



RESEARCH NEWSLETTER



ACADEMIC YEAR

2022-2023

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Message from the Chairperson Research & Rankings

Dear All,

We are excited to present the second edition of our research newsletter, which highlights significant research discoveries and demonstrates how the research experience benefits both students and faculty. As members of the IIM Kashipur's research community, we have numerous reasons to take pride in our accomplishments. IIM Kashipur has achieved the 19th position in the NIRF management rankings, marking a significant leap of four places from its 23rd position in NIRF 2022. This continuous improvement in NIRF rankings showcases the institute's progress, having moved from 33rd place in NIRF 2021 to 23rd in 2022 and now 19th in 2023.

The excellence of our research initiatives and our dedication to innovation are clearly reflected in this issue of the research newsletter. The success of research initiatives is closely tied to the prevailing research culture. We actively support, assess, and acknowledge high-quality research efforts. We arranged a series of research seminars aimed at fostering the exchange of knowledge and harnessing our in-house research expertise through interactions with renowned scholars and distinguished professionals.

Fostering a conducive research environment relies on both generating and sharing knowledge. IIM Kashipur hosted the Doctoral Colloquium, Management Education and Research Colloquium to spotlight the dynamic research ventures in emerging management sectors and a wide spectrum of interdisciplinary research across various management domains. A total of 192 paper submissions were received, and from these, 93 were chosen for presentation. The event featured a series of engaging presentations, panel discussions, and hands-on workshops that stimulate thought and interaction. IIM Kashipur, in collaboration with the Foundation for Innovation & Entrepreneurship Development (FIED) and in partnership with the Hunter Center of Entrepreneurship at Strathclyde Business School, Glasgow, UK, co-hosted an International Conference centered around the themes of People, Ecosystems, and Emerging Trends in Entrepreneurship. This conference, with a special focus on the theories and practices of entrepreneurship, represented a pivotal effort to cultivate and fortify the entrepreneurship ecosystem. We are committed to fostering scholarly interest and increased research participation in the years to come.

Preeti Narwal

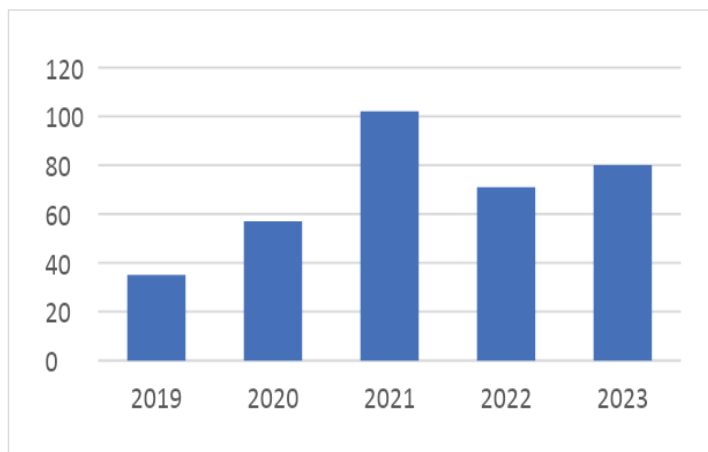
Assistant Professor and Chairperson Research & Rankings





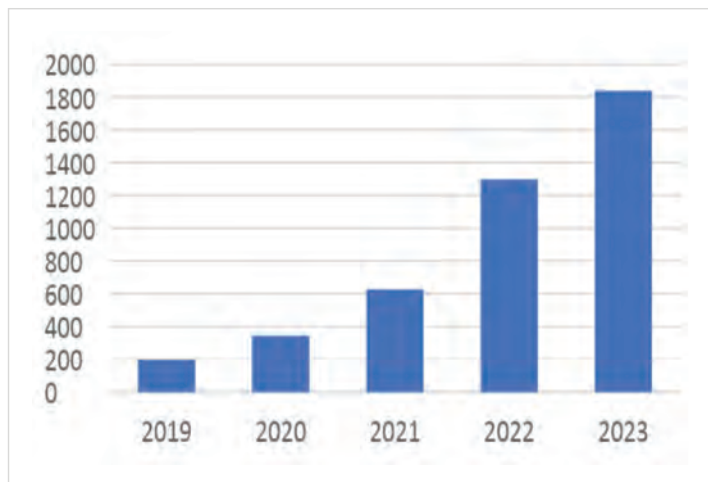
Year	Number of Publications
2019	35
2020	57
2021	107
2022	71
2023	80

Source : SCOPUS & WOS Database



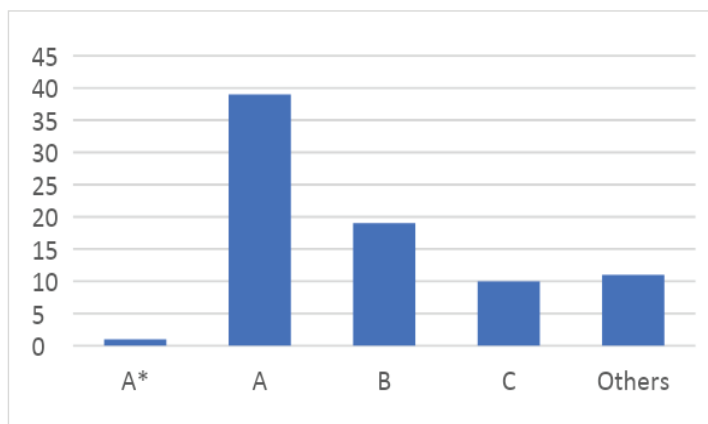
Year	Number of Citations
2019	197
2020	344
2021	627
2022	1296
2023	1838

Source - SCOPUS Database



Category	Number of Publication 2022 - 2023
A*	1
A	39
B	19
C	10
Others	11

As per ABDC List



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STRATEGY



Shobha Tewari
STRATEGY



Vivek Kumar
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RESEARCH PUBLICATIONS

ACADEMIC YEAR
2022 - 2023



Adil, M., Sadiq, M., Jebarajakirthy, C., Maseeh, H. I., Sangroya, D., & **Bharti, K.** (2022). Online service failure: Antecedents, moderators and consequences. *Journal of Service Theory and Practice*, 32(6), 797-842.

