

IIM KASHIPUR

RESEARCH NEWSLETTER

**ACADEMIC YEAR
2021 -2022 | VOLUME 1**



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MESSAGE FROM THE DIRECTOR

Welcome to our Inaugural Research Newsletter from IIM Kashipur!

IIM Kashipur aims to create and disseminate knowledge through applied and interdisciplinary research and practices in emerging management areas. The institute also strives to develop socially conscious competent, ethical business leaders and researchers capable of critical thinking, innovation, and entrepreneurship while being inclusive and focusing on regional development and internationalization.



Being a National Institution, our fundamental responsibilities include being on the frontier for knowledge creation. Our faculty members and doctoral scholars undertake research on a wide range of interesting and important issues, which get published in reputed scholarly journals.

We have taken measures in early 2020 to bring objectivity to the Faculty Work Norms, Career Development, and Probation Confirmation policies with an explicit focus on research. Research is one major criterion while recruiting new faculty members. Besides, the doctoral scholars are given a research target which forms the basis of the award of a Ph.D. degree. Our Doctoral Program provides scholars with the necessary skills and competencies to strengthen their ability to identify and research complex issues in the management field and encourages them to carry out research, leading to publication in internationally reputed research journals and finding solutions to real-world management problems.

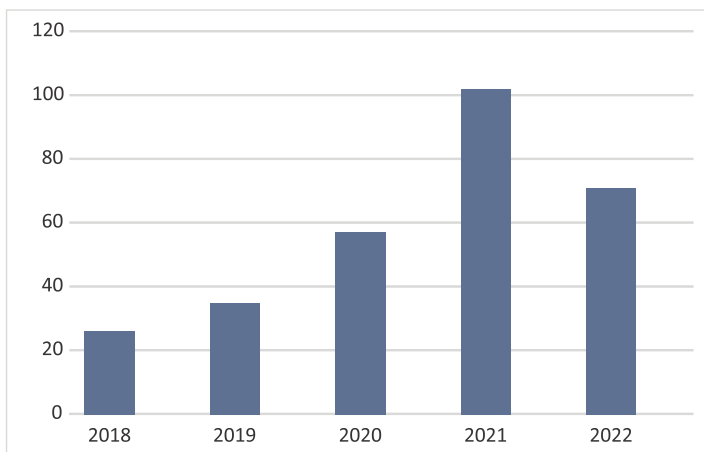
Building this research ecosystem has brought precipitable changes. The past couple of years have witnessed a rise in research activities. We have, noticeably, made a quantum jump in this frontier in the Academic Years 2020-2021 and 2021-22 compared to the previous years. According to Scopus, a well-known database to determine the quality of research publications, the number of publications in the peer-reviewed journals has increased from 35 in 2019 to 101 in 2021 and 71 in 2022. It is noteworthy that 37 research publications in 2021 were in A* and A category journals. Citations from our research publications too have increased from 131 in 2018 to 1426 in 2022.

Research not only indicates original work done by our faculty and doctoral scholars but also is a vital source of leveraging the brand value of IIM Kashipur.

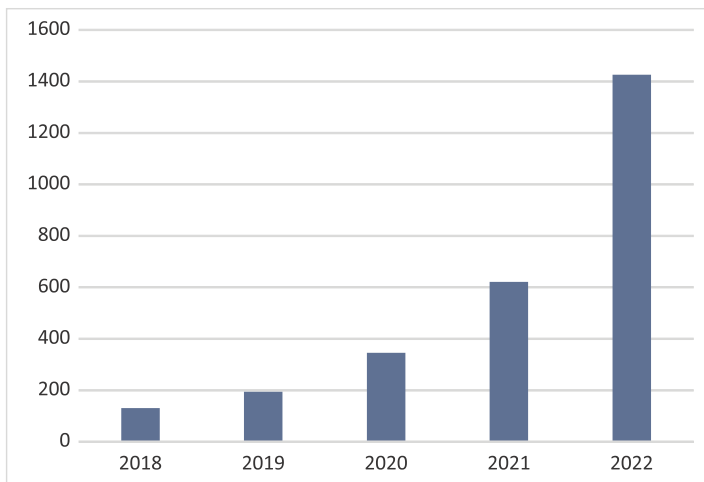
Kulbhushan Balooni
Professor & Director



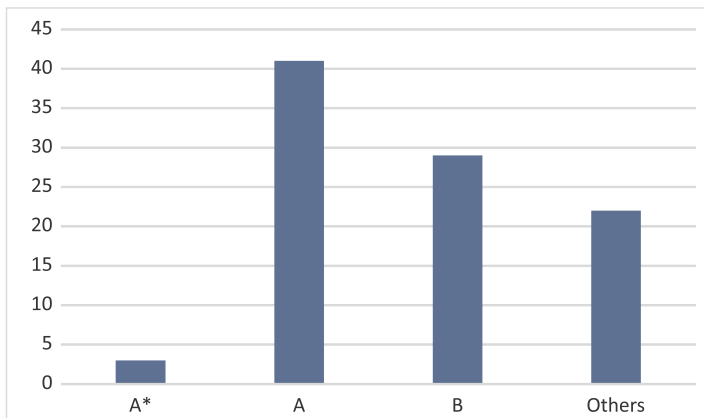
| Year | Number of Publications |
|------|------------------------|
| 2018 | 26 |
| 2019 | 35 |
| 2020 | 57 |
| 2021 | 102 |
| 2022 | 71 |



| Year | Number of Citations |
|------|---------------------|
| 2018 | 131 |
| 2019 | 194 |
| 2020 | 346 |
| 2021 | 621 |
| 2022 | 1426 |



| Category | Number of Publication 2021 - 2022 |
|----------|-----------------------------------|
| A* | 3 |
| A | 41 |
| B | 29 |
| Others | 22 |



MESSAGE FROM THE DEAN OF ACADEMICS

Publications make scientific knowledge accessible to the general public and give the rest of the academic community a chance to assess the calibre of the research. The importance of research to an academic institution's viability and expansion in a globalised environment makes knowledge-driven growth based on innovation essential. The fundamental goal of research is to gain knowledge. The kids, the culture, and the nation all gain from high-quality research since it directly correlates with effective classroom instruction. In a vast and diversified country like India, encouraging research will aid in the development of the country as a global knowledge hub.



Our faculty has received training from prestigious Indian universities, and several of them have previous teaching experience abroad. They continue to push the limits of knowledge through their cooperation with other eminent academics. They deliver unmatched business education by bringing these ideas and their research abilities into the classroom.

Our faculty frequently receive requests to speak and advise with corporate and policy leaders because they are authorities on a wide range of subjects. They also write in the top academic publications. Most significantly, they encourage dialogue and participation across boundaries of disciplines. Our faculty passionately contributes to a healthy intellectual environment because they understand that IIM Kashipur is a thriving community. IIM Kashipur has a number of top-notch research centres that contribute to and advance our scholarship. We also have a strong infrastructure, which includes our Office of Research Services that supports our research.

The Institute encourages Discipline-based Research. Publication in scholarly journals contributes to practice, learning and pedagogical research. Thus far, we have focused primarily on discipline-based research. The reputation gained by the institute is based on production of scholarly publications and the faculty expertise builds the reputation of our Institute. The Institute has internal funding for faculty to pursue their research interest.

Mala Srivastava

Professor & Dean of Academics

MESSAGE FROM THE CHAIRPERSON RESEARCH & RANKINGS

Dear All,

This research newsletter is aimed at both demonstrating all the stimulating research endeavours undertaken in emerging areas of management, and a wide variety of applied and inter-disciplinary research across diverse management domains as well as highlighting the opportunities to get involved in our research.



As part of the IIM Kashipur research community, we are exhilarated to share that our faculty and students have been impacting the domains of innovation, entrepreneurship, critical thinking, social consciousness, ethics, inclusiveness, regional development, internationalisation etc. with their continuous research efforts. The quality of research proceedings and our energy to continue to revolutionize will be reflected in this edition of the research newsletter also. Creation, as well as dissemination of knowledge, is crucial to the development of a conducive research environment. A research seminar series was organized to enhance our knowledge exchange efforts and make the most of our internal research through engagement with eminent academicians across the globe.

Our faculty and students will continue to expand the boundaries of management research while contributing to the social and economic well-being of society as well. We hope to support scholarly interest and involvement in research throughout the coming years.

IIM Kashipur has unparalleled strategic focus on sustaining the research base, enriching a research culture, investing in the growing number of our talented faculty and students, developing vibrant research collaborations of global repute, and significantly increasing research funding to enable research excellence.

Our faculty are also contributing to advance the efficiency of business processes, community development and exploration of innovative management themes by working on projects that include institute staff, doctoral students, industries, and other stakeholders.

Preeti Narwal

Assistant Professor and Chairperson Research & Rankings

FACULTY



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COMMUNICATIONS



Smarak Samarjeet
COMMUNICATIONS



Abhradeep Maiti
ECONOMICS



Atulan Guha
ECONOMICS



Jagadish Prasad Sahu
ECONOMICS



Kulbhushan Balooni
ECONOMICS



Vaibhav Bhamoriya
ECONOMICS



Ashish Kumar
FINANCE & ACCOUNTING



Dilip Kumar
FINANCE & ACCOUNTING



K N Badhani
FINANCE & ACCOUNTING



Kunal
FINANCE & ACCOUNTING



Dharani
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Suraj Kumar
FINANCE & ACCOUNTING



Harish Kumar
INFORMATION TECHNOLOGY
& SYSTEMS



Mayank Sharma
INFORMATION TECHNOLOGY
& SYSTEMS



Rajiv Kumar
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Venkataraghavan K
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Pratik Tarafdar
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Harshit Kumar Singh
INFORMATION TECHNOLOGY
& SYSTEMS



Kumkum Bharti
MARKETING



Madhurima Deb
MARKETING



Mala Srivastava
MARKETING



Preeti Narwal
MARKETING

FACULTY



Somnath Chakrabarti
MARKETING



Utkarsh
MARKETING



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OPERATIONS MANAGEMENT
& DECISION SCIENCES



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BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Mridul Maheshwari
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RESOURCE MANAGEMENT



A Venkataraman
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Rakesh Kumar Agarwal
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RESOURCE MANAGEMENT



Safal Batra
STRATEGY



Shobha Tewari
STRATEGY



Vivek Kumar
STRATEGY



RESEARCH PUBLICATIONS

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Adhikari, A., Bansal, M., & Kumar, A. (2021). IFRS convergence and accounting quality: India a casestudy. *Journal of International Accounting, Auditing and Taxation*, 45, 100430.

This study examines the impact on accounting quality in India after converging Indian generally accepted accounting principles (IGAAP) with International Financial Reporting Standards (IFRS). The converged form of IGAAP is referred as Indian Accounting Standards (Ind AS). Using a pre-and post-IFRS adoption period design, we compare the quality of accounting information reported under IGAAP and Ind AS. Our results show that accounting quality deteriorates immediately after the adoption of Ind AS. In particular, we document that the implementation of IFRS-converged standards results in lower variability in net income, a higher magnitude of discretionary accruals, less timely recognition of losses, and lower value relevance of reported earnings. Subsequent tests suggest that the deterioration in accounting quality ameliorates with the passage of time. The findings of the study suggest that there may be a learning curve for the benefits of IFRS adoption/convergence to diffuse over time through a system. Moreover, simply adopting or converging to IFRS without concurrent changes in institutional and enforcement frameworks may not result in improvements in accounting quality, especially in countries with weak regulatory jurisdictions. Consequently, more attention needs to be paid to implementation and diffusion issues, such as integrating IFRS intentionally in the University curriculum and providing workshops and continuing education courses to improve stakeholder familiarity with IFRS. Improvements in the institutional structures of financial reporting should also be implemented.

Ali, A., Badhani, K. N., & Kumar, A. (2022). Does the low-risk anomaly exist in the Indian equity market? A test using alternative risk measures. *Journal of Economic Studies*, 49(8), 1422- 1452.

Purpose: This study aims to investigate the risk-return trade-off in the Indian equity market at both the aggregate equity market level and in the cross-sections of stock return using alternative risk measures. **Design/methodology/approach:** The study uses weekly and monthly data of 3,085 Bombay Stock Exchange-listed stocks spanning over 20 years from January 2000 to December 2019. The study evaluates the risk-return trade-off at the aggregate equity market level using the value-weighted and the equal-weighted broader portfolios. Eight different risk proxies belonging to the conventional, downside and extreme risk categories are considered to analyse the cross-sectional risk-return relationship. **Findings:** The results show a positive equity premium on the value-weighted portfolio; however, the equal-weighted portfolio of these stocks shows an average return lower than the return on the 91-day Treasury Bills. The inverted size premium mainly causes this anomaly in the Indian equity market as the small stocks have lower returns than big stocks. The study presents a strong negative risk-return relationship across different risk proxies. However, under the subsample of more liquid stocks, the low-risk anomaly regarding other risk proxies becomes moderate except the beta-anomaly. This anomalous relationship seems to be caused by small and less liquid stocks having low institutional ownership and higher short-selling constraints. **Practical implications:** The findings have important implications for investors, managers and practitioners. Investors can incorporate the effects of different highlighted anomalies in their investment strategies to fetch higher returns. Managers can also use these findings in their capital budgeting decisions, resource allocations and other diverse range of direct and indirect decisions, particularly in emerging markets such as India. The findings provide insights to practitioners while valuing the firms. **Originality/value:** The study is among the earlier attempts to examine the risk-return trade-off in an emerging equity market at both the aggregate equity market level and in the cross-sections of stock returns using alternative measures of risk and expected returns.

Ali, A., & Bashir, H. A. (2022). Bibliometric study on asset pricing. *Qualitative Research in Financial Markets*, 14(3), 433-460.

Purpose: This study aims to provide a comprehensive overview of asset pricing research and identifies the general research trends in the area. The study also aims to provide future direction to the researchers in the area of asset pricing. **Design/methodology/approach:** The study uses bibliometric analysis techniques to achieve the stated purpose. The study covers 3,007 articles published in the top 50 finance and economics journals, accessed from the Scopus database for a period of 47 years (1973–2020). After initial searching for “asset pricing” as the main keyword in “title, abstract, keywords”, the database yields 6,583 articles. This number further reduces to 3,007 articles when the search is restricted to research and review articles published in the top 50 peer-reviewed journals. **Findings:** The tabular and pictorial representation obtained from the analysis exhibit that asset pricing is an extensively researched area; however, a sudden rise in the number of publications (242) observed for 2019 demonstrates a growing interest amongst researchers. Further, affiliation statistics indicate that the

volume of research is mainly concentrated in the USA and other developed nations; hence it opens vistas for the exploration of risk-return dynamics in the context of emerging markets. Originality/value: The work presents an exhaustive and comprehensive review along with potential research implications. The present study reconciles various contradictory views of the prior studies under asset pricing such as risk- return trade-off, low-risk anomaly and provides the researchers with potential research gaps.

Ambatipudi, V., & Kumar, D. (2022). Economic Policy Uncertainty Versus Sector Volatility: Evidence from India Using Multi-scale Wavelet Granger Causality Analysis. *Journal of Emerging Market Finance*, 21(2), 184-210.

The present study examines the relationship between Indian economic policy uncertainty (IEPU) and the different sector volatilities (SVs) of the Indian economy over the period 2006–2021. The relationship is studied using a multi-scale correlation framework, combining wavelet coherence analysis with the Granger causality test. The findings indicate a stronger relationship between the IEPU and SV for all sectors during COVID-19, primarily in the medium term. While IEPU led to SV during the global financial crisis (GFC), the SVs led to the IEPU during the COVID-19. However, the Granger causality test provides evidence that, in the long term, the SVs cause the IEPU while the IEPU leads to SV in the short term. The IT sector is crucial as its volatility leads to IEPU across all scales. These results have substantial implications for policymakers and portfolio managers.

Arya, A., & Yadav, S. P. (2022). Development of IFDEA models for IF input-oriented mix efficiency: Case of hospitals in India. *International Journal of Operational Research*, 44(1), 34-57.

