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# Message from Editor

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We are pleased to bring out the Volume 5, Issue 1 (June 2024) of *BIMTECH Business Perspectives* in partnership with Sage India under the Spectrum program. With the support of authors, reviewers, and readers, the journal has reached the fifth year of its journey. The journey so far has put a significant imprint on business and management research. The journal's viewership, downloads, and citation have also grown as expected.

This journal follows the open access model of publication that facilitates wider access to the research work published by authors. Furthermore, authors do not have to pay submission or open access fee for publishing in this journal. At a time when there are several critiques of the pay-to-publish model, our journal provides a trusted platform where research work can be published and shared globally without barriers.

In terms of research focus, we encourage original research involving emerging and functional areas of business management including, but not limited to, financial markets, emerging economies, entrepreneurship and start-ups, emerging technology and innovation in business functions, consumer behavior, human behavior in management decisions, risk management, supply chain management, and business strategy. While both quantitative and qualitative research methods are encouraged, we are open to studies that embrace new and evolving methodologies whether quantitative, qualitative, or mixed.

We are committed to timely review and publication of manuscripts submitted to the journal. Manuscripts submitted to the journal are sent for review after initial screening within one week of submission. Our endeavor is to provide authors with the first round of review comments within six to eight weeks' time. Subsequent reviews, wherever required, are done in a time-bound manner. A final decision on the submitted manuscript is expected within six months.

This issue of *BIMTECH Business Perspectives* carries five research papers. These research papers are as follows:

- (a) "Gamification in Digital Marketing: Proposing a Theoretical Framework Based on Uses and Gamifications Theory",
- (b) "Demystifying the Research Trend of Content Marketing: A Co-authorship and Co-occurrence Analysis",
- (c) "Workplace Ostracism and Turnover Intention in Organizations: A Meta-analytic Review",
- (d) "Determinants of Private Infrastructure Investment in India: A Post-liberalization Analysis", and
- (e) "Green Finance Initiatives to Improve Green Banking Practices in India."

These papers provide insightful and relevant finding that can be of use in the business management and economic policy domains.

Looking back, research articles on a variety of issues were published in the past four volumes. Some of these topics include valuation, capital structure decisions, currency market and its interactions, trade and economic performance, entrepreneurship issues, consumer brand identification, consumer behavior, impact of job burnout, green human resource management, impulse and revenge buying behavior, consumer attitude towards green products, tourism, brand attachment, brand equity, volatility of banking sector, governance and business ethics, among others. With every successive issue, our endeavor is to serve the research fraternity better and contribute to knowledge creation in the identified discipline and the associated functional and cross-functional areas.

We would like to place on record our gratitude to Director BIMTECH, our publication partner Sage India, and the editorial board members from diverse fields for providing direction and guidance for the growth and development of the journal. We also thank the authors who have entrusted their faith in the journal from different parts of the world. Our reviewers who are spread across geographies have contributed to every successive issue and we sincerely appreciate their contributions. With contribution of all stakeholders, the journal is on track to reach new heights.

We sincerely hope that our readers will find the content included in this issue contemporary and insightful. We are open to guest editorship, special issue proposals, and collaboration with academic conferences as publishing partners. Any such requests as well as suggestions for improvement may be sent to the editor by email ([editor@bimtech.ac.in](mailto:editor@bimtech.ac.in)).

Sincerely,

**Khanindra Ch. Das**

*Editor, BIMTECH Business Perspectives*