

## Editor's Note

Dear valued reader

It give me an immense pleasure to share with you the current issue of Pacific Business Review (International), this issue has a bunch of research papers from diversified fields of business and management authored by the academicians, researchers and people from industry.

This issue speaks about Carbon Neutrality. The rising worldwide industrialization and over-double-dealing of non-renewable energy sources has actuated the arrival of ozone depleting substances, prompting an expansion in worldwide temperature and causing natural issues. There is in this manner a pressing need to arrive at net-zero fossil fuel by-products. Just 4.5% of nations have accomplished carbon neutrality, and most nations are as yet intending to do as such by 2050-2070. Carbon neutral certificate and check are turning out to be progressively significant for organizations and associations that need to exhibit their obligation to diminishing their ozone depleting substance (GHG) discharges and relieving environmental change. One of the difficulties of carbon neutrality confirmation and check is the absence of a generally acknowledged definition and technique for carbon neutrality.

This issue also talks about the impact of aesthetic value and price sensitivity value on customer perception. In this day and age, because of restored and changing customer requests and the quickly creating mechanical variables, organizations and supervisors are looking for new procedures to have an effect in their items and Aesthetic values. As competition mounted advertisers began to zero in on new methodologies and product advancements to draw in buyers' discernment and consideration. One of the best approaches to separating is utilizing feel. Visual feel of items makes an incentive for purchasers. Visual style makes huge incentive for product and makes it more exceptional. Likewise, level of value awareness of shopper diminishes when the product is more exceptional and lofty.

This issue also highlighted on the consumer attitude towards web advertising. If we talk about consumer attitude towards online advertising then I think that attitude and beliefs differ globally, by and large researches on such dimensions are done in developed countries having a developed economy and advanced technologies leading to different perception towards web advertising as they are aware and familiar with e-commerce. Therefore, it is significant to explore the phenomenon in other developing countries, such as in emerging markets or transitional economies to understand the contrast between the two.

This issue also throws some light on the relativity between the two most significant aspects of Human Resource Management viz: Work Life Balance and Job Satisfaction. Employees, as well as their inspirations, needs and desires, are progressively present in the business setting experienced today. How associations select that the climate they live in is good and stable, so their

workers feel part of the association, and that it thinks often about them and how they need them. Upgrading the sense of obligation to the association and expert satisfaction is progressively significant. It depends on the associations to permit their representatives to accomplish a harmony between the main jobs in human, professional and individual life.

Readers will also come across the recent advancement in Skill Development under the Atma nirbhar Bharat Abhiyaan. With the rise of Skill Development, a couple of patterns are quickly advancing: Transformation of Crossover Learning: Rustic India is quite possibly of the most essential part, where the concentrate should be the greatest. Transformation of hybrid Learning can fortify the hold of skilling and upskilling learning here.

This issue also includes work on the role highlighting Brand Positioning plays on the Consumer Behaviour. Changing to off-mark items will keep on being a methodology for purchasers in 2023. The number of people examining off-brand items online expanded by 11% over the most recent a year contrasted with the past time frame. The years 2023 presents a dynamic and consistently developing scene for Indian buyer conduct. Digital adoption, personalization, sustainability, local brands, health consciousness, and social media influence are key factors shaping the way Indian consumers make decisions.

The part of Human Wellbeing is also covered in this issue. As per the discoveries of the National Mental Health Survey (NMHS), it has been found that 14% of the populace in our nation needs proficient assistance for emotional well-being issues. After the Corona virus pandemic, the number of individuals with psychological instabilities has emphatically and suddenly expanded. Moreover, it has been accounted for that one out of seven individuals experiences various psychological maladjustments, including nervousness, despondency, and other conditions.

Business Process Re-engineering is the need of the hour its management and optimisation is also touched upon in this issue with special reference to Petroleum products terminal. Numerous reasons have intensified the need for business process improvement during the past few years. Businesses are increasingly developing new capabilities thanks to new techniques, technology, and significant developments. Business Process Reengineering is one strategy for dramatic change and improvement. BPR is a crucial strategy for modernizing, streamlining, and making companies more productive. BPR is regarded as the ideal instrument for all corporate organizations that wish to realistically increase the quality of their operational procedures. BPR denotes not just change but rapid, drastic change.

Hope this issue of PBRI which was framed methodically by our editorial team will prove useful and informative for our readers.

Happy Reading!  
**Prof. Dipin Mathur**  
Consultative Editor