In conventional input-oriented mix efficiency (IOME), the input-output data are crisp numbers. But these data fluctuate in real world applications. Intuitionistic fuzzy set (IFS) theory can be used to solve such problem. In this paper, models are proposed to determine intuitionistic fuzzy input-oriented mix-efficiency (IFIOME) with IF input and IF output data. For determining IFIOME, intuitionistic fuzzy input-oriented CCR (IFIOCCR) model and intuitionistic fuzzy input-oriented slack-based measure (FIOSBM) model are proposed with IF input-output data. These models are solved by using expected values of intuitionistic fuzzy numbers (IFNs). Based on IFIOME, a ranking method is developed to rank the DMUs. Also, the intuitionistic fuzzy correlation coefficient (IFCC) between IF variables is proposed to validate the proposed models. To validate the proposed models, an illustrative example and a health sector application are presented.

Badhani, K. N., Kumar, A., Vo, X. V., & Tayde, M. (2022). Do institutional investors perform better in emerging markets? *International Review of Economics & Finance*. <https://doi.org/10.1016/j.iref.2022.01.003>

Emerging markets with their imperfections, low liquidity, and dominance of naive retail investors are likely to provide attractive profit-making opportunities for sophisticated and resourceful institutional investors. The institutional investors traditionally had low participation in these markets, but it has grown tremendously during recent years. Therefore, these markets provide a natural experimental setting to understand the implications of their activities on asset pricing and to evaluate their market timing and stock-picking skills. In this study, we compare the performance of foreign institutional investors (FIIs) and domestic institutional investors (DIIs) in one of the important Asian emerging markets. We observe that the institutional investors (FIIs and DIIs) prefer to invest in low-risk (low beta, low book-to-market ratio, and high market capitalization) stocks. The portfolios of the stocks with higher FII holdings have lower returns than those with lower FII holdings, particularly after risk adjustments. Similarly, the portfolio of the stocks bought in a quarter by FIIs offers inferior returns in the next quarter compared to the portfolio of the stocks sold by them. Institutional investors are momentum traders. Their trading activities are negatively autocorrelated, indicating short-termism and cyclicity in their trading behavior. We do not observe any superior market-timing and security picking skills among them.

Bansal, M., & Ali, A. (2021). Differential impact of earnings management on the accrual anomaly. *Journal of Asset Management*, 22, 559-572.

The purpose of the study is to investigate the pricing impact of positive and negative accrual-based earnings management on stock returns. The study considers the moderating role of different cross-sectional effects, namely market effect, size effect, value effect, and momentum effect while examining the association between earnings management and stock return. The pricing impact is examined through univariate, bivariate portfolio methodology, and Fama–MacBeth cross-sectional regression. Based on a sample of 3085 Bombay Stock Exchange-listed stocks, results exhibit that investors perceive

positive and negative earnings management differently. It has been found that investors demand a higher premium for stocks with negative earnings management, whereas investors hold stocks with positive earnings management at a lower rate of return. These findings are robust after controlling for cross-sectional effects. The study is among the pioneering attempts to examine the pricing impact of accrual earnings management by taking into account the direction (positive and negative earnings management) as well as the endogeneity nature of earnings management.

Bansal, M., & Bashir, H. A. (2022). Business strategy and classification shifting: Indian evidence. *Journal of Accounting in Emerging Economies*, 13(1), 69-92.

Purpose: This study aims to investigate the impact of business strategy on the classification shifting practices of Indian firms. **Design/methodology/approach:** The study considered cost leadership and differentiation strategy. Two forms of classification shifting, namely, expense misclassification and revenue misclassification have been examined in this study. Panel data regression models are used to analyze the data for this study. **Findings:** The results show that managers of cost leadership strategy firms are more likely to be engaged in expense misclassification, whereas firms following differentiation strategy are likely to be engaged in revenue misclassification. Subsequent tests of this study suggest that firms following a hybrid strategy (mix of cost leadership and differentiation) prefer revenue misclassification over expense misclassification for reporting inflated operating performance. These results imply that firms prefer the shifting tool based on the ease and need of each shifting strategy. These results are consistent with several robustness measures. **Practical implications:** The results suggest that investors should understand business strategy before developing insights about the accounting quality of firms. Investors should conduct a comprehensive review of income statement items before using items for portfolio evaluation. **Originality/value;** To the best of the authors' knowledge, this is the first study to examine the association between business strategy and classification shifting.

Bansal, M., Kumar, A., & Kumar, V. (2022). Gross profit manipulation in emerging economies: evidence from India. *Pacific Accounting Review*, 34(1), 174-196.

Purpose: This study aims to explore peer performance as the motivation behind gross profit manipulation through two different channels, namely, cost of goods sold (COGS) misclassification and revenue misclassification. **Design/methodology/approach:** Gross profit expectation model (Poonawala and Nagar, 2019) and operating revenue expectation model (Malikov et al., 2018) are used to measure COGS and revenue misclassification, respectively. The panel data regression models are used to analyze the data for this study. **Findings:** The study results show that firms engage in gross profit manipulation to meet the industry's average gross margin, implying that peer performance is an important benchmark that firms strive to achieve through misclassification strategies. Further results exhibit that firms prefer COGS misclassification over revenue misclassification for manipulating gross profit, implying that firms choose the shifting strategy based on the relative advantage of each shifting tool. **Practical implications:** The findings suggest that firms that just meet or slightly beat industry-average profitability levels are highly likely to engage in classification shifting (CS). Thus, investors and analysts should be careful when evaluating such firms by comparing them with other firms in the same industry. **Originality/value:** First, this study is among earlier attempts to investigate CS motivated by peer performance. Second, this study investigates both tools of gross profit manipulation by taking a uniform sample of firms over the same period and provides compelling evidence that firms prefer one shifting tool over another depending on the relative advantage of each shifting tool.

Bansal, M., & Kumar, V. (2021). Forcing responsibility? Examining earnings management induced by mandatory corporate social responsibility: evidence from India. *Review of Accounting and Finance*, 20(2), 194-216.

Purpose: This study aims to investigate the impact of mandatory corporate social responsibility (CSR) spending legislation on the earnings management strategies of firms. **Design/methodology/approach:** The authors use panel data regression models to analyze the data for this study. This study covers the post-legislation period, which spans over five years from the financial year ending March 2015 to the financial year ending March 2019. **Findings:** The results show that firms manipulate accounting measures to avoid breaching the cut-off criteria for mandatory CSR. In particular, the results show that firms operating around the operating revenue threshold misclassify operating revenue as non-operating revenue. In contrast, firms operating around the net worth and net profit thresholds do downward real and accrual earnings management. These results are consistent with several robustness

measures. Originality/value: To the best of the authors' knowledge, this is the first study that examines the impact of mandatory CSR spending on earnings management.

Bansal, M., Samad, T. A., & Bashir, H. A. (2021). The sustainability reporting-firm performance nexus: evidence from a threshold model. *Journal of Global Responsibility*, 12(4), 491-512.

Purpose: This study aims to provide a convincing argument behind the mixed findings on the association between sustainability reporting and firm performance by investigating the possibility of a non-linear relationship through a threshold model. Design/methodology/approach: This study used (Hansen's 1999) threshold framework to investigate the relationship between firm performance and sustainability reporting using a sample of 210 Bombay Stock Exchange-listed firms spanning over 10 years from March 2010 to March 2019. This framework helps to test the threshold effect's presence, estimate the threshold value and check the authenticity of the estimated threshold value. Findings: Sustainability reporting has a differential threshold impact on the different indicators of firm performance. On the one hand, the authors' results illustrate that the firms' operating performance is positively impacted if and only if the sustainability reporting crosses a certain threshold. On the other hand, sustainability reporting positively impacts firms' market performance only up to a cut-off point. Practical implications: Managers should strive to balance sustainability reporting to reap its desired benefits on firm performance. Originality/value: This study explores the possible non-linearity in the association between firm performance and sustainability reporting and explains the relationship's inconclusive results. Further, this study explores the field in the novel emerging economy with unique institutional settings that mandate spending on sustainability activities.

Bapuji, H., Kamble, R., & Kumar, R. (2022). Unrecognized, but Corrosive: Caste Inequalities in Global Workplaces and Employee Well-Being. *Journal of Total Rewards*. 31(1).

Inequalities in organizations and society can affect employee well-being and, ultimately, organizational performance. Although inequalities such as gender and race/ethnicity are familiar to corporations, inequalities related to caste are gaining attention only recently. Since caste is a foreign construct in countries outside South Asia, in this article, we explain it and illustrate how caste inequalities can occur in ways that are not easy to recognize and affect the well-being of employees. We conclude with a few recommendations on how managers can address caste inequalities in workplaces around the world.

Bashir, H. A., Bansal, M., & Kumar, D. (2021). Predictive view of the value relevance of earnings in India. *Journal of Financial Reporting and Accounting*. <https://doi.org/10.1108/JFRA-08-2021-0219>

Purpose: This study aims to examine the value relevance of earnings in terms of predicting the value variables such as cash flow, capital investment (CI), dividend and stock return under the Indian institutional settings. Design/methodology/approach: The study used panel Granger causality tests to examine causality relationships among variables and panel data regression models to check the statistical associations between earnings and value variables. Findings: Based on a data set of 7,280 Bombay Stock Exchange-listed firm-years spanning over ten years from March 2009 to March 2018, the results show higher sensitivity of earnings toward cash flows, CI, dividend and stock return and vice-versa. Further, the findings deduced from the empirical results demonstrate that earnings are positively related to value variables. Overall, the results established that earnings are value-relevant and have predictive ability to forecast the value variables that facilitate investors in portfolio valuation. The results are consistent with the predictive view of the value relevance of earnings. Several robustness checks confirm these results. Originality/value: This study brings new empirical evidence from a distinct capital market, India, and provides a new facet to the value relevance debate in terms of its prediction view. The study is among earlier.

Bashir, H. A., Kumar, D., & Shiljas, K. (2021). Investor attention and herding in the cryptocurrency market during the covid-19 pandemic. *Applied Finance Letters*, 10, 67-77.

This study examines the relationship between investor attention and herding effects in the cryptocurrency market by employing the vector autoregression and quantile regression models. Furthermore, we examine whether the COVID-19 pandemic affected herding behaviour in cryptocurrencies. Using the daily closing price and Google search volume of the five leading cryptocurrencies, the paper finds that herding in the cryptocurrency market decreases with an increase in investor attention for the overall sample. The results for the COVID-19 period indicate that the impact of investor attention on

the herding effect decreases due to increased attention to the pandemic. This study is one of the initial attempts to examine the impact of investor attention on herding in cryptocurrencies.

Batra, S., Gupta, V. K., Sharma, S., & Yadav, R. (2022). Seeds of demand-side legitimacy: when do existing companies procure from B2B startups? *Journal of Business & Industrial Marketing*, 37(12), 2432-2441

Purpose: The purpose of this study is to investigate potential lenders of legitimacy for business-to-business (B2B) startups as reflected in the willingness of potential customers to do business with startup firms. This study theorizes the role of familiarity with B2B startups, their founding teams and their product offerings in influencing perceptions about legitimacy among potential customers. **Design/methodology/approach:** Data are collected from key decision-makers involved in B2B procurements in large Indian companies and analyzed using conjoint analysis. **Findings:** Results suggest that familiarity with product/service offerings from B2B startups is the most salient factor in forming favorable assessments for the venture, followed by the awareness of the startups and their founding teams, in that order. **Practical implications:** The research makes several contributions to understanding the legitimacy of B2B startups from the customers' perspective. The study provides a nuanced view of the factors impinging on legitimacy. The conceptualization of legitimacy as a reflection of willingness to buy (in other words, willingness to do business with) provides a useful lens with which to study the interactions between B2B startups and potential customers. **Originality/value:** The strong empirical support the study finds for the predicted relationships in an international context, specifically India, enhances theory development, providing a solid foundation for future knowledge generation around the demand side legitimacy concept.

Bhuyan, A., Sanguri, K., & Sharma, H. (2021). Improving the Keyword Co-occurrence Analysis: An Integrated Semantic Similarity Approach. *In 2021 IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, 482-487

Bibliometric studies help yield useful information about the quantity and quality of research works in a particular academic domain. We used the popular bibliometric technique of co-occurrence analysis to explore emergent topical areas in the field of urban mobility. Our work contributes from a methodological perspective to improve the conventional co-occurrence analysis method. The modified co-occurrence analysis is two-fold: firstly, we used the Rapid Automatic Keyword Extraction (RAKE) algorithm to extract keywords from abstracts of documents in a corpus to generate a new co-occurrence matrix. Secondly, we produced "semantic similarity" between each keyword in matrix form, which is combined with the co-occurrence matrix of the extracted keywords from documents in a corpus to yield a weighted co-occurrence matrix. We analyzed the unweighted and weighted matrices in terms of their network structure and cluster quality. We demonstrated that the weighted matrix shows network structures with higher modularity and superior cluster quality than its unweighted counterpart. These observations are consistent in terms of more meaningful content and greater ease of exposition in the emergent themes.

Bhuyan, A., Tripathy, A., Padhy, R. K., & Gautam, A. (2022). Evaluating the lithium-ion battery recycling industry in an emerging economy: A multi-stakeholder and multi-criteria decision-making approach. *Journal of Cleaner Production*, 331, 130007.

Lithium-ion battery (LIB), a prime residual energy source for electric vehicles (EVs), entails a market showing exponential growth with the rising global push towards electric mobility. However, such an increase leaves us with 'big battery waste problem' as these LIBs approach their end-of-life (EoL). Moreover, despite the availability of technologies for complete recycling of used LIBs, the lack of authorized recycling facilities and poor policy framework would hinder sustainable mobility. This study focuses on a multi-stakeholder perspective in compiling and synthesizing the key barriers and enablers of LIB recycling within the PESTEL (political, economic, social, technological, environmental, and legal) framework. The barriers and enablers are identified using a systematic literature review and a 3-stage Delphi study on various experts from the LIB recycling industry in India. Grey theory is blended with DEMATEL (decision making trial and evaluation laboratory) technique to evaluate interdependencies among the constituting factors. It is followed by a comparative assessment that highlights the essence of different stakeholder perspectives. The results indicate inadequacy in recycling regulations in government policies and take-back schemes in the stakeholder business model as the most significant barrier and enabler, respectively. The current work proposes a decision-making framework defining multi-stakeholder roles for effective LIB recycling in an emerging economy.

Chattopadhyay, M., Kumar, A., Ali, S., & Mitra, S. K. (2022). Human development and tourism growth's relationship across countries: a panel threshold analysis. *Journal of Sustainable Tourism*, 30(6), 1384-1402.

This paper explores the association between human development (HD) and tourism development (TD) by employing a panel threshold regression and using an extensive dataset of 133 countries for 24 years. We observed that the nexus between TD and HD for the entire dataset is not highly convincing; TD has an insignificant effect on the human development index (HDI). Furthermore, the nature of the relationship depends on the countries' current status of development. The study used a threshold regression framework to split the dataset based on per capita GDP, urbanization level, and trade openness, and the results revealed four different situations in the relationship between tourism and HD. The most prominent finding is the U-shaped relationship between tourism growth and human development. We find that the initial stages of tourism growth for low-income countries is not linked to supporting human development. The non-linear panel threshold model's estimation shows that HD on the destination population on account of TD depends on its country-specific characteristics. Therefore, each country needs to develop appropriate tourism and business policies based on their current economic parameter value threshold to promote HD.

Dahmani, N., Benhida, K., Belhadi, A., Kamble, S., Efezazi, S., & Jauhar, S. K. (2021). Smart circular product design strategies towards eco-effective production systems: A lean eco-design industry 4.0 framework. *Journal of Cleaner Production*, 320, 128847.

For industrial enterprises, the transformation to circular business models can be curbed both by operational tools and the lack of relevant data. Lean thinking has offered great flexibility in production processes and systems by challenging mass production practices, resulting in more "Lean" products with less waste. Lean design and Eco-design, associated with Industry 4.0 technologies, can be an efficient structured and methodological approach in developing products based on the circular economy strategies. Indeed, decisions made during the product design stage can significantly impact the sustainability of products throughout their life cycle. Hence, lean design combined with eco-design and Industry 4.0 represents an innovative model to include sustainability throughout the product life cycle. This paper explores the relationship between lean eco-design and I4.0 strategies for designing eco-efficient products based on a literature review. The proposed framework is based on the synergic use of Lean design, Eco-design, and Industry 4.0. It offers the right formula to deliver better and cleaner products using appropriate processes to support manufacturers in designing products, fulfilling customers' needs and expectations. It provides scholars, designers, and managers with valuable insights into deploying strategies to design sustainable products.

