

EDITORIAL : JULY - DECEMBER 2022

The COVID-19 pandemic has had a profound impact on gig economy workers. With widespread lockdowns and social distancing measures, many gig workers faced reduced demand for their services, leading to financial instability and job insecurity. Moreover, the absence of employee benefits such as sick leave and health insurance left gig workers vulnerable to health risks and economic hardships. The pandemic highlighted the need for stronger protections and support systems for gig economy workers, prompting discussions on fairer labour practices and social safety nets to ensure their well-being in times of crisis. Jayalakshmi explored such aspects among gig workers of Vishakhapatnam.

The importance of an accounting curriculum for future-ready graduates, prepared by accounting educators and professionals, cannot be overstated. This curriculum ensures that graduates are equipped with the necessary skills and knowledge to navigate the rapidly evolving business landscape. By incorporating emerging areas such as data analytics, technology integration, and sustainability reporting, the curriculum prepares graduates to meet the demands of the digital age and contribute meaningfully to organizations. Karlapudi Preethi and Andgaddam Naresh Reddy have made a review of such need.

Research on workplace incivility and turnover intention among bank employees is crucial for several reasons. Firstly, workplace incivility has become a prevalent issue in many industries, including the banking sector, and understanding its impact on turnover intention can help organizations identify and address potential sources of employee dissatisfaction and attrition. Secondly, high turnover rates among bank employees can significantly impact organizational effectiveness, productivity, and overall performance. Gattagalla Sabitha and T. Krishna Kumar have found interesting results.

Research on academic leadership: scope and challenges for leaders and leadership development in higher education is of great importance for multiple reasons. Effective academic leadership is essential

for the success and advancement of higher education institutions. Investigating the scope and challenges faced by leaders in this context can provide valuable insights into the specific competencies and skills required to lead and drive positive change in academic settings. The higher education landscape is evolving rapidly, with new demands and complexities emerging. Gunturu Ramya Sri and Anand Pawar attempted them in select countries.

Innovation in agriculture is of utmost importance. It enables the development of new technologies, practices, and approaches that enhance productivity, sustainability, and food security. With a growing global population and increasing environmental challenges, innovation in agriculture plays a crucial role in improving crop yields, optimizing resource utilization, and mitigating the impact of climate change. Furthermore, innovative solutions in agriculture foster economic growth, create job opportunities, and contribute to the overall well-being of communities. Thaduru Surender and SF Chandra Sekhar explored innovations in agriculture among farmers in Telangana state.

Research in strategic communication is essential for understanding effective communication strategies, improving stakeholder engagement, and driving organizational success. Research in strategic communication is essential for understanding effective communication strategies, improving stakeholder engagement, and driving organizational success. This knowledge empowers organizations to make informed decisions, optimize communication strategies, and build stronger relationships with stakeholders. Gayathri Talla made a detailed review in her seminal work.

Wishing you all an enlivening and thought-provoking experience.

Happy Reading!

S.F. Chandrasekhar

Editor

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