Purpose: The purpose of this study is to present a systematic review of the online service failure (OSF) literature and conduct an exhaustive analysis of academic research on this emerging research area. **Design/methodology/approach:** The current study has adopted a structured systematic literature review approach to synthesize and assess the OSF literature. Further, the study uses the Theory-Context-Characteristics-Methodology (TCCM) framework to propose future research directions in the OSF domain. **Findings:** This systematic review shows that OSF research is still developing and remains mainly incoherent. Further, the study develops a conceptual framework integrating the frequently reported antecedents, mediators, moderator and consequences in the extant literature. This review also synthesizes the theoretical perspectives adopted for this domain. **Research limitations/implications:** The study followed specific inclusion and exclusion criteria to shortlist articles. Further, articles published only in the English language were considered. Hence, the findings of this review cannot be generalized to all OSF literature. **Practical implications:** This systematic review has classified antecedents into customers' and service providers' roles which will enable online service providers to understand all sets of factors driving OSF. It also synthesizes and presents service recovery strategies and emphasizes the role of online customer support to fix OSF. **Originality/value:** The OSF literature is still developing and remains highly incoherent, suggesting that a synthesized review is needed. This study has systematically reviewed and synthesized the OSF literature to study its development over time and proposes a framework which provides a comprehensive understanding of OSF.

Ali, A., & Badhani, K. N. (2023). Downside risk matters once the lottery effect is controlled: explaining risk–return relationship in the Indian equity market. *Journal of Asset Management*, 24(1), 27-43.

This study examines whether downside risk matters in the Indian equity market. We observe a strong negative relationship between standard variance-based risk measures (variance, beta, and idiosyncratic variance) and the expected stock returns. After controlling for traditional risk measures, analytically and statistically orthogonalized forms of downside risk measures present a positive risk–return relationship. In cross-sectional regressions, the downside beta shows a positive risk–return trade-off after controlling for the effect of traditional beta. It implies that investors avoid the probability of loss but look at the higher variance as a potential to earn higher returns. The desire to make speculative profits dominates over the need for safety while investing in the equity market. Investors seeking higher returns invest in high volatility or high beta stocks resulting in the overvaluation of these stocks. Preference for the lottery stocks (proxied by Max and idiosyncratic volatility) emerges as the strong determinant of cross-sectional variation of stock returns. After controlling for the lottery effect, the relationship between traditional beta and expected returns becomes flat.

Ali, A., & Badhani, K. N. (2023). Tail risk, beta anomaly, and demand for lottery: What explains cross-sectional variations in equity returns? *Empirical Economics*. <https://doi.org/10.1007/s00181-022-02355-w>

This study investigates the tail-risk and returns relationship in an emerging equity market—India. We observe both the beta and the tail risk anomalies at the univariate portfolio level. However, after controlling for the lottery effects (MAX and idiosyncratic volatility), the relationship between the systematic tail risk measures and the expected returns turns positive for some of the proxies of tail risk, while the relationship between beta and expected returns becomes flat. The lottery effect explains the tail risk anomaly reported in the literature. These results suggest that investors care for probabilities of extreme changes in stock prices but do not care much about moderate variations in stock returns. Emerging markets have a significant presence of individual investors, who consider investing in the stock market as an opportunity to gamble and earn lottery-like payoffs, which results in an overvaluation of lottery stocks. Since these stocks also have high systematic risk and a high probability of extreme negative returns, we observe that the expected returns are negatively correlated with beta and left tail risk measures before controlling for the lottery effects. These results are robust after controlling for other relevant variables such as the size of the firm, book-to-market ratio, momentum, retail ownership, and illiquidity.

Ansari, M. G., & Sensarma, R. (2023). Liquidity creation channel of monetary policy transmission in India: Do bank characteristics matter? *International Social Science Journal*, 73(248), 515-537.

In this paper, we examine the effect of monetary policy on liquidity creation (LC) by banks in India. We also study the role of bank characteristics in the transmission of monetary policy to LC. We apply static and dynamic panel regressions to bank-level data from India, spanning the period 1999–2020. We find a negative impact of monetary policy tightening on total as well as on-balance sheet LC. We also find that the capital, size and profit of banks support the monetary policy transmission to LC. Finally, the LC channel seems to operate for both public sector and private sector banks. Our findings suggest that the monetary policy authority must closely monitor bank-level characteristics to improve the efficacy of the LC channel of monetary policy.

Ansari, M. G., & Sensarma, R. (2023). The role of liquidity in monetary policy transmission: Evidence from Indian banks. *Scottish Journal of Political Economy*, 70(5), 439-458.

The role of bank liquidity in monetary policy transmission has received insufficient attention in the literature. Faced with monetary tightening, banks with more liquidity can sell off securities and protect their loan portfolios. We test this proposition using panel data for Indian banks during 2005-2020. Employing dynamic threshold panel regressions with liquid assets as the threshold variable, we show that bank lending declines with monetary policy tightening in low liquidity regimes, but not in high liquidity regimes. We also find evidence for different portfolio reallocation behaviour by banks in high versus low liquidity regimes in response to monetary policy changes.

Badola, A., & Agrawal, R. K. (2023). Forty-five years of International Journal of Intercultural Relations: A bibliometric analysis. *International Journal of Intercultural Relations*, 94, 101785.

International Journal of Intercultural Relations (IJIR) is a journal of international repute that publishes original, peer reviewed, empirical research in the field of intercultural relations. IJIR articles reflect studies which have social impact to include subjects such as immigrant acculturation, intergroup relations, and intercultural communication. IJIR celebrates its 45th year of publishing in 2022. This study using bibliometric analysis analyses journal's impact, notable topics, most prolific authors, and their affiliated institutions, and countries. Using VOSviewer software, we group IJIR publications in four groups. The study depicts the co-authorship and bibliographic couplings of author, their affiliated institutions and countries, co-citation of journal, and co-occurrence of author specific keywords. The result of analysis can be used to enhance our understanding of intercultural dynamics and support further research in this area.

Bansal, M., & Pendyala, S. S. (2023). Institutionalization of firm's commitment to CSR—a mimetic isomorphism perspective. *Asian Journal of Business Ethics*, 1-22. <https://doi.org/10.1007/s13520-023-00167-4>

The purpose of the study is to investigate whether internal and external institutional environmental conditions play a role in the institutionalization of strategic commitment to corporate social responsibility (CSR) among Indian firms in the wake of the mandatory CSR norms or not (where the firms of certain size and profitability are mandated to spend on CSR). The study examines the fixed effects regression on balanced panel data collected from the annual reports and Prowess database of Bombay Stock Exchange-listed firms. Our results show that both internal and external institutional environments play a major role in diffusing a strategic commitment to CSR among firms. Furthermore, we find that firms indulge in frequency, outcome, and trait-based imitations while learning from peer firms to attain legitimacy from their stakeholders. Overall, our findings show that vicarious learning through imitation plays an important role in making firms truly committed to CSR instead of just donating money or greenwashing. To the best of our knowledge, our study is among the pioneering attempts to look at the impact of both internal and external environments on institutionalizing CSR commitment among firms in India.

