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## Editorial

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The advancement of knowledge depends on careful research, critical thinking, and the exploration of new ideas. In a rapidly changing social, economic, and technological environment, research should address contemporary issues and provide practical insights for policy and practice. This issue of the *Nepalese Journal of Management and Technology* presents studies focused on management, technology, sustainability, and organizational issues in Nepal. The articles examine strategic management and competitive advantage in the hospitality sector, AI-based recommendation systems in electronic commerce, and the impact of tourism on economic growth. Additional studies explore environmental, social, and governance practices, green supply chain management, financial literacy, and job satisfaction and organizational commitment in the banking sector. Despite research challenges, this issue offers valuable academic contributions, and constructive feedback is encouraged to strengthen future editions.

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