

EDITORIAL

Trend of Economy and Business Development in a Composite Environment

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The *Journal of Business Administration Research* has been focusing on the research and development of global business models and management, contributing highly valued information for professionals engaged in scientific research, application innovation, and enterprise operation. The global economy and business development have been facing unprecedented challenges in seeking new economic models and renewing business models and management practices since the outbreak of COVID-19 in 2020. Traditional industries are forced to transform the standardized management that has already become an essential condition, into smarter, more simplified, and highly effective management to adapt to an environment with mature applications of the Internet of Things (IoT) ^[1], shifting from offline to online operations, and focusing more on operations at the user end instead of at the platform end.

The goal is to integrate resources and improve operation efficiency more effectively by upgrading industries, lowering human resource requirements, and simplifying management models and production processes.

The global warming issues highlighted in the Sixth Assessment Report (AR6) by the Intergovernmental Panel on Climate Change (IPCC) in August 2021 is pressing individual member countries to fulfill their commitments to reduce and cap carbon emissions. The limited resources of the planet and greenhouse gas emissions are common issues in the pursuit for sustainable development. Recommendations and policies for global carbon reduction and cooling and the risks of uncertain disasters caused by climate change have a direct impact on the global economic model and act as the key indicator of the competitiveness of enterprises ^[2]. The circular economy is part of the green

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economic system and a transit model for sustainable development. The concept of resource recycling is gradually spreading to each corner of the global society. Each and every enterprise is required to shoulder their responsibility in using and sharing resources effectively, reducing greenhouse gas emissions, and undertaking carbon-neutral tasks. The challenge for enterprises in attaining sustainable operations is to overcome the current situation in order to lead innovation and enhance industrial competition^[3].

The whole world is facing the risks brought by the COVID-19 pandemic and climate change, bringing not single, but rather multiple complex challenges. The *Journal of Business Administration Research* embraces its vision by leading scientific and innovative applications, improving competitiveness, and doing its best to become the world's leading journal in scientific research. We invite specialists from industries, governments, universities, and research institutes and operatives with hands-on experiences to join our editorial and review team. The *Journal*

of Business Administration Research is committed to contributing to the innovation and research of models of the global economy and commercial management owing to your continued support and attention.

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