Bansal, M., Kumar, A., Bhattacharyya, A., & Bashir, H. A. (2023). Predictors of revenue shifting and expense shifting: Evidence from an emerging economy. *Journal of Contemporary Accounting & Economics*, 19(1), 100339.

Prior literature established that managers engage in Revenue Shifting (RS) and Expense Shifting (ES) with an intent to report favourable operating performance; our paper extends such research in a new direction by investigating both forms based on the need, ease, and advantage of each form of shifting strategy. The study identifies firm-specific factors that incentivize firms to prefer RS over ES and vice-versa. We undertake a longitudinal study (2001–2019) using a sample size of 39,634 firm-years, enlisted in the Bombay Stock Exchange (BSE). Our results show that peer-performance,

size, financial leverage, growth opportunities, accounting flexibility, and age of the firm are important determinants of RS and ES. Specifically, our results exhibit that large, levered, old, and high-growth firms are engaged in RS, whereas small, young, firms with lesser accounting flexibility, and firms operating below peer-performance are involved in ES. These results are robust to controlling for accruals earnings management, real earnings management, endogeneity, self-selection bias, and alternative measures of RS and ES. Our findings are helpful to auditors and investors in improving awareness of forms of classification shifting.

Bashir, H. A., & Kumar, D. (2023). Investor attention, Twitter uncertainty and cryptocurrency market amid the COVID-19 pandemic. *Managerial Finance*, 49(4), 620-642.

Purpose: This paper aims to examine the impact of investor attention due to the COVID-19 pandemic, Twitter-based sentiment towards uncertainty and public sentiment on the performance of cryptocurrencies. **Design/methodology/approach:** The authors employ the simple linear regression, quantile regression (QR), the exponential generalised autoregressive conditional heteroskedasticity (EGARCH) model, and sentiment analysis to examine this phenomenon. The authors utilise the daily closing price of the 20 leading cryptocurrencies, the Google search volume index of the "Coronavirus" keyword, the Twitter-based economic uncertainty index, and textual data collected from the Reddit social media platform. **Findings:** The results show that investor attention and Twitter uncertainty have a negative (positive) effect on cryptocurrency returns (volatility). The QR results indicate a heterogeneous effect of investor attention and Twitter economic uncertainty on cryptocurrency returns with a higher effect in the lower quantiles. The findings indicate that cryptocurrencies fail to act as a safe haven during this pandemic. **Originality/value:** The study is amongst the very few studies that capture the impact of investor attention/sentiment due to COVID-19 on the performance of cryptocurrencies.

Batra, S., Gupta, V. K., Kumar, V., & Pierce, C. A. (2023). Effects of founder gender and workplace romance status on recruits' evaluations of early-stage ventures. *Journal of Small Business Management*, 1-30. <https://doi.org/10.1080/00472778.2023.2197028>

We conduct a mixed-method, multi-study investigation using a role congruity theory framework to examine prospective employees' attitudes toward working for male- and female-led ventures. Results using data collected from business students, alumni, and executives in India reveal three insights: (1) prospective employees report similar evaluations for male- and female-led ventures under normal circumstances but evaluate female-led ventures more favorably than male-led ventures when the entrepreneur has a hierarchical workplace romance; (2) favorable attitudes toward female-led rather than male-led ventures when the entrepreneur is engaged in a hierarchical workplace romance are motivated by benevolent sexism; and (3) although respondents report a higher inclination to work for ventures without (vs with) a policy prohibiting workplace romance, the decline in willingness to work for an entrepreneur engaged in a workplace romance is higher for female- than male-led ventures. We discuss implications and directions for future research.

Bharti, K., Jabeen, F., Sadiq, M., & Khan, F. (2022). Does External Attribution Motivate Pessimistic Consumers to Purchase Organic Cosmetics? *Australasian Marketing Journal*, 14413582221127319. <https://doi.org/10.1177/14413582221127319>

With the increased focus on environmental preservation and consumer well-being, the sale of organic cosmetics across the globe is gradually increasing. However, consumer hesitancy exists due to the nascent stage of the organic cosmetic market. The current study investigates the role of external attribution in increasing pessimistic consumers' organic purchase behaviour and subjective well-being. It also examines how consumers' purchase behaviour of organic cosmetics mediates the hypothesised relationships. The proposed conceptual model is grounded in the Conservation of Resources (COR) theory and tested through data from 613 consumers from Amazon MTurk. We found that pessimistic consumers do not purchase organic cosmetics, which, in turn, reduces their subjective well-being. However, external attribution significantly and positively moderates the negative influence of consumers' pessimism on their purchase behaviour of organic cosmetics and their subjective well-being. In addition, we discovered that pessimistic consumers could conserve their psychological resources through external attribution, helping them reduce their scepticism towards organic cosmetics and adopt such products. Furthermore, the study's findings highlight the need for managers to develop effective marketing strategies that increase pessimistic consumers' well-being. Particularly, marketing strategies that emphasise the environmental and health benefits of using organic cosmetics over

conventional cosmetics should be devised. © 2022 Australian and New Zealand Marketing Academy.

Bhattacharjee, B., Kumar, R., & Senthilkumar, A. (2022). Unidirectional and bidirectional LSTM models for edge weight predictions in dynamic cross-market equity networks. *International Review of Financial Analysis*, 84, 102384.

Predicting financial networks has important implications in finance. However, less research attention has been given in this direction. This study aims to predict cross market linkage strengths in financial networks using dynamic edge weight prediction. The study builds edge weight prediction models using deep learning based unidirectional and bidirectional long short-term memory (LSTM and BiLSTM) approaches. The models are built on temporally variant equity cross market networks in Asia. A rolling window approach is used to generate temporally synchronous observations of edge weight structures and subsequent networks. The models are trained with a series of historical network structure information. Tuning of hyperparameters was performed to obtain the optimized models. The models were validated using nested cross validation methods. The applicability of the optimized models was assessed for different scenarios, and promising results were found for edge weight predictions on both unfiltered and filtered structures. The study also shows that the predictive performance of the BiLSTM model is the same across correlated (positively weighted) and anti-correlated (negatively weighted) edges. However, for LSTM the same does not hold true. The results also demonstrate that the proposed models predict edge weights better during normal conditions than in the crisis period. The proposed models are benchmarked against ARIMA and RNN. To our knowledge, this is the first attempt to build network prediction models for cross market equity networks. The findings can have key implications such as managing international portfolio diversifications and controlling systemic risk transmissions.

