

# Editorial

Dear Readers,

AMBER, an ABBS platform to create and disseminate knowledge has taken 'Emerging Business Trends Post Covid-19' as theme of this issue. In the known millions of years' history, no virus has succeeded against man! Every time human intelligence has won. I am sure this Covid-19 is just another blip. Vaccine is already there. Life and Business would go on. But, for sure life and business won't be same again! In this pandemic, we have learnt as how the whole world is connected both positively and negatively. New world order is in sight. In the same way, the emerging business trends are also in sight. Digitization, emphasis on sustainability, online commerce, and industry 4.0 technologies would play a bigger role in the post Covid-19 environment. Every business would have a cascading effect of this pandemic and resulting human action through ingenuity. This issue analyses implication of Covid-19 on business. I thank Prof. C. Sengottuvelu, who is Editor of this issue for his commitment and devotion in bringing out this issue during these hard times. I also thank all the contributors of this issue.

The theme of the next issue of AMBER (Volume 12, Issue 1) is 'Digital Supply Chain'. Supply chain is crucial for every organization and to country as a whole. It is an engine for development. To illustrate, it is contributing close to 12 percent of India's GDP. There is urgent need to make the supply chain and logistics more efficient. There is immediate need to bring down the GDP contribution of supply chain and logistics by at least 2 percent. It is estimated that supply chain and logistics is costly in India by around 10 percent. In addition to improved infrastructure, digitization is another means to make the supply chain and logistics segment more efficient and effective. I invite the articles on this broad theme for the next issue of AMBER.

Wish you useful reading.

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