

# EDITORIAL

*Dear Readers,*

*Hope you are all doing well in these turbulent times. I am glad to share the latest issue of Management Dynamics, 21(1). The first two articles are part of the Special Issue on the Impact of COVID-19. We, at Management Dynamics, strongly believe in the integration of academic research with Industry insights and implications. In the last one year, there is a vast amount of research published related to the COVID-19. However, we notice that Industry opinions are missing or left out from the research. To bridge the gap, we are pleased to share the two articles from the experts from two Industries that were significantly affected during the pandemic. The first article by Mr. Rawat (Financial Journalist and Columnist) focuses on the media industry specially the print media, which suffered huge revenue losses during the pandemic as people were scared to touch the paper or anything from outside. The article tracks the Industry from the lockdown period, and shares insights into the changes in consumer behavior and business environment, that expedited the digitalization of Industry with innovative practices of web exclusive stories.*

*The second article by Kalakata et al. is about one of the few industries that showed growth during the pandemic, e-commerce industry despite facing several challenges in logistics, supply chain, and restrictions in movement. The article is from three experts from India's well-known e-commerce brand and leader Flipkart. The article provides Industry data and insights into shift in consumer behavior and preferences, challenges for e-commerce firms, and strategic shift and innovative strategies to meet the everchanging demands of existing and newly onboarded consumers.*

*The third and final article from Gandhi et al. assess the performance of technological business incubators (TBIs) based on multiple factors such as no. of patent granted, support services offered by TBI, services offered in TBI, selection criteria for incubate, and academia linkage etc. We notice a significant increase in unicorns in India in last few years. The current business environment is challenging yet interesting where shift in consumer preferences, success stories, and fund availability are fueling the spirit of entrepreneurship. This article is a timely research to offer valuable insights about factors that can help potential startups to increase their chances of success.*

*We seek your valuable inputs, feedback, and opinion on our unique initiative of inviting Industry experts to share their side of the story.*

**Dr. Anubhav Mishra**  
(Editor)

November 2021