Chaudhary, S., Karwasara, A., Gupta, V. K., Marino, L., & Batra, S. (2023). CEO Humility, Corporate Entrepreneurship, and the Moderating Influence of Discretionary Forces in the Task Environment. *Group & Organization Management*. <https://doi.org/10.1177/10596011231183193>

This study examines whether and when humble CEOs lead firms that behave more entrepreneurially. Guided by upper-echelons theory, we link CEO humility with corporate entrepreneurship, considering two specific discretionary sources in the firm's task environment—market turbulence and market complexity—as moderators. We test our hypotheses using multi-source data from small Indian firms. We find that the association between CEO humility and corporate entrepreneurship is positive and significant, strengthening at higher levels of humility. Systematic post hoc analyses yield evidence for the moderating influence of market turbulence and complexity. Implications and directions for future research are discussed.

Chauhan, A., Bhandari, S., Singh, G., & Dhiman, N. (2022). A trade credit policy for economic quantity model with stock sensitive demand and shortages for deteriorating items. *AIP Conference Proceedings*, 2481(1).

In the business sector, having the right stock level attracts customers and boosts sales, and shortage occurs which is partially backlogged. An EOQ inventory model with stock sensitive demand has been developed for allowable delay for deteriorating goods with multiple cases. As a result, a fuzzy model for deteriorated goods has been considered, with a stock-dependent demand feature and shortages, presence of uncertainty in model trapezoidal fuzzy number is used, and signed distance method for defuzzification. The aim of this study is to find the best overall average cost for the given scenario in the phase of uncertainty. Different cases of proposed model are demonstrated with illustration, and to see the effect of parameter, sensitivity analysis carried out.

Cheung, R. W. Y., Agrawal, R. K., & Choudhry, S. (2022). Do virtues matter? Accounting ethics education in Hong Kong. *International Journal of Ethics and Systems*. <https://doi.org/10.1108/IJOES-11-2021-0207>

Purpose: The purpose of this study is twofold: to investigate the correlation between the perception of respondent accountants (N = 164) on ethics elements and their demographic factors and to examine the gap between the expectations of employers (accountants) and the coverage of ethics in the education of professional accountants. Design/methodology/approach: Both qualitative and quantitative methods were used to collect the data. An analysis of the relevant documents (syllabi and codes of ethics) was conducted to generate and group appropriate items that represent ethics themes. This led to 17 themes such as integrity, conflict of interest, ethics theories and resolving ethical dilemma. Using inputs from

the qualitative study and relevant literature, a questionnaire was framed for the quantitative phase of this study. Findings: Within accounting ethics education, more emphasis and awareness is required on the themes of integrity, independence, corruption and insider trading. Four categories emerge for the ethics themes related to education in accounting: "Integrity to Accounting Profession", "Regulatory Compliance", "Practical Ethical Issues" and "Sense of Responsibility". The results of this study reveal there are gaps between ethics education and accountants' expectations. It is found that accountants perceive more virtue-related elements be put in accounting education. Practical implications: This study will make accounting educators, accountants and accounting professional associations to be more aware and work together to bridge this gap as well as contribute to a more effective ethics education for accountants in Hong Kong. Originality/value: End of education is character and not merely the acquisition of intellectual prowess. With Aristotle's wisdom and the learnings from the many corporate scandals, it would be safe to conclude that education should result in nurturing hearts and character and not just the transfer of worldly knowledge. While there are many studies focusing on perceptions about ethics, ethics education of business students or academics, there are hardly any studies available on accounting professionals' perceptions on ethics education, especially in Hong Kong. The authors found that accountants want more virtue-related ethics elements included in accounting education.

Devi, Y., & Srivastava, A. (2022). Addressing sustainability during and post-COVID-19 pandemic crisis: A literature review and bibliometric analysis to explore the future avenues. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-04-2021-0223>

Purpose: This paper aims to identify the current research trends in sustainability through an extensive literature review and propose future research agenda under the ambit of the ongoing coronavirus disease 2019 (COVID-19) pandemic. Specifically, the present study aims to uncover the current state of the literature and thereby develop an understanding of how the pandemic has impacted the dimensions of sustainability. Design/methodology/approach: To achieve the objective, the authors adopted a five-step literature review process, combined with bibliometric and network analysis. The authors also considered news articles and reports of international organizations to comprehensively achieve the research objective. Findings: The study results show how the pandemic has impacted the social, economic and environmental dimensions of sustainability. The results also highlight the list of authors, countries and institutions that have proactively worked towards eliminating the disruption caused by the COVID-19 pandemic. Research limitations/implications: The study provides an in-depth understanding of the scholarly contributions to the field of sustainability since the COVID-19 outbreak. The study is useful for policymakers and businesses interested in understanding how the pandemic has impacted the dimensions of sustainability and possible mitigation strategies. Furthermore, the study also provides future research directions in the intersection of pandemic and sustainability dimensions. Specific research questions (RQs) are also proposed to help future research. Originality/value: To the best of the authors' knowledge, this study is a pioneer attempt to provide a comprehensive understanding of the existing and rapidly growing literature on COVID-19 and its relationship with the various dimensions of sustainability.

Dharani, M., Hassan, M. K., Huda, M., & Abedin, M. Z. (2023). Covid-19 pandemic and stock returns in India. *Journal of Economics and Finance*, 47(1), 251-266.

This paper examines whether the Covid-19 pandemic has had a homogeneous or heterogeneous effect on stock returns in India. We consider panel data by using 1,318 companies that are listed on the National Stock Exchange of India. We find that the daily growth rate in Covid-19 cases and Covid-19 deaths are negatively associated with stock returns. Further, we observe that the average stock returns during Lockdown 2 are positive and highly significant, while the returns during Lockdowns 3 and 4 are negative. Moreover, our results show that the chemical, technology, and food and beverage industries earn higher returns. In contrast, the banking and finance, automotive, services, and cement and construction industries yield lower returns for the overall period. Interestingly, all industry groupings in this study earn a positive return during the lockdown period. In particular, the chemical, technology, automotive, metals and mining, and food and beverage industries provide higher returns during the lockdown period. Finally, this study supports the claim that the Covid-19 pandemic has had a heterogeneous effect in the Indian stock markets.

Goswami, M., Agrawal, R. K., & Goswami, A. K. (2022). Examining Factor Structure and Validity of Psychological Capital and Its Relationship with Learning Orientation. *South Asian Journal of Human Resources Management*. <https://doi.org/10.1177/23220937221128430>

This study aims to empirically examine the factor structure and validity of psychological capital in the Indian context. Further, it also examines the linkage of psychological capital with learning orientation. A quantitative methodology was adopted, and data were collected using a questionnaire from 700 employees of public sector research organisations, information and communication technology companies, and academic universities and colleges in India. The findings reveal that psychological capital construct has a four-factor second-order structure and a synergetic effect on outcomes, and its four factors are related but distinct constructs. The findings also confirm that psychological capital has significant positive influence on the learning orientation of members of the organisation. Further, the level of psychological capital was found to vary across gender, age, work experience and executive level but not with qualification. This research will add into theory a detailed understanding about psychological capital and its relationship with learning orientation. The findings suggest that management should emphasise on preparing psychological capital interventions and trainings based on specific target groups in order to gain sustainable competitive advantage.

