

Editorial: Embracing the future: the role of multidisciplinary research

The distinctions between various academic disciplines are becoming blurred in the dynamic field of scientific discovery. Multidisciplinary research has emerged as a more dynamic and collaborative method that is replacing the period of closed study. This paradigm shift was expected in light of the intricate global problems that call for comprehensive answers. Collaborating with professionals from other academic domains, multidisciplinary research brings together a range of viewpoints, abilities and approaches. This method acknowledges that a lot of issues in the real world have multiple facets and can't be sufficiently handled by a single field. There has never been a stronger need for multidisciplinary research as we tackle problems like climate change, global health crises and technological developments.

The capacity of multidisciplinary research to stimulate innovation is one of its main advantages. Researchers can explore new ways of problem-solving and break free from conventional thinking by merging insights from multiple fields. For example, solving problems in public health demands not only medical knowledge but also understanding from the social sciences, economics and technology. When statisticians, engineers, sociologists and biologists work together, they can produce complete answers that transcend the specializations of each separate discipline. Furthermore, research that crosses disciplines can hasten the rate of discovery. Conventional research models frequently entail a series of successive steps when research findings from one subject are applied to another. A multidisciplinary method, on the other hand, enables simultaneous investigation and promotes a synergy that may result in more rapid developments. This faster pace is especially important when dealing with pressing global challenges that call for prompt and efficient solutions.

Multidisciplinary research has advantages that go beyond the classroom and have practical applications. The insights gained from cooperative activities can be used by the public, private and nonprofit sectors to promote innovation, policy formation and societal advancement. Discipline barriers can be removed so that we can pool our collective knowledge and experience to take on difficult problems head-on. Adopting multidisciplinary research is not without its difficulties, though. Individual accomplishments within particular subjects are frequently given priority in traditional academic systems, funding sources and evaluation standards. In order to encourage and facilitate multidisciplinary cooperation, these systems need to be re-evaluated in light of the shift toward a more collaborative paradigm. Institutions need to foster an atmosphere that motivates scholars to venture beyond their areas of expertise and participate in significant joint ventures.

To sum up, multidisciplinary research is essential for tackling the complex problems of our day – it is not a luxury. We must acknowledge the importance of cooperation and



collective intelligence as we stand at the nexus of multiple scientific fields. Our ability to open new possibilities, stimulate creativity and build a future where the confluence of many perspectives leads to revolutionary breakthroughs can be achieved by cultivating an atmosphere that supports multidisciplinary research. As we work together to create a more resilient and sustainable world, this is the moment to embrace the power of teamwork.

The present issue of the IIM Ranchi *Journal of Management Studies* offers group papers that belong to the various domains of management. Simultaneously, it addresses the unique concerns of these domains. The papers address issues ranging from consumer preferences related to mobile applications to the co-integration of stocks across various stock markets and the concerns of Tanzanian smallholder farmers to the case of a serial entrepreneur. The present issue is an attempt to provide the reader with a perspective on various subdomains of business management.

The first paper, “Exploring the importance of mobile app attributes based on consumers’ voices using structured and unstructured data” from [Bera and Bhattacharya \(2024\)](#), examines the relative importance of mobile applications’ attributes from a consumer perspective. The paper uses a mixed-methods approach to explore users’ behavior and attitudes toward the mobile app’s attributes and preferences. The paper adopted convenience and snowball sampling to collect 417 valid responses. The data were analyzed using various quantitative and qualitative techniques. The study findings provide insights that might help app developers and marketers recognize user preferences and create apps that add value to consumers.

Next, [Verma’s \(2024\)](#) paper “Comovement of stock markets pre- and post-COVID-19 pandemic: a study of Asian markets” explores the co-integration level among major Asian stock indices from pre-COVID-19 to post-COVID-19 times. The Johansen co-integration test has been used to know the relationship among the stock market indices of Hong Kong, Indonesia, Malaysia, Korea, India, Japan, China, Taiwan, Israel and South Korea. The authors have observed the presence of co-integration across the sample periods, and the findings suggest that the selected stock markets were associated with each other in general. The co-integrating relationship among selected stock market indices remained dynamic, and no evidence of the impact of COVID-19 on this dynamism was found.

Third, [Ismail, Amani, Changalima, and Kazungu \(2024\)](#), in their paper “I share because I care! Smallholder farmers’ perceptions of the usefulness of word of mouth for their market participation decisions” investigates the perceived usefulness of WOM in explaining smallholder farmers’ market participation. The study attempts to integrate concepts from different disciplines to solve the problems being faced by the farmers. The study has been conducted in the central Tanzania region. The structural equation modeling was performed on the data collected from a sample of 467 smallholder farmers. The findings revealed that WOM dimensions such as expertise differential, strong tie and trustworthiness among smallholder farmers affected the message delivery and subsequently influenced market participation among smallholder farmers.

Lastly, [Vazhapilly and Dam’s \(2024\)](#) case, “The case of the serial entrepreneur,” is about the protagonist, Mr. Prasad Dhumal, who is technically gifted and is considered a subject expert in his line. As per the authors, he exhibits all entrepreneurial traits like high energy, positive, a never-say-die attitude, technical expertise, etc. Prasad has already been instrumental in opening seven ventures and is now planning the eighth, which led the authors to name him a serial entrepreneur. However, none of the ventures have survived. According to the authors, this is a classic case of the differences between entrepreneurial qualities and managerial qualities required for the success of a small business.

References

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