Das, J. (2022). Setting Sail in High Seas Amidst Troubled Waters: Transformational Saga of an Indian Defence Shipyard. *In Research Anthology on Business Continuity and Navigating Times of Crisis*, 1196-1216. DOI: 10.4018/978-1-7998-5820-1.ch003

In this era of incessant turbulence and upheavals, organizations are bound to remain resilient and agile in order to sustain in such challenging scenarios. The study narrates the crises faced by a premier Indian shipyard which suffered a major setback due to the massive squall, leading to grounding of one of its major infrastructures. The case depicts the dilemma faced by the shipyard in the wake of the crises and the subsequent disposition of leadership, resilience, and commitment exhibited by its protagonist leader, who remains undeterred in the face of adversity and took it in his stride to answer the call of duty in order to rebuild the shipyard for a better tomorrow. This chapter highlights various tenets of transformational leadership emanating out of the burgeoning crisis based on the contingency theory of leadership. The study aims to uniquely contribute to the field of academics as well as practice through deliberative approach in understanding the nature of crisis and impact of the crisis management on HRM and leadership competencies required to handle crisis situations.

Das, S., Kumar, A., & Bhattacharyya, A. (2023). The impact of institutional factors on corporate mechanism of cash adjustment—New evidence from emerging Asia. *International Journal of Managerial Finance*, 19(1), 108-135.

Purpose: The purpose of this study is to understand how the business environment of a country has an impact on cash management policies of the firms and also to investigate if there is any asymmetry in cash adjustment dynamics when a firm deviates from its long-term target of cash holdings. **Design/methodology/approach:** Using a sample of seven emerging Asian countries in the period 2001–2019,

the authors investigate the role of country specific variables in the corporate cash holdings and their cash adjustment mechanism. They use the panel data regression method to estimate the results. Findings: The authors find that the overall financial development of a country has a significant impact on corporate cash holdings and cash adjustment dynamics. When a firm has excess cash, the speed of adjustment towards the target is faster as compared to when it has deficit cash holdings. Further, when a firm holds excess cash, it adjusts towards the target using cash from investments; in case of deficit cash holdings, the adjustment happens via cash from financing activities. Practical implications: The results of the study are helpful to corporate managers as these are important references to them to understand and design cash management policies by considering factors that are measured at the country level. It also provides them a clearer understanding about the role of corporate board and information asymmetry in cash holdings. Originality/value: This is the first study which examines the role of country-specific variables on corporate cash holdings and their adjustment mechanism of firms in emerging Asia. Further, the study extends the literature by providing new evidence that there is asymmetry in cash adjustment dynamics of firms after controlling for the overall financial development of a country.

Datta, S. (2022). A qualitative study proposing service quality dimensions for video-on-demand services through over-the-top medium. *International Journal of Pervasive Computing and Communications*. <https://doi.org/10.1108/IJPCC-05-2021-0122>

Purpose: The behaviour of audience, consuming video entertainment, has changed intensely over the years. Lately, the consumers have increasingly preferred to watch video programs, through video-on-demand services through over-the-top medium. The service is novel and the consumer's perception of the service quality is not well explored. As extant literature considers service quality as the construct to determine the sustained growth of a service, the present study has attempted to explore the dimensions to measure service quality of video-on-demand services. Design/methodology/approach: The authors conducted qualitative, semi-structured interviews and focus group discussions amongst the user of the video-on-demand service. The qualitative data was content analysed to furnish thematic dimensions. Findings: The study reveals thematic attributes perceived as dimensions to measure service quality of video-on-demand services. Research limitations/implications: Considering the exploratory nature of the study, the themes proposed might seem nascent. Hence, it was the authors' discretion to stop expanding the respondent sample to avoid data saturation. A quantitative establishment of the service quality dimensions was beyond the scope of the current research and would follow in a different study. Originality/value: The objective of the study is to qualitatively explore service quality dimensions of video-on-demand services. In pursuit of that, the current study explored the consumers' excerpts, content analysed the data and furnished several themes perceived as service quality dimensions in this context. Such a detailed approach is uncommon in this context.

Devi, Y., Patra, S., & Singh, S. P. (2021). A location-allocation model for influenza pandemic outbreaks: A case study in India. *Operations Management Research*, 15(1), 487-502.

Previous pandemics in 1918, 1957, 1968, and the ongoing COVID-19 pandemic have provided sufficient evidence of health concerns caused by influenza pandemics. The existing health care system is overwhelmed by the surging demand of susceptible and infected individuals due to the COVID-19 outbreak. It is crucial to identify and isolate infected individuals to prevent pandemic spread. Thus, a mixed-integer linear programming model is proposed in this study for the location-allocation of health care facility networks (i.e., temporary testing laboratories). The objective of this study is to ensure that test samples from various geographical locations reach testing laboratories as soon as possible and at minimum cost to ensure timely testing. Hence, the proposed model has two objectives: (i) minimization of the total cost and (ii) minimization of the maximum travel time from a patient node to a testing facility. Furthermore, to prevent capacity underutilization, the capacity of temporary testing laboratories is tailored in the model. A case study in Maharashtra, India, is used to demonstrate the real-life applicability of the proposed model. The study results have interesting implications for decision- and policy-makers.

Devi, Y., Srivastava, A., Koshta, N., & Chaudhuri, A. (2021). The role of operations and supply chains in mitigating social disruptions caused by COVID-19: A stakeholder dynamic capabilities view. *The International Journal of Logistics Management*, <https://doi.org/10.1108/IJLM-04-20210235>

Purpose: The disruption caused by COVID-19 exhorts to reiterate the role of operations and supply chain management (OSCM) in achieving social sustainability. Therefore, the present study aims to develop a

conceptual understanding of the OSCM ecosystem's role in enabling the world to accelerate towards social sustainability. Design/methodology/approach: The study uses the integrative review method to achieve the stated objectives. The study first identifies the societal disruptions caused by COVID-19. Then based on dynamic capabilities (DC) theory, stakeholder theory and real-life examples, the study puts forward the stakeholder dynamic capabilities (SDC) view as an approach to overcome these social challenges. Findings: Taking the SDC view, the study identified ten social challenges aggravated by the COVID-19. Response actions for OSCM have been proposed to mitigate these challenges. Research limitations/implications: The pandemic has brought new challenges to the OSCM to achieve social sustainability. Therefore, the study's proposed response actions aim to assist OSCM managers in leveraging their expertise to do good for society and create a better world. Moreover, the study also provides avenues for future research on the topic. Originality/value: Based on the SDC view, the study attempts to conceptualise social sustainability for OSCM during a pandemic. The SDC view helps capture internal and external social challenges emerging due to COVID-19 and utilise firms' capabilities to overcome these challenges.

Dey, C., Ture, R. S., & Ravi, S. (2022). Emerging world of gig economy: Promises and challenges in the Indian context. *NHRD Network Journal*, 15(1), 71-82.

The use of non-standard workers in organisations has taken different forms in the last two decades. The recent development in this segment is the use of workers through technology-mediated platforms known as gig workers. Over the years, there has been an increase in use of gig workers in India as well as abroad for several reasons, like the changing nature of work, availability of technology and work preferences. We start the article by examining reasons for the rise of gig work, followed by an explanation of various types of gig platforms, their characteristics and examples in the Indian as well as global context. We elaborate on some of the risks and challenges faced by Indian companies as they deploy non-standard workers through different online platforms. At the end, we offer some recommendations to the HR fraternity.

Dharani, M., Hassan, M. K., Abedin, M. Z., & Ismail, M. A. (2022). Does a search attention index explain portfolio returns in India? *Borsa Istanbul Review*, 22(2), 226-239.

Employing asset-pricing models over the period 2012 to 2017, this study examines whether a search attention index (SAI) explains the variation in the weekly excess return of stocks. The study finds that the estimated abnormal return of a portfolio based on search intensity is significantly high for stocks with higher search intensity and low for stocks with lower search intensity. Further, the study observes that, when the SAI is high, the excess returns are high for stocks with a high value, high volatility, and high sensitivity. Interestingly, the study documents that in the Indian market investor attention is irrelevant for stocks with extremely high risk. This study finds that the SAI in India explains the variation in the excess return of stocks as well as the market, size, value, and momentum factors.

Dharani, M., Hassan, M. K., Rabbani, M. R., & Huq, T. (2022). Does the Covid-19 pandemic affect faith-based investments? Evidence from global sectoral indices. *Research in International Business and Finance*, 59, 101537.

In this paper, we aim to investigate the influence of the Covid-19 on the behavior of the S&P 1200 Shariah and non-Shariah sectoral indices over the period from 1st October 2010 to 29th October 2020. We contribute to the global literature by examining the financial impact of the Covid-19 on the Shariah and non-Shariah sectoral indices. We find that the S&P 1200 Shariah Communication, consumer staples, financials, healthcare, industrials, IT, materials, and utility sectors earn higher average returns than their counterpart sectoral indices during the Covid-19 period. The study reports that on average, the volatility of the Shariah indices is less than their counterpart indices. Moreover, we further document that on average the S&P Shariah sectoral indices offer a higher return with low risk even during the Covid-19 global pandemic. We suggest that ethical investments are the best alternatives to retail, institutional, and foreign investors.

Ganguly, K. K. (2022). Understanding the challenges of the adoption of blockchain technology in the logistics sector: The TOE framework. *Technology Analysis & Strategic Management*, 1-15. <https://doi.org/10.1080/09537325.2022.2036333>

The purpose of this study is to present a framework for characterising challenges to the adoption of blockchain technology (BCT) in the logistics sector. The TOE (Technical, Organisational, and

Environmental) framework was developed based on a literature survey building upon existing work and a new empirical study consisting of fifteen interviews in five logistics companies. The study uses TOE as a theoretical framework and classifies the identified elements from literature and interviews into categories and subcategories to construct a decision framework. The paper identifies the elements for BCT adoption in Logistics Supply Chain (LSC). The framework can assess the challenges of BCT adoption and subsequently adapt the implementation phase to manage the process better. Practitioners may derive valuable insights about the elements that enable BCT adoption in LSCs and formulate the strategy for using BCT for creating a data driven real-time LSC.

Ganguly, K. K., & Roy, S. (2021). *Supplier Satisfaction in Buyer–Supplier Relationships: Assessment from Supplier Perspective. Journal of Business-to-Business Marketing, 28(3), 247-264.*

Purpose: A long-lasting buyer–supplier relationship is vital for any business organization to be successful. The purpose of this study is to explore the factors that affect the supplier satisfaction in buyer–supplier relationships and to explore their causal relationships. **Methodology:** The work is an attempt to probe the issue of supplier satisfaction in a purchasing relationship and the various factors that might have a bearing on this relationship. An instrument, developed for this purpose after conducting wide-ranging discussions with Heads and Operations Officers of supplier firms as also the available literature on the subject, was validated through pilot testing. A selection of nearly 300 Indian suppliers comprised the respondent firms in our study who were invited to participate in our online or paper-based survey. Partial Least-Squares path modeling (PLS) was the technique chosen to evaluate the proposed model. **Findings:** The paper builds on earlier research on the topic to replicate their study in a new context. The major findings of our research relate to the following aspects: (a) assess the importance of supplier satisfaction for the buying firm to receive preferred customer status, (b) re-establish the importance of cooperation as a precursor for managing the buyer–supplier relationship, and (3) apply the PLS analyses method to evaluate the factors and their order in terms of their contribution to the overall supplier satisfaction level. The results show that the important positive effects on supplier satisfaction in buyer–supplier relationships are the ones linked to cooperation, coordination, payment policy, and purchasing policy by this order. **Research implications:** This study extends previous meta-analyses suggesting that proper cooperation could be the source of a competitive advantage enjoyed by the firms on both sides of the supply chain. The present study provides a guidance toward conducting future research on satisfaction measurement in buyer–supplier relationships from the perspectives of both buyers and suppliers. **Practical implications:** The present study explores how factors like conducive policy, transparent communication, and coordination efforts by the buyer affect the value in the buyer–supplier relationships. Our findings present three direct implications for managers of buyer firms. First, the work provides an empirically grounded argument for making conscious efforts toward improving cooperation with supplier firms to achieve better supplier satisfaction. Second, the work provides guidelines to the managers for prioritizing synergetic investments in developing sustainable and fruitful relationships with suppliers. Third, the study results indicate a word of caution for managers who aim to simultaneously improve the buyer firm’s information technology (IT) capability while ignoring its integration with the IT infrastructure or the lack of it that exists in the supplier firms. **Originality/Value:** This paper investigates why supplier satisfaction is relevant for buyer–supplier relationships and what are the relevant factors associated in this context. The findings expand the current understanding of these concepts by building upon practitioner inputs and survey results.

Ghosh, A., & Deb, M. (2022). *Universal emotional arc structure in advertisements and their favorability. European Journal of Marketing, 56(4), 1232-1267.*

Purpose: This study aims to propose a novel way to explore the narrative structure of advertisements, a nascent area of research, through the protagonist’s emotional arc progression. **Design/methodology/approach:** The multi-methods approach is used. In Study 1, the authors explore the basic universal emotional arcs through the analysis of narrative advertisements from six key economies. In Studies 2 and 3, the authors experimentally test hypotheses concerning the narrative structure and viewers’ attitudes toward the narrative using representative samples (317 and 193 ads, respectively). **Findings:** The authors identify five

broad emotional arcs of the protagonist in audiovisual advertisements. Different emotional arcs are found to induce different attitudes in the audience. Narratives ending in a positive mode and the narrative arcs with higher emotional shifts are more favorably evaluated by the audience. Research limitations/implications: The present study is limited to textual stimuli tested in a US population and does not consider protagonist characteristic portrayal. Practical implications: Understanding consumer preferences for different emotional arcs can help practitioners to develop more clutter-breaking and relevant advertisements. Originality/value: To the best of the authors' knowledge, this study is the first to explore the narrative structure theory in the context of advertisements using a positivist approach.

Goswami, A. K., & Agrawal, R. K. (2021). Does ethical leadership and psychological capital promote knowledge creation? An empirical study of research organizations. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/VJIKMS-07-2021-0113>

Purpose: This study aims to empirically examine the relationship of ethical leadership and psychological capital with knowledge creation. It also investigates the effect of psychological capital as a mediator in the relationship between ethical leadership and knowledge creation. **Design/methodology/approach:** This study is based on quantitative research methodology. The data was gathered using a survey questionnaire from 286 members of public-sector research organizations (PSROs) in India. Structural equation modelling (SEM) was used for hypotheses testing. **Findings:** The findings of this study show that ethical leadership and psychological capital have a positive influence on knowledge creation. Further, psychological capital mediated the relationship between ethical leadership and knowledge creation. **Research limitations/implications:** This study is a quantitative cross-sectional study. However, future researchers may use qualitative research methodology and longitudinal data collection to supplement this study. **Practical implications:** This study provides new understanding into the creation of knowledge by emphasizing on the critical role played by ethical leadership and psychological capital and, thus, makes significant theoretical contribution. It emphasizes that managers should not only be ethical but also use interventions to strengthen psychological capital of employees to strengthen knowledge creation. **Originality/value:** To the best of authors' knowledge, this is the first study to examine the underlying mechanism of psychological capital in explaining the links of ethical leadership with knowledge creation.

Gumparthy, V. P., Ambatipudi, V., & Narang, A. S. (2022). I Cannot Let Go of the Passion: Comparing the Interpersonal and Intrapersonal Conceptualizations of Brand Passion. *Business Perspectives and Research*. <https://doi.org/10.1177/22785337221105701>

Brand passion is a consumer construct that has garnered a lot of attention in the recent past. The literature on brand passion is divided by two broad conceptualizations, which have resulted in nomological inconsistency. The present research tackles this conceptual disagreement by identifying and contrasting the two broad conceptualizations of brand passion. In this vein, the current study compares the impact of brand passion on consumer well-being, positive word of mouth, and social media following. The study also examines the role of "duration of use" as a moderator on the proposed relationships. A total of 336 responses were analyzed using structural equation modeling, and the findings indicate that interpersonal conceptualization is a better conceptualization. The study also elucidates implications and future research directions.

Gumparthy, V. P., Srivastava, M., & Chatterjee, D. (2021). Turning Point Analysis of Brand Love Trajectories. *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 34, 132-163.

