

Innovating for a Sustainable Future: Bridging Ethics, Sustainability, and Consumer Engagement

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The IIMS Journal of Management Science has a long-standing tradition of publishing impactful, insightful research that bridges academic rigor and practical relevance. This issue upholds that legacy by showcasing innovative studies addressing critical challenges in contemporary business management.

The latest issue of the IIMS Journal of Management Science brings together a selection of compelling research articles that explore emerging trends in sustainable, ethical, and innovative business practices. With topics ranging from corporate social responsibility (CSR) to green entrepreneurship, the contributions in this issue collectively emphasize the importance of aligning business strategies with broader societal and environmental objectives.

The article, “Does Organic Food Consumers’ Perception of Organisation CSR Matter: Evidence from Malaysia” by Tamana Anand, Jayalakshmy Ramachandran, and G.S. Batra investigates how consumers’ perceptions of CSR influence their trust and purchase intentions for organic food in Malaysia. Highlighting the role of affordability, trustworthy information, and environmental commitments, the study underscores the importance of CSR initiatives that align with stakeholder health and environmental well-being. The findings call for government action to improve standards and reduce reliance on imports, fostering consumer satisfaction and trust.

“Mindful Content Marketing: Increasing Brand Awareness” by Vivek Newar and Shraddha Chetry explores the intersection of mindfulness and marketing, this study presents a conceptual model linking mindful content strategies to enhanced brand awareness. The research illustrates how mindfulness can influence brand positioning by incorporating ethical and consumer-centric approaches. It also offers actionable insights for marketers to use mindfulness in addressing consumer expectations ethically.

Arpita Ghosh, Ananya Das, and Poulomi Bhattacharya, in their article “The Importance of Sustainability Strategies in Businesses: A Research Trend Analysis” examines the integration of sustainability into Indian business operations, emphasizing economic, social, and environmental dimensions. Using bibliometric analysis, the study identifies barriers like inadequate funding and lack of green taxonomies, proposing measures to enhance public awareness and corporate practices. The research is a call to action for businesses to prioritize net-zero targets.

“Motivations to Adopt Solar Energy Systems: A Literature Review Using the TCCM Framework” by Archana Nag, Rupal Chowdhary, and Amulya Gurtu systematically reviews the adoption and diffusion of solar energy systems, focusing on small-scale installations like rooftop solar in the residential sector. Using the TCCM (Theory, Context, Characteristics, and Methodology) framework, the authors analyze 95 studies from top journals between 2000 and 2023. The research identifies key motivators and barriers to adoption, such as socio-economic factors, policy support, technological advancement, and environmental awareness. It also categorizes factors by income groups, finding commonalities among countries within similar economic strata. The study emphasizes the importance of context-specific strategies and provides a roadmap for policymakers to design inclusive and effective renewable energy policies.

K. Sethupathy, in his article, “Exploring the Factors Influencing Green Entrepreneurship Among Northeast Entrepreneurs—An Approach of Gray-DEMATEL,” identifies key drivers and barriers to green entrepreneurship in India’s Northeast region, employing a Gray-DEMATEL approach to understand the causal relationships between influencing factors. It highlights the importance of green manufacturing, funding innovation, and regulatory support for fostering sustainable entrepreneurial practices.

Laxmidhar Samal reviews the book, “India and the Global Financial Crisis - Managing Money and Finance” by Dr. Yaga Venugopal Reddy. This book review presents Dr. Reddy’s attempt to explore India’s gradual and inclusive reform strategies during the global financial crisis. The review highlights India’s unique approach to integrating financial and real-sector reforms, emphasizing the importance of policy foresight in fostering resilience and sustainability in economic practices, as outlined in the book.

This collection of articles underscores the critical need for businesses to embrace sustainability, ethics, and innovation as core components of their strategies. Together, they provide a roadmap for navigating the interplay between consumer engagement, environmental responsibility, and economic growth. I hope these studies inspire meaningful dialogue and actionable insights for scholars, practitioners, and policymakers alike.

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