

Editorial

Understanding Human Behavior in the Age of Digital and Psychological Transformation

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Abstract

The key theme that is addressed in this editorial reflects the growing significance of human behaviors in the current world where such phenomena as digital transformation, psychological changes, and emergence of novel organizational environment become relevant. Articles that can be found in this issue provide clear evidence for the emerging trend of transition from traditional economic aspects of business and management studies towards an interdisciplinary approach based on psychology, marketing, finance, and organization theory. The main questions discussed in the present issue deal with consumer response to the green marketing activities of companies, impact of social media marketing and influencer marketing on purchasing decisions and consumer self-concept, importance of leadership, motivation, and organizational culture for the functioning of employees, emotions as factors that influence decision-making in finance, and relations between the quality of banking services, customer satisfaction, and customer loyalty. All of these papers illustrate the increasing relevance of emotions, perceptions, motivations, values, and digitalization as determinants of outcome achievement. The current issue addresses some aspects of modern academic discussions by putting emphasis on the importance of human-oriented approaches in business and management research.

Keywords – Consumer behavior, Digital transformation, Emotional intelligence, Interdisciplinary research, Service quality

Overview of the Issue

It is quite obvious that the modern-day business world is experiencing an unprecedented revolution owing to the speed of development in terms of technology, connectivity, awareness, and organization of human activities (Rajkumar et al., 2025). Given this situation, the knowledge of the way people act is now of utmost importance not only for marketing and management practices but also for such areas as sustainability, organizational performance, financial well-being, and social change (Berry et al., 2025; Kumar et al., 2026). In order to adjust to the conditions of digital and psychologically-oriented business world, it is also necessary for academic researchers to broaden their research agenda in terms of multifaceted aspects of human behaviors and psychology (Ghai & Sharma, 2025).

Such papers included in this journal demonstrate the discussed paradigm shift. In this regard, it may be stated that there has been a noticeable trend towards the acknowledgment of the fact that the subject matter of modern-day management sciences is not merely economic but also behavioral, psychological, and human (Acharyya & Singh, 2025; Kaplan et al., 2025; Stajkovic & Stajkovic, 2025). Indeed, it is quite obvious in the last ten years that the world of management, business, finance, and economics should be viewed through theories that are based not only on rationality but also take into account the emotional, perceptual, motivational, and valuational aspects and even social influences and digital connectivity (Madden & Stevens, 2025; Pincus, 2025)

Among the most important topics in this area, one can note the issue of dynamics of consumer behaviors in the new environment of marketing. As concerns about environmental sustainability become more intense, more and more companies start engaging in green marketing; however, the reactions of consumers to the mentioned activities are rather complicated and behaviorally driven (Aydin, 2025; Drews, 2025). The research devoted to consumers' response to green marketing shows several very important points that are related to psychology and behavior of environmentally sustainable consumption behaviors. Moreover, the research of social media marketing and influencer marketing can be regarded as another interesting point as the role of digital platforms is becoming increasingly significant in making purchase decision and constructing identity especially among the younger generation (Sardar & Vijay, 2025)

Just as vital is the fact that the problem is concerned with organizational and work-related behaviors. In times when demography, disruptive technology, and high demands from employees are the features of the time, there is a need for innovative managerial techniques. It is demonstrated in the article that deals with the performance of employees and the connection between motivation, leadership, and organizational culture in terms of making employees perform better. Such an issue is very timely in the modern world when the criteria of successful leadership include not only authority or productivity but also the ability to inspire and empower people (Venning et al., 2025; Yang et al., 2025). As human capital is becoming increasingly valued as one of the key assets of any organization, the creation of such cultures that encourage cooperation, innovation, and well-being becomes a priority (Diniz et al., 2025; Lakioti et al., 2025).

One of the valuable scholarly insights that can be provided by the current issue is related to the topic of emotional intelligence and financial decision-making behavior. In the modern days, when financial systems and financial markets grow ever more complex, the importance of psychological factors increases. Modern financial decision making should thus be regarded not only as rational decisions that are driven by the motive of profit maximization but also as behavior that is linked with emotional aspects, self-efficacy and psychological competence (Bormann, 2025; Goleman, 2001). The inclusion of emotional intelligence in the financial behavior research can be considered as an important step forward in interdisciplinary research as it links together psychology, behavioral finance and management.

Moreover, the topic can contribute to the development of the field of service management as it discusses the concepts of service quality and customer loyalty with regard to banks that function in the market of Nepal. With the growing competition in the service industries and the changing needs of the customers, it is crucial for the organizations to understand the importance of customer satisfaction in sustainable organizational performance (Nunkoo et al., 2025). It is especially relevant for the countries that are developing like Nepal as the country is undergoing fast change of its banking sector into the digital era.

All these papers prove that academics should consider the multidisciplinary and behavioral nature of research. This is due to the fact that the corporate world presents multiple challenges and opportunities, which are difficult to address with a narrow outlook or single-discipline oriented approach. It is obvious now that there is a necessity to conduct research covering different fields of psychology, technology, organization, marketing, economics, and sociology in order to understand our world better. In this way, this issue addresses not only academic dialogue but also practical discussions related to organizations, educators, researchers, and decision makers. The findings provided in the papers presented above have valuable implications for sustainable marketing strategies, ethical digital interaction, employee education, finance literacy, organizational leadership, and CRM.

I would like to convey my personal gratitude from the editorial board to all the authors who decided to share their ideas in this issue. The effort that each author made to generate scholarly knowledge via the research is an asset to our community of scholars. It is our wish that the articles in this issue will help bring more such conversations and research which is contextual in nature in the ever-changing environment of business and society.

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