Gumparthi, V. P., Jog, D., & Sharma, P. (2023). I am Addicted to You My Love: Exploring the Crucial Significance of Brand Addiction. *Vision*, <https://doi.org/10.1177/09722629231168758>.

Brand addiction is a recent consumer construct and is an extremely affective relationship that a consumer can have with a given brand. Research on brand addiction has been very limited. Keeping this in view, the present study aims to investigate, if brand addiction can drive brand loyalty while driving other crucial managerial outcomes (i.e., positive word of mouth, resistance to negative information, willingness to pay premium and social media following). These relationships are examined using the perceptions of 306 Indian consumers. Structural equation modelling has been used for the analysis of the present study. The results confirm that brand loyalty mediates the relationship between brand addiction and other above-mentioned consequences positively. Further, the study also posits that 'duration of use' does not significantly moderate the above-mentioned relationships.

Gupta, M., & Jauhar, S. K. (2023). Digital innovation: An essence for Industry 4.0. *Thunderbird International Business Review*. <https://doi.org/10.1002/tie.22337>

The goal of this paper is to explain why digital innovation is so important in business organizations in order to survive in Industry 4.0. The study helps to understand the new era of Industry 4.0 and the importance of introducing digital innovation into organizations. A systematic review of the literature and studies on Industry 4.0 and digital innovation were synthesized to find answers to the research questions. To improve their manufacturing industry, organizations have implemented digital technologies such as augmented reality, robotic sensing, artificial intelligence, cloud computing, cyber physical systems, and remote sensing technologies. These technologies focused on automating logistics and supply chain systems, improving manufacturing system performance, and simplifying automated production systems. Because digital innovations save time and energy, employees can devote more time and energy to creative and innovative activities. Organizations should plan to implement digital technology in order to keep the environment healthy and sustainable while meeting the demands of customers, consumers, and the Industry 4.0 dimension.

Gupta, N., & Kumar, A. (2019). Dynamic Relationship Between Stock Market Sector Indices and Macroeconomic Variables in India. *International Journal of Applied Management Theory and Research (IJAMTR)*, 1(2), 31-41.

This study investigates the long-term and short-term relationships between selected macroeconomic variables and the selected Indian stock market sector indices over the period of 2010 to 2017. The Johansen Co-integration Test, the Vector error correction model (VECM), is applied to calculate the long-term and short-term relationship between sector indices and macroeconomic variables. It is found that stock prices are exposed to macroeconomic factors, but the level of sensitivity is different in different sectors. Out of five sectors taken in the study, it is found that only the realty sector has long run relationship with macroeconomic variables. Other sectors have no long run relationship with macroeconomic variables. Along with this, it is also found that the Auto index has a significant short-term positive relationship with gold prices and the FMCG sector index has a significant short-term positive relationship with industrial production. The consumer price index and exchange rate have significant short run relationship with realty sector index.

Gupta, R., & Bagga, N. (2022). How do skilled workers find jobs in India? an assessment study of employment exchanges in India. *Journal of Economic and Administrative Sciences*. <https://doi.org/10.1108/JEAS-10-2022-0234>

Purpose: Employment exchanges have been playing a significant role in the worldwide labor market for more than a hundred years now. In India, since 1946, millions of aspiring Indian youths have registered themselves with the government-run employment exchanges to find a job. About four million job seekers got registered at 1,000 employment exchanges in India, it is important to analyze the placement statistics of these exchanges. In recent years, new methods of job search have evolved. This study examines whether employment exchanges are effective in the changed scenario? Design/methodology/approach: Using state-level employment exchange data for the period 2010–2011 to 2019–2020, this study analyzes the determinants of job placement at employment exchanges in India. A critical analysis of the functioning of employment exchanges along with recommendations to improve the job search ecosystem in India is also presented in the study. Findings: This study found that increased share of service sector in the state economy negatively impacts placement at employment exchanges. Research limitations/implications: The absence of focus on the service sector requires policy intervention if Indian employment exchanges are to remain relevant. Practical implications: The government administration should rethink that ignoring service sector employment potential is unaffordable for an emerging economy and employment exchanges should be aligned accordingly. Social implications: About 30 million people are unemployed in India. If employment exchanges are transformed, it can have far-reaching socio-economic advantages. Originality/value: This study is the first sub-country level study on the institution of employment exchanges. This study comprehensively maps the landscape of career services in India. Empirically establishing the impact of sectoral structure of economy on efficacy of employment exchanges, and makes the case for policy intervention that is needed to keep the employment exchanges relevant in India.

Gupta, R., & Guha, A. (2023). What characteristics of the economy drive the growth of modern renewable energy? Evidence from 52 countries' panel data. *Applied Economics Letters*, 1-8. <https://doi.org/10.1080/13504851.2023.2186352>

This study probes the relationship between the characteristics of the economy with the growth of modern renewable sources in 52 countries for the period 2015–2021. The Cross-Sectional Auto Regressive Distributed Lag (CS-ARDL) results suggest that growth in industrialization positively impacts the growth of renewable energy both in the short and long run. CO2 emission reduction also positively helps RE growth in the short run.

Gupta, R., & Shankar, R. (2023). Managing food security using blockchain-enabled traceability system. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-01-2022-0029>

Purpose: Food insecurity is a major concern for developing economies. Operational inadequacies get introduced with unorganized interactions among stakeholders in the food supply chain, affecting social, economic, environmental and operational (SEEO) aspects of a nation. This study analyzes India's largest food safety net program, Public Distribution System (PDS) and develops a perception-based model, mapping the root causes (of food insecurity) with possible solutions. The novelty lies in leveraging blockchain in the implementation of food traceability system. Design/methodology/approach: Soft system methodology (SSM) is used to identify and analyze problems in PDS, leveraging the learning and inquiry process. It relies on system thinking and action research to create a defensible and rational model, which helps in proposing recommendations for addressing the problem. Findings: Blockchain-enabled food traceability system increases transparency, thus enabling the fulfillment of basic food necessities for beneficiaries. Practical implications: The proposed model enables policymakers to build a profound understanding of existing operational issues and provides insightful recommendations for making informed decisions to deal with the grave issue of food insecurity. Originality/value: Unlike previous studies, this research attempts to understand operational inefficiencies during interactions among stakeholders. It proposes a perception-based conceptual model for the final implementation at the ground level. It also reveals significance of three systems: a delivery system, an enabling system empowering delivery system and a criteria system to control and monitor processes. This study thus bridges an important gap in the literature by proposing a blockchain-driven traceability system, under the control of criteria system, through the integration of system-thinking and action-research approach.

