

PREFACE TO THE EDITION

It is with great pleasure that we introduce the latest issue of the **International Journal of Commerce and Management Research Studies (IJCMRS)** a scholarly platform committed to advancing knowledge, innovation, and critical inquiry in the fields of commerce, management, and digital business transformation. This issue encapsulates the journal's continuing mission to bridge academic rigor with real-world application, bringing together research that addresses pressing economic, technological, and ethical challenges confronting modern commerce.

The articles in this issue represent diverse yet interconnected dimensions of the global business ecosystem—spanning sustainability, digital transformation, ethical innovation, and economic inclusivity. Collectively, they illustrate how commerce and management scholarship must adapt to a rapidly evolving world characterized by environmental urgency, artificial intelligence integration, and shifting socio-economic paradigms.

The opening paper, *“Sustainability Practices in Retail Supply Chains: A Comparative Analysis of Global Brands,”* examines how leading international retailers are embedding sustainability within their operational and strategic frameworks. By analyzing sustainability reports and industry benchmarks, the study uncovers the disparities in global sustainability maturity and introduces a model to guide retailers from compliance-driven initiatives toward transformative, value-creating practices that benefit both business and society.

In *“Rebranding Loyalty: The Phygital Bridge of Ethical Brand Experiences,”* the authors explore the emerging frontier of “phygital” branding, where digital and physical experiences merge to create emotionally resonant brand relationships. The research introduces the concept of ethical artificial intelligence as a brand ambassador—demonstrating how transparency, privacy, and emotional engagement redefine consumer loyalty in the age of ambient computing.

The paper titled *“Economic Growth and Inequality: Analyzing the Relationship Between Economic Growth, Income Inequality, and Social Mobility”* revisits one of the most critical questions in modern economics. Drawing on OECD data and the Great Gatsby Curve framework, the study reveals how policy interventions and institutional strength can decouple growth from inequality, offering evidence-based insights for inclusive economic policy design and sustainable development.

Ethics and aesthetics intersect in *“Designing Ethical Nudges: Aesthetic Principles for Trustworthy AI Marketing,”* an innovative study that combines behavioral economics, user experience research, and digital ethics. Through empirical eye-tracking experiments, the research demonstrates that minimalist, transparent design significantly enhances consumer trust, providing a robust foundation for ethical standards in AI-driven marketing environments.

Finally, *“Data Privacy and Security in E-commerce: Addressing Contemporary Challenges in Online Transaction Environments”* confronts one of the most urgent issues in digital commerce. By synthesizing research on cybersecurity threats, regulatory frameworks, and privacy technologies, the paper advocates for a holistic approach that integrates technological advancement with user trust and compliance across jurisdictions.

Together, these articles form a cohesive and forward-looking narrative that reflects IJCMRS's vision: to illuminate the pathways through which commerce and management can evolve ethically, sustainably, and inclusively in an increasingly digitalized global economy. The contributions not only advance academic discourse but also offer actionable insights for

policymakers, corporate leaders, and practitioners navigating the complexities of modern business ecosystems.

The Editorial Board extends its deepest gratitude to the authors for their scholarly excellence, to the reviewers for their insightful evaluations, and to our global readership for their continued engagement. We remain committed to providing a platform for research that shapes the future of commerce and management through innovation, integrity, and interdisciplinary collaboration.

Dr. M M Bagali

Chief Editor

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