

Dear Readers

With great sense of triumph I place this issue of PBRI among all the bibliophiles, this issue talks about Capital structure which alludes to the particular blend of obligation and value used to back an organization's resources and tasks. According to a corporate point of view, value addresses a more costly, extremely durable wellspring of capital with more noteworthy monetary adaptability. Monetary adaptability permits an organization to raise capital based on sensible conditions when capital is required. On the other hand, obligation addresses a less expensive, limited todevelopment capital source that lawfully commits an organization to make guaranteed cash surges on a decent timetable with the need to renegotiate sometime not too far off at an obscure expense.

As we will show, obligation is a significant part in the "ideal" capital construction. According to the trade-off theory of capital structure, managers should try to find the best combination of equity and debt that reduces the company's weighted average cost of capital and increases the value of the company. That ideal capital design addresses a compromise between the expense viability of getting comparative with the greater expense of value and the expenses of monetary trouble.

This issue also talks about consumer behaviour, there can be no doubt about it that there has never been a faster rate of change in consumer behavior. More specifically, consumers' preferences for when, where, and what they want to access their goods and services are constantly shifting. As the business world advances, so do buyer propensities and tastes. Client conduct is the most imperative part to making an incredible promoting effort. However, customers' behavior can be erratic and unpredictably unpredictable because they are only human. Therefore, what may appear to be an excellent marketing strategy in a meeting room may be significantly less successful in practice. Knowing the patterns in purchaser conduct before they become obvious can give a business a phenomenal benefit over its rivals.

In this issue the concept of Indian Pension Fund scheme is explored, according to Alliance News via COMTEX Jun 21, 2023, The India Pension Fund Market digs into different perspectives, empowering perusers to acquire a profound comprehension of the market elements, patterns, and possible open doors. Report Sea as of late delivered an exploration report on the India Benefits Asset Market, which covers the market's verifiable development, cost structure, income, patterns, and expected possibilities for the period 2023-2030. The report gives a broad inclusion of the market across different classes and incorporates a definite examination at the public level, alongside an assessment of the key drivers, limitations, patterns, and open doors on the lookout. The retirement reserve corpus was worth ~INR 25,078 Bn in 2018 and is supposed to arrive at INR 62,353 Bn by 2025, extending at a build yearly development pace of ~14.33 % during the 2020-2025 period.

The concepts of Recruitment and Talent Management is also touched upon under this issue, a business perspective, expertise, the capacity to find and match the best possible candidate for the organization, diplomacy, marketing skills (such as the ability to sell the position to the candidate), and the wisdom to align the recruitment processes for the organization's benefit are all required for recruitment. Finding qualified candidates and convincing them to apply for a position within an organization is known as recruitment. The hiring process ought to be successful. If this is not the case, both the staff's morale and the company's image will suffer greatly. The way the company recruits its employees is critical to the success of any recruitment. The company cannot easily fill jobs with low pay, jobs that are boring, or jobs that are hard. Although the amount of staff members recruited varies from company to company, every business is required to do so. The nature of the job, the size of the company, its recruitment policy, and other factors may account for the variation. In recruitment, the following trends are emerging: Outsourcing, HR poaching and Raiding,

headhunting, in-house recruitment, e-recruitment, internships, walk-in interviews, and the recruitment industry.

Structural Assurance is the concept gaining popularity these days which states that the degree to which customers believe that institutional structures "like guarantees, regulations, promises, legal recourse, or other procedures are in place to promote success" is referred to as structural assurance (SA).

This issue also talks about the concepts of digital payment methods, The computerized payment scene in India has been changed. India has emerged as a leader in the creation of digital assets, whereas other developed nations are experiencing difficulties. Between the years 2022 and 2027, it is anticipated that the Indian payments market will expand at a CAGR of 11.4%. The rising use of digital payments, supported by government initiatives and strong growth in e-commerce, among other factors, is the primary driver of market expansion in the region.

Under this issue the abstract of social marketing is included through a research paper, social marketing stresses social obligations and recommends that to support long haul achievement, the organization ought to foster a showcasing system to offer some incentive to the clients to keep up with and further develop both the clients' and society's prosperity better than the contenders.

This issue also throws some light on the relativity between financial performance and capital structure, the changes in the capital structure and financial performance are of focal significance in surveying the general returns of firms and, all the more significantly, in realizing whether stock returns are delicate to changes in the capital construction. Stock returns were used as the dependent variable to quantify this effect, and debt to equity, return on equity ratios, and earnings per share were used as the independent variables. The outcomes were drawn from the referenced factors utilizing the relapse model. Obligation to-value proportion, get back to-value proportion, profit per share decidedly affect stock return. conclusively we can say that the stock returns were affected by the alteration in the firm's performance and capital structure.

The recent concepts of Machine Learning and AI is also talked upon in this issue Machine learning, AI and computerized reasoning is a field that drives significant developments across various enterprises. It is anticipated that in 2023, the computer based intelligence market will reach \$500 billion, and in 2030, \$1,597.1 billion in size. This implies that AI advancements will keep on being popular sooner rather than later. Nonetheless, the AI business advances quickly: new advances and logical examination characterize how new items and administrations are assembled. Everyone, from machine learning engineers to founders of start-ups, is looking for the most promising trends for the coming year by the end of 2022.

HR practitioners across the globe have been constantly engaged in deliberating and debating on the perspectives of employee benefit in the business ecosystem, this issue also highlights one of the leading practice i.e. work life balance. Work-life balance is more than a catchphrase or a benefit. An urgent element influences the physical, mental, and close to home strength of representatives, as well as their presentation, inspiration, and unwaveringness. Work-life balance has been shown to increase creativity, innovation, collaboration, customer satisfaction, and reduce stress, burnout, absenteeism, and turnover. A healthy work-life balance can also help build a positive and inclusive workplace, attract and retain talent, and strengthen the employer brand.

Hope these diversified papers meticulously selected by our editorial team will make your reading purposive and informative.

Happy reading!

Prof. Dipin Mathur
Consultative Editor