

## EDITORIAL NOTE FROM THE DESK OF THE CHIEF EDITOR

Dear Readers,

I am delighted to introduce the first issue of Volume 16 of *Optimization*, dedicated to advancing research in management studies. This issue features a rich collection of articles exploring diverse and timely topics, reflecting our commitment to academic excellence and relevance. Articles in this issue delve into critical areas like:

- Success factors for tea companies and startups in India (Kumar)
- The transformative impact of AI on Banking, Financial Services, and Insurance (BFSI) (Periasamy and Dinesh)
- The influence of organizational culture on employee engagement across India and Nigeria (Abbas)
- A student-centered approach to higher education in a technology-driven era (Goswami)
- “Management Education 5.0”: evolving practices for a post-pandemic world (Singh)

I have contextualized these contributions within similar research conducted in developing countries, particularly India.

“Story of Top 10 Tea Companies and Top Chai Startups in India” by Saurav Kumar (2024) offers a deep dive into the factors driving success in this dynamic market. Complementary research by Sharma (2024) and Kohli *et al.* (2023) explores the roles of venture capital and innovation, respectively, in fostering startup success.

In the BFSI sector, Periasamy and Dinesh (2024) analyze the transformative impact of AI, building upon prior research by Bonni *et al.* (2021) on machine learning and Shakya & Smys (2021) on big data analytics for risk management.

Dr. Shariq Abbas’s (2024) work on organizational culture and employee engagement aligns with findings by Damisa and Bin Zainol (2022) in Nigeria and Praveenraj *et al.* (2020) in India, collectively highlighting the importance of fostering positive workplace cultures.

Articles by Dr. S. Goswami (2024) and Dr. Surabhi Singh (2024) explore the evolving landscape of higher education. Goswami examines the potential of student-centered learning in technology-enhanced environments, while Singh discusses the integration of advanced technologies like AI, blockchain, and VR into management education practices. Their insights resonate with research by Hartono *et al.* (2024) on education planning and Mahariya *et al.* (2023) on university campus digitalization.

The contributions in this issue of *Optimization* exemplify our dedication to publishing research that addresses contemporary challenges and opportunities in management. These studies foster scholarly dialogue and offer practical applications, ensuring their significance to the field. The insightful contributions of authors and the rigorous evaluations by reviewers play a vital role in maintaining our high standards of excellence.

Best regards,

Djamchid ASSADI Editor-in-Chief, *Optimization*

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