

# Editorial

## Dear Readers,

Ecosystem for Growth of Business is chameleon of a concept. In this VUCA world, the Ecosystem required for growth of different industries, in different countries at different point of time is different. This makes the concept dynamic and complicated too. All stakeholders are trying to understand and manage the ecosystem to get full advantage to achieve their respective objectives.

Governments want growth in business for development, employment creation and revenue generation. Business is a growth engine. Indeed different Governments are competing among themselves to develop competitive ecosystem. Business wants to decipher ecosystem to manage their venture efficiently and to visualize the future trends. Many NGOs and International bodies want to make business more ethical, human and sustainable. Academicians and Researchers are also trying to understand and research the phenomenon to add more knowledge to the discipline. In this 'ever changing' world, dynamic ecosystem is an order. A continuous study is required to understand the nuances. Hence, this issue of AMBER, has taken "Ecosystem for Growth of Business" as issue theme. These are the selected papers presented in the seventh International Conference organized by ABBS on the same theme.

I profusely thank the issue editors Prof. Anand Sasikumar and Prof. Ellur Anand for the effort they put in bringing out this issue in order. I also thank the contributors to the issue and you the patrons who read and give valuable suggestions for improvement. I fail in my duty, if I do not thank Management for their continuous support in bringing out this issue as they have done for the last fifteen issues.

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