

**Patron**

**Prof. Dr. Atmanand**  
Director,  
Management Development Institute Murshidabad  
Email: [director@mdim.ac.in](mailto:director@mdim.ac.in)

**Editor**

**Dr. Souvik Benerjee**  
Assistant Professor, Finance  
Management Development Institute Murshidabad  
Email: [souvik.banerjee@mdim.ac.in](mailto:souvik.banerjee@mdim.ac.in)

**Associate Editor**

**Dr. Bikramjit Pal**  
Assistant Professor, Information Technology  
Management Development Institute Murshidabad  
Email: [bikramjit.pal@mdim.ac.in](mailto:bikramjit.pal@mdim.ac.in)

**Assistant Editor**

**Dr. Mahendra Kumar Sahu**  
Assistant Librarian  
Management Development Institute Murshidabad  
Email: [mahendra.s@mdim.ac.in](mailto:mahendra.s@mdim.ac.in)

**Editorial Board Members**

**Dr. Shivam Gupta**  
Associate Professor- Information Systems,  
NEOMA Business School, France (Email Id: [shivam.gupta@neoma-bs.fr](mailto:shivam.gupta@neoma-bs.fr))

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College of Banking and Financial Studies, Muscat, Sultanate of Oman  
(Email Id: [anand@cbfs.edu.om](mailto:anand@cbfs.edu.om))

**Dr. Vigneswara Swamy**  
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The ICFAI Foundation For Higher Education, Hyderabad, India  
(Email Id: [vighneswar@ibsindia.org](mailto:vighneswar@ibsindia.org))

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Professor, School of Computer and Information Sciences,  
University of Hyderabad (Institute of Eminence), India  
(Email Id: [udgata@uohyd.ac.in](mailto:udgata@uohyd.ac.in))

**Prof. (Dr.) J. K. Mandal**  
Professor, Department of Computer Science and Engineering,  
University of Kalyani, West Bengal, India  
(Email Id: [jkmandal@klyuniv.ac.in](mailto:jkmandal@klyuniv.ac.in))

### **Editorial**

Sustainable development is key to long term well-being of the human society. Sustainability is the equilibrium which can enable us to move forward on the road of development without losing the foresight of a long term view.

There are various perspectives on sustainable development. The center point of each opinion is an optimum resource utilization and natural resource preservation. Human population has grown by leaps and bounds in the last 200 years, from an estimated 1 billion in 1800 AD to around 7.7 billion as of today. The nearly 8-fold increase in human population has put unprecedented stress on natural resources as well as the environment. The increased pace of economic development has further aggravated the situation. Higher economic growth has in one hand increased the economic well-being and increased consumption but on the other hand it has caused grave damage to ecology of the planet.

One of the safest ways for sustainable ecology is to fulfill our needs on what is regenerated by the earth every year. The key is to balance between the short term economic growth and long term sustainable growth. The moot question is how to replenish the resources, that are needed for economic growth.

This first issue of MDIM Business Review has focused on this agenda on how to connect the business strategies with sustainable growth for long term collective welfare. We hope the inaugural issue of the journal will provide enough food for thought for all the stakeholders concerned.

The academic community should incorporate sustainability components into their research. We need to educate people at every level regarding sustainability. Find scopes to save resources in our day to day life. At the personal level, we need to limit our requirement. If we can link sustainability to spirituality it may be more effective. All religions across the world talk about creating balance with mother earth.

Dr. Souvik Benerjee  
Editor

Dr. Bikramjit Pal,  
Associate Editor

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