

Editorial

The 44th volume (Issue 1) Business Studies (UGC - CARE Listed Journal Group I- ISSN 0970-9657), January, 2023, a double-blind peer-reviewed and the refereed journal of the Department of Commerce, University of Calcutta, supported by an editorial board consisting of eminent experts in the field of commerce and management, comprises both descriptive and empirical thought-provoking articles in the field of finance, economics, accounting and management within the periphery of commerce and business. The 44th volume of Journal, Business Studies consists of 10 papers pertaining to diverse areas of academic interest.

The first paper titled, *'Long Run Relationships and Causality among Stock Markets of BRICS Nations: An Econometric Analysis in the Backdrop of Covid-19 Global Financial Crisis'*, investigates into the long-run cointegrating relationships and causality among stock markets of BRICS nations in the backdrop of Covid-19 global crisis considering study period from October 24, 2019 to October 23, 2020. In the second paper titled, *'A study on effect of environment, social and governance score on financial performance of BSE-30 companies in India'*, the study reveals the effect of ESG score, environment score, social score and governance score on financial performance of BSE-30 companies in India'. The third paper titled, *'Dynamics of Volatility Spillover and Connectedness Among Sectors of Indian Stock Market'*, makes a study on the dynamic volatility spillover and connectedness among sectors of Indian stock market during Covid-19. In the fourth paper titled, *'Issues and Challenges in Production Process of Grain Processing Units: An Empirical Study in Selected Districts of West Bengal'*, an endeavor has been made to highlight the major constraints of the grain processing units of West Bengal through primary survey. The fifth paper titled, *'Relationship between Job Stress and Productivity of Women Employees in the Indian IT Sector: A Study based on Structural Equation Modeling Approach'*, has made an attempt to frame Job Stress and Productivity using the SEM model. The announcement of the U.S Presidential election result had a significantly positive impact on the security returns of BSE Sensex stocks, which has been analyzed in the sixth paper titled, *'The effect of the U.S Presidential election result on stock returns of the Indian stock exchange'*. The seventh paper titled, *'Fintech Sector of India – Trends, Challenges and the Way Forward'*, captures the growth story in Indian fintech sector in detecting the factors responsible for the sector and also analyses the future growth potential of Fintech Sector of India given the recent regulatory initiatives and dynamic business conditions that exist. The eighth paper titled, *'Role of AI and DT in Agriculture Intelligence in Karnataka State India'*, focuses on the most significant factor of the problem influencing the farmers while adopting the AI and DT in Agriculture using Henry Garrett's Ranking model. In the ninth paper titled, *'Prospects of Ceramic Industry in West Bengal: An Empirical Study'*, the study aims to explore a number of significant variables leading to sustainability and growth prospects of Ceramic Industry. Last but not least, the tenth paper titled, *'Assessing the Impact of Gender Difference on the Word of Mouth Activities for Global Luxury Fashion Brands'*, examines the perceived significance of word of mouth activities among males and females for global luxury fashion brands through cross-sectional descriptive statistics.

With immense pleasure and intense pride, the Department of Commerce, University of Calcutta publishes its refereed journal, Business Studies - UGC - CARE Listed Journal in presenting a good number of articles contributed by distinguished authors. It is hoped that published articles will persuade the learned readers for conducting further research. We always solicit valuable contributions and constructive criticisms from the learned readers over our email id: **bseditorcucommerce@gmail.com**. We express our gratitude to the authors of the articles and also convey our unlimited gratefulness to all the distinguished members of the Editorial Board for their invaluable suggestions and advice in publishing this issue and, of course, to the Editor and all Associate Editors of the Journal, for their incessant nurturing of this endeavour. In spite of our efforts, some typographical errors may be present for which we beg to be excused. We sincerely hope that all your academic and professional initiatives bring you the expected results.

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