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From the Desk of the Chief Editor

The NEHU Journal is primarily focussed on research and review work based on contemporary multidisciplinary topics and covers various academic domains, including science and technology, social sciences, humanities, economics, and management. As we reflect on the purpose and vision of this journal, we recognize that the value of multidisciplinary research lies not only in the coexistence of diverse disciplines but in the conversations they create. Interdisciplinarity invites us to see complexity not as a barrier but as a resource. It reminds us that knowledge is not static but dynamic, shaped continuously by interactions between people, environments, and ideas. This issue, like those before it, is a testament to our commitment to fostering such interactions.

The papers collected in *The NEHU Journal XXIII No 1 (2025)* offers a unique opportunity to explore cutting-edge research and innovative ideas that could lead to a paradigm shift in management practices. This issue features a collection of 11 rigorously peer-reviewed articles and research papers that cover various aspects, including fostering sustainable development, artificial intelligence in modern management, customer relationships, evolving educational landscape, education in transition, advanced learning tools, etc. These contributions represent significant advancements in the field and provide valuable insights for academics, practitioners, and students alike. Each article in this volume exemplifies how the convergence of different academic traditions can illuminate issues that might otherwise remain obscured when approached in isolation. This journal has traditions that keep it interesting and special, and these will continue.

This editorial would be incomplete without acknowledging the broader challenges that shape academic research today. I would like to extend our deepest appreciation to all the authors for their insightful contributions, the diligent external referees for their rigorous peer-review process, and the entire editorial board for their tireless efforts. Their dedication ensures the quality and relevance that our readership expects.

Looking ahead, we envision *The NEHU Journal* expanding its reach through digital accessibility, increased collaboration with scholars and institutions across India and abroad, and the continued promotion of research that resonates with contemporary societal concerns. We aim to strengthen our editorial processes, encourage thematic issues that address emerging global challenges, and involve a broader network of reviewers and contributors. As the academic world becomes more interconnected, our journal must evolve in ways that enhance its relevance, impact, and academic integrity. Above all, we hope they will encourage scholars to embrace the power of interdisciplinarity in understanding and addressing the complex challenges of our time.

Prof. Fameline K. Marak

Chief Editor