

# SKYLINE BUSINESS JOURNAL

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## *Embracing Innovation and Insight in Business Management*

As we usher in the new year in Volume 20, Issue 1 of the Skyline Business Journal, we are thrilled to present a collection of insightful and pioneering research articles that delve into various critical aspects of business management and strategy. This edition encompasses a diverse array of topics that reflect the dynamic and multifaceted nature of contemporary business environments.

The issue opens with a compelling study by Simone Severini, Alessandro Romoli, Silvio Cardinali, and Giulia Amadio. Their research addresses the evolving field of sales enablement within B2B organizations, a domain that is increasingly gaining traction among practitioners and scholars. By meticulously analyzing existing definitions and conducting an in-depth case study, the authors highlight three pivotal elements for effective sales enablement: alignment, integration, and processes. Their findings challenge the predominant focus on technology, offering a nuanced perspective that emphasizes human and process-oriented dynamics. This study significantly contributes to both academic literature and practical applications, providing a comprehensive understanding of sales enablements that transcend technological dimensions.

In the subsequent article, Jesús Constant, Jaime Ruiz, Martha Martínez, Orlando López, and Jesús C. Téllez explored the intricacies of forecasting the U.S. unemployment rate, a vital economic indicator. Utilizing a range of statistical models, including logistic regression, neural networks, and supervised machine-learning algorithms, the authors constructed a robust methodology for predicting unemployment rates. Their study underscores the relevance of various economic variables, such as the S&P 500 index and inflation rates, in enhancing forecast accuracy. The authors' innovative approach provides valuable insights for policymakers and economists, facilitating better-informed decisions to address unemployment challenges.

Hamza Naim, Lata Rani, Kajol, Akhand Pratap Singh, Sneha Gupta, and Aqila Rafiuddin present an insightful examination of the relationship between audit committee characteristics, auditor remuneration, and firm performance within the NSE 500 Index in India. Their research revealed the nuanced impacts of audit committee size and auditor remuneration on different performance measures, such as ROA, ROE, and Tobin's Q. This study offers critical implications for corporate governance by emphasizing the significance of auditor independence and the complex interplay between audit practices and firm performance.

Abuowda investigated the impact of transformational leadership on task performance among banking professionals by introducing the concept of Perceived Investment in Employee Development (PIED) as a mediator. Utilizing Partial Least Squares (PLS)-based structural equation modeling, this study demonstrates a positive relationship between transformational leadership and task performance mediated by PIED. The findings offer valuable theoretical and practical insights, highlighting the importance of employee development in enhancing leadership effectiveness and organizational performance.

Finally, Reza explores the effectiveness of various sales promotion strategies, including price discounts, coupons, free samples, and buy-one-get-one-free offers, on consumer purchasing behavior in the Chittagong metropolitan area. Employing a quantitative research methodology and PLS-based SEM analysis, this study provides actionable insights for marketers aiming to optimize promotional strategies. This research underscores the significance of well-crafted promotional tools in influencing consumer decisions, boosting sales, and enhancing market presence.

This issue of Skyline Business Journal offers a rich tapestry of research that advances our understanding of key business dynamics. We hope that these articles inspire further inquiry and practical applications, contributing to the ever-evolving landscape of business management.

**Prof. Gouher Ahmed**

Editor- In-Chief