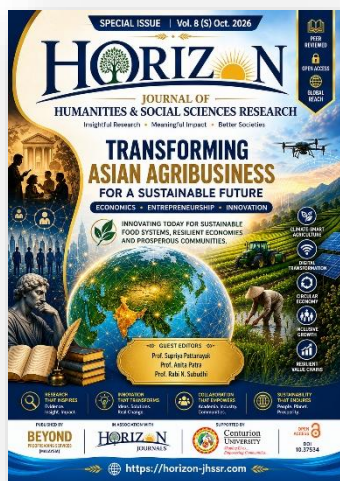


NEW ISSUE ANNOUNCEMENT



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HORIZON Journal of Humanities & Social Sciences Research *a university affiliated journal*

JHSSR–CUTM Special Issue
Vol. 8(S), October 2026
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Dear Colleagues and Friends,

Greetings from JHSSR Scholarly Journal. We invite you to explore our latest issue of the Journal!

I am pleased to announce that a *JHSSR Special Issue*, **OCT. 2026** of the Journal of Humanities & Social Sciences Research, **Vol. 8(S) OCT. 2026** has been published on **15 Oct. 2026** and is **now live** at the Journal's webpage: [Explore this Issue](#)

The JHSSR–CUTM Special Issue brings together a collection of scholarly contributions focusing on contemporary issues in **Asian agribusiness, economics, entrepreneurship, innovation, and sustainable development**. *JHSSR's* goal is to bring high-quality research to the widest possible audience— *Inspire the world, Build Better Research*.

Abstracting & Indexing | Also listed in EBSCO & MyCite

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OPENING REMARKS

From Fields to Futures: Reimagining Agribusiness for a Sustainable Asia

Foreword | The Global Lens

Dean Emeritus Prof. Brij Mohan, Editor-in-Chief, Horizon Journal of Humanities & Social Sciences Research, Louisiana State University, USA

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id01S81.pxxvii>

From Knowledge to Impact: Building Enterprises, Empowering Communities

Message from the President | The Institutional Vision

Prof. Mukti Kanta Mishra, President, Centurion University of Technology and Management (CUTM), India

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id02S81.pxx>

Where Agriculture Meets Enterprise: Creating the Innovation Ecosystem of Tomorrow

Message from the Vice President | The Enterprise Lens

Prof. D. N. Rao, Vice President, Centurion University of Technology and Management (CUTM), India

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id03S81.pxxiii>

Cultivating Minds, Markets and Meaningful Innovation

Message from the Vice Chancellor | The Academic Lens

Prof. Supriya Pattanayak, Vice Chancellor, Centurion University of Technology and Management (CUTM), India

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id04S81.pxxvi>

Beyond Production: Transforming Asian Agribusiness for a Sustainable Future

Editorial | The Scholarly Lens

Prof. Supriya Pattanayak, Prof. Anita Patra & Prof. Rabi N. Subudhi | GUEST EDITORS, CUTM-Horizon JHSSR 2026 Special Issue

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id05S81.pxxviii>

EDITORIAL FOREWORD

Transforming Asian Agribusiness for a Sustainable Future: Economics, Entrepreneurship and Innovation
Chief Executive Editor, JHSSR

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id0020.p1>

ARTICLES

Review Articles

Open Access

1. Digital Narratives, Cultural Identity and Sustainable Agribusiness: A Conceptual Comparative Literature Review of Vietnam and India
Trần Thị Vân Dung^{1} and Nayan Deep Singh Kanwal² (VIETNAM, MALAYSIA)*
<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id1390.p6>

2. **Women-Led Rural Enterprises and Sustainable Livelihood Development: A Systematic Review of Enablers, Constraints and Transformative Pathways**
Nibedita Mishra¹, Swapnamay Ghosh², Sai Kumar Periginji^{1} and Harshitha Chikene¹ (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1391.p20>
3. **Self-Help Groups as Pathways to Sustainable Rural Livelihoods and Women's Economic Empowerment**
Alka Kumari¹, Amrutesh Kumar Amar¹, Nibedita Mishra^{2} and Ajay Kumar Prusty², (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1392.p31>

