

## **Editorial**

### **“Navigating Transformation and Sustainability in Emerging Economies”**

Dear Reader,

This issue of the International Journal of Business and Sustainable Development (IJBSD) presents a collection of insightful studies that collectively explore the evolving dynamics of banking, financial markets, and consumer behavior, with a particular focus on Nepal. The selected papers reflect the growing importance of integrating organizational efficiency, technological advancement, and ethical responsibility to achieve sustainable development.

A central theme emerging from this issue is the transformation of the banking sector. The study on factors affecting employee turnover intention in merged commercial banks highlights the human challenges associated with organizational restructuring. Mergers, while aimed at improving efficiency and competitiveness, often create uncertainty among employees. The findings emphasize that job satisfaction, organizational support, and effective leadership are critical in retaining talent. Sustainable institutions must therefore prioritize employee well-being alongside structural change.

Complementing this perspective is the research on the effect of digital transformation on employee performance. As banks increasingly adopt digital technologies, employee adaptability becomes essential. The study demonstrates that digital transformation can significantly enhance performance, but only when supported by proper training and a conducive organizational environment. This underscores that sustainability in the digital age depends not just on technology adoption, but on empowering human capital.

The role of ethics and trust is further explored in the paper on the impact of corporate social responsibility (CSR) on customer trust and loyalty. In today’s socially conscious environment, customers expect financial institutions to go beyond profit-making and contribute positively to society. The study finds that effective CSR initiatives strengthen trust and foster long-term customer relationships. This reinforces the idea that responsible business practices are integral to sustainable success.

Another important dimension covered in this issue is the relationship between macroeconomic conditions and financial markets. The studies on macroeconomic volatility and stock market returns, macroeconomic variables and stock market performance, and firm-specific and macroeconomic factors affecting share prices of commercial banks collectively provide a comprehensive understanding of market behavior in Nepal. These papers reveal that both economic stability and firm-level performance significantly influence investor confidence and market outcomes. For policymakers and investors, these insights highlight the need for balanced strategies that ensure stability while promoting growth.

Beyond banking and finance, this issue also examines changing consumer behavior through the study on social media influencers and purchase intention in cosmetic products. The research

illustrates how digital platforms and influencers shape consumer decisions, emphasizing the importance of credibility and authenticity. While influencer marketing offers businesses new opportunities, it also calls for ethical practices to maintain consumer trust and promote responsible consumption.

In conclusion, the papers featured in this issue collectively emphasize that sustainable development requires a holistic approach—one that integrates organizational change, technological progress, ethical responsibility, and economic stability. By offering context-specific insights from Nepal, these studies contribute valuable knowledge with broader global relevance. This issue will inspire further research and encourage businesses and policymakers to adopt more inclusive and sustainable practices in an increasingly complex world. For details and queries, the authors should contact on the following email ID: [editor.ijbsd@gmail.com](mailto:editor.ijbsd@gmail.com)

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