

From the Desk of The Editor

A warm welcome to the first online edition of the "Amity Business Journal (ABJ)."

It gives me immense pleasure to present Volume IX, Issue 1 (January 2026) of the Amity Business Journal, a bi-annual, double-blind, peer-reviewed international journal committed to fostering rigorous academic discourse and bridging the gap between theory and practice in the field of management and allied disciplines.

The current concern is indicative of the changing environment of modern business and social issues, in which sustainability, ethics, technology and behavioural understanding are heavily placed. The introduction to the paper on tourism in transformation, titled "Ethical Imperatives and Regenerative Innovation to Sustainable Travel Futures," establishes a strong tone by critically analysing the conflicts between economic development and ecological viability. The research not only demonstrates the importance of community-led models but also presents practical frameworks, including the Regenerative Tourism Integration Framework (RTIF), thereby making a valuable contribution to the academic literature and the policy agenda.

Other topics covered by this concern include timely and varied contributions on the ethical regulation of customer information, the increasing role of cognitive biases in investment decisions, the use of social media to shape perceptions of cryptocurrencies among Generation Z, and the psychological basis of digital trust and influencer systems. All these articles highlight the interdisciplinary character of contemporary management research and the importance of combining technology with ethical and humanistic approaches to research.

One of the strengths of this issue is its methodological rigour and the depth of its empirical content. Some of these studies utilise more sophisticated analytical methods, such as Structural Equation Modelling (SEM), mixed-methods analysis, and AI-based tools, indicating the growing complexity of research design and implementation. These works not only contribute to academic knowledge but also provide practical advice to policymakers, practitioners, and other industry stakeholders.

At Amity Business Journal, we have been dedicated to providing a forum for high-quality research that is relevant to the real world without compromising academic integrity and excellence. The variety of issues and the international character of the authors in this issue support our idea of developing a lively intellectual ecosystem that promotes critical thinking and innovative solutions.

I want to express my deepest gratitude to the authors of the articles, the reviewers of these articles, and the editorial team, who have helped me with the review, support, and encouragement to uphold the journal's quality and standards. Our readers should also be acknowledged for their special contributions to advancing the scholarly conversation.

We believe that this problem will spark thought-provoking conversations, motivate further research, and help generate new knowledge in the field of business and management.

So, enjoy your reading and be a part of the change.

Prof. (Dr.) Sandeep Raghuvanshi
Editor: Amity Business Journal