Brand love is a recent consumer construct that examines the passionate and emotional feelings of satisfied consumers. The present study examines the journey that consumers have with their loved brands from the first contact to the present moment through the lens of 'turning points.' Using semi-structured interview and Retrospective Interview Technique (RIT), the present study identifies nine turning points and five different trajectory types. Out of the nine turning points that have been identified, six turning points were found to help the brand love development, and three of the turning points were found to hinder

the development of brand love. Further, five patterns of brand love trajectories were inductively categorized, which shows that the formation of brand love does not follow a specific pattern. The trajectories indicate that consumers do not experience love at first sight, thereby suggesting that brand love formation is complex.

Gupta, A., & Kumar, H. (2022). Multi-dimensional perspectives on electric vehicles design: A mind map approach. *Cleaner Engineering and Technology*, 100483. <https://doi.org/10.1016/j.clet.2022.100483>

The increased demand for transport and deteriorating condition of living environment have created a lot of pressure on various authorities to use alternate technologies in transport systems. Electric Vehicles (EVs) are considered as energy transition to reduce emissions of greenhouse gases, carbon emissions, energy consumption, air pollution, and health issues. The study aims to provide a comprehensive multi-dimensional overview on electric vehicles design. The study analyses 12 years (2008–2020) period of scientific contributions. The development of EVs topics is significantly increased since 2011. The collaboration Index (CI = 3.08) suggests a good ratio of authors' count from multi-authored articles. The findings illustrate the combination of identified key factors for EVs. The word cloud highlights the focusing features related to EVs such as charging batteries, e-mobility, environment, sustainability, transportation, and renewable energy. Topic trends suggest the chronological evolution of EVs since 2011. The co-occurrence network discloses the association of key factors used in EVs. The proposed novel mind map discusses five aspects of EV design as i). Government planning; ii). EV Variants; iii). Energy Management; iv). Consumers' expectations and v). Economic perspectives. The various stakeholders like policymakers, manufacturers, vehicle designers, consumers, energy companies, and service providers would get benefited from outcomes of this study to take initiatives on EVs.

Gupta, R., & Dharap, O. (2022). How is India skilling its youth? A comprehensive study. *Journal of Vocational Education & Training*, 1-27. <https://doi.org/10.1080/13636820.2022.2098171>

Skill development is the key instrument for achieving the target of Sustainable Development Goal (SDG) 8 in developing countries. The development of human capital in India is of global importance, given the prospects of India being the fastest growing economy of the world and poised to be the country with the largest working-age population in the world. Massive skill development momentum has built up in the country in the recent past, and elucidating this whole human capital development ecosystem in India is the objective of this study. This article traces the evolution of the skilling landscape in India and describes the present scenario on skilling schemes of both National (Central) and State governments in India. This study also discusses the challenges before policymakers interested in the development of human capital through skilling schemes in India and attempts to shed some light on the road ahead for skilling initiatives in the country.

Gupta, R., & Gupta, R. (2022). Lost in the Perilous Boulevards of Gig Economy: Making of Human Drones. *South Asian Journal of Human Resources Management*. <https://doi.org/10.1177/23220937221101259>

Along with advancements in information technology and related infrastructure, the gig economy is expanding to more and more cities in the world. In emerging economies like India, due to increasing urbanisation and Internet connectivity, many services are being delivered through technology platforms, and their numbers are growing fast. However, not much is known about the impact of app-based employment on the workers. The online food delivery sector is a suitable segment to probe the same. How vulnerable is this ever-dispensable food delivery employee in his monotonous job? These workers are employed under the mobile apps that control them like in sci-fi game. What does it mean to be constantly under the mobile app surveillance? Does the flexibility of the gig economy impact the skills and aspirations of these boys? Does it dehumanise the workers and transform them into human drones? This study maps the lived experience of food delivery boys and their families, which has so far remained behind the celebrated success of the platform economy in India. Using both interview and participant observation methods to study gig workers and deploying dimensional analysis to unpack the context, this study finds evidence of unobtrusive dehumanisation. Given the mushrooming trend of such gig workers, the findings of this study call for a deeper analysis of the social impact of the gig economy and have far-reaching implications.

Gupta, R., Rathore, B., Srivastava, A., & Biswas, B. (2022). Decision-making framework for identifying regions vulnerable to transmission of COVID-19 pandemic. *Computers & Industrial Engineering*, 169, 108207.

At the beginning of 2020, the World Health Organization (WHO) identified an unusual coronavirus and declared the associated COVID-19 disease as a global pandemic. We proposed a novel hybrid fuzzy decision-making framework to identify and analyze these transmission factors and conduct proactive decision-making in this context. We identified thirty factors from the extant literature and classified them into six major clusters (climate, hygiene and safety, responsiveness to decision-making, social and demographic, economic, and psychological) with the help of domain experts. We chose the most relevant twenty-five factors using the Fuzzy Delphi Method (FDM) screening from the initial thirty. We computed the weights of those clusters and their constituting factors and ranked them based on their criticality, applying the Fuzzy Analytic Hierarchy Process (FAHP). We found that the top five factors were global travel, delay in travel restriction, close contact, social cohesiveness, and asymptomatic. To evaluate our framework, we chose ten different geographically located cities and analyzed their exposure to COVID-19 pandemic by ranking them based on their vulnerability of transmission using Fuzzy Technique for Order of Preference by Similarity To Ideal Solution (FTOPSIS). Our study contributes to the disciplines of decision analytics and healthcare risk management during a pandemic through these novel findings. Policymakers and healthcare officials will benefit from our study by formulating and improving existing preventive measures to mitigate future global pandemics. Finally, we performed a sequence of sensitivity analyses to check for the robustness and generalizability of our proposed hybrid decision-making framework.

Gupta, R., & Chakrabarti, S. (2021). Kolkata Port Trust: Sailing the Ship Around. *South Asian Journal of Management*, 28(4), 169-194.

Given the importance of global value chains in the world economy today, there is an increasing focus on the efficient management of ports and logistics systems. Kolkata Port Trust (KoPT), the oldest and only riverine port of India, plays a significant role in the economy of the country, in which 90% volume of the trade is maritime. However, managing high dredging costs and vastly spread infrastructure to improve the ship turnaround time were the complex tasks cut out for the organization. Illustrating the turnaround of KoPT in the year 2019, this case brings forth the insights into the working of a cluster organization of a major port system. Infrastructure financing, strategic value capture, synergizing divisions, change management, and leveraging cultural heritage are some of the learning objectives available for the faculty administering this case to the students.

Gupta, R., & Shankar, R. (2021). Mitigating Risks in Food Security through Transparency and Traceability of Agro-Supply Chain. *Productivity*, 62(2).

The agricultural supply chain has the capability to strengthen the social and economic well-being of a nation, if it can be run effectively and efficiently. This requires accelerating the transformation of the agro supply chain from its traditional approach to an innovative and technologically advanced one. The adoption of blockchain technology enhances the transparency and traceability of the entire agro supply chain through the elimination of trust related issues among the involved actors. By leveraging the benefits of blockchain technology, policymakers can work towards achieving food security by ensuring availability and accessibility of quality food for citizens. To attain this, the concerned authorities should have a thorough understanding of the various risks associated with food security issues in the existing food system. This research involves the identification of food security risks and their classification in three categories based on exploratory factor analysis (EFA). Further, a conceptual framework has been developed to assess the impact of blockchain technology on the resultant risk categories; social, economic, and operational risks. The study provides valuable insights to decision makers as to how they can adopt blockchain technology throughout agro supply chain in order to deal with existing risks.

Husain, R., Samad, T. A., & Qamar, Y. (2022). Past, present and future of luxury brands: a review and bibliometric analysis. *Journal of Fashion Marketing and Management: An International Journal*, 26(4), 582-602.

Purpose: This study aims to identify the present research trends and streamline future research possibilities in luxury brands by a systematic review of the existing literature. Design/methodology/approach: A portfolio of 552 articles published between 1996 and 2020 in the luxury brands domain is collected

from the Scopus database and analyzed using an integrated approach comprising bibliometric and content analyses. Findings: A comprehensive review of the available literature was done by identifying emerging topics, keywords and research themes. The study's findings indicate that the luxury brand is an exponentially growing theme; seven representative research clusters are identified and analyzed. Originality/value: This study enriches the literature of luxury brand by presenting a holistic view of the academic literature using an integrated research methodology comprising bibliometric and content analysis techniques.

Jauhar, S. K., Amin, S. H., & Zolfagharinia, H. (2021). A proposed method for third-party reverse logistics partner selection and order allocation in the cellphone industry. *Computers & Industrial Engineering*, 162, 107719.

There are growing social and government pressures that encourage end of life (EOL) electronic products companies to focus on reverse logistics (RL) and recovery options. The complexity of RL elements for EOL electronic products is a challenge in this field. Recently, original equipment manufacturers (OEMs) have focused on RL activities. To this aim, third-party reverse logistics partners (3PRLPs) play an important role. This paper simultaneously draws attention to the selection of 3PRLPs and determine how orders are assigned to every 3PRLP using a new framework. There are two phases in this framework. The first phase includes an approach that integrates data envelopment analysis (DEA) with a differential evolution (DE) algorithm to increase the discriminatory power and distinguish the 3PRLPs based on their efficiencies. DEA is considered in this study because it is an effective method to determine the efficiency based on the simultaneous analysis of inputs and outputs. In Phase 2, those efficiency scores are utilized to allocate orders to 3PRLPs using a multi-objective model. Two solution approaches are employed for solving the proposed multi-objective model and to find Pareto-optimal solutions. The application of the models is shown in Canada's cellphone industry. The results reveal that the efficiency of 3PRLPs may have an effect on both third-party reverse logistics partner selection and the orders allocated to them.

Jauhar, S. K., Raj, P. V. R. P., Kamble, S., Pratap, S., Gupta, S., & Belhadi, A. (2022). A deep learning-based approach for performance assessment and prediction: A case study of pulp and paper industries. *Annals of Operations Research*, 1-27. <https://doi.org/10.1007/s10479-022-04528-3>

The pulp and paper industry is critical to global industrial and economic development. Recently, India's pulp and paper industries have been facing severe competitive challenges. The challenges have impaired the environmental performance and resulted in the closure of several operations. Assessment and prediction of the performance of the Indian pulp and paper industry using various parameters is a critical task for researchers. This study proposes a framework for performance assessment and prediction based on Data Envelopment Analysis (DEA), Artificial Neural Networks, and Deep Learning (DL) to assist industry administration and decision-making. We presented a case study based on eight industries to demonstrate the methodology's applicability. This study analyses and predicts industry performance based on sample data observations over 30 years. The result suggests the DEA-DL-based efficiency prediction has an overall MSE of 0.08 compared with the actual efficiency. Furthermore, the efficiency rankings are compared between the three techniques. The results suggest that the integrated DEA-DL method is primarily accurate in most scenarios with the actual values. The findings of this study provide a comprehensive analysis of environmental performance for policymakers.

Jauhar, S. K., Singh, N., Rajeev, A., & Pant, M. (2022). Measuring paper industry's ecological performance in an imprecise and vague scenario: a fuzzy DEA-based analytical framework. *Benchmarking: an International Journal*, 29(8), 2471-2494.

Purpose: Productivity improvement is key to sustainability performance improvements of organizations. In a real-world scenario, the nature of inputs and outputs is likely to be imprecise and vague, leading to complexity in comparing firms' efficiency measurements. Implementation of fuzzy-logic based measurement systems is a method for dealing with such cases. This paper presents a fuzzy weight objective function to solve Data Envelopment Analysis (DEA) CCR model for measuring paper mills' performance in India for 15 years. Design/methodology/approach: An integrated methodology is proposed to solve DEA models having fuzzy weights. The fuzzy DEA methodology is an extended version of the DEA approach that researchers have used for performance measurement purposes in imprecise and vague scenarios. The ecological performance of the paper industry is evaluated, considering some desirable and undesirable outputs. The effect of non-discretionary input on the performance of a paper

mill is also analyzed. Findings: Analysis suggests that the productivity of the paper industry is improving consistently throughout the period. The comparative evaluation of methods suggests that a diverse cluster of DMUs and integration of DEA with the fuzzy logic increases the diversity in the efficiency score while DEA-DE imitates the results of CCR DEA. Originality/value: Proposed a fuzzy DEA-based analytical framework for measuring the paper industry's ecological performance in an imprecise and vague scenario. The model is tested on data from the paper industry in a developing country context and comparative performance analysis using DEA, fuzzy DEA and DE algorithm is done.

Javadian, G., Gupta, A., Foo, M. D., Batra, S., & Gupta, V. K. (2022). Taking the Pulse: State of the (He)art of Entrepreneurial Emotion Research. *Group & Organization Management*, 47(2), 255-299.

Research on the role of affect in the entrepreneurial process has surged over time, resulting in a vibrant field of inquiry. To advance scholarship in this area, we conduct an inductive analysis of 162 published articles, critically analyzing the state of research on affect in entrepreneurship. We develop an organizing framework to capture three major conversations in existing research— affect valence (feelings), discrete emotions, and emotional competencies—and encompass several outcomes studied within each conversation. We find that limited work has been done to explore the antecedents of affect (both feelings and discrete emotions), anticipated affect deserves greater consideration, and affective influence of stakeholders on entrepreneurs remains overlooked. Research on negative affect and emotional competencies also remains scarce in the entrepreneurship literature. Future inquiry would do well to take a multilevel approach to affect, explore affective phenomena over time, and cast light on the role of emotional competencies in the entrepreneurial process. We also spotlight crucial empirical advancements, including big data and artificial intelligence, for affect research going forward.

Joshi, C. S., & Raman, A. V. (2022). Perils and paradoxes of outsourcing: an ethnographic study exploring hopes and dissonances emanating from IT employment in India. *Management and Labour Studies*, 47(4), 448-469.

This article intends to revisit the optimistic and pessimistic views on offshoring and investigate their contemporary relevance in the context of Indian information technology (IT) workers. Drawing from ethnographic fieldwork and in-depth interviews with 51 IT workers, this study argues that the nature and content of work are less relevant than circumstances, situational conflicts and social interactions in constituting work and its experiences. Thus, the study suggests that relocation of business activities or its expansion does not render work as utopian or precarious only by itself; it is also co-constructed as such by the offshore players.

Kaler, A., & Guha, A. (2022). The proposed deregulation of India's sugar sector: Will it benefit farmers? *Economic and Political Weekly*, 57(21), 58-64.

The deregulation of agricultural markets and its scope for benefits to farmers are examined using the system generalised method of moments to estimate India's supply equations of sugar and sugarcane. An alternative theoretical framework is used to generate the supply equations—different from Nerlove's Adaptive Expectations-based supply response function or the assumption of profit-maximising firms operating in a freely competitive market—which fits into the sugar sector's regulatory system in India. The findings suggest that the proposed deregulations will not reduce the sugar sector's cyclicity nor will it create a win-win situation for farmers and mills. Instead, the mills will benefit at the cost of farmers.

Kathiravan, C., Selvam, M., Maniam, B., & Dharani, M. (2021). Effect of weather on stock market: A literature review and research agenda. *Cogent Economics & Finance*, 9(1), 1971353.

The paper presents a systematic review of the research work, published on the topic of weather effects and stock market behavior. The objectives of the study were to examine the current status of research, by collecting the literature, in the area of weather effects and stock market behavior. In the process, the study would reveal the current status to the budding researchers. In this study, the authors critically assessed and examined fifty one research studies, published from 1993 and 2019, in different regions across the globe. A systematic literature review for this study has been made using Google Scholar. The present study found that number of research works on the weather effects and stock market behavior had increased marginally during the recent time period, especially from the beginning of Twenty First Century. Among the different weather factors, temperature was wildly

used for research. Finally, this paper reveals some significant research gap to advance the research agenda for future research.

Koshta, N., Bashir, H. A., & Samad, T. A. (2021). Foreign trade, financial development, agriculture, energy consumption and CO2 emission: testing EKC among emerging economies. *Indian Growth and Development Review*, 14(1), 50-80.

Purpose: The main purpose of this study is to explore the presence of the EKC hypothesis in emerging economies. Additionally, the present study also explores the existence of the "resource curse hypothesis" (RCH), and the causal relationship among the variables that are considered for testing the presence of EKC and RCH hypothesis for a panel of selected emerging economies for the time period between 1990 and 2014. **Design/methodology/approach:** The authors performed unit root test followed by cointegration test to test the existence of cointegrating relationship among the variables. Dynamic ordinary least square (DOLS) and fully modified ordinary least square (FMOLS) methods are used to obtain long-run estimates of considered variables, and the Granger causality test is performed to test the directional causality. **Findings:** The long-run estimates obtained from DOLS and FMOLS techniques support the presence of the EKC (inverted U-shape) and the RCH. **Originality/value:** To the best of the authors' knowledge, the present work is the pioneer study for EKC and RCH investigation in the context of emerging economies. The policy implication is that these economies should look forward to drafting new policies to reduce environmental degradation and promote sustainable development.

