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Tariffs, Tensions, and Transformation: Building a Sustainable and Peaceful Future through Corporate and Social Collaboration

Guest Editorial Team

Abhinava Singh
Richa Pandit
Chandni Dave
Meet Bhatt
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CPIM 2026: Chimanbhai Patel Institute of Management & Research

Editorial Note

It is a matter of immense gratitude to present this edited volume from **CPIM (Changing Paradigm in Management) 2026 – the International Conference on “Tariffs, Tensions, and Transformation: Building a Sustainable and Peaceful Future Through Corporate and Social Collaboration in Emerging Economies.”** Organized by the *Chimanbhai Patel Institute of Management & Research, Sardar Vallabhbhai Global University*. This conference has offered a platform for the scholars, researchers, academicians, and industry practitioners to engage in a dialogue and discussion on rising economic, managerial, technological, and societal challenges shaping the contemporary world.

The theme of this conference is significant in today’s dynamic and VUCA world where global environment is shaped by geopolitical tensions, trade restrictions, economic uncertainties, technological disruption, and growing social inequalities. Rising tariffs and trade tensions have substantially affected business strategy, financial decisions, supply chains, market behaviour, employment, innovation, and the broader prospects of sustainable development.

This volume exhibits interdisciplinary approach of our international conference CPIM 2026. The research contributions have addressed the conference theme in diverse manner. This volume highlights growing importance of the collaboration between various functional areas of the management such as finance, HR, marketing, entrepreneurship, technology and sustainability. This conference has attempted to align with the United Nations Sustainable Development Goals (SDGs). The papers compiled in this volume represent diverse perspectives, methodologies, and contexts. Collectively, they encourage readers to move beyond viewing tariffs and geopolitical tensions as threats and instead

consider how organizations, governments, industries, and individuals can collaborate to transform uncertainty into opportunities for innovation, resilience, and sustainable growth.

The volume brings together 14 research papers covering a wide range of contemporary management issues. The papers included in this volume are: 1. Design Thinking for Startups - A literature Review of Design Thinking Applications for startup Success; 2. Sustainability meets Luxury: An Empirical Study on Green Marketing Challenges in 5-Star Hotels and Resorts of Gujarat; 3. Omni-Channel Shopping Behaviour towards Smartwatch: A Comparative Study of Millennials and Gen-Z; 4. Strategic Role of Diversity, Equity, and Inclusion in Conflict Mitigation and Talent Retention: A Systematic Review of the IT Industry; 5. Role of Central Banks in Managing Financial Stability during Geopolitical Tensions; 6. A Corpus-Based Textual Analysis of BRSR Reports of Sensex-Listed Companies; 7. A Systematic Review of Neo Brokers: Effects on Trading Activity and Investment Preferences; 8. Navigating Debt Mutual Fund Investments in India: Challenges and Opportunities for Investors; 9. Gold and Silver Investor Sentiment and Trends; 10. A study on women's health, awareness, and healthcare access; 11. Integrating Artificial Intelligence in Management Education: A Study on Student Adoption and Participant-Centred Learning; 12. Pro-Environmental Behaviour as a Driver of Organizational Sustainability: Integrating Green HRM and Eccentric Leadership; 13. Influence of Experiential Marketing Practices of Blue Ocean Food Brands On Buying Behaviour: The Mediating Role of Customer Engagement Amon; 14. Brand Image and Customer Satisfaction in Small Finance Banks: A Conceptual Framework under Economic Uncertainty. Together, these papers reflect the interdisciplinary nature of CPIM 2026 and offer insights into emerging issues in management, marketing, finance, human resources, sustainability, technology, entrepreneurship, consumer behaviour, and organizational development.

This volume will be helpful to the academicians, researchers, industry professionals, practitioners, entrepreneurs, research scholars and students to gain an understanding of evolving relationship between business, society, technology, sustainability, and global economic transformation. We sincerely acknowledge the valuable contributions of all authors, and reviewers whose collective efforts have made this intellectual endeavour possible. Hopefully, this volume will meaningfully contribute to ongoing academic and managerial research.

Editorial Team Profiles

Prof. (Dr.) Abhinava Singh

Prof. (Dr.) Abhinava S. Singh holds a PhD in Strategic Management and an MBA in Marketing, with over 26 years of experience in business education, industry, consulting, entrepreneurship, and research. His areas of expertise include strategic management, branding, intrapreneurship, sustainability, and case research. He is a PhD supervisor at Sardar Vallabhbhai Global University and serves on the Editorial Advisory Boards of

Emerald Publishing's Scopus-indexed journals *Emerging Markets Case Studies* and *The Case Journal*.

Dr. Richa Pandit

Dr. Richa Pandit has 18 years of blended experience in corporate and academia, with expertise in consumer behaviour, service marketing, and marketing research. She has published more than 50 research papers in national and international journals and has authored three books. She has served as a reviewer for various journals and undertaken corporate and research consultancy assignments. She has also guided four PhD scholars to completion at Gujarat Technological University.

Dr. Chandni Dave

Dr. Chandni Dave is a faculty member specializing in Human Resource Management and Organizational Behaviour, with 15 years of academic experience. She holds an MBA and has submitted her PhD thesis in the area of Stress Management, with research interests including Stress Management, Performance Management, and Employee Behaviour. She has presented and published research at national and international forums and has actively contributed to academic administration, faculty development, student mentoring, counselling, and placement activities.

Dr. Meet Bhatt

Dr. Meet Bhatt is an Assistant Professor and an alumnus of Chimanbhai Patel Institute of Management & Research, with 6.7 years of academic and 4.5 years of industry experience. He holds a PhD in Management, an MBA in Human Resource Management, and a B.E. in Information Technology, providing an interdisciplinary perspective to management education. His research has been presented at national and international conferences, and his industry experience enables him to integrate practical business insights with experiential and industry-oriented learning.

Dr. Kajal Mehta

Dr. Kajal Mehta is a faculty member at Shri Chimanbhai Patel Institute of Management & Research, Gujarat, with academic and industry experience in management education. She holds an M.Phil. in Management, an MBA in Finance, and a BBA degree, in which she secured third rank at Saurashtra University. Her key areas of interest include Financial Management, Microfinance, Research Methodology, Quantitative Techniques, and Mergers and Acquisitions. She has participated in faculty development programmes and presented research papers at national and international conferences.