Research Articles

Open Access

4. **From Policy Messages to Rural Markets: Institutional Communication and Sustainable Agribusiness in Vietnam and India**
Cao Thi Thuyet¹ and Trần Thị Vân Dung^{2} (VIET NAM)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1393.p41>
5. **Farmers' Perception towards Agricultural Development in Southern Odisha**
Payal Mishra¹, Satarupa Modak², Chitrasena Padhy³, Nibedita Mishra^{1}, Sai Kumar Periginji¹ (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1394.p59>
6. **Adoption of Integrated Farming System (IFS) Components by Farmers in the Northern Districts of Andhra Pradesh**
Dinesh Kumar Nimmaka¹, Ajay Kumar Prusty^{1}, Ashok Kumar², Nibedita Mishra¹ and Sai Kumar Periginji¹ (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1395.p68>
7. **Sustainable Fisheries and Gender Inclusion: Insights from the MMKY Initiative in Odisha, India**
Anita Patra^{1} and Sanju Saha² (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1396.p78>
8. **From Indigenous Wisdom to Environmental Resilience: Ecological Knowledge, Sustainable Livelihood and Indian Literary Imagination**
Sitansu Sekhar Brahma¹ and Dr. Girish Prasad Rath^{2} (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1397.p86>
9. **Local Value Chain Integration in Indonesia's Free Nutritious Meal Program: A Comparative Literature Review on Smallholder Farmer Empowerment and Food System Resilience**
Denny Aditya Dwiwarman¹ and Astri Dwi Andriani^{2} (INDONESIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1398.p92>
10. **Export Potential of FPOS in Indian Agriculture**
Anita Patra^{1} and Mausumi Manjari Nayak² (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1399.p105>
11. **Rural Youth Migration from Farming in North Coastal Andhra Pradesh India**
Sai Malluri¹, Ajay Kumar Prusty^{1}, Chitrasena Padhy², Nibedita Mishra¹, Sai Kumar Periginji¹ (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1400.p117>
12. **Digital Agribusiness Adoption and Market Performance among Smallholder Farmers in Odisha**
Lakhan Lal Meena¹, Mayuri Singh Sardar¹, Mehazabeen A², Santosh D. T^{2} (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1401.p126>
13. **Digital Performance Anxiety among Young Agripreneurs: Examining the Role of AI Literacy and Entrepreneurial Communication**
Dayashree Kajulima¹ and Dr Girish Prasad Rath^{2} (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1402.p135>

Conceptual Articles

Open Access

14. **Sustainable Career Pathways in Digital Agriculture: Conceptualizing AI-Driven Agri-FinTech Ecosystems**
Namrita Das^{1}, Swetalina Mishra² and Prakash Chandra Dash³ (INDIA)*
<https://doi.org/10.37534/bp.ihssr.2026.v8.nS.id1403.p141>

15. Smart Agricultural Innovations for Resource-Efficient and Sustainable Farming
N. Narasimha Raju^{1*}, D. Abhishek², K. Jaswanth³, P. Bhanu Prasad⁴ and B. Hima Chandra⁵ (INDIA)
<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id1404.p153>
16. Climate Risk Insurance for Farmers in India: Effectiveness, Gaps and Emerging Technology
Mallepally Greeshma^{1*} and Idemakanti Chandrakanth Reddy² (INDIA)
<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id1405.p163>

Case Studies

Open Access

17. From Forest Resources to Markets: A Case Study of Rural Livelihoods, Collective Action and Sustainable Value Chains in Odisha, India
Manorama Choudhury¹ and Rabi Narayan Subudhi^{2*} (USA, INDIA)
<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id1406.p170>
18. Transformation of Tribal area into production of Nutritious Millets in Koraput through Odisha Millet Mission: A Case Study Analysis
Debajani Palai^{1*} and Rabi Narayan Subudhi² (INDIA)
<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.id1407.p184>

REFEREES

Acknowledging Our Prestigious Reviewers for this Issue— Vol.8 (S) Oct. 2026

Chief Executive Editor (JHSSR)

<https://doi.org/10.37534/bp.jhssr.2026.v8.nS.idR.0020.p193>

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