

## **Editorial**

### **Bridging Environment, Society, and Business in a Transforming World**

It is with great pride and optimism that we welcome our readers to the inaugural issue of the *Environment, Society and Business Review*. This journal is founded on a simple yet powerful premise: the most pressing challenges of our time—economic development, technological change, environmental sustainability, and social well-being—cannot be fully understood or effectively addressed in isolation. They require interdisciplinary scholarship, global perspectives, and bold, forward-thinking ideas. The manuscripts featured in this first issue exemplify that ambition.

I want to take this opportunity to express my sincere gratitude to the Vice President of Academic Affairs, Dr. Faisal Bin Yusif, for entrusting me with the responsibility of leading this endeavor; to Dr. Sotirios Zygiaris, Dean of the College of Business Administration, for his continued encouragement and support; to Dr. Mohammed A. Abdulla, Manager of Library Resource Center, for his invaluable assistance throughout this initiative; and to the members of the editorial board for their wholehearted commitment and support. This initiative would not have been possible without your collective contributions.

Several articles interrogate the engines of economic growth and financial innovation across diverse contexts. From Unlocking the economic growth in Sub-Saharan African nations using the newly developed MMQR approach, to Sustainable Investing and Financial Success: ESG Integration Evidence, these studies deepen our understanding of inclusive and responsible growth. Insights into financial systems are further enriched by analyses of Asymmetric Spillovers and Volatility Connectedness in Global Sukuk Markets, Islamic Cryptocurrency Adoption Among Muslim Investors, and Hydrogen Green Bond Financing Costs Determinants, highlighting the evolving architecture of global and ethical finance.

Technology and innovation emerge as pivotal forces reshaping organisations and societies. Contributions such as Artificial Intelligence Integration and the Transformation of Work, SmartPayFC: A Face Recognition-Based Virtual On-site Purchasing System, and Digital Health Innovations in Pandemic Response, with evidence from Saudi Arabia, illuminate how digital solutions are redefining productivity, service delivery, and resilience.

Equally central to this issue is the human and managerial dimension of sustainability. Studies on Knowledge Management and Technological Innovation in UK construction, Manager's leadership style and its impact on innovation and corporate sustainability, Job Rotation in the Public Sector in Jordan, and Strategic Sustainability in Emerging Markets from Qatar's hospitality industry offer actionable insights for leaders and policymakers. Complementing these is an exploration of Hospitality Investment and Its Economic Implications amid changing global trends.

Together, these articles set a strong foundation for the journal's mission: to foster rigorous, relevant, and globally engaged scholarship that informs practice and shapes a more sustainable

and equitable future. We invite our readers to engage critically with this inaugural issue and to join us in advancing the dialogue at the intersection of environment, society, and business.

Professor Dr Md Aminul Islam  
Editor in Chief