

## PREFACE TO THE EDITION

The **International Journal of Commerce and Management Research Studies (IJCMRS)** is pleased to present this issue, which brings together a compelling collection of research exploring how digital transformation, sustainability, and ethical practice are reshaping contemporary business and economic life.

The articles in this volume reflect a world in transition. Studies on e-commerce and digital payments highlight how technology is redefining consumer behavior, expanding market access, and opening new pathways for financial inclusion, particularly across emerging economies. Equally significant is the examination of small and medium enterprises, where digital adoption emerges not only as an engine for growth but also as a space marked by structural challenges, capability gaps, and uneven opportunities.

The issue also turns a critical lens toward corporate responsibility and ethical practice. The analysis of Corporate Social Responsibility in emerging markets demonstrates how responsible business strategies can strengthen financial performance over time, while new frameworks such as the Ethical Branding Heuristics Index offer timely tools for understanding trust, fairness, and accountability in an increasingly AI-driven marketing environment.

Together, these contributions illustrate a shared theme: commerce and management today cannot be understood only through financial outcomes. Innovation, ethics, governance, and inclusion now stand at the center of sustainable growth. By integrating empirical rigor with practical insight, the articles in this issue speak both to scholars and practitioners engaged in shaping the future of business.

We extend our sincere appreciation to the authors, reviewers, and readers whose continued dedication strengthens the academic community surrounding this journal. We hope this issue stimulates dialogue, informs policy and practice, and inspires further inquiry into the complex dynamics of the global commerce and management landscape.

Dr. M Bagali  
Chief Editor

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