Editorial

Swati Narula Puri¹ and Poonam Khurana²

Global pandemic COVID 19 has emerged as a significant episode in global history which has taught the world multiple lessons of endurance, vitality and revival. The emergence of corona virus represents the most difficult pandemic that caused a big impact on various economic sectors worldwide. Governments across the globe have been enforcing different approaches to minimize the effect on public health through lockdown procedures, restrictions on the movement of individuals, and practising social distancing. These actions have impacted most businesses as consumers' purchase behaviours changed radically, which caused significant implications on profitability and the efficacy of marketing practices. The deadly disease has undoubtedly affected marketing strategies and actions of different organizations, such as corporate social responsibility (CSR), consumption patterns, advertising, marketing communication program, and supply chain. In the same context, it is our immense pleasure to publish this special issue titled Impact of Covid-19 on Business and Management Strategies. This special issue of Transnational Marketing Journal (TMJ) is a broad interdisciplinary collection that seeks to further debate and discusses the impact of Covid-19 on different aspects of business and management with a particular focus on marketing.

Transnational Marketing Journal is dedicated to publishing high quality contemporary research into transnational marketing practices and scholarship while encouraging critical approaches in the development of marketing theory and practice. Therefore, the scope of the journal allows for contributions that have a local, national or global focus. Empirical, conceptual and practical accounts and perspectives are welcome. All contributions are peer-reviewed to ensure high quality original work is presented to the readers.

¹Dr. Swati Narula Puri, Vivekananda Institute of Professional Studies, India. Email: swati.fin@gmail.com.
²Dr. Poonam Khurana, Vivekananda Institute of Professional Studies, India. Email: dr.poonamkhurana05@gmail.com.