Gupta, R., Rastogi, S., & Kanoujiya, J. (2022). Demerger of Indian Railways: Efficiency Impact Evaluation. *SCMS Journal of Indian Management*, 19(4), 19-30.

The rail sector of India went for demerger in 2003. After 17 years, it is high time to analyse the efficacy of that decision. This study evaluates the efficiency impacts of this decision using data envelope

analysis (DEA) and ranks the zonal railways based on the Malmquist Productivity Index (MPI). Using the zone-level data for the period 2004- 2017, this study traces efficiency gains for the passenger and freight business of Indian Railways. The inputs and outputs used in the study are selected such that no systemic bias due to specific operational characteristics pollutes the results. The findings of the paper bring out the pre and post demerger efficiency and productivity estimates. We found that demerger has an adverse impact on the efficiency and productivity of Indian railways, with new zones being less efficient than the older ones. The policy implications of this finding are important for rail organisations worldwide.

Gupta, R., Shankar, R., Lai, K. H., & Kumar, A. (2023). Risk profiling of food security impediments using decision maker's behavioural preference towards operational risk management. *Annals of Operations Research*. <https://doi.org/10.1287/msom.2021.1044>

For different decision makers, their approach towards management of operational risks differs due to difference in background and behavioural preferences. For such reasons, they attach different importance to various perspectives to manage operational risks. Present study conducts and analyses risk profiling of food security impediments, in which operational risk has come up as an important impediment. Based on three perspectives namely, social, economic, and operational, the research first evaluates severity of impediments in food security. Risk profiling is then conducted on the basis of decision makers' preferences towards different perspectives. Integration of fuzzy set theory and evidential reasoning algorithm along with decision makers' behavioural preferences have been used for the analysis. The proposed model generates a continuum of scenarios towards relative importance of three perspectives. It is observed that despite changing the importance of perspectives, a few risks show robustness in their severity, while other ones are sensitive to small changes. Based on these dynamic changes in risk-percept, insightful risk profiling is presented in this research. The risk profiling approach uniquely helps decision makers to adequately plan their course of actions to deal with operational risks associated with food security.

Iqbal, N., Bouri, E., Liu, G., & Kumar, A. (2022). Volatility spillovers during normal and high volatility states and their driving factors: A cross-country and cross-asset analysis. *International Journal of Finance & Economics*. <https://doi.org/10.1002/ijfe.2717>

Understanding the transmission of volatility across markets is essential for managing risk and financial stability, especially under crisis periods during which an extreme event occurring in one market is easily transmitted to another market. To gain such an understanding and enrich the related literature, we examine in this article the system of volatility spillovers across various equity markets and asset classes using a quantile-based approach, allowing us to capture spillovers under normal and high volatility states. The sample period is 16 March 2011–10 November 2020 and the employed dataset comprises 12 implied volatility indices representing a forward-looking measure of uncertainty of global equities, strategic commodities and the US Treasury bond market. The results show that the identity of transmitters and receivers of volatility shocks differ between normal and high volatility states. The US stock market is at the centre of volatility spillovers in the normal volatility state. European and Chinese stock markets and strategic commodities (e.g. crude oil and gold) become major volatility transmitters in the high volatility state, after acting as volatility receivers during normal periods. Furthermore, we study the drivers of implied volatility spillovers using regression models and find that US Default spread contributes to the total volatility spillover index in both volatility states, whereas TED spread plays a significant role in the normal volatility state. As for the role of short rate and risk aversion, it is significant in the high volatility state. These findings matter to the decision-making process of risk managers and policymakers.

Jauhar, S. K., Chakma, B. R., Kamble, S. S., & Belhadi, A. (2023). Digital transformation technologies to analyze product returns in the e-commerce industry. *Journal of Enterprise Information Management*. <https://doi.org/10.1108/JEIM-09-2022-0315>

Purpose: As e-commerce has expanded rapidly, online shopping platforms have become widespread in India and throughout the world. Product return, which has a negative effect on the E-Commerce Industry's economic and ecological sustainability, is one of the E-Commerce Industry's greatest challenges in light of the substantial increase in online transactions. The authors have analyzed the purchasing patterns of the customers to better comprehend their product purchase and return patterns. **Design/methodology/approach:** The authors utilized digital transformation techniques-based recency, frequency and monetary models to better understand and segment potential customers in order to

address personalized strategies to increase sales, and the authors performed seller clustering using k-means and hierarchical clustering to determine why some sellers have the most sales and what products they offer that entice customers to purchase. Findings: The authors discovered, through the application of digital transformation models to customer segmentation, that over 61.15% of consumers are likely to purchase, loyal customers and utilize firm service, whereas approximately 35% of customers have either stopped purchasing or have relatively low spending. To retain these consumer segments, special consideration and an enticing offer are required. As the authors dug deeper into the seller clustering, we discovered that the maximum number of clusters is six, while certain clusters indicate that prompt delivery of the goods plays a crucial role in customer feedback and high sales volume. Originality/value: This is one of the rare study that develops a seller segmentation strategy by utilizing digital transformation-based methods in order to achieve seller group division.

Jauhar, S. K., Jani, S. M., Kamble, S. S., Pratap, S., Belhadi, A., & Gupta, S. (2023). How to use no-code artificial intelligence to predict and minimize the inventory distortions for resilient supply chains. *International Journal of Production Research*. <https://doi.org/10.1080/00207543.2023.2166139>

Consumers' dramatic demand has a pernicious effect throughout the supply chain. It exacerbates inventory distortion because of significant revenue loss caused by stock-level issues. Despite the availability of several forecasting techniques, large organisations, manufacturing firms, and e-commerce websites collectively lose around \$1.8 trillion annually to inventory distortion. If this problem is solved, sales may increase by 10.3 percent. The businesses are concerned about mitigating this loss. Artificial intelligence (AI) can play a significant role in building resilient supply chains. However, developing AI models consumes time and cost. In this paper, we propose a No Code Artificial Intelligence (NCAI) enabling non-technical companies to build machine learning models based on production quantity and inventory replenishment. The development of the NCAI model is fast and inexpensive. However, little research deals with applying NCAI to operations and supply chain problems. Addressing the existing gap, we show the application of NCAI in the retail industry.