Koshta, N., Patra, S., & Singh, S. P. (2022). Sharing economic responsibility: Assessing end user's willingness to support E-waste reverse logistics for circular economy. *Journal of Cleaner Production*, 332, 130057.

The increase in the generation of e-waste is a growing concern worldwide. However, due to the presence of precious metals, it could serve as a source of secondary raw materials. This is in line with the circular economy concept, which focuses on the reuse of resources. However, e-waste management/recycling may not always be profitable. Therefore, stakeholders should share the economic responsibility of e-waste management to achieve a circular economy and sustainable society. Building on the concept of 'polluters pay', the present study investigates end user's willingness to pay (WTP) for the recycling of e-waste they produce. Specifically, using the theory of planned behaviour (TPB), the study empirically examines the psychological factors that influence end user's willingness to pay for e-waste recycling. The proposed model is tested using survey data obtained from 382 Indian residents. The partial least square path modelling (PLSPM) approach is employed to determine the effect of various factors (attitude, subjective norms, perceived behavioural control, intention, environmental concerns, and awareness of consequences) on WTP. The results suggest that perceived behavioural control (PBC), awareness of consequences, and intentions to recycle e-waste are positive predictors of WTP. Additionally, attitude, subjective norms, and environmental concerns positively affect WTP through the intention to recycle e-waste. The policymakers and decision-makers may use the findings of this study to motivate end-users to share the financial responsibility of the e-waste generated by them, which could lead to a circular economy and sustainable society.

Krishnaswamy, V., Singh, N., Sharma, M., Verma, N., & Verma, A. (2022). Application of CRISP-DM methodology for managing human-wildlife conflicts: an empirical case study in India. *Journal of Environmental Planning and Management*, 1-27. <https://doi.org/10.1080/09640568.2022.2070460>

Human-wildlife conflict (HWC) is a major concern for protected area management. Managing HWC around protected areas requires structured and replicable processes to reduce subjectivity and promote adherence to good governance principles. The Cross-Industry Standard Process for Data Mining (CRISP-DM) is a widely-used process model for structured decision-making. This study demonstrates the novel application of CRISP-DM to HWC related decision-making. We apply CRISP-DM and conduct hotspot and temporal (monthly) analysis of HWC data from Ramnagar Forest Division, India. Based on the patterns of crop loss, livestock loss, and human loss, we propose conflict-type and species-specific preventive strategies. A qualitative assessment of the initial outcomes of the ongoing implementation finds the preventive strategies to be effective. We suggest a participatory approach, localization of strategy, and need for data management as opportunities for improvement.

Kumar, A., Iqbal, N., Mitra, S. K., Kristoufek, L., & Bouri, E. (2022). Connectedness among major cryptocurrencies in standard times and during the COVID-19 outbreak. *Journal of International Financial Markets, Institutions and Money*, 77, 101523.

The cryptocurrency markets are perceived as being dominated by Bitcoin leading the overall system dynamics. Although the previous empirical evidence points towards strong connections among selected cryptocurrencies or, from the other side, weak dependence between Bitcoin and traditional financial assets, a focused study on the dynamics of return and volatility connectedness among a wider range of cryptocurrencies is lacking, and more so, one directed towards the very first actual critical period of the global economy coinciding with relevant crypto- markets. Using data for the 10 most capitalized cryptocurrencies between 1st October 2017 and 5th January 2021, we examine how cryptocurrencies interact and whether they have a clear leader, with a special focus on differences with respect to investment horizons and how the relationship structure evolves in time. We uncover a structural change in the connectedness evolving in 2020 as the market restructures in reaction to the unprecedented monetary injections as a counter to the COVID-19-induced economic standstill. The structural change is shown not only for cryptocurrencies considered separately but also when we jointly examine them with traditional assets.

Kumar, D. (2023). European travel and leisure sector and uncertainties: A risk spillover analysis. *Tourism Economics*, 29(1), 48-67.

The study analyzes the impact of uncertainty changes on the European travel and leisure sector stocks. We use economic policy uncertainty, geopolitical uncertainty, financial market uncertainty, and crude oil price uncertainty as uncertainty variables. We also analyze the extreme risk transmission from the uncertainty variables to the European travel and leisure sector stocks using the copula-based conditional Value-at-Risk (CoVaR) approach. The findings provide evidence of a significant impact of uncertainty variables on travel and leisure stocks mainly on the lower quantiles. The findings also indicate the significant downside and upside risk spillover effect from the extreme upside and downside movements in the uncertainty variables, respectively. The findings have implications for individual investors, portfolio managers, and institutional investors.

Kumar, R., & Kamble, R. (2022). Feminism from the margins: How women are contesting the "othering" of Muslims through arts-based resistance?. *Gender, Work & Organization*, 29(4), 1360-1374.

This paper captures how a women's protest offered resistance to the ethnonationalist state's exclusionary citizenship policy that seeks to disqualify Muslims from citizenship rights and entitlements in postcolonial India. Since the pre-pandemic period, Muslim women have been contesting this ideological play of the sovereign state power through various cultural and political framing of counter-narratives through various art forms, including poetry, poetic practices, and graffiti. We argue that this arts-based resistance has significant implication for how grassroots feminist movements discursively mobilizes theory and practice to build feminist consciousness and solidarity among this minority community as well as create coalitions and networks with broader communities of different faiths. Poetry, poetic practice, and graffiti provide the communicative platform to voice against injustice and violence by those in power. We contribute to the debates on writing differently by integrating the poems and graffiti as an empirical source that brings forth collective experiences to engender empathy and the hope to resist structures of hegemony.

Kumar, R., Mukherjee, A., & Sachan, A. (2022). m-Government experience: A qualitative study in India. *Online Information Review*, 46(3), 503-524.

Purpose: The purpose of this study is to understand and interpret the fundamental meanings attached to consumer behavior through m-Government (m-Gov) experience and to derive insights. The study explores the extent to which the emergence of m-Gov is able to change citizens established behavior of accessing government services primarily focusing on experience as an important driver. **Design/methodology/approach:** The study used qualitative methods, and data were collected using semi-structured interviews of m-Gov users. Participants were identified through purposive sampling. Themes are identified from the collected data using thematic analysis. **Findings:** The study reveals that m-Gov experience is highly satisfying since it meets citizens' expectations. The findings highlight that in many aspects, m-Gov services provide improved experiences compared to the traditional government and conventional e-Government (e-Gov) services (accessing public services from computers and

laptop). The study also reveals a few negative experiences with m-Gov services, like limitations in the use of mobile devices due to their small screen size and high memory consumption, etc. Research limitations/implications: The qualitative method used in this study focuses clearly on unearthing depth and richness of understanding rather than the breadth of generalization. The sample size is apt for drawing reasonable conclusions. Scholars and information systems researchers may use some insights for future research. Practical implications: m-Gov services in a developing economy like India is a new and emerging area for managers. The findings about the elements of m-Gov experience and how the experience influences citizens' acceptance decisions will benefit managers and policymakers in implementing m-Gov services or projects. Originality/value: This study is one of the early attempts to explore the m-Gov experience. The research is important as experience affects users' attitude, a precursor to behavioral intention, which in turn, influences their behavior.

Kumar, V., & Srivastava, A. (2022). Trends in the thematic landscape of corporate social responsibility research: A structural topic modeling approach. *Journal of Business Research*, 150, 26-37.

This study provides a bird's eye view of research on corporate social responsibility (CSR) by text-mining 14,523 articles published in reputed scholarly journals spanning the period from 1991 to 2020. This is the first study on CSR to use an unsupervised text-mining method (structural topic modeling) thereby overcoming several limitations of methods used in previous analyses. Aside from the methodological novelty, this study contributes to three distinct but related strands of literature. First, it contributes to efforts made in the prior literature to characterize the CSR concept in a novel way. Second, this study contributes to the debate on the dimensions that constitute CSR. Additionally, it provides evidence of how the focus on particular dimensions has varied over time. Third, it contributes to the debate on instrumental versus injunctive CSR by providing concrete evidence that the literature has shifted from injunctive to instrumental CSR.

Kumar, H., & Gupta, M. P. (2021). Prospects for the existence of local business shops in Developing Countries. *International Journal of Business and Economics*, 6(2), 123-134.

Digital technologies are altering the retailing ecosystem for local shops. In developing countries, most of the population is usually dependent on the local shops. The local stores can target more consumers through satisfying customers' requirements and ensuring last-mile delivery. But with the rising of digital businesses, change in consumer patterns, convenience of online shopping and limited time availability have challenged the survival of such local stores. The research explores various prospects for the existence of local business stores in fast moving developing countries. Based on the literature and consensus of experts, a mind map has been developed in terms of market analysis, government support, digital connectivity, products and services, customers' perspectives, and social commerce practices to illustrate the possible existence of local business shops. The proposed novel mind map can help policymakers, service providers, investors, managers, regulatory agencies, trade groups and decision makers to focus on initiatives like market analysis, government support, digital connectivity, quality of offered products and services for the existence of local stores along with big e-tailers.

Manchanda, M., & Deb, M. (2022). Effects of multisensory virtual reality on virtual and physical tourism during the COVID-19 pandemic. *Current Issues in Tourism*, 25(11), 1748-1766.

This study draws on the theory of total immersion and risk theory to examine how multisensory virtual reality (MVR) impacts tourists' intention to visit a destination during COVID-19, as well as their destination loyalty and horizontal loyalty. To test the conceptual model, we capture the perceptions of 484 virtual tourism enthusiasts, and use these responses to construct a structural equation model via SPSS and AMOS 21. Departing from previous research, the findings suggest that total immersion and satisfaction with MVR tourism directly and positively affect behavioral intention to physically visit the destination. However, loyalty to MVR negatively affects behavioral intention to physically visit the destination. Additionally, perceived risk moderates the relation between total immersion and behavioral intention to physically visit the destination. Finally, satisfaction with MVR tourism and loyalty to MVR promote horizontal loyalty to a set of virtual destinations. The study settles a longstanding controversy in technology and tourism literature by confirming that, while early-stage MVR-mediated tourism can promote physical tourism, it eventually competes with physical tourism once loyalty to MVR is established. Thus, the tourism sector should carefully weigh the pros and cons of deploying technologies such as MVR to enhance users' experience.

Manchanda, M., & Deb, M. (2022). Multi-homing in B2B services: A psychological perspective. *Journal of Business & Industrial Marketing*, 37(10), 2116-2140.

Purpose: Extant literature on business-to-business (B2B) has largely ignored studying multi-homing through a psychological lens. This paper aims to outline the results of three constituent studies, which were designed to reveal potential differences in multi-homers' versus single-homers' loyalty behaviors in a B2B and supply chain management (SCM) setting; identify factors that differentiate single-homers and multi-homers in these settings; and examine the relevance and effect of perceived risk on multi-homing behaviors. Design/methodology/approach: In Studies 1 and 2, the authors used a questionnaire-based survey to capture the perceptions of 503 and 458 SCM experts, respectively. They then deployed AMOS v.21 to perform structural equation modeling. In Study 3, the authors used a mixed-methods approach to interview 18 SCM experts and then applied these insights to a survey with 242 SCM experts. Findings: Study 1 reveals that multi-homers' loyalty toward their preferred SP has a weaker effect on willingness to pay premium prices and share-of-wallet than single-homers' loyalty. Study 2 establishes that several attitudinal factors distinguish multi-homers from single-homers in a loyalty framework. Study 3 concludes that perceived risk dimensions promote multi-homing intention, which in turn promotes multi-homing behavior. Originality/value: Through empirical investigation, the present research succeeds in establishing that multi-homing is a concern for SPs, deciphering the attitudinal factors that distinguish multi-homers and single-homers in a loyalty framework, and confirming the influence of perceived risk dimensions on multi-homing. Thus, the study has several theoretical and practical implications for B2B services in emerging economies.

Mewafarosh, R., & Agarwal, S. (2022). Influence of demographics variables on students subjective well-being. *Journal of Public Affairs*, 22.

The paper is an attempt to investigate the impact of demographic variables on the level of the subjective well-being (SWB) of students enrolled in premiere business school. SWB was measured through a three-dimensional approach consisting of life satisfaction, positive affect, and negative affect using Life Scale and Positive Affect & Negative Affect Scale. Data was collected from 352 students and using OLS regression method, significant differences regarding SWB were examined. Research findings show a significant difference in the exhibition of most of the demographic variables and SWB. This paper presents data and provides insights into the level of SWB of students enrolled in premiere business School.

Mitra, S., Kumar, H., Gupta, M. P., & Bhattacharya, J. (2022). Entrepreneurship in smart cities: Elements of Start-up Ecosystem. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/JSTPM-06-2021-0078>

Purpose: The cities are distinctly engine of economic growth, which depends upon speed at which innovations are brought out and trigger entrepreneurship. Smart city initiatives are one of the opportunities to unleash innovation and entrepreneurship in developing countries like India. Entrepreneurial ecosystem research in smart cities is still in its nascent phase. Therefore, the study aims to bring out elements for a start-up ecosystem to promote entrepreneurship in smart cities. Design/methodology/approach: Focus group discussion has been applied to gain a variety of insights and opinion from selected participants with diverse expertise. Findings: The study proposes a framework for developing a start-up ecosystem in smart city. The findings suggest the technology infrastructure along with the elements of start-up framework as knowledge hub, public policy, entrepreneurship and city economy. Research limitations/implications: The study does not show the impact of smart city strategies over an extended period. Practical implications: A robust entrepreneurial framework usually impact on utilization of technologies for economic activities and regional development. The innovators, policymakers, city administrators, entrepreneurs, venture capitalists and various stakeholders in society will get benefit from the outcomes of this study. Social implications: The evolution of smart cities is a social initiative with various stakeholders – such as governments, residents, businesses and entrepreneurs. The creation of start-up ecosystem in smart cities requires several levels of interventions such as new programs and institutional reforms. Originality/value: The research explores pillars and constituents that describe a start-up ecosystem in smart cities and nurtures a collaborative culture of innovations and entrepreneurship.

Mondal, J., & Chakrabarti, S. (2021). The abandonment behaviour of the branded app consumer: A study using interpretive structural modelling approach. *Journal of Retailing and Consumer Services*, 63, 102695.

Marketers are increasingly adopting branded app because of their ability to deliver a distinct and gratifying

consumer experience. While the user acquisition and adoption of the branded app is growing exponentially, the rate of app abandonment remains an area of concern. As many as 71% of users remain inactive within a rolling period of three months; however, limited scholarly research has occurred to understand the causal explanation of this phenomenon. This study attempts to shed light on the reasons for such a high abandonment rate, the factors triggering such behaviors, and their causal relationship through the interpretive structural modelling (ISM) approach. An extensive literature review on the branded app, studies on consumer retention, and responses from 31 domain experts led to the identification of 19 factors and the presentation of a seven-layered interpretive structure to define the underlying causal relationship between these factors. The academic contribution of this paper lies, first, in identifying four new factors (onboarding experience, acquisition offer, value for time, and gestation period) and assimilating them into the extant consumer retention research. Second, this study conceptualizes a new model by integrating two existing theories of the Investment and Relationship Stability Model and the Commitment–Trust Theory. It also aspires to improve understanding of the branded app abandonment among practitioners and accordingly helps in prioritizing their marketing interventions.

Narwal, P., & Rai, S. (2022). Individual differences and moral disengagement in Pay-What-You-Want pricing. *Journal of Business Research*, 149, 528-547.

The present research explores the role of psychological reactance, individual precursors and moral disengagement in explicating customer behaviour in Pay-what-you-want (PWYW). Psychological reactance is examined with individual factors i.e., empathy, positive reciprocity beliefs, consumer cynicism, self-enhancement and moral disengagement in PWYW. Mediating impact of moral disengagement on customers' distinct psychological differences and willingness-to-pay is also explored. Study 1 operationalised complete freedom to choose the prices (no price suggestion) with the student population to arouse a lower level of reactance. Study 2 triggered a higher level of reactance by restricted freedom to choose the prices (price suggestions) with a non-student sample and two moderators i.e., perceived threat to freedom and proneness to psychological reactance. Empathy and positive reciprocity beliefs significantly impact moral disengagement. Individuals with higher cynicism and self-enhancement traits are more likely to disengage from moral concerns. Individuals with higher moral disengagement tendencies are likely to exhibit lower payment intentions.

