

Editorial

“Advancing Human Capital, Digital Transformation, and Sustainable Behavior: Insights from Emerging Nepal”

Dear Reader,

This issue of the International Journal of Business and Sustainable Development (IJBSD) presents a rich collection of empirical studies that collectively examine the intersections of human capital development, financial behavior, digital transformation, and sustainability. With a strong contextual focus on Butwal Sub-Metropolitan City and the Rupandehi District of Nepal, the contributions in this issue offer valuable perspectives on how emerging economies navigate rapid socio-economic and technological transitions.

A central theme that runs across several papers is the critical role of human capital in fostering sustainable institutions. The study on talent management and academic staff retention in public campuses highlights the growing need for effective human resource strategies within higher education. Retaining qualified academic staff is essential for maintaining educational quality and institutional continuity. This is complemented by the research on personality traits and academic performance of management students, which emphasizes that individual behavioral characteristics significantly influence academic success. Together, these studies suggest that both institutional practices and individual attributes must be aligned to enhance educational outcomes and long-term societal development.

Workplace sustainability is further explored through the study on workplace climate and organizational citizenship behavior among employees of plastic manufacturing companies. The findings demonstrate that a supportive and positive work environment encourages employees to engage in discretionary behaviors that go beyond formal job requirements. Such organizational citizenship behaviors are crucial for improving productivity, collaboration, and overall organizational effectiveness, reinforcing the importance of ethical and inclusive workplace cultures.

Financial behavior and investment decision-making form another major pillar of this issue. The studies on digital financial platforms and investment intentions among the younger generation, behavioral factors influencing stock market decisions, and emotional intelligence in investment decision-making collectively reveal that modern financial behavior is shaped by a blend of technological access and psychological factors. The increasing availability of digital financial tools has empowered individuals, particularly youth, to participate in investment activities. However, decisions are often influenced by emotions, biases, and varying levels of financial literacy.

This discussion is further enriched by the paper on determinants of investors' financial well-being, which highlights the importance of financial knowledge, advisory services, and trust in financial institutions. These findings underscore the need for integrated approaches that combine financial education with technological innovation to promote inclusive and sustainable financial systems.

Entrepreneurship and financial inclusion are also key areas of focus. The study on financial inclusion and entrepreneurial intention among youth demonstrates that access to financial services plays a pivotal role in enabling entrepreneurial activities. Meanwhile, the research on entrepreneurial intentions and the mediating role of self-efficacy points to the importance of psychological empowerment in shaping entrepreneurial behavior. These insights suggest that fostering entrepreneurship requires not only structural support systems but also efforts to build confidence and capability among aspiring entrepreneurs.

Digital transformation continues to reshape various sectors, as highlighted by multiple studies in this issue. Research on service quality and adoption of college mobile applications, e-service quality and e-customer satisfaction in e-commerce, and behavioral intention towards mobile banking collectively illustrate the growing reliance on digital platforms. These studies emphasize that ease of use, reliability, and trust are critical factors influencing user adoption and satisfaction.

Further extending this discussion, the study on facilitating conditions and mobile app adoption among retail stock traders identifies behavioral intention and habit as key drivers of sustained technology use. This indicates that successful digital transformation depends not only on infrastructure but also on user engagement and experience over time.

Sustainability is also examined through consumer behavior in the paper on green marketing mix and green purchase intention of electric vehicles. The findings reflect an increasing awareness of environmental issues among consumers, with marketing strategies playing a significant role in encouraging eco-friendly choices. This aligns with global sustainability goals and highlights the role of businesses in promoting responsible consumption.

Lastly, the study on impact of celebrity endorsement on consumer attitudes towards banking services sheds light on the influence of social and cultural factors in shaping consumer perceptions. While celebrity endorsements can enhance brand visibility and appeal, they also raise important considerations regarding authenticity and ethical communication.

In conclusion, this issue of the International Journal of Business and Sustainable Development (IJBSD) underscores that sustainable development in emerging economies is inherently multidimensional. It requires the integration of human capital development, digital innovation, financial inclusion, and ethical business practices. The research presented here not only contributes to academic discourse but also offers practical insights for policymakers, educators, and business leaders. The editorial board hopes that these studies will inspire continued exploration and foster strategies that promote inclusive, resilient, and sustainable growth. For details and queries, the authors should contact on the following email ID: editor.ijbsd@gmail.com

Dr. Raj Kumar Singh
Editor-in-Chief
International Journal of Business and Sustainable Development (IJBSD)