

PREFACE TO THE EDITION

It is with great pleasure that we present the latest issue of **the International Journal of Commerce and Management Research Studies (IJCMRS)**. This issue brings together a diverse collection of scholarly contributions that explore critical developments shaping contemporary commerce, management practices, financial decision-making, and sustainable economic systems. The articles featured in this volume reflect the journal's commitment to advancing interdisciplinary research that addresses both theoretical advancements and practical challenges in the rapidly evolving global business landscape.

The opening article, *“The Psychology of Purchase Decisions: A Conceptual Framework Integrating Dual-Process Theory, Brand Affect, and Digital Nudging in Contemporary Consumer Behaviour,”* develops an innovative conceptual model that explains how digital environments influence consumer decision-making processes. By integrating insights from cognitive psychology, behavioral economics, and marketing theory, the study provides a valuable framework for understanding ethical consumer engagement in digitally mediated marketplaces.

Expanding the scope of commerce research beyond traditional business domains, the second article, *“Biodiversity Commerce and Zoological Economics: The Wildlife Trade, Ecosystem Services Market, and the Commercialization of Animal Biodiversity,”* offers an interdisciplinary examination of the relationship between economic activity and biodiversity conservation. The study highlights the need for balanced policy frameworks that harmonize commercial objectives with ecological sustainability and responsible resource management.

The issue further addresses a longstanding topic in corporate finance through *“Capital Structure Decisions and Firm Performance: Empirical Evidence from Listed Companies in Emerging Markets.”* Drawing on extensive empirical data from India, Brazil, and South Africa, the authors provide important insights into the effects of financing decisions on organizational performance, contributing to ongoing debates regarding optimal capital structure strategies in emerging economies.

In response to the growing importance of organizational resilience, *“Resilience Strategies in Global Supply Chains: A Cross-Industry Case Study Analysis of Disruption Response and Recovery”* investigates how multinational firms navigate large-scale disruptions. The study identifies critical capabilities that enable organizations to strengthen supply chain resilience and maintain operational continuity in an increasingly uncertain global environment.

The fifth contribution, *“Earnings Management and Financial Reporting Quality: A Systematic Literature Review of Mechanisms, Determinants, and Consequences (2000–2024),”* presents a comprehensive synthesis of research on earnings management practices and reporting quality. By identifying key determinants, consequences, and future research directions, the article offers valuable guidance for scholars, regulators, auditors, and financial statement users.

The final contribution *“Government Paddy Development Schemes and Their Impact on Production and Market Supply: A Review of the Literature with Special Reference to Palakkad, Kerala.”* This review examines the role of government interventions, including procurement support, cultivation assistance, mechanisation, agricultural credit, and crop

insurance, in influencing paddy production and market supply. Focusing particularly on Palakkad, Kerala's leading rice-producing district, the study highlights the importance of distinguishing between farmers' awareness, utilisation of schemes, and their actual outcomes. It further emphasises the need for district-level evaluations that consider both farmers' experiences and the perspectives of implementing officials.

Collectively, the articles in this issue underscore the dynamic nature of commerce and management research, demonstrating how organizations must continuously adapt to technological transformation, environmental concerns, financial complexities, and global uncertainties. The contributions not only enrich academic discourse but also provide practical insights for business leaders, policymakers, and practitioners seeking evidence-based solutions to contemporary challenges.

We extend our sincere appreciation to all authors for their valuable contributions, the reviewers for their rigorous evaluations and constructive feedback, and the editorial team for their dedication and commitment to maintaining the highest standards of scholarly excellence. We hope that the research presented in this issue stimulates further inquiry, fosters interdisciplinary collaboration, and contributes meaningfully to the advancement of commerce and management studies worldwide.

Dr Steevan D Souza N
Chief editor

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