Prakash, C., Roy, V., & Charan, P. (2022). Mitigating interorganizational conflicts in humanitarian logistics collaboration: the roles of contractual agreements, trust and post-disaster environmental uncertainty phases. *The International Journal of Logistics Management*, 33(1), 28-52.

Purpose: Governance is the key to establishing effective collaboration among humanitarian logistics partners addressing an ongoing relief work. With a focus on humanitarian interorganizational collaboration, this research draws on governance theories to investigate how conflicts can be mitigated in this challenging setting. Design/methodology/approach: The focus on governance extends attention to the frontiers of contractual agreement, trust and environmental uncertainty to be applied in the humanitarian setting. To develop perspectives, an online survey of 289 field executives working in humanitarian organizations across the globe is conducted. The findings are based on hierarchical regressions. Findings: Environmental uncertainty, in humanitarian logistics, is not straightforward, but yields distinctive challenges in the response phase (immediate to the disaster) as well as the recovery phase (beginning of build back) – to loom prospects of conflict between partners. Findings outline that contractual agreement can increase conflict during the response phase (high environmental uncertainty), but mitigate it during the recovery phase (low environmental uncertainty). Furthermore, contractual agreement interactively strengthens the ability of trust to reduce conflict. Yet, trust acting alone shows best outcome to mitigate conflict. Research limitations/implications: Contrary to the established understanding in traditional logistics suggesting the vitality of contracts to easily mitigate challenges posed by environmental uncertainty, the humanitarian setting extends a unique outset for interorganizational governance based on the temporality of response and recovery phases. Originality/value: This research pioneers to quantitatively examine the setting of humanitarian logistics based on survey. Given the difficulty of data acquisition, the extant research has largely relied on qualitative investigations when considering the agenda of governance.

Pratap, S., Jauhar, S. K., Daultani, Y., & Paul, S. K. (2023). Benchmarking sustainable E-commerce enterprises based on evolving customer expectations amidst COVID-19 pandemic. *Business Strategy and the Environment*, 32(1), 736-752.

The 2019 coronavirus disease (COVID-19) pandemic has seriously impacted the performance of all types of

businesses. It has given a tremendous structural boost to e-commerce enterprises by forcing customers to online shopping over visiting physical stores. Moreover, customer expectations of the digital and operational capabilities of e-commerce firms are also increasing globally. Thus, it has become crucial for an e-commerce enterprise to reassess and realign its business practices to meet evolving customer needs and remain sustainable. This paper presents a comprehensive performance evaluation framework for e-commerce enterprises based on evolving customer expectations due to the COVID-19 pandemic. The framework comprises seven primary criteria, which are further divided into 25 sub-criteria, including two sustainability factors, namely, environmental sustainability and carbon emissions. The evaluation approach is then practically demonstrated by analyzing the case of three Indian e-commerce firms. The results are obtained using a multi-criteria decision-making (MCDM) method, namely, Fuzzy VIKOR, to capture the fuzziness of the inherent decision-making problem. Further, numerical analysis is conducted to evaluate and rank various e-commerce enterprises based on customer expectations and satisfaction benchmarks. The findings explain the most important criteria and sub-criteria for e-commerce businesses to ensure customer expectations along with their economic and environmental sustainability.

Pratap, S., Jauhar, S. K., Paul, S. K., & Zhou, F. (2022). Stochastic optimization approach for green routing and planning in perishable food production. *Journal of Cleaner Production*, 333, 130063.

Perishable food products present a production-inventory routing dilemma critical to logistics planning for several industries. Due to the speedy deterioration of perishable food products, proper production, inventory, and shipping planning are essential. Meanwhile, the growing impact of greenhouse emissions due to fuel usage indicates that mitigation for these impacts must be factored into the routing problem. As a result, the perishable food product industry's logistics planning must include production-inventory-routing coordination with carbon footprint considerations. This paper aimed to create an integrated production-inventory-routing problem for perishable food products that took into account capacity, time windows, and carbon emissions reduction. The inventory routing problems are NP-hard in nature. Therefore, the proposed problems were solved using two nature-inspired algorithms: flower pollination algorithm (FPA) and cuckoo search algorithm (CSA). The effect of model parameters on the response value was investigated using sensitivity analysis, and the computational experiment discussed the comparative results obtained from both algorithms for different case scenarios. The outcomes of the two algorithms were evaluated for ten instances, and the CSA consistently outperformed the FPA. By incorporating uncertain demands via a random variable with a specified probability distribution, the proposed framework generates compelling opportunities. Individual logistics units may use the proposed framework to mitigate the stochastic nature of problems in uncertain circumstances.

Rai, S., & Narwal, P. (2022). Examining the impact of external reference prices on seller price image dimensions and purchase intentions in pay what you want (PWYW). *Asia Pacific Journal of Marketing and Logistics*, 34(8), 1778-1806.

Purpose: Pay what you want (PWYW) is a participative pricing mechanism that permits customers complete freedom to choose prices. PWYW literature reports the influence of external reference price (ERP) on customers' price decisions and payments. The current research examines the influence of ERP presence, salience and understanding at the seller level by analysing customers' perceptions of seller price image dimensions and purchase intentions. **Design/methodology/approach:** Study 1 tests the impact of ERP presence and salience in controlled lab settings while Study 2 takes this investigation further by including the moderating effect of ERP understanding on seller price image dimensions and purchase intentions in online settings. **Findings:** Results illustrate the positive impact of ERP presence on all seller price image dimensions excluding the perceived price level. Perceived price fairness mediates the impact of ERP presence on perceived value. ERP salience positively impacts price processability. ERP presence and salience attached to it positively impact customers' purchase intentions through seller price image dimensions. **Originality/value:** This is possibly the first paper to investigate the ERP effect on seller price image dimensions in a PWYW context that lacks fixed posted prices.

Rai, S. S., Das, D., Ganguly, K., Giri, S., & Mishra, S. K. (2021). Stage-wise responsiveness in supply chain: reference from the Indian garment industry. *International Journal of Logistics Systems and Management*, 39(4), 409-436.

This study aims at presenting a holistic view of supply chain responsiveness by simultaneously considering responsiveness at three stages, i.e., supplier responsiveness, downstream responsiveness, and logistics responsiveness. It applies structural equation modelling to study the impact of collaboration,

visibility, resilience, sourcing flexibility and order fulfilment flexibility on stage-wise responsiveness in the supply chain. Findings reveal that only collaboration, sourcing flexibility, and order fulfilment flexibility significantly affect the logistics responsiveness. Resilience, sourcing flexibility, and order fulfilment flexibility significantly affect the downstream responsiveness. However, the relationship between determinants and supplier responsiveness is not significantly justified. It may be because of inadequate logistics infrastructure, limited information sharing and narrow collaborative format among Indian companies.

Raj, P. V. R. P., Jauhar, S. K., Ramkumar, M., & Pratap, S. (2022). Procurement, traceability and advance cash credit payment transactions in supply chain using blockchain smart contracts. *Computers & Industrial Engineering*, 167, 108038.

Timely payment is necessary for the efficient delivery of goods and services to all entities in the supply chain. Traditionally, there has been a lot of manual processes related to payment. Nowadays the technology advancements make the payment process in electronic form. Even the electronic form is not easily accessible to all parties in the supply chain. Each entity of the supply chain maintains separate transaction records that remain difficult, inefficient, and error-prone. Often companies face difficulties in monitoring the status of shipments and linking them to payments. In the real world, the suppliers offer buyers three terms of payment of purchase costs. The buyer pays the supplier as advance payment, cash, or credit. This research considers that the supplier ships the goods to the buyer by means of third-party logistics services. The supplier initially pays an advance to the external logistics provider while shipping the product to the buyer. Once the buyer verifies that the goods are received in correct quantity, the supplier shall pay the balance amount to the third-party logistics provider. This research proposes a blockchain-based smart contract for supply chain transactions. This paper presents a general platform for stakeholders in the supply chain through an Ethereum-based smart contract with comprehensive interaction algorithm that enables decentralized authorization, process automation, and information sharing between the supply chain stakeholders. The proposed smart contract benefits the supplier by lowering the risk of non-payment during the credit period. In addition, the buyer benefits from on-time delivery performance and product tracking. Finally, the 3PL significantly reduces their costs by lowering the overall cost by lowering the cost of paperwork and usage of software for product tracking. Adopting a blockchain-based solution in supply chain transaction considering ACC payment is cost-effective, simple, secure, trustworthy, and transparent.

Rangaswamy, U. S., & Chaudhary, S. (2022). Effect of adaptive capability and entrepreneurial orientation on SBU performance: moderating role of success trap. *Management Research Review*, 45(3), 436-449.

Purpose: While prior research has theorized the relevance of adaptive capability (AC) to firm performance, skepticism remains regarding boundary conditions of the AC – performance relationship. This study aims to attempt to understand the intervening effect of entrepreneurial orientation (EO) impacting strategic business unit (SBU) performance. The authors further explore the moderating influence of the success trap on the AC – EO relationship. **Design/methodology/approach:** Data from a sample of 293 SBU heads in an Indian information technology (IT) firm is analyzed using ordinary least squares regression. The authors performed a mediation and moderation test on the data using the Hayes PROCESS SPSS macro. Specifically, this study used Model 4 and Model 7 of the PROCESS macro to test the mediation and moderated-mediation models.

Findings: The results reveal that EO positively mediates the relationship between AC and SBU performance and the success trap negatively moderates the AC – EO relationship. **Research limitations/implications:** The paper refers to empirical research of strategic business units of an IT services firm in India. Further research in other cultures and industry settings is required to generalize the findings. **Practical implications:** The findings suggest that to improve performance, managers in entrepreneurial software firms should develop an adaptive and innovative culture to avoid success traps. **Originality/value:** The study establishes the crucial role of a firm's AC as the driver of improved performance in a turbulent environment. This study complements the literature concerning the AC-performance relationship with the introduction of EO as a mediating variable.

Rathore, B., Gupta, R., Biswas, B., Srivastava, A., & Gupta, S. (2022). Identification and analysis of adoption barriers of disruptive technologies in the logistics industry. *The International Journal of Logistics Management*, 33(5), 136-169.

Purpose: Recently, disruptive technologies (DTs) have proposed several innovative applications

in managing logistics and promise to transform the entire logistics sector drastically. Often, this transformation is not successful due to the existence of adoption barriers to DTs. This study aims to identify the significant barriers that impede the successful adoption of DTs in the logistics sector and examine the interrelationships amongst them. Design/methodology/approach: Initially, 12 critical barriers were identified through an extensive literature review on disruptive logistics management, and the barriers were screened to ten relevant barriers with the help of Fuzzy Delphi Method (FDM). Further, an Interpretive Structural Modelling (ISM) approach was built with the inputs from logistics experts working in the various departments of warehouses, inventory control, transportation, freight management and customer service management. ISM approach was then used to generate and examine the interrelationships amongst the critical barriers. Matrices d'Impacts Croises-Multiplication Appliquee a Classement (MICMAC) analysed the barriers based on the barriers' driving and dependence power. Findings: Results from the ISM-based technique reveal that the lack of top management support (B6) was a critical barrier that can influence the adoption of DTs. Other significant barriers, such as legal and regulatory frameworks(B1), infrastructure (B3) and resistance to change (B2), were identified as the driving barriers, and industries need to pay more attention to them for the successful adoption of DTs in logistics. The MICMAC analysis shows that the legal and regulatory framework and lack of top management support have the highest driving powers. In contrast, lack of trust, reliability and privacy/security emerge as barriers with high dependence powers. Research limitations/implications: The authors' study has several implications in the light of DT substitution. First, this study successfully analyses the seven DTs using Adner and Kapoor's framework (2016a, b) and the Theory of Disruptive Innovation (Christensen, 1997; Christensen et al., 2011) based on the two parameters as follows: emergence challenge of new technology and extension opportunity of old technology. Second, this study categorises these seven DTs into four quadrants from the framework. Third, this study proposes the recommended paths that DTs might want to follow to be adopted quickly. Practical implications: The authors' study has several managerial implications in light of the adoption of DTs. First, the authors' study identified no autonomous barriers to adopting DTs. Second, other barriers belonging to any lower level of the ISM model can influence the dependent barriers. Third, the linkage barriers are unstable, and any preventive action involving linkage barriers would subsequently affect linkage barriers and other barriers. Fourth, the independent barriers have high influencing powers over other barriers. Originality/value: The contributions of this study are four- fold. First, the study identifies the different DTs in the logistics sector. Second, the study applies the theory of disruptive innovations and the ecosystems framework to rationalise the choice of these seven DTs. Third, the study identifies and critically assesses the barriers to the successful adoption of these DTs through a strategic evaluation procedure with the help of a framework built with inputs from logistics experts. Fourth, the study recognises DTs adoption barriers in logistics management and provides a foundation for future research to eliminate those barriers.

Roy, V., Vijay, T. S., & Srivastava, A. (2022). The distinctive agenda of service failure recovery in e- tailing: Criticality of logistical/non-logistical service failure typologies and e-tailing ethics. *Journal of Retailing and Consumer Services*, 64,10283

What is so different about executing service failure recovery in an online environment as in e- tailing? Answering this, the present research points out to the need of considering e-tailing's natural propensity to foster multiple avenues of service failures which are either logistical or non- logistical in nature. Furthermore, given the distant location of the product, e-tailer, and the buyer, e-tailing is posed with risks of ethical transgressions. Therefore, by contextualizing on an Indian e- tailing scenario, we explore how service failure recovery in this challenging setting could be shaped. Justice building failure mitigation strategies such as response speed and compensation emerge to improve recovery efforts, however, apology seems to not work well in establishing justice to drive service failure recovery. Interestingly, an e-tailer's watchfulness toward the strengthening of its online ethics synergistically redeems recovery satisfaction, customer forgiveness, and positive word-of-mouth for the grieving consumer. This synergy can further mitigate the adverse impacts of service failure severity on recovery outcomes. Yet, a consumer having faced a severe service failure instance can have reservations in spreading positive word-of- mouth despite forgiving. Lastly, when considering logistical vs. non-logistical service failure typologies, the synergistic influence of e-tailing ethics and justice over recovery satisfaction becomes very strong in the case of non- logistical service failures.

Sachdeva, L., Bharti, K., & Maheshwari, M. (2021). A five-decade review of gender-based occupational segregation: A bibliometric study of influential authors, institutions, and research clusters. *Australian Journal of Career Development, 30*(2), 117-128.

Despite the proliferation of occupational segregation research, only a limited amount has explored it from a gender perspective. The attention that has been given is widely scattered and requires an analysis to identify the major works undertaken and the changes over time. This study aimed to examine and assimilate articles published on gender-based occupational segregation through a bibliometric analysis. The study examined 512 articles published from the early 1970s to 2020 that were retrieved from the Web of Science database. The findings suggest that gender and occupational segregation remain an extensive field of research, although this research comes mainly from North American and European countries. The low representation from developing countries indicates that more research is needed based on these different socio-cultural settings. This study identified three dominant research clusters, namely gendered organisational structures and systems, measurement of occupational segregation, and wage differential. Studies also covered areas including conceptualization, LGBTQ issues, and the role of legislation and institutions in reducing workplace inequalities; thus, providing a direction for scholars and practitioners.

Samad, T. A., Sharma, R., Ganguly, K. K., Wamba, S. F., & Jain, G. (2022). Enablers to the adoption of blockchain technology in logistics supply chains: evidence from an emerging economy. *Annals of Operations Research, 1-41*. <https://doi.org/10.1007/s10479-022-04546-1>

This study identifies the factors that can enable blockchain technology (BCT) implementation in the logistics sector and reveals the interdependencies, hierarchical structure, and causalities between them. This study uses a three-phased research framework to identify thirteen enablers to BCT adoption in the Logistics Supply Chain (LSC) and analyse the hierarchical and cause-effect relationships using an integrated Interpretive Structural Modelling and Decision-Making Trial and Evaluation Laboratory (ISM-DEMATEL) technique. This study classifies the enablers into three categories: prominent enablers, influencing enablers, and resulting enablers. 'Real-time connectivity and information flow' were identified as the most influencing enabler, whereas traceability was found to be the most prominent and resulting enabler. This study contributes to the literature by identifying the critical BCT enablers and modelling their hierarchical and causal relationships to address the absence of an appropriate decision-making framework that aids managers in understanding why and how BCT can be adopted in LSC, especially in an emerging economy like India. Strategic recommendations on how BCT can help overcome some select challenges faced by LSC organizations are also presented.

