
Editorial

As we sail into one more edition of PJMA, I congratulate all the editorial board members for their relentless task and for successfully coming up with another issue.

Merely providing a stand will not make wisdom in the mind of walkers; where it leads is a matter of fact, concern, and journey. To reach every corner and spot of the world, PJMA provides researchers with a raised area to breeze their scientific work and research and to get across the globe, where it will serve, promote, and spread scientific research information.

Research in Smart cities w.r.t the impact of information technology has been going on since digitalization knocked into ordinary men's daily lives. However, with the advent of accurate tools and devices for comprehensive data collection, researchers are making more efforts to assess its advancement, implications, and other allied areas. In this issue, we have included one such paper, which has attempted to determine the information technology dimensions of smart cities.

Technology experts are talking a lot about the metaverse, and more and more consumers and businesses are joining the conversation. Some significant businesses are hedging heavily on the metaverse, or infinite reality, to alter how people communicate. As a result, as boards assess their organizations' growth and talent plans, possibilities, and risk profiles, the metaverse is swiftly becoming a topic worth discussing. This issue features a systematic literature review on Choosing the Path to Metaverse in HR, which discusses India's readiness to embrace the Metaverse way!!

Other topics in this issue are Integrated marketing, Corporate social responsibility, and its impact on financial performance and Kidfluence - parents' buying behavior - which will give the readers a new horizon and fact-based exciting read. We intend to publish more research articles on current business, management, and social sciences issues. We anticipate that this issue, as previous publications of PJMA, will continue to offer insightful and excellent information about scientific research both within and outside of our field.

Happy reading!!

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