Jauhar, S. K., Zolfagharinia, H., & Amin, S. H. (2022). A DEA-ANN-based analytical framework to assess and predict the efficiency of Canadian universities in a service supply chain context. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-08-2021-0458>

Purpose: This research is about embedding service-based supply chain management (SCM) concepts in the education sector. Due to Canada's competitive education sector, the authors focus on Canadian universities. Design/methodology/approach: The authors develop a framework for evaluating and forecasting university performance using data envelopment analysis (DEA) and artificial neural networks (ANNs) to assist education policymakers. The application of the proposed framework is illustrated based on information from 16 Canadian universities and by investigating their teaching and research performance. Findings: The major findings are (1) applying the service SCM concept to develop a performance evaluation and prediction framework, (2) demonstrating the application of DEA-ANN for computing and predicting the efficiency of service SCM in Canadian universities, and (3) generating insights to enable universities to improve their research and teaching performances considering critical inputs and outputs. Research limitations/implications: This paper presents a new framework for universities' performance assessment and performance prediction. DEA and ANN are integrated to aid decision-makers in evaluating the performances of universities. Practical implications: The findings suggest that higher education policymakers should monitor attrition rates at graduate and undergraduate levels and provide financial support to facilitate research and concentrate on Ph.D. programs. Additionally, the sensitivity analysis indicates that selecting inputs and outputs is critical in determining university rankings. Originality/value: This research proposes a new integrated DEA and ANN framework to assess and forecast future teaching and research efficiencies applying the service supply chain concept. The findings offer policymakers insights such as paying close attention to the attrition rates of undergraduate and postgraduate programs. In addition, prioritizing internal research support and concentrating on Ph.D. programs is recommended.

Jois, A., & Chakrabarti, S. (2022). Adapting and validating global knowledge branding scales in the education services sector. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/VJIKMS-01-2022-0028>

Purpose: The education services sector faces ever-changing global market dynamics with creative disruptions. Building knowledge brands can push the higher education sector beyond its geographical

boundaries into the global arena. This study aims to identify key constructs, their theoretical background and dimensions that aid in building a global knowledge brand. The authors' research focuses on adapting and validating scales for global knowledge and education services brands from well-established academic literature. Design/methodology/approach: The authors have adopted a mixed methodology approach and a systematic literature review. Authors interviewed 18 subject matter experts as part of content and face validity to arrive at select constructs, dimensions and items. Quantitative methods with random sampling were adopted as the primary methodology. Initially, the survey was administered to 390 students to test preliminary results. The survey was also administered to 5,112 students at a later part of this study. Valid responses stood at 3,244 with a 63% response rate. Further, the authors conducted confirmatory factor analysis, exploratory factor analysis and structural equation modeling to test the reliability and validity of scales. This study analyzed composite reliability, convergent validity and discriminant validity to finalize items for scales. The authors also validated the hypotheses based on the discriminant validity assessment scores. Findings: Authors' key research findings are that academic stimulus, campus infrastructure and student intent play a significant role in campus culture and events design and experience at campus. Authors were able to bring out 16 key constructs and 55 critical dimensions vital to global education services brand building. This study also adapted and validated 99 items that meet construct validity and composite reliability criteria. This study also highlights that constructs such as student intent, academic stimulus, campus infrastructure scalability, selection mechanism, pedagogical content knowledge, brand identity, events experience and campus culture play a vital role in global brand recognition. Research limitations/implications: The authors' work is fairly generalizable to education services and the higher education sector. However, this study must be extrapolated and empirically validated in other industry sectors. The research implications of this study are that it aided the authors in building theoretical background for student brand loyalty theory, student expectation theory and study loyalty theory. This study adds to the body of knowledge by contributing to theoretical concepts on students, knowledge culture, events, infrastructure and branding. Researchers can adopt the scales proposed in this study to build research models in higher education branding. This study acts as a catalyst for building theories in education services areas. Researchers can delve deep into proposed research aspects of campus infrastructure, knowledge infrastructure, campus knowledge culture, events design and events experience. Practical implications: This study aids educators and brand managers to develop global education services and optimize their effort and budget. Administrators in the education services sector must focus on practical aspects of student perception, campus infrastructure, culture and events experience. Practically administrators can reorient their efforts based on this study to achieve global brand recognition. Social implications: This study highlights that students are not customers but are co-creators of value in the education sector. This study provides scales and dimensions needed to build co-creation frameworks and models. Originality/value: Most research in higher education branding has not covered wider aspects of global brand building. Existing theories proposed in higher education and education services articles cover only narrower aspects of campus infrastructure, culture, events design and branding. This study presents a comprehensive list of critical factors that play a vital role in global knowledge brand building. This study highlights the constructs and scales integral to building a global education services brand.

Jois, A., Chakrabarti, S., & Pontevia, A. F. A. (2022). Exploring the Impact of Consumer Satisfaction on the Co-Creation of a Global Knowledge Brand. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 35, 52-75.

Globalization is transforming higher education institutes' strategies to build a global brand by looking beyond academic content delivery. To achieve this aim, managers focus on student-related factors such as consumer satisfaction and loyalty. Hence, higher education knowledge brands must address changing student needs and dynamics. This article proposes a co-creation model which relates key factors that influence the creation of a global higher education knowledge brand. To build this model, we have adopted a mixed approach, using exploratory research, a structured literature review of educational brands, as well as unstructured open-ended interviews with management institute directors and administrators. We then administered a survey to more than five thousand student consumers from India, Southeast Asian countries, and some eastern European countries. More than three thousand respondents answered the survey comprehensively, with most respondents being from India. We used structured equation modeling (SEM) to test our model. Our data led us to define 'Brand Co-Creation Theory' and a 'Student Satisfaction Theory.' Our findings show that brand co-creation is primarily driven by global student consumer satisfaction, brand loyalty, campus culture, academic stimulus, campus infrastructure scalability, international career opportunities, immigration to western

countries, and post-graduation experience with the education brand. Altogether, this research put in the forefront a comprehensive model of co-creating value for knowledge brands by bringing student consumers, educators, administrators, brand managers and institutes together.

