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## Editorial

### Exploring Emerging Dimensions of Management Research

*Journal of Emerging Management Studies* (JEMS) presents Volume 3, Number 2 (October 2025), which contains nine articles reflecting the changing landscape of management, business, and social responsibility. The findings of these studies demonstrate how organizations, individuals, and societies are coping with change in a complex environment.

The opening article, “*Greening the Workforce: The Role of HRM in Fostering Environmental Citizenship in Nepali Commercial Banks*,” explores how human resource practices can promote sustainability at the workplace. Environmental issues are becoming increasingly critical, and this study highlights the importance of starting with people and the culture within the workplace when it comes to green transformation.

Similarly, the second paper, entitled “*From Inspiration to Immersion: How Social Media Influencers Shape Travel Intentions Through Enhanced Wellness Awareness*,” examines the role that digital engagement plays in influencing tourism behavior. As travelers seek wellness and authenticity in post-pandemic times, influence-driven narratives are becoming an increasingly powerful influencer.

A third contribution, “*Corporate Social Responsibility and Community Engagement: A Conceptual Review of Strategic Integration*,” emphasizes the growing need for businesses to align their objectives with community well-being. Businesses are under increasing pressure to create social value, and CSR has become an integral element of sustainable strategy rather than a peripheral activity.

The fourth paper, “*Technostress and Emotional Intelligence: A Bibliometric Analysis Using Dimensions Database*,” examines how emotional intelligence can mitigate technology-related stress. With rapid digitalization, managing emotional resilience has become vital for both productivity and mental health in modern workplaces.

The fifth study, “*Understanding How Behavioral Biases Shape Investment Decisions: The Mediating Effect of Emotional Intelligence*,” and the sixth, “*Behavioral Factors and Investment Decisions: Evidence from the Nepal Stock Market*,” together emphasize how psychological and emotional factors influence financial behavior. These insights are particularly relevant as Nepal’s financial markets expand, and more individuals engage in investment activities.

The seventh article, “*Theory of Planned Behavior and Social Entrepreneurial Intentions in the Badulla District in Sri Lanka: A Moderation Analysis*,” explores the motivations behind social entrepreneurship. In developing economies, social enterprises play a critical role in addressing local challenges through innovation and purpose-driven leadership.

The eighth contribution, “*Reimagining Education Financing in Nepal: A Policy and Budget Analysis*,” addresses the pressing need for equitable and sustainable education funding. As

Nepal continues to invest in human capital, effective financial policies are essential to ensure access and quality in education.

Finally, “Brand Awareness and Country Image of Nepali Customers” investigates how national perception and economic factors influence consumer choices. In a globalized marketplace, understanding these dynamics is vital for local brands seeking to strengthen their identity and competitiveness.

Together, these nine papers show that management research is becoming more focused on people, real-world contexts, and social responsibility. They provide useful ideas for creating sustainable organizations, aware consumers, and strong communities supporting the JEMS mission to connect theory with practical applications in emerging settings.

## **Bishnu Giri**

Editor-in-Chief

*Journal of Emerging Management Studies (JEMS)*