

FROM THE DESK OF THE CHIEF EDITOR

I am delighted to present the new issue of *Optimization*, Bi-Annual Journal of GLBIMR. The six research papers it contains provide insights in the management and economic strategy of tourism, healthcare, integrated management systems, lean management and sustainable development.

In India in their contribution “*Examination of Tourism Security Concerns with Reference to India*”, Smita Mishra, Tanvi Gupta, and Mamta Rani explore the implications of security concerns in the tourism industry which is one of the major revenue-generating sectors. They find that crime rate, wars, socio-political unrest, environmental threats, and infectious diseases have a statistically significant impact on the tourists’ psychology.

The authors collect data online through a self-structured questionnaire to determine the overall security status of tourism in India. 349 informants responded to the questionnaire. Mishra, Gupta and Rani acknowledge the constraints of limited resources and time but believe the findings of their research extend beyond academia and offer practical insights into enhancing the perception of Indian tourism security.

Bhumit A. Shah and Parag Shukla from the University of Baroda statistically also analyze the perceptions of users and focus on perceptions of individuals who utilize the services offered by Primary Health Centers in their contribution titled “*An Empirical Study on Measuring the Perception of Selected Health Care Services Provided by Primary Health Centers (PHCs) in the Selected Villages of Vadodara District, Gujarat*”. Their findings show that rural users are overall satisfied with the accessible, available, and affordable services in communities. Their findings also shed light on managerial and infrastructure difficulties that hinder the efficient and effective delivery of health services.

The authors recommend health reforms to meet the increasing demands of the population and healthcare workforce in India. This research presents interest to scholars, policymakers, and healthcare professionals and paves the way for further research and improvements in healthcare delivery for rural communities. The readers of the paper of Shah and Shukla can also find interest in the paper of Aparajita Dasgupta Amist, Mamta Chawla, and Dipti Tulpule published in December 2020 in *Optimization*: “*Breaking Down the Five Dimensions of Service Quality in Private and Government Hospitals – Delhi NCR*” [Vol 12 (3)].

Tarannum Mohan from Punjabi University explores “*Single Minute Exchange of Die*” (SMED) which is a lean methodology. Lean methodologies such as Lean Manufacturing, Lean Six Sigma, and Lean Management focus on eliminating non-value-added activities or “waste” in processes, continuous improvement of flow, reducing cycle times, optimizing resource utilization, enhancing quality, respect for people, empowering employees to participate and creating value for customers. Lean practices commonly include value stream mapping, 5S workplace organization, Just-in-Time (JIT) production, Kanban systems, Kaizen events (rapid improvement workshops), and visual management.

In “*Application of Single Minute Exchange of Die Lean Method in Improving Productivity: Study of an Injection Molding Process*”, Tarannum Mohan studies the implementation of SMED and Kanban System in automotive parts manufacturing organization’s injection molding process. The findings reveal that after implementing SMED, setup time is reduced by 53%, 25 minutes per setup and 750 minutes of production time per month are saved, productivity is improved by approximately 2%, and work-in-process stock is decreased by 50%.

Rohit Kenge, Plant Head at Legrand India Private Limited, authors “*The Integrated Management System ISO Audit Benefits over Individual ISO Audits*”. The author opts for a quantitative research approach in which he considers the Integrated Management System (IMS) as the independent variable and operation performance as the dependent variable.

For ease of following up, I remind the reader that An Integrated Management System (IMS) incorporates an organization’s various standards, policies, processes, and procedures into a unified system to streamline operations. The primary goal is to optimize performance by eliminating redundancies, improving communication

and coordination, and promoting a holistic approach to management across different functions and departments. An IMS typically includes the integration of various management systems such as quality management (ISO 9001), environmental management (ISO 14001), occupational health and safety management (ISO 45001), and other relevant standards.

Rohit Kenge concludes that the implementation of an IMS offers various benefits, including saving repetitive documentation time, enhancing synergy between different auditing systems, improving audit efficiency, and fostering customer trust and satisfaction. The findings have practical implications for organizations seeking to improve operational performance.

Saket Joshi from Punjabi University delves into the significance of customer service within the logistics industry and its potential for providing a competitive edge in his contribution "*A Literature Review on the Impact of Customer Service in the Logistics Sector*". Joshi's research paper examines the working platform, process flow, and importance of logistics service providers (LSPs) in relation to client retention, loyalty, and the perception of service quality.

Specifically focusing on the interaction between LSPs and customers, such as exporters and importers, the author investigates the gap between client expectations and the actual services offered by LSPs. The identification of the service quality gap serves as a valuable metric for evaluating customer satisfaction and pinpointing areas for improvement. Saket Joshi highlights the critical role of customer service in the logistics sector and advances that organizations can gain a competitive advantage by effectively communicating with clients and skillfully resolving complex situations.

Among the contributions, "*Impact of Sustainable Development Goals on Sustainable Marketing Practices*", authored by Surabhi Singh and Laxmi Pandey from GLBIMR and IMS Ghaziabad, dives into the Indian context to investigate the challenges faced by businesses in implementing sustainable marketing strategies aligned with the UN Sustainable Development Goals 2030 agenda.

Singh and Pandey focus on the synthesis of existing knowledge and reveal three findings: sustainable marketing practices gain significant traction in domestic and international environments; businesses encounter numerous challenges in this realm; and certain SDGs require astute planning to be effectively addressed. The manuscript serves as a catalyst for future research and proposes avenues for strategic positioning in this domain.

I hope that this issue of Optimization will inspire further research and promote informed decision-making in the different challenges and opportunities in areas of management.

I express my gratitude to all the contributors to this issue of Optimization and commend their dedication to both academic knowledge and practical applications. I believe that the insights provided enhance the understanding of researchers and practitioners for further research, discussions, and advancements in the realm of strategic management and its functional fields.

I also express my gratitude to Dr. Surabhi Singh, Associate Editor of Optimization for her efforts to support the journal's aim of higher quality research papers on emerging topics.

I finally and deeply appraise Dr. Sapna Rakesh, Director of GL Bajaj Institute of Management & Research PGDM Institute, whose leadership and support guarantee the sustainability and progress of Optimization. His ambition is to make a worldwide high-ranked academic journal.

I invite readers to delve into the articles featured in this issue and engage in insightful conversations with the authors, the editors and in particular the director to continue the journey and foster the emergence of new ideas, perspectives, and innovations within the respective domains.

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