Kamble, R. A., Kumar, R., & Roy Chowdhury, A. (2023). 'Ostracized by law': The sociopolitical and juridical construction of the 'criminal tribe' in Colonial India. *History and Anthropology*, 1-21. <https://doi.org/10.1080/02757206.2023.2204866>

The British enacted the Criminal Tribes Act in 1871 to control Indian society after the rebellion against colonial rule in 1857. By means of the Act, the British depicted entire communities and groups as hereditary criminals—without any substantive legal or incriminating evidence—using the concept of race, used in anthropology and anthropometry, and of caste. They termed the groups 'tribes' instead of 'castes' to evoke qualities of wildness and savagery in a way that the term 'caste' could not. The British also used the Act to term the tribes 'criminal'. In ascribing criminality, they misinterpreted texts, folklore and proverbs, and they relied on the biased advice of upper caste elite native informants. This systematic sociopolitical and legal subjugation stigmatized, ostracized and impoverished many so-called lower-caste and tribal communities. Even 75 years after Independence and denotification of the 'criminal' status, these communities remain outcastes. This paper traces the making of the category of 'criminal tribe' in colonial times—by charting the discourses, practices, processes and legal landmarks that led to the enactment, subsequent amendments and, finally, repeal of the Criminal Tribes Act, 1871—and its afterlife in postcolonial India. The paper argues that although the category of 'criminal caste' did exist before colonial times, the British colonialists applied the category of 'tribe' to the criminal castes for rhetorical and administrative purposes, and that the socio-legal construction of criminal tribes happened through a concatenation of contradictory notions that made the label of 'criminal tribe' a patchwork of mutually untenable discourses.

Kaushik, V., & Tewari, S. (2023). Modeling Opportunity Indicators Fostering Social Entrepreneurship: A Hybrid Delphi and Best-Worst Approach. *Social Indicators Research*, 1-32. <https://doi.org/10.1007/s11205-023-03139-0>

Opportunity as a construct has been widely examined in for-profit entrepreneurship research, but it is scarcely studied in the context of social entrepreneurship. It is being observed that many entrepreneurs venture into social enterprise because they perceive it as an opportunity. This study aims to address this phenomenon by extensively identifying the opportunity indicators that promote entrepreneurs to pursue social entrepreneurship. We accomplish this by employing a mixed-methods approach wherein we used both quantitative and qualitative data from experts and analysed it using a hybrid approach of Delphi rounds and the best-worst method. We identified 13 opportunity indicators from the literature, and in the first round of Delphi, four new indicators were added to the list by a panel of 24 experts drawn from industry and academia across India. In the second round of the Delphi method, 18 of the 24 experts took part and rated the importance of each indicator on a 5-point Likert scale. Depending on the availability of the experts, both rounds of Delphi were held in person and virtually. Based on the cut-off levels for standard deviation, interquartile range, and probability of occurrence, experts agreed on 16 indicators. Furthermore, a best-worst method approach was used to prioritise these indicators based on the opinions of industry and academic experts. The study used a theoretical lens of entrepreneurial opportunity and its two different views: objectively discovered and subjectively perceived. The results revealed a consensus among academicians and practitioners for objectively discovered opportunity indicators, which gave the highest priority to "institutional support" and "funding opportunities".

Kaushik, V., Tewari, S., Sahasranamam, S., & Hota, P. K. (2023). Towards a precise understanding of social entrepreneurship: An integrated bibliometric-machine learning based review and research agenda. *Technological Forecasting and Social Change*, 191, 122516.

This paper focuses on building a more precise and comprehensive understanding of the state of social entrepreneurship (SE) research by using an integrated bibliometric and unsupervised machine learning approach. Bibliometric analysis, along with Latent Dirichlet Allocation (LDA) for topic modeling enables us to identify key trends and themes in the SE domain. This approach is superior to tools and methods used in the past, which primarily employed systematic literature reviews and bibliometric analysis. While systematic manual literature reviews become impractical as the literature grows, bibliometric analysis focuses on the most cited articles, ignoring recent influential work, suffering from citation biases, and giving more weight to impact over thematic discovery. The methodology

used by us overcomes these issues by first extracting large amounts of information through advanced computational methods and then using unsupervised machine learning to discover the latent themes and topics in this large collection of publications. This research uses the Scopus and Web of Science (WoS) databases to extract corpora of 3844 texts (titles, abstracts, and keywords) from published research on SE. We decipher the key trends in the literature and segregate them into three broad categories - individual attributes and motivation, organizational actions, and institutional conditions and development, with 21 sub-topics to enhance the understanding of this field of inquiry. This study is the first in the entrepreneurship domain to use this integrated approach to review the literature, and the findings lay the groundwork for future research.

Kukreti, K., Ganguly, K., & Samad, T. A. (2023). Empirical benchmarking of virtual service centers' service quality: a case of a large telecom service provider in India. *International Journal of Quality & Reliability Management*, 40(5), 1362-1386.

Purpose: This paper aims to present a hybrid approach to measure the efficiency of virtual contact centers (VCCs) started during the pandemic and benchmark them for service performance. The results are used to plot the VCC's efficiency score (performance) and customer perception (Importance) to propose appropriate strategies. **Design/methodology/approach:** Using the survey method, 854 responses were collected from customers who used VCC services during the pandemic. This data was then employed to assess the performance of VCCs using SERVPERF and DEA methods, followed by the development of the model for performance analysis. **Findings:** Results reveal the ranking of different VCCs started during the pandemic for the telecom company using SERVPERF and DEA methods. Further, the performance analysis model highlighted the strategies appropriate for each VCCs. **Practical implications:** The findings add to the body of knowledge on how multiple service units of a large organization can assess service efficiency utilizing a combination of SERVPERF-DEA. The present work also contributes to the performance analysis field by proposing a model to assess the service centers and provide improvement guidelines. **Originality/value:** The work is one of the first to assess the service efficiency of the VCCs started during the pandemic by using a unique hybrid approach of SERVPERF and DEA. This approach provides a direction to whom to benchmark and to what degree service quality should be improved. Further, the study proposes a unique performance analysis model based on performance scores and customer perception.

Kulbhaskar, A. K., & Subramaniam, S. (2023). Breaking news headlines: Impact on trading activity in the cryptocurrency market. *Economic Modelling*. <https://doi.org/10.1016/j.econmod.2023.106397>

Publicly available information plays a crucial role in shaping cryptocurrency investor sentiments. Past literature has used various measures to proxy sentiment. In this study, we construct a cryptocurrency-specific news sentiment from daily cryptocurrency news headlines. The sentiments are classified into positive and negative news sentiments to understand their differential impact on the trading activity of the cryptocurrency market. The results show that positive news boosts investor confidence, thereby increasing returns, and negative news causes uncertainty. The most dominant cryptocurrency, Bitcoin, experiences a "negativity effect," i.e., the impact of negative news on returns is higher than positive news. On the volatility and liquidity front, positive (negative) news increases (decreases) the volatility and liquidity. Positive news triggers the participation of uninformed traders who buy due to the "fear of missing out" phenomenon and pump-and-dump schemes. Negative news reduces liquidity by creating uncertainty among informed and uninformed traders.

Kulshrestha, