

Preface

Content Majestic Publisher is delighted to bring out the 2nd volume of *Majestic Global Trends in Marketing and Supply Chain Management*. It is founded on the achievement of the initial volume and it is a sign of our unrelenting commitment to delivering the high quality of research, innovation and global academic community of academicians and practitioners in the field of marketing and supply chain management.

Since recognition of Volume 1, the journal has grown to be a space to talk about current problems and prospects in the globalization, digital-era, shifting consumer behaviour, and complex supply chain dynamics. Our mission is to publish works of research that can advance the theoretical knowledge in addition to offering practical and evidence-based solutions and sustainable solutions to the academic and industrial spheres.

The combination of advanced analytics, customer centricity, and sustainability in the fast-paced technological age and paradigm shift in the market has disrupted the traditional model. The researches involved in this book are researches on such developments that offer not only insight and counsel that is visionary, but also applicable and practically enforceable.

Due to the dynamics of the industries, marketing and supply chain management are increasingly becoming significant in defining the success of the organisation. The ever-evolving interdependence among the needs of consumers, the advancement in technology and the global trading systems demands the flexible methods and new solutions. In this regard, there is a need to discuss new approaches, instruments, and models that can assist companies to stay competitive and encourage sustainability and ethical conduct. This edition of *Majestic Global Trends in Marketing and Supply Chain Management* is a good contribution to knowledge in these fields and it attempts to combine the scholarly merit with the practical implications to ensure that professionals in the marketplace survive the competitive environment of the contemporary market.

Volume 2 is still aimed at filling the gap between research and practice in the industry. Being a global peer-reviewed journal, we can accept the contributions of scholars and professionals around the world. The themes of the articles in this volume are various in marketing and supply chain management, as the sphere is multidisciplinary and dynamic.

As this continues, the journal will still be dedicated towards meeting new challenges in the global markets. We also intend to promote the convergence of the academia and industry in order to enrich the knowledge transfer and help to develop both the industry and academia. It is with great appreciation that we acknowledge the editorial board,

reviewers and contributing authors who are committed and skilled personnel whose efforts have been paramount to this milestone. Their concerted efforts believe in the quality and integrity of the journal.

In the future, we welcome researchers, practitioners, and thought leaders to the active participation in *Majestic Global Trends in Marketing and Supply Chain Management*. Your valuable contributions and insights as an author will aid in shaping significant discourse, promoting knowledge, and solving emerging global issues in these crucial areas. By engaging in future cooperation and innovation, we will be able to find our way in the changing world of marketing and supply chain management and develop solutions that impact the future.

Deeply Thankful,

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