

## Editorial

---

# Special Issue: International Conference on Digital Innovation and Sustainability (ICDIS-2024)

Vernika Agarwal<sup>a</sup> and Ranjit Kaur<sup>b</sup>

<sup>a</sup>*Apeejay School of Management*

<sup>b</sup>*Fortune Institute of International Business*

*E-mail: ranjitkaurkhyalia@gmail.com*

The International Conference on Digital Innovation and Sustainability, ICDIS-2024, was conducted at Apeejay School of Management, New Delhi, on February 28–29, 2024. It reflected the confluence of powers of three: digitization, innovation, and sustainability. These three areas are seen as very important, and ICDIS-2024 has, therefore, underscored this focus area. Where digitization is no longer an enabler and, in fact, catalyzes deep changes in how business organizations operate and strategize, it has emerged as a tool for innovation to design breakthrough solutions in fostering practices among industries. Within this same context, and using the elements described above from the joint thematic, the conference tries to contribute to broadening the understanding of how digitization may be harnessed to reach the goal of long-term sustainability and sweeping-change innovation.

The ICDIS-2024 has been a beacon of sorts for highly multidisciplinary research by dint of rich submissions received from all the corners of our country and even abroad. All these papers had been subject to a very stringent review process by one of our illustrious session chairs. Based on the potential of their contents to align with the journal's vision and mission regarding the purpose of the publication, Guest Editors Dr. Vernika Agarwal and Dr. Ranjit Kaur nominated six full-length papers among the selected ones for further reviewing for presentation in this special issue and sent them to a number of domain experts for blind review. After that, these papers were revised with the inevitable invaluable advice and suggestions flowed through the Co-Editor-in-Chief Stan Lipovetsky. We appreciate thoroughly the engagement with our audience and thank the authors for their hard work and cooperation; without this it would be very difficult to finalize this special issue. This special issue presents some of the major work discussed at the conference, reflecting varied approaches and perspectives contributed by the researchers and practitioners of our esteem.

### 1. “The Impact of Budget Deficit on Inflation: Insights of Sri Lanka”

*Selvavinayagam Viththika, Jeyapiratheeba Anton Arulrajah, and Gnanasubramaniam Gnanachandran*

It has identified the relationship between budget deficits and inflation in Sri Lanka over the period 1990 to 2022 by employing econometric models. The long-run causality relationship of deficits and inflation is identified to be the inverse relationship. So, based on the findings it's shown how the money supply and unemployment rates influence it.

## 2. “Sustainable Energy Adoption Challenges in LMIC’s: A Conceptual Model”

*Geetika Nair, Pranay Verma, Vernika Agarwal, Prakash Bhatia, and Kshamta Chauhan*

The paper examines the obstacles to sustainable energy uptake in South Asian LMICs using a Fuzzy DEMATEL technique that has classified the financial, operational, and technical glitches, thus proposing a structured framework to overcome such hurdles.

## 3. “The Interplay of Resilience, Stress, Mental Wellbeing, and Task Performance: Implications for Sustainable Workplaces”

*Prateek Deka, Gurinder Singh, Chandra Shekhar Sharma, Pranay Verma, and Shikha*

This framework is designed to balance stress and improve task performance in sustainable workplaces, with the major focus on resilience and mental well-being. The research study highlighted that low stress and high resilience fosters the mental well-being and performance of the task.

## 4. “Leveraging Machine Learning for Augmenting Organizational Effectiveness: Analytic Hierarchy Process Framework”

*Srirang Kumar Jha, Shweta Jha, and Monika Arora*

In this backdrop, the paper proposes an AHP model for the effective utilization of machine learning for enhancing organizational performance. This review of 166 research papers identifies how machine learning can be put in place for improving management and strategic function decisions.

## 5. “Navigating the Challenges of Artificial Intelligence in HR Landscape”

*Gunjan Chhabra and Snigdha Malhotra*

This paper discovers the issues and change which can be initiated by the incorporation of AI in HR functions. It would focus both upon the hindrances that organizations are being exposed to while implementing AI and how the employees’ perception and cooperation are significant

## 6. “A Qualitative Analysis on Dairy Farming Policies and its Stakeholder’s Perspective in Indian Dairy Sector”

*Anand Kr. Chaturvedi, Rachna Singh, and Chandra Kr. Tewari*

This paper is a critical review of the formulation of the dairy development policy and its implementation in India using a qualitative methodology. It studies the issues hindering small and medium-sized agricultural practitioners and suggests how improved policy implementation can yield market strategies.

Of course, we would like to thank very much our Editor-in-Chief of MASA, Dr. Sarjinder Singh, as well as our Co-Editor-in-Chief, Dr. Stan Lipovetsky, for their support and dedication since the start of the conference, and over the preparation period of this special issue. We extend our heartfelt gratitude to Dr. Sarjinder Singh, MASA Editor-in-Chief, and Dr. Stan Lipovetsky, Co-Editor-in-Chief, for their unwavering support and dedication from the early stages of the conference through to the completion of this special issue.