

**MANAGEMENT RESEARCH: INNOVATION, SUSTAINABILITY AND TECHNOLOGY**  
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*"Research means that you don't know, but are willing to find out."*  
— Charles F. Kettering, American engineer and inventor

It gives me great pleasure to introduce the inaugural issue of **Management Research: Innovation, Sustainability and Technology (MRIST)**. This publication marks a significant milestone for the Kirloskar Institute of Management, Pune, as we embark on a journey to cultivate a robust research culture and establish a distinguished platform for disseminating high-quality scholarly work.

We find ourselves operating in what has been described as a BANI world—**Brittle, Anxious, Non-Linear, and Incomprehensible**. This complex and evolving environment appears to be an enduring reality rather than a temporary phase. As Heraclitus reminded us, “the only constant is change.” Effectively navigating this landscape of challenges and opportunities demands new capabilities, innovative thinking, and adaptive responses. Business schools have a unique responsibility to generate meaningful value in such contexts. A new paradigm of **accountable research** is essential - research that is multidimensional, multidisciplinary, and anchored in the principles of relevance, reliability, rigor, and responsiveness. Such accountability is critical from both societal and industry perspectives.

MRIST has been founded with precisely these objectives.

The contributions featured in this inaugural issue reflect these guiding principles. They combine practitioner insights with empirical rigor across diverse domains, including manufacturing transformation, sustainable aviation, financial efficiency, investment decision-making, digital consumer behaviour, and strategic risk management in small and medium-sized enterprises. Despite their varied focus areas, all papers share a commitment to long-term value creation, organizational resilience, and responsible management practice. Collectively, they underscore the interconnectedness of innovation, sustainability, technology, and risk, advocating for holistic and stakeholder-centric approaches.

This issue also underscores the importance of contextualized management research. The studies featured draw upon diverse organizational and market contexts, particularly within emerging economies, employing rigorous analytical methodologies and robust theoretical frameworks. Such scholarship is essential for building cumulative knowledge with both global applicability and local relevance.

MRIST is committed to upholding the highest academic standards through rigorous peer review, transparent methodologies, and adherence to ethical research principles. The journal welcomes submissions that deepen theoretical understanding, provide robust empirical evidence, and deliver actionable insights for managers, policymakers, and scholars.

I extend my congratulations to the editorial team and express confidence that this initiative will evolve into a reputable, internationally recognized publication making substantive contributions to management scholarship. I am deeply grateful to the authors, reviewers, and collaborators whose expertise and dedication have shaped this inaugural issue and established a solid foundation for the journal's future.

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