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# Editorial

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As I step into the role of Editor-in-Chief of *IIMS Journal of Management Science*, I am filled with a sense of responsibility and gratitude. Since its inception, the journal has been striving to advance knowledge in the field of Management, and it is an honour to contribute to this legacy.

In taking charge of the editorial team, our focus will be on broadening the journal's scope to include emerging areas of research and interdisciplinary studies as envisioned in the institute's mission. We will actively prioritize the global dissemination of knowledge by enhancing our online presence and accessibility.

The article 'Deciphering the Social Media Content to Identify Common Branding Themes of Bellwether Management Institutions of India' by Abdul Rahim Ahmed Munshi explores the use of social media by leading Indian Institutes of Management (IIMs) to enhance their brand image and engagement. The study identifies that content themes such as achievements, webinars, festival celebrations, public talks by experts and appreciation posts generate the most engagement on platforms like Facebook and Instagram, while professional events and industry-related content drive LinkedIn engagement.

The article 'Cross-Border Product Payments in Sub-Saharan Africa! How MSMEs React to PAPSS as E-payment Innovation: Moderating Role of Experience' by Ambrose Ogbonna Oloveze, Charles C. Ollawa, Kelvin Chukwuoyims and Victoria Ogwu Onya, evaluates the reactions of micro, small and medium enterprises (MSMEs) to the Pan-African Payment and Settlement System (PAPSS), highlighting the roles of ease of use and perceived compatibility as key determinants for adoption. It finds that while the ease of use is the strongest indirect influence on MSMEs' intention to adopt PAPSS, perceived compatibility directly impacts their intention the most. Additionally, the study confirms that prior experience with e-payment systems significantly moderates these relationships, suggesting that less experienced users place greater importance on perceived benefits and ease of use when considering the adoption of PAPSS.

Samson Edo, in his article, 'Payment Digitization and Industrial Activity Nexus: Comparative Evidence from Key Sub-Saharan African Economies' investigates how digital payment affects industrial sector activity in Nigeria and South Africa, revealing that while digital payment significantly boosts industrial activity in both countries, its impact is lower than that of physical capital, human capital and personal income. The study recommends strengthening internet technology and boosting capital investment and personal income to sustain and enhance

industrial growth. Additionally, trade openness showed an insignificant effect, suggesting a need to control imports that compete with domestic goods.

‘Efficiency of Macroeconomic Variables to Explain Economic Growth in the BIMSTEC Region’ by Subrata Roy and Monika Pal examines the impact of various macroeconomic factors on economic growth within the Bay of Bengal Initiative for Multi-sectoral, Technical and Economic Cooperation (BIMSTEC) region using quarterly data from 2000 to 2021. The study identifies agricultural production, foreign direct investment and employment as significant determinants of economic growth while highlighting the varying impacts of these variables across different member countries. The findings suggest that these macroeconomic factors collectively influence GDP growth in the region, offering insights for policymakers to enhance economic cooperation and development within BIMSTEC.

Joy Lynn R. Legaspi, through his work, ‘Environmental Protection: Regulations to Reduce and Eliminate Single-Use Plastic in Response to Climate Change’, explores the Philippines’ legislative efforts to combat single-use plastic pollution within the framework of sustainable development principles. It highlights the roles of national and local governments in implementing plastic usage regulations, emphasizing the need for reliable data and effective programmes to prevent plastic pollution amid growing global production. The study also underscores the importance of coherent policies and international cooperation in addressing the environmental impacts of plastic waste and contributing to global climate goals.

The review of Mansoor Khan’s book *ONE: The Story of the Ultimate Myth* by Sanjeeb Kakoty highlights the book’s critique of modern society’s obsession with perpetual growth and technological advancement at the expense of harmony with nature. Through the fictional narrative of Dr Abhay Rao and Ms Sonal, the author contrasts the sustainable practices of tribal societies with the unsustainable consumption-driven model of modern civilization, ultimately delivering a profound commentary on the existential crisis facing the contemporary world.

I hope you will enjoy the reading.

**Neelam Rani**

*Editor-in-Chief*

*IIMS Journal of Management Science*