

From the Editor's Desk..



Dear Readers,

Welcome to Volume 16, Issue 1 of the *Adarsh Journal of Management Research*. We are pleased to present a new collection of scholarly articles that reflect the innovative and analytical spirit of contemporary management research. This issue includes a diverse range of topics meticulously analyzed by esteemed contributors from across the management field.

In this issue:

1. **"Customs Clearance Efficiency in Freight Forwarding Process"** by **Dr. Anees Fathima M I** and **Muksheet Hasim** explores the vital role of efficient customs operations in enhancing the effectiveness of international trade. Their study offers practical insights into streamlining these essential processes.
2. **"The Role of Hospital Public Relations Strategies on Patient's Buying Behaviour: The Mediating Role of Community Awareness"** by **Shailesh Goyal**, **Dr. (Prof) Ashish Rami**, and **Prof. (Dr) Maulik Pathak** examines how strategic PR activities can influence patient preferences and enhance community health awareness, an essential read for healthcare management professionals.
3. **"Digital Marketing Strategies: A Case Study on Meesho"** by **Archana K.** and **Dr. S. Vennilaa Shree**. This paper delves into the successful digital marketing tactics employed by Meesho, providing a model for e-commerce success.
4. **"Brand Patanjali: A Case Study on Growth Strategies and Controversy Against Patanjali"** by **Dr. Archana Lahoti**. This intriguing case study discusses the growth strategies that catapulted Patanjali to success, alongside the controversies it faced, offering a balanced view of brand management.
5. **"Toxic Workplace Environment Affects Employee Mental Health"** by **Prof. Vaishnavi Jagdish Sahu** and **Prof. Payal Ramesh Bhansali**. This timely research highlights the impact of workplace environments on mental health, a must-read for organization leaders and HR professionals.
6. **"Mergers and Acquisitions with Reference to Banking Sector: A Review of Literature"** by **Srishti Arora** provides a comprehensive overview of the existing literature on M&As in the banking sector, suggesting directions for future research.
7. **"Impact of Adolescents' Emotional Intelligence on Their Resilience in Working Families"** by **Prof. Shailendra R. Patil**, **Prof. Vinay R. Patil**, **Prof. Amol S Ganpate**, and **Ms. Ashwini S Patil**. This study addresses the crucial role of emotional intelligence in fostering resilience among adolescents, offering insights into family dynamics and youth development.

Each contribution has undergone rigorous peer review to meet the highest standards of academic excellence, ensuring that the insights offered not only enrich the discourse in management studies but also provide actionable strategies for practitioners and policymakers. I extend my heartfelt gratitude to all our contributors, reviewers, and the editorial team for their dedication and meticulous efforts.

As we continue to foster rich scholarly dialogue, I encourage our readers to engage with these articles and participate in discussions that further exploration and understanding of these critical topics.

Thank you for your continued support and interest.

Dr. R. Venkataraman
Chief Editor