

We are pleased to introduce the inaugural issue of **Management Research: Innovation, Sustainability and Technology (MRIST)**. This first issue marks an important milestone in establishing MRIST as a scholarly platform dedicated to high-quality research at the intersection of management practice, technological transformation, and sustainability. The journal is committed to publishing rigorous, relevant, and impactful studies that address contemporary organizational and societal challenges across diverse contexts.

This inaugural issue brings together a balanced mix of practitioner insight and empirical research, reflecting the journal's aim to bridge theory and practice. Collectively, the papers examine how organizations respond to technological change, sustainability pressures, financial decision-making challenges, and strategic uncertainty in an increasingly complex environment.

The issue opens with *"Future-Ready Manufacturing: A Practitioner's Perspective on Innovation, Sustainability, and Technology."* This paper provides a practitioner-led account of how manufacturing organizations are adapting to rapid technological change and rising sustainability expectations. It emphasizes innovation as an organizational mindset, sustainability as a long-term strategic priority, and digital technologies as enablers of operational efficiency, resilience, and data-driven decision-making. By grounding these ideas in real-world manufacturing experience, the paper offers a strong practical foundation for the issue.

The second paper, *"A Comprehensive Evaluation of Sustainable Aviation Literature: A Bibliometric Analysis Utilising R and VOSviewer,"* presents a systematic overview of research on sustainable aviation. Using bibliometric and science-mapping techniques, the study identifies key research themes, influential journals and authors, and emerging areas such as sustainable aviation fuels, decarbonization, and life-cycle assessment. The paper not only synthesizes a rapidly expanding body of literature but also highlights research gaps and future directions in an industry facing significant environmental and regulatory challenges.

The third contribution, *"Integrating Sustainability into Working Capital Efficiency: Evidence from the Indian Manufacturing Sector,"* focuses on firm-level financial management. By applying performance, utilization, and efficiency indices, the study evaluates how effectively manufacturing firms manage working capital. The findings underline the importance of efficient short-term financial decisions for improving operational performance and supporting long-term sustainability, linking traditional corporate finance with contemporary sustainability-oriented management.

The fourth paper, *"Evaluating Sectoral Mutual Fund Performance and Investment Allocation: Insights from Top Sectoral Mutual Funds in India,"* examines the performance of sector-focused mutual funds. Through empirical analysis, the study offers insights into how sectoral allocation, diversification, and market conditions influence fund performance. The findings are particularly relevant for investors and fund managers seeking to make informed decisions in dynamic and emerging financial markets.

The fifth paper, *"Impact of Social Media and Digital Marketing Strategies on Consumer Impulsive Buying Behavior,"* shifts the focus to consumer behavior in the digital economy. Drawing on psychological theories and empirical analysis, the study explores how influencer marketing, paid advertisements, and personalized recommendations drive impulsive purchasing. Importantly, it also highlights ethical concerns related to consumer manipulation, data privacy, and responsible digital marketing, making the study timely and relevant in today's platform-driven marketplace.

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The issue concludes with “*Managing Risk, Strategic Orientation, and Firm Performance: An Empirical Investigation of SMEs in Punjab, India.*” This paper examines how risk management practices and strategic orientation affect firm performance in small and medium enterprises. The findings show that effective risk management strengthens strategic focus and improves performance, offering practical guidance for SME owners and policymakers operating in uncertain and competitive environments.

Taken together, the papers in this issue highlight three key insights. First, innovation, sustainability, and technology are closely interconnected and should be addressed in an integrated manner. Second, strong financial and risk management practices are essential for organizational resilience and performance. Third, management research is most impactful when it is grounded in real-world contexts and informed by both theory and practice.

We sincerely thank the authors for their valuable contributions and the reviewers for their constructive feedback, which significantly enhanced the quality of the published papers. We also acknowledge the efforts of the editorial and production teams in launching this inaugural issue.

We hope this issue stimulates meaningful academic discussion, informs managerial practice, and encourages future research at the intersection of innovation, sustainability, and technology.

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