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GUEST EDITORIAL FROM JOHN WALSH, D.PHIL.

Welcome to the Vol. 17, No. 1 issue of Optimization, covering January-June, 2025. Optimization is a bi-annual double-blind peer-reviewed academic journal accepting papers in the area of management. The journal and its editorial team place great emphasis on innovative inter- and cross-disciplinary work in exploring complex managerial issues and particularly welcomes novel and under-explored research methodologies in doing so.

In this issue, five interesting and important papers are included.

Assistant Professor Ajay Bisht has contributed “Sustainable Tourism Management in the Era of Overtourism: A Systematic Review of Strategies and Best Practices.” This paper contributes to the scholarly understanding of the phenomenon of overtourism in the context of environmental sustainability and the seasonality of tourism.

Associate Professor Sangeeta Relan has written “Bridging the Gap: Assessing Gender-Inclusive Policies in India’s Insurance Industry.” She acknowledges the vital importance of including diversity, equity and inclusion in the success of any organization and has designed research to investigate the extent to which this exists in terms of gender inclusivity in the insurance industry of India.

Dr. Deeksha Dwiveda provides “Technology and Leadership: The Role of Technology in Stress Management for Leaders.” This paper focuses on the impact of stress of different kinds on leaders and how those leaders might use different means, including advanced technology, to mediate that stress and, thereby, enhance not just wellness but productivity.

Sourasis Chakraborty and Dr. Shaunak Roy have together written “Investigating Customer Satisfaction and Loyalty Dynamics in Internet Service Providers: Key Factors and Strategic Implications.” Every business and just about every person these days finds internet access to be a crucial part of successful working operations. However, that reliance has an impact upon perceived satisfaction with the service and often not in a positive way. This paper explores the components of customer satisfaction with internet service providers, including not just price but privacy, security and other important indicators.

Assistant Professor Mohd Ayaz has contributed “Navigating Brand Equity: A Case on Mankind Pharma’s OTC Business Restructuring Strategy.” This case study, intended for discussion in the classroom rather than being an illustration of either good or bad managerial practices, revolves around a key growth issue for the leading Indian mass market company Mankind Pharma.

These papers represent a significant contribution to understanding the complexities of contemporary management and I am glad to have been able to have played a small part in bringing them to the world.

At a time when academic inquiry is under threat in important parts of the world, it is more necessary than ever to keep the lamp of learning burning brightly wherever we can. All of us hope to make some contributions to academic knowledge and we recognize the scientific approach necessary to have the required level of confidence in our claims to have contributed. Most governments still accept that there are numerous benefits for this to be taking place in their governments and it is to be hoped that the others, one in particular, can return to normality as soon as possible.

John Walsh, Krirk University.

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