Editorial

Global College International (GCI) is a higher education institution established to preparing youth to be entrepreneurs, professional workforce and researchers at national as well as international level. The managing team of GCI consists of eminent academicians, professional researchers and expert groups also holding outstanding track record in their field of study. The college operates its academic programs with the round the clock dedication from the knowledge communities and competent minds working together in relations with educational environments in a wider reach on an interface of multi-faceted academic systems. The dynamic triads as these are framed at GCI to integrate teaching-learning with research learning, research works and programs such as conferences and likewise scientific genre such as research Journal. The research based learning programs and Scientific Journal offer our faculty and students and additionally a number of research communities from wider arena and knowledge circles an active academic platform where research is positioned as the major tool to educating 21st century minds.

Envisioned to promote research acumen in students and research culture at the level of institutional process, GCI publishes Nepalese Journal of Management Science and Research (NJMSR) annually and in some time intervals semester-wise. It is a scientific publication of the College and is deemed fundamental to enhancing research endeavors and skills of students and faculty, researchers and professional practitioners on the same platform that result from research engagements which become manifested through publication as key medium of public dissemination. NJMSR offers our academic communities an active avenue to publish research knowledge upon developing new capabilities of learning that takes a form at the nexus of theory and practice. The Journal publishes only those research papers that get selected from the scientific process of blind reviews contributed from the level of expert researchers and professors in their field of expertise and also with respect to quality maintained the procedural aspects as well as analysis of data wherein the results are extracted objectively as is validated for an academic piece of work. As a research publication, NJMSR has been a key medium to connecting partner institutions, international academia, faculty, and students together in research dissemination on achieving academic excellence.

Publication of NJMSR combines with the international conference participated by the researchers, scholarly practitioners, professors, business leaders, and intellectual persons of national and international reputes who dedicate their efforts to making dissemination of research knowledge relating to numerous areas of management. NJMSR offers an opportunity for the research minds to come together on developing research practices as a medium to construct knowledge and bring innovation from research. This is also true that NJMSR lends mature and amateur researchers a common platform to enhance research learning and generate knowledge which in turn should add value to management discourses. It is at this point, NJMSR contributes positively to expanding intellectual thought process that will be instrumental for learning to happen at the nexus of theory and practice.

This edition of NJMSR has been brought to the publication from **4th Global International Conference 2022**. The main objective of Global International conference was to work toward improving the standard of the international community researchers, scholars, and practitioners by engaging them to the latest trends, developments and challenges in management discourse.

The central theme of the conference was **"Paradigm Shift in Management-A Tool to Resolve COVID-19 Impacts for Business and Economic Sustainability".** Correspondingly, the subthematic areas addressed in the management field were marketing, technology, human resources, finance, banking, insurance, entrepreneurship, communication, tourism and hospitality. Featured within management theme and concerned to building new discourse that concerns what, how and why of paradigm shift in numerous areas, problems and issues of Management systems, processes and functions in general, this issue has been given a scientific shape with the selection of 11 (eleven) research papers which were due to quality and validity in concept, process and outcome of analysis. Among other aspects, research design framed to gathering and analysis of data and extraction of results from the analysis or measurement was taken account for decision on the selection of each paper which in any way as such addresses an issue and stream of management as briefed subsequently.

Jogindar Goit in the article titled, *"The Impact of Parents and Peers on the Saving behavior of Nepalese Youth"*, explored the relationship between parents and peers influence on the saving behavior on the Nepalese youth. The findings reveal positive correlation between saving behavior and the influence of parents and peers on Nepalese youth. The paper has a conclusion that in Nepal, youth have higher amount of respect towards their parents and feel obligated to save for the future according to the guidance of their parents.

In the research from **V. Shunmugasundara** and **Ritika Maurya** titled, *"Impact of Financial Literacy on Investors: A Systematic Literature Review using PRISMA Protocol"*, the authors analyzed 26 articles ranging from 2012 to 2021 on understanding the importance of financial literacy skills such as budgeting, financial management by investors. The systematic review of this study discloses that within the period of time from 2012 to 2021, the investors in general have diversified broader knowledge of financial literacy while investing in business.

