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PACE

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PACE in English Language carries a rich repository of meanings: (Noun):
A Single step taken when Walking or Running; (Verb): Walk at a steady and consistent speed, esp. back and forth and as an expression of one's anxiety or annoyance, (Preposition): With due respect to (someone or their opinion), used to express polite disagreement or contradiction. PACE seeks to reflect all these in Management Research, Managerial Problem Solving and Decision Making. PACE- A Journal of Research of Prestige Institute of Management Dewas is a Bi-Annual publication of Prestige Institute of Management & Research, Dewas. Its objective is to contribute in the area of Management Research which are relevant to practicing managers and meet the standard of academic rigour.

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EDITORIAL

I am pleased to present **Volume 2 of PACE 2025**, the inaugural issue of PACE – A Journal of Prestige Institute of Management and Research, Dewas. It gives me immense pleasure to introduce this volume, which marks a significant milestone in our continued commitment to academic excellence and research-driven knowledge creation.

PACE serves as a dedicated scholarly platform for the exploration of **Management and Information Technology perspectives**, grounded in scientific rigor and contemporary relevance. As the Editor, I feel honored to be associated with this meaningful initiative that encourages critical thinking, empirical research, and interdisciplinary dialogue. This issue brings together a diverse range of research contributions that address emerging challenges faced by industries, educational institutions, and society at large.

Dr. Kuldeep Kaur Juneja explores the impact of digital transformation on life skills for sustainability within higher education institutions, emphasizing the role of technology-enabled learning in preparing future-ready graduates. The study by Mrs. Shruti Singh Chouhan highlights the significance of microfinance in empowering circular economies and promoting inclusive financial strategies for sustainable growth. Technological innovation in service industries is examined by Wasim Khan and Dharmendra Mehta through their analysis of the application of the Internet of Things in the tourism and hospitality sector, showcasing its potential to enhance operational efficiency and customer experience.

The influence of media and marketing on consumer perception is critically reviewed by Karan Jethwani in his study on the impact of television advertising on children. Shilpi Nag focuses on knowledge sharing as a key driver for green innovation in BRICS nations, underlining collaborative learning and sustainable practices across emerging economies. Jiya Diddi investigates neuromarketing and its effect on the purchase behavior of Generation Z, offering insights into evolving consumer decision-making processes. Employee well-being and organizational sustainability are addressed by Dr. Kirti Diddi and Mrs. Sheetal Arora through their longitudinal study on the impact of mindfulness-based interventions on stress reduction and overall well-being. Mr. Sagar Maheshwari examines the impact of electronic word-of-mouth (E-WOM) on purchase intentions among consumers in the Malwa region, reflecting the growing importance of digital influence in modern marketplaces. Mr. Parth Kanojiya focuses on artificial intelligence effect in demand forecasting for retail supply chain accuracy: an empirical study India and global retail during 2020-2024. Finally, Dr. Kshmasheel Mishra and Prof. D.D. Bedia focuses on Bhartiya Knowledge Systems (BKS) and Computer Science: Integrating Philosophical Traditions with Core Technical Domains.

PACE continues to contribute meaningfully to the **National and International research community** by fostering a robust academic and industrial research culture. I extend my sincere gratitude to the authors, reviewers, and the editorial team for their scholarly contributions and dedicated efforts. I also thank our readers for their continued support and engagement.

We hope this volume stimulates further research, dialogue, and innovation. Thank you for being a part of the PACE journey.

Dr. Ashima Joshi
Deputy Director
PIMR Dewas

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