and a clear mission. Through this journal launch, we have reached a major achievement, which helps our unified goal of pushing forward research development alongside innovation and creating a worldwide discourse platform for business sectors in marketing and supply chain management.

Digital disruption, global connectivity, and shifting consumer trends make today's world the perfect environment for the significant development of marketing and supply chain management. Modern business operations and competitive abilities experience a fundamental transformation because organizations combine technologies with sustainability practices, data-driven strategies, and customer-centered models. Research that observes current marketing and supply chain management changes must urgently produce intelligent evaluations combined with visionary guidance and functional problem solutions.

The fundamental objective of *Majestic Global Trends in Marketing & Supply Chain Management* is to connect academic discoveries with industry implementation methodologies. As a peer-reviewed resource, we strive to create an academic platform through which experts can showcase their research to investigate global markets and supply chain advancement, which enables paradigm challenges.

The initial publication includes diverse academic articles that demonstrate the multidimensional characteristics of our research areas. The articles in this issue build a solid foundation for making the journal significant in both relevance and impact potential.

The launch of this journal became real through the combined excellence of the editorial board members, peer reviewers, and authors, who showed dedication and academic expertise. The existence of this new publication depends heavily on your readership engagement.

With warm regards,

Mirza Amin ul Haq

Editor-in-Chief

Department of Marketing,

Ziauddin University,

Pakistan.

E-mail: mirzaaminulhaq@gmail.com

Majestic Global Trends in Marketing & Supply Chain Management (MGTMSCM)