In their paper titled, *"Impact of Human Resource Management Practices on the Job Satisfaction of Employees in the Textile Industry"*, by **Robin Kaushal** and **Meena Singha**, the authors demonstrate compensation and promotion, organizational culture, performance appraisal, grievance redressal and support and development are the essential HRM practices leading to job satisfaction in textile industry. In an effort to determine the status of hospitality industry in Nepal, the research work titled, *"Knowledge Creation Process for Organizational Creativity and Performance in Nepalese Hospitality Industry"*, by **Pushpa Maharjan**, the author analyzes the relationship between knowledge creation processes for organizational creativity and performance in the hospitality sector in Nepal. The findings exhibit the major knowledge creation process featured with any of these dynamics such as socialization, externalization, combination and internalization influences organizational creativity and so it is claimed to have enhanced performance in hospitality industry of Nepal.

Kishor Kumar Gautam in the article, *"Talent Management Practices and Employee performance: Mediation role of Employee Engagement"*, examined the effect of talent management practices on employee performance of commercial banks in Nepal. The findings have offered an insight with a claim that talent attraction, talent development and talent retention predict positive relationships with employee performance in case of commercial banks in Nepal.

In the paper titled, *"Start-ups: The Ladder towards a Developed and Innovative Economy, Opportunities and Vulnerabilities,"* from **V Shunmugasundaram** and **Shivani Shivhare**, the authors discuss the significance impact of start-ups on economy and innovation as well as obstacles faced by start-ups in India. The authors conclude that there are several intervening positive policy implications enacted by Indian government for the enhancement of start-ups nevertheless the lack of general awareness on start-ups and rough market access have inborn challenges for the entrepreneurs in India.

The paper titled, *"An Analytical Study of COVID-19 Impacts on Consumer Buying Behaviors for FMCG Products in India",* by **Soma Sekhara**, the article investigates the impact of COVID-19 on consumer buying behavior for Fast Moving Consumer Goods (FMCG) in India. COVID-19 has certainly brought many changes in business sector. The findings of the study conclude that the impact of COVID-19 has resulted in variation of awareness and understanding of consumer behavior most particularly in FMCG sector.

Binod Ghimire and **Abhishek Dhakal** in their article, *"Effect of Mobile Banking on Customer Satisfaction in Commercial Banks in Nepal",* showcase the positive effect of convenience, cost, privacy, security, and responsiveness of mobile banking system and customer satisfaction in the commercial banks of Nepal.

Rajendra Ojha in the article titled, *"Determinants of Community Consensus in Small Scale Hydropower Development Project: A Case Study of Bhujung Hydropower Project",* highlights the consensus process between the local community, commercial organizations and development projects in the area where Bhujung hydropower is located. Furthermore, the article pinpoints the necessity of pre-allocated budget to be determined beforehand for local community development. Apart from researching only in traditional financial services such as bank, there is an urge to research on several other financial sectors and services in Nepal such as cooperatives and microfinance. In this regard, the article, *"Empowering Women through Microfinance in Nepal",* by **Deergh Narayan Sharma** studied the impact of microfinance on women's empowerment especially in the COVID-19 in Nepal. The study conceptualizes the history of microfinance in Nepal and showcases the link between the role of microfinance towards women empowerment.

Nepal as the least developing country and aiming to graduate to developing country status is heavily dependent on remittance from abroad. Guided by this assumption, **Mani Ratna Lamsal** in the article, *"The Effects of Remittance on Economic Growth in Nepal",* analysed the time series data from 2001 to 2020 concerning effect of remittance on economic growth of Nepal. The findings of the study suggest that there is positive correlation between remittance, government expenditure and export trade in general, nonetheless, human capital has been observed to be lagging in Nepal. Additionally, the study recommends the Government of Nepal to provide skill based training for the upliftment of human capital.

Dev Raj Paneru, PhD
Chief Editor
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