Samal, A., & Chatterjee, D. (2022). A moderated-mediation approach to LMX-outcome relationship in M&A. *Journal of General Management, 47*(3), 168-179.

How employees think and relate to their jobs is a significant area of interest to scholars and practitioners in the organizational change management domain. The current study examines the role of leader-member exchange (LMX) quality on individual resistance to change (RTC) in the context of mergers and acquisitions. Specifically, we put forward a moderated-mediation model wherein LMX quality predicts RTC through possible mediation of organizational dissent under the boundary setting conditions of employee's perception of politics. Results drawn from a sample of 260 employees from the banking sector in India support our hypotheses. Theoretical and practical implications are discussed.

Samanta, A. K., Varaprasad, G., & Padhy, R. (2021). A systematic review of empirical studies pertaining to Lean, Six Sigma and Lean Six Sigma quality improvement methodologies in paediatrics. *International Journal of Business Excellence, 23*(1), 18-32.

Lean, Six Sigma and Lean Six Sigma (LSS) are the quality improvement (QI) methodologies that have proved their merits in healthcare organisations since the 1990s. The aim of this paper is to present a systematic review of literature on the implementation of these QI methodologies in paediatrics by using a three-phase systematic review process (SRP), i.e., planning, conducting and reporting. The literature search was carried out in Web of Science, Scopus, and PubMed for articles published until April 2019. The broad range of outcomes from SRP was collated into six common themes: time optimisation, motion reduction, error mitigation, dosage optimisation, efficiency enhancement, and revenue generation. It is suggested that researchers and practitioners in paediatrics need to understand these QI methodologies deeply and deploy these in a profound way to realise their

true potential. This is the first systematic review to synthesise the implementation results of QI methodologies in paediatrics.

Sengupta, M. (2022). MintM: the start-up transforming businesses real-time. *Journal of Information Technology Case and Application Research*, 24(1), 12-33.

In an increasingly digital world, technology-based start-ups face challenges which are of unique nature and hence cannot be fathomed by organizations belonging to another genre. The case study focuses on a series of strategic and business model redesigning challenges faced by Ashutosh Chouksey, Executive Vice President – Expansion and Strategic Operations, while co-leading a technology-based customer engagement and digital signage solutions start-up, MintM. MintM has a business to business (B2B) based model that relies on its own proprietary software to display targeted audio-visual content in stores and supermarkets, offering the unique value proposition of simultaneous last mile advertising connectivity and customer analysis. The core product of MintM requires regular upkeep creating a conflict: a chance of global outreach versus operational hassles hindering its growth trajectory. The case is an appropriate platform for demonstrating information technology-based business model management dilemma in a fast-changing digital milieu, whether to improvise on organizational structure or product particulars. The case also presents an opportunity to discuss operational challenges hindering expansion plans and how to strategize and redesign business model to overcome the same and cater to clientele in a niche nascent market while still maintaining a lean team.

Sengupta, M. (2021). A turnaround fuelled by transformational leadership. *South Asian Journal of Business Studies*, <https://doi.org/10.1108/SAJBS-01-2021-0025>

Purpose: The purpose of this paper is to understand how Chairman and Managing Director (CMD) of the National Research Development Corporation, India, Hanumanthu Purushotham had facilitated a turnaround of the organization and ensured profitability during his tenure there. This is one of the series of interview-based studies that focuses on a South Asian CEO, with the goal of ascertaining his leadership and management style in a volatile situation. This brief paper expounds how leader traits and transformational leadership can positively impact an organizational turnaround and fuel growth. **Design/methodology/approach:** This paper uses primary interviews and complements the findings with secondary data sources such as annual reports and management literature on leadership trait, transformational leadership and organizational turnaround. **Findings:** The study found that socioeconomic factors have a bearing on leadership attributes. In this instance, the CMD's early years, diverse work experiences, bright traits and transformational leadership positively impacted organizational performance. Therefore, not only the qualifications but also the qualities of a leader are pivotal in shaping success of an organization. **Originality/value:** The narrative provides an instance of how decision-making driven by strategic leadership can change firm performance. The rich experiences of the India-educated CMD, a government job holder all-through, provides a veteran's view to decision-making in a state-controlled firm and helps us understand how an organization can be transformed in a limited time and with scarce resources.



Sharma, R., Samad, T. A., Jabbour, C. J. C., & de Queiroz, M. J. (2021). Leveraging blockchain technology for circularity in agricultural supply chains: Evidence from a fast-growing economy. *Journal of Enterprise Information Management*. <https://doi.org/10.1108/JEIM-02-2021-0094>

Purpose: The authors originally explore the factors for blockchain technology (BCT) adoption in agricultural supply chains (ASCs) to enhance circularity and understand the dependencies, hierarchical structure and causalities between these factors. **Design/methodology/approach:** Based on an extant literature review and expert opinion, the present study identified ten enablers for adopting BCT to leverage the circular economy (CE) practices in the ASCs. Then, using an integrated interpretive structural modeling and decision-making trial and evaluation laboratory (ISM-DEMATEL) approach, hierarchical and cause-effect relationships are established. **Findings:** It was observed that traceability is the most prominent enabler from the CE perspective in ASCs. However, traceability, being a net effect enabler, will be realized through the achievement of other cause enablers, such as seamless connectivity and information flow and decentralized and distributed ledger technology. The authors also propose a 12 Rs framework for enhancing circularity in ASC operations. **Research limitations/implications:** The paper identifies enablers to BCT adoption that will enhance circularity in ASC operations. The ISM hierarchical model is based on the driving and dependence powers of the enablers, and DEMATEL aids in identifying causal relationships among the enablers. **Practical implications:** The study's findings and proposed 12 Rs framework may help the practitioners and policymakers devise effective BCT implementation strategies in ASCs, thereby empowering sustainability and circularity. **Originality/value:** This study enriches the literature by identifying and modeling enablers for BCT adoption in ASCs. The study also proposes a new 12 Rs framework to help enhance ASC circularity.

Singal, M., & Batra, S. (2021). The role of socioemotional wealth and entrepreneurial orientation in family-managed hotels. *Journal of Hospitality and Tourism Management*, 49, 204-213.

The hospitality industry is dominated by small- and medium-sized hotels that are often owned and managed by families. As a result, a number of scholars have called for a better understanding of the role that family values play in the successful operation of family-managed hotels. A family's socioemotional wealth (SEW)—the amalgamation of various family values—has received considerable attention in the recent literature. In this paper we seek to advance the understanding of family-managed hospitality firms by applying the SEW construct from the entrepreneurship domain, and hypothesize that different components of family SEW distinctively impact hotel performance. We further argue that the negative impact of certain family values is mitigated for hotels that are entrepreneurially oriented. Our findings, based on primary data collected from key functionaries of 334 small hotels in India, empirically validates our theoretical model, and indicates that an appropriate configuration of family SEW components, along with an entrepreneurial orientation (EO), facilitates superior firm performance.

Singh, N., Krishnaswamy, V., & Zhang, J. Z. (2022). Intellectual structure of cybersecurity research in enterprise information systems. *Enterprise Information Systems*, 1-25. <https://doi.org/10.1080/17517575.2022.2025545>

Enterprises aspire for ongoing and effective information systems security. Cybersecurity frameworks ensure the availability, confidentiality, and integrity of information. Inspired by the omnipresent challenges and ever-increasing spending by enterprises, we identify the state of research on cybersecurity in enterprises. We employ citation, co-citation, centrality, and citation-path analysis to uncover its intellectual core. Our study reveals five core themes of cybersecurity research: (a) artificial intelligence in cybersecurity, (b) grids, networks, and platform security, (c) algorithms & methods, (d) optimisation & modelling, and (e) cybersecurity management. We discuss the implications for EIS and opportunities for research in each of these themes.

Singh, V. P., & Ganguly, K. (2021). A supporting framework for estimating no fault found cost: development and application in the aircraft MRO industry. *Journal of Quality in Maintenance Engineering*, 27(4), 611-632.

Purpose: This research aims to develop a new generic framework for estimating different maintenance costs (preventive, corrective and conditional based) and its distribution to original equipment manufacturer (OEM), customer and supply chain due to no fault found (NFF) events. The study extends the domain of NFF to military aircraft maintenance, repair and overhaul (MRO) by including broader

range of cost drivers than are normally found in maintenance NFF literature. Design/methodology/approach: The research applies the soft system methodology involving 80 field surveys and five in depth semi-structured interviews with practicing experts having background in military aircraft NFF MRO. For impact analysis, authors have used an agent-based model to represent and prioritize the critical NFF cost drivers during aircraft MRO based on the cost inputs of 21 technology transfer cases. Findings: The paper provides imperial insights about how NFF cost drivers affect the OEM, customer and supply chain. It suggests that NFF cost need to be part of the commercial MRO contract, depending on its frequency pattern in different types of maintenances. Research limitations/implications: The context of the current research is military aircrafts industry and may lack generalizability to commercial aircrafts. Therefore, researchers are encouraged to test the proposed propositions further. Practical implications: The developed framework will provide invaluable help in key financial decision-making during signing of MRO contract in technology transfer cases. Originality/value: This paper proposed a new prediction model for NFF cost estimation across its shareholders and current status of NFF in military aircraft NFF MRO in India.

Singh, V. P., Ganguly, K., & Samad, T. A. (2022). No fault found: a systematic literature review and future research agenda. *International Journal of Quality & Reliability Management*, 39(5), 1281-1306.

Purpose: No fault found (NFF) in maintenance has been a frequently observed problem in industrial sectors, but very few academic contributions are devoted to reviewing and summarizing the related research. Considering the growing interest of academicians in NFF during the last decade, there is a critical need to examine theme evolution in this field, most influential authors, contemporary practices, research gaps and proposed solutions. Design/methodology/approach: A portfolio of 169 articles published between 1982 and 2020 was collected from the Scopus database and was systematically analyzed using a two-tier method. First, the evolution, current state of literature and research clusters are identified using bibliometric techniques. Finally, the research clusters are studied to understand the literature's main themes and develop the future research agenda using content analysis. Findings: the result indicate that publications on NFF are rising quickly in the last decade, especially after 2010. The previous NFF research primarily focuses on system design, fault diagnostics, reliability engineering, data management and human factors, but the criticality of economic and risk analysis has not been significantly represented. Research limitations/implications: The study resulted in developing an inclusive framework and identifying six research clusters that will help in granular understanding, benefit the researchers, practitioners and policy formulators in NFF. Originality/value: This study examines the NFF's current research direction and calls for further research in integrating NFF economics on its stakeholders like manufacturers, supply chain, customers and risk analysis during the product life cycle.

Srivastava, A., Kumar, R. R., Chakraborty, A., Mateen, A., & Narayanamurthy, G. (2022). Design and selection of government policies for electric vehicles adoption: A global perspective. *Transportation Research Part E: Logistics and Transportation Review*, 161, 102726.

Regardless of increased attention in electric vehicles (EV) market expansion, the actual penetration of EVs remains low globally. Almost all major OEMs have announced investment plans to ensure that EVs constitute a major, if not complete, chunk of their product portfolios. On their part, governments worldwide (e.g., China, Poland, India, USA, etc.) have used various policy measures to facilitate EV adoption. In this paper, we study how incentives offered in terms of subsidy and differential taxation schemes could increase the market penetration of EVs. We analyze different models under uniform and differential taxation policies with and without subsidy, using a non-cooperative game-theoretic approach. Our analysis reveals that the government can follow any of the three tax-subsidy mixes that could maximize social welfare, i.e., differential taxation with and without subsidy, and identical tax with a subsidy. Surprisingly, the manufacturer's profit, the government's income, and consumer surplus for these three models are also the same and are better than the other two models depending on the consumer's green sensitivity, i.e., for higher green sensitivity, these three models can provide a win-win outcome. From an environmental perspective, levying tax on gasoline vehicles (GV) without subsidy to the manufacturer minimizes the overall environmental impact. In contrast, levying the same tax for both types of vehicles without subsidy to the manufacturer generates the maximum overall environmental impact. Furthermore, an increase in the unit environmental impact of vehicles attracts higher taxes. We portray that the increase in the cost-difference between EV and GV increases GV demand and is detrimental for EV acceptance. In addition, multifaceted insights are drawn for manufacturers and policymakers to envisage electric mobility. We extend our models and show that

our main results hold under the implementation of mandate on EV manufacturers under subsidy and non-subsidy model, and inclusion of hassle cost for consumers due to lack of infrastructure in terms of charging facilities and maintenance.

Srivastava, A., & Kumar, V. (2021). Hotel attributes and overall customer satisfaction: What did COVID-19 change?. *Tourism Management Perspectives*, 40, 100867.

The effect of hotel attributes on customer satisfaction has been well studied in hospitality literature. However, the importance of hotel attributes for customer satisfaction may change due to the prevailing global pandemic given (1) the negative health consequences of the disease, (2) the guidelines and advisories issued by health agencies, and (3) wide media coverage of the pandemic. These factors can affect the importance that customers attach to different attributes. To date, there have been no studies analyzing these changes, and this study fills the gap by conducting a structural topic modeling-based analysis of hotel reviews before and during the pandemic. The results contribute to the literature by identifying new attributes and providing concrete evidence that attribute prevalence has changed in response to the pandemic. The results also lead to practical recommendations for increasing customer satisfaction in the hospitality industry during the prevailing disaster.

Taneja, B., & Bharti, K. (2021). Mapping unified theory of acceptance and use of technology (UTAUT) 2: A taxonomical study using bibliometric visualisation. *Foresight*, 24(2), 210-247.

Purpose: This study aims to examine the research pattern and growth trends of published research on a unified theory of acceptance and use of technology 2 (UTAUT2) from 2012 to 2019. The study also examines the research scope of UTAUT2 for future researchers. **Design/methodology/approach:** This study has adopted a bibliometric approach followed by a structured literature review analysis to synthesize the research on UTAUT2 since 2012. In total, 163 documents were analyzed for type of studies, theories and frameworks, methodologies, author wise collaboration, organizations that contributed to the body of knowledge in the UTAUT2 research and journals that published studies in this domain. VOSviewer and Tableau were used for the data visualization, whereas TCCM, which means theory (T), context (C), characteristics (C) and methodology (M) framework is used to propose the future research directions. **Findings:** The findings reveal research on UTAUT2 is growing. The structured literature analysis of the top 15 cited articles further analyzed the parsimony of new models in detail. In addition, the study highlights the inception by and promoters of UTAUT2 in a separate section. The data for this study was collected by searching the title, abstract and keywords of documents in the Scopus database. **Research limitations/implications:** This study is based on research papers, published in the UTAUT2 research area, that have been extracted from the Scopus database by keywords only. Future studies can also perform a meta-analysis of various clusters generated by bibliometric analysis. **Practical implications:** This study is useful for practitioners to devise strategies for increasing technology acceptance, adoption and utilization in the times to come. **Originality/value:** To the best of the authors' knowledge, this study is one of the very few and early studies, which examined patterns and growth trends of the UTAUT2 studies with the TCCM framework, to suggest scope for future research studies.

Tewari, S., & Bhattacharya, B. (2022). Financial resources, corporate social responsibility, and ownership type: Evidence from India. *Asia Pacific Journal of Management*, 1-40. <https://doi.org/10.1007/s10490-022-09810-3>

Prior research on the relationship between financial resource availability and corporate social responsibility (CSR) has presented contrasting theoretical arguments and evidence. While the relationship has been theorized to be positive in developed countries, it has been argued to be negative in emerging economies due to institutional differences. However, prior theorization in the context of emerging economies has failed to consider the possibility of a non-monotonic relationship between financial resources and CSR. Although due to the high costs of obtaining external finance in emerging economies, firms may choose to prioritize capital retention over engaging in CSR activities when financial resource availability is low, this behavior is likely to change beyond a point when the level of available financial resources has crossed a reasonable threshold. In this paper, we develop this perspective and predict a U-shaped relationship between financial resource availability and CSR in emerging economies. We test and find support for this prediction on a sample of the top 500 listed firms in India. Further, we also predict and find that three dominant ownership structures (i.e., family ownership, business group affiliation, and state ownership) differentially condition this relationship.

Thangavelu, M., Krishnaswamy, V., & Sharma, M. (2021). Impact of comprehensive information security awareness and cognitive characteristics on security incident management—an empirical study. *Computers & Security, 109*, 102401.

Organizations deploy a team of dedicated security professionals and spend significant resources safeguarding their digital assets. Despite best efforts, security incidents are on the rise and remain a key challenge. The literature has focused inadequately on the lack of professionals' awareness of security, system, or situational aspects. Extant literature on the impact of awareness on threat management tasks is disjointed and does not adequately consider the metacognitive awareness and self-efficacy of security professionals. To this effect, we propose and empirically validate a model to study the relationship between security, system, situational awareness, and security professionals' ability to detect, assess, and mitigate threats. We also investigate the effects of metacognitive awareness and self-efficacy on the relationship between awareness and threat management tasks. We validate the model using a survey of 100 information security professionals. Results indicate a significant relationship between awareness, metacognitive awareness, self-efficacy, and threat management task performance. The analysis also demonstrates that metacognitive awareness and self-efficacy mediated the impact of awareness on threat management task performance. We discuss the effects and implications of this study for practice and research.

Tripathy, A., Bhuyan, A., Padhy, R., & Corazza, L. (2022). Technological, organizational, and environmental factors affecting the adoption of electric vehicle battery recycling. *IEEE Transactions on Engineering Management*. <https://doi.org/10.1109/TEM.2022.3164288>

The rising usage of electric vehicle batteries (EVBs) has led to the unprecedented accumulation of battery waste—creating environmental problems and raw material shortages as the batteries approach their end of life (EOL). This article examines the critical enablers of EVB recycling adoption. Using a theoretical lens for technology adoption, the article further explains the enablers of EVB recycling by extending the technological, organizational, and environmental framework. The present article adopts a hybrid Delphi approach to explore the interdependent cause-and-effect relationships of the enablers. The integrated framework has been tested by obtaining data from multiple stakeholder groups consisting of academic researchers, practitioners, and policy planners in India. The framework is followed by a comparative assessment of the multiple stakeholder perceptions, highlighting the similarities and differences. A consensus among all stakeholders is observed regarding the significance of a business model with take-back systems to enable EVB recycling adoption. This article shows how organizational factors strongly enable favorable decisions more than the technological and environmental counterparts. Differences were observed between the practitioners favoring technological enablers over other dimensions, while the policy planners equitably considered all dimensions, and the academic researchers showed an intermediate perspective for EVB recycling innovations. The findings offer theoretical and practical insights to help managers, organizations, and policy planners prioritize their efforts to promote EVB recycling adoption.

Ullah, A., Idrisi, A., Khan, M. M., & Islam, K. B. (2022). A Comprehensive Review of Agricultural Policies in India. *Driving Factors for Venture Creation and Success in Agricultural Entrepreneurship*, 171-179.

India has been an agrarian economy since ancient times; despite the diminishing value added of agricultural activities to total domestic production or GDP, the agriculture sector has remained the largest employer and thus proved to be the driver of growth and poverty reduction. Moreover, in the recent period of a pandemic where every economic activity came to a halt and showed a negative growth rate, agricultural activities, on the other hand, grew positively, employing job losers in these challenging times. However, agriculture in India faces lots of obstacles due to its limitations in policy formulation and implementation. Therefore, this chapter aims to provide an outline of Indian agriculture growth – reviewing its agricultural policy reforms and observing the fundamental concerns that have shaped the expansion of the agriculture sector.

Utkarsh. (2022). Tangible and intangible quality cues in service advertising: A construal level theory perspective. *Journal of Global Scholars of Marketing Science*. <https://doi.org/10.1080/21639159.2022.2062023>

Several researchers have recommended utilizing tangible cues in ads to minimize perceived risk; some have favored intangible cues for service differentiation. However, studies remain scarce on the

effectiveness of quality cues (tangible vs. intangible cues) in the service type context (experience vs. credence). Furthermore, studies exploring differences in consumer evaluation of quality cues when making a purchase decision under varied temporal distance (e.g. the next day vs. six months later) remain inadequate. The first experiment (n = 124) demonstrates that an experience service ad designed using tangible cues is relatively more effective when the temporal distance is not salient. The second experiment (n = 281) reveals that in a distant temporal situation, an experience service ad employing intangible cues is relatively more effective in generating positive perceptions. Furthermore, no difference was observed in the evaluation of quality cues in credence services under varied temporal distance. The study offers crucial theoretical and managerial implications.

Utkarsh & Gupta, R. K. (2022). Effects of confidence and social benefits on consumers' extra- role and in-role behaviors: A social identity and social exchange perspective. *Journal of Retailing and Consumer Services*, 65, 102879.

This study explores the effects of relational benefits on consumers' extra-role (civic virtue) and in- role (consumer loyalty) behaviors from social identity and social exchange perspectives, in addition to the mediating role of consumer-company identification (CCI) and perceived value. Structural equation modeling was used to analyze the data obtained from a cross-sectional survey of 254 consumers. The findings reveal that relational benefits promote consumers' extra- role and in-role behaviors. Specifically, confidence and social benefits, directly and indirectly, affect civic virtue and consumer loyalty. Supporting our integrative framework, the results demonstrate that CCI mediates the effect of confidence and social benefits on civic virtue and consumer loyalty, whereas perceived value only mediates the relationship between confidence and social benefits and consumer loyalty. This study presents important implications for academicians and practitioners.

Utkarsh & Sigala, M. (2021). A bibliometric review of research on COVID-19 and tourism: Reflections for moving forward. *Tourism Management Perspectives*, 40, 100912.

By adopting a bibliometric analysis approach, this study systematically reviews and retrospectively analyses the rapidly emerging literature on COVID-19 in tourism and hospitality. A co-word analysis revealed the intellectual structure of 177 papers (published until January 2021) consisting of four major themes discussing the following various issues: 1) the impact of COVID-19 on tourist decision-making, destination marketing, technology adoption, and tourists' well-being; 2) the future of tourism post COVID-19; 3) managing change in tourism; and 4) the COVID-19's impacts on tourism and hospitality stakeholders. The findings show that preliminary publications tend to be descriptive, premature and theoretical, i.e. most studies advocate and re-imagine a more sustainable, responsible and equitable post-pandemic tourism, but almost no research investigates in-depth whether, why and how such theoretical proclamations are being materialized or not and/or whether they will remain a COVID-19 induced fuss. The paper concludes by offering various directions and propositions for future research.

Vadivel, S. M., Sequeira, A. H., Jauhar, S. K., & Chandana, V. (2022). Tamil Nadu Omnibus Travels Evaluation Using TOPSIS and Fuzzy TOPSIS Methods. In *Innovations in Bio-Inspired Computing and Applications: Proceedings of the 12th International Conference on Innovations in Bio- Inspired Computing and Applications*, 24-31. https://doi.org/10.1007/978-3-030-96299-9_3

This research uses an effective fuzzy multi-criteria method to evaluate the performance of eight omnibus operators in Tamilnadu, India's southernmost state (MA). The data was gathered from passengers (regular travelers) and the management of omnibus travel operators. Passengers provided qualitative data, while management offered quantitative data. To estimate the omnibus travels effectiveness, the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS) technique and Fuzzy TOPSIS were employed to analyze the subjective assessments of both quantitative and qualitative data. Using linguistic concepts, the subjectiveness and inaccuracy of the performance assessment methods are expressed as fuzzy numbers. Traditionally, fuzzy MA models are often used to find the degree of possibility of an alternative of each attribute and sub- attributes to avoid complicated and inaccurate comparisons of fuzzy numbers. Then, grounded on the fuzzy techniques, it is converted into a weighted fuzzy performance index for each alternative. This technique is computationally efficient, and the principles behind it are basic and straightforward to comprehend.

Yadav, A. (2022). Can Gamification Define Consumers' Response Toward Brands? Examining the Impact of Gamified Health and Fitness Applications on Purchase Intention. *In Marketing and Smart Technologies: Proceedings of ICMarTech 2021, 2*, 189-199.

The ultimate goal of any brand is to get positive responses from customers both emotionally and behaviorally for its marketing activities. This study examined how gamified interactions on health and fitness applications impacted consumers' purchase intentions and assessed the role of positive emotions and brand engagement in developing this relationship. Data were collected from users of health and fitness apps through a self-administered questionnaire and analyzed using partial least square structural equation modeling technique. The findings suggest a strong indirect relationship between gamification and purchase intention. The study also found positive emotions and brand engagement to be significant sequential mediators of the gamification- purchase intention relationship.

Yadav, A., & Chakrabarti, S. (2022). Brand hate: A systematic literature review and future research agenda. *International Journal of Consumer Studies, 46(5)*, 1992-2019.

With the upsurge in academia's interest in understanding the feeling of hatred toward brands in recent years, there is a need to consolidate the relevant literature. Through this study, the authors provide a systematic review of the extant literature on brand hate and shed light upon future research directions. The comprehensive review subsumes a rigorous analysis of peer-reviewed articles using the stimulus-organism-response model to delineate the extant literature. This study also advances a conceptual framework to facilitate the understanding of consumers' hatred for brands. Finally, the study utilizes theory, context, characteristics, method framework to outline future research agenda and offers valuable implications for practitioners.

Zargar, F. N., & Kumar, D. (2021). Market fear, investor mood, sentiment, economic uncertainty and tourism sector in the United States amid COVID-19 pandemic: A spillover analysis. *Tourism Economics*. <https://doi.org/10.1177/13548166211052803>

The study investigates and confirms the spillover effects from investor fear, mood, sentiment and uncertainty to the US tourism sector returns. The findings indicate that market fear, investor mood and sentiment are net transmitter of shocks and economic uncertainty and the tourism sector is net receiver of shocks. We also provide evidence that media-hype, infodemic, media-coverage related to COVID-19 and infectious disease equity market volatility impacts the total and directional spillover of information from fear, mood, sentiment and uncertainty to the tourism sector.



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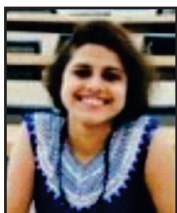
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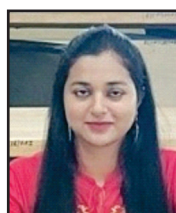
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CONFERENCES ATTENDED BY DOCTORAL SCHOLARS

| NAME OF SCHOLARS | TITLE OF THE PAPER | NAME/PLACE OF THE CONFERENCE |
|---|---|---|
| Abhyudaya Anand Mishra <i>Organisational Behaviour & Human Resource Management</i> | Identities in a Flux: Interrogating Identity Framing and Vulnerability in the Work of Food Delivery Agents | Indian Academy of Management, Indian Institute of Management Rohtak |
| Asgar Ali <i>Finance & Accounting</i> | Low Risk Anomalies in an Emerging Market | Indian Institute of Management Rohtak |
| Atanu Bhuyan <i>Operation Management & Decision Sciences</i> | A welfare optimal model for intermediate public transportation services | EURO Aalto University, Finland |
| Harmanjit Singh <i>Marketing</i> | How do gratifications sought from online reviews impact customer engagement with fashion ecommerce sellers? | Neuro Psycho Economics |
| Hausla Singh <i>Economics</i> | Climatic Variability Rural Distress and seasonal Migration | Paris School of Economics, Paris, France |
| Lokesh Posti <i>Economics</i> | ICT adoption & impact on informal firm productivity: Evidence from Indian MSMEs | EURO Aalto University, Finland |
| Nitin Koshta <i>Operation Management & Decision Sciences</i> | A Facility Location Model to Improve E-waste Recovery from households | European Conference on Operational Research |
| Nitin Koshta <i>Operation Management & Decision Sciences</i> | Strengthening Reverse Logistics Network for Improving the E-waste Recovery from Households | XLRI Jamshedpur |
| Nitin Koshta <i>Operation Management & Decision Sciences</i> | Redesigning E-waste Recovery Network | SPJIMR Mumbai |
| Sachin Choubey <i>Information Technology & Systems</i> | AI-assisted Learning-training Environment in Education: A Multicase Analysis | Association for information systems conference on information system, America's conference of information systems |

| | | |
|---|--|---|
| Shipra Shukla <i>Operation Management & Decision Sciences</i> | Impact of Remanufacturing under trade-in Programs | Society of Operation of Management |
| Shivani Jain <i>Organisational Behaviour & Human Resource Management</i> | Explicating the relationship between digital transactions and GDP growth rate | Indian Institute of Management, Indore, 12th conference on excellence in research and education |
| Sumit Manderna <i>Organisational Behaviour & Human Resource Management</i> | Investigating Career Disruption and Career Adaptation Patterns: The Case of Indian Bureaucrats' Spouses | Indian Institute of Management, Indore, 12th conference on excellence in research and education |
| Tapabrata Pal Operations | Resilience Strategies in Supply Chains in the wake of Covid 19 | 29th Confrence EUROMA organized by University of Sussex, Germany |
| Vaishnavi Gautam <i>Organisational Behaviour & Human Resource Management</i> | Hope Labour Through Instagram - Keep Hoping & Keep Reeling | Indian Institute of Management, Indore, 12th conference on excellence in research and education |
| Vineet Kaushik <i>Strategy</i> | Entrepreneurial Opportunities in Social Entrepreneurship from an external enabler perspective | Indian Institute of Management, Indore |
| Yashoda Devi <i>Operation Management & Decision Sciences</i> | Ensuring Equity Of Healthcare services During Pandemic Outbreaks. A network Design Problem | XLRI Jamshedpur |
| Yashoda Devi <i>Operation Management & Decision Sciences</i> | A Multi -period Model for Humanitarian relief operation During pandemic Outbreaks" | SPJIMR Mumbai |
| Yashoda Devi <i>Operation Management & Decision Sciences</i> | A location-allocation model for humanitarian relief operations during pandemic outbreak: A case of India | European Conference on Operational Research |



NIRF RANKING - IIM KASHIPUR

IIM Kashipur ranking has elevated from 33 in NIRF 2021 to 23 in the NIRF 2022. It's a ten places jump from the 2021 ranking and a positive step for the institute as the ranking in the previous 2 year was constant at 33 and before that it slipped from 20 in NIRF 2017 and NIRF 2018, 22 in NIRF 2018, 25 in NIRF 2019 to 33 in NIRF 2020. When the first NIRF rankings came into existence in 2016 the institute was ranked at 21. Prior to 2022, the elevation in rankings came only in 2017 when institute was ranked 20 and after that there was a continuous fall in the rankings. In 2021, the institute stabilised its position by not following the previous year trends of continuous falling in the rankings and after stabilising the position in 2021, it has seen a big jump in 2022 rankings.

IN AIS – IIM SHILLONG – IIM KASHIPUR PAPER DEVELOPMENT WORKSHOP

IIM Kashipur, IIM Shillong and Association of Information Systems-India Chapter co- hosted the Paper Development Workshop on 23-May-2022 in online mode. The objective of the workshop was to invite research papers at various stages of development, facilitate and provide constructive feedback. Senior scholars and leading IS researchers from premier institutions around the globe were involved in reviewing the papers. The workshop had generated a good amount of interest among the IS research community in India. A total of 20 papers were received and the topics were spread across AI and Machine Learning, Cybersecurity, Cloud Computing, Information Security, IoT and Smart Devices, IT and Sustainability, m-health, Health IS, IT Project Management. Authors were from IIMs and other business schools in India.



RESEARCH SEMINARS

| SPEAKER | TOPIC | DATE - YEAR |
|--|---|-------------------|
| Prof. Amrut Sadachar , Associate Professor, Consumer and Design Sciences Department, College of Human Sciences, Auburn University | Research ideas generation based on the trends in retail industry and consumer shopping experiences. | 06 June, 2022 |
| Prof. Sourav Mukherji , Professor, Organizational Behavior & Human Resource Area, Indian Institute of Management Bangalore | Low Risk Anomalies in an Emerging Market | 20 December, 2021 |
| Dr. Monomita Nandy , Reader in Accounting and Finance & Director of Internationalization at Brunel Business School | A welfare optimal model for intermediate public transportation services | 23 August, 2021 |





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