

Message from Editor's Desk

Enhancing Innovation, Sustainability and entrepreneurship through EIS



Cherished Academician,

The business world has been designated as a foremost strength for creating a sustainable world, predominantly when acting as a source of innovation and creativeness. Sustainability, Innovation, and Entrepreneurship (SIE) explores the evolution of sustainability thinking in the workplace. Sustainopreneurship (a portmanteau of sustainability and entrepreneurship) is the exercise of business organizing to resolve problems related to social and environmental sustainability. It is a “business with a foundation” where world problems are twisted into business opportunities by deployment of sustainability innovations. Social entrepreneurship in contemporary society offers a philanthropic appearance of entrepreneurship that focuses on the benefits that society may harvest. Merely putting, entrepreneurship becomes a social endeavor when it transforms social capital in a manner that affects society completely. The deep roots of sustainability philosophy are now perceptible in widespread and increasingly visible activities worldwide, and SIE explores this progression; its stipulation, its implications and its progression.

GJEIS as an Academic Partner “International Innovation, Sustainability & Entrepreneurship Summit, 2014, www.i2ses.org dated 26th September, 2014 at IIT Delhi. The International Summit on SIE aims to cover the whole spectrum of innovation and entrepreneurship from knowledge development, transfer to commercialization and utilization. It had deliberated on building public, private and social sector capacity to invest in innovative initiatives and technological advancements to maximize the growth potential.

The GJEIS as an academic Journal facilitates smart business leaders with its research initiatives and considering the changing face of the nation, because it also represents the changing face of business. The journal is presently listed in almost thirty directories in the world, equipped with Digital Object Identifier (DOI) from Crossref USA <http://www.crossref.org>. It also had an impact factor of 1.20 of 2013 and 1.346 for the year 2014 from International citation report (ICR).

The journal with its present volume focused on this part and highlight how changes brings a paradigm shift on the plus side and create tremendous market opportunities in products and services. Mandate of a Journal is to popularize the concept of Enterprise, Information and System in business and outside business. It is designed to enlighten people that synchronization of three words is not just a financial objective, but is more omnipresent, that is why we have to get across what the academics and the peers are doing and saying about technological pitch in creating a niche. We have built a global team to make GJEIS an authenticity.

So greet to the planet of value creation, and do stick together learning fraternity with different social networks available at www.gjeis.org We as a team of GJEIS have locate moderately several endeavor in the last couple of months, and look forward to that our ever improving skills as an editor make available the enjoyment and learning that have our readers looking forward to each matter. I would like to show gratitude to all that has helped us with this publication. Please don't be indecisive to plunge a line to me, as your proposal and support are essential to every one of us.



Dr. Subodh Kesharwani,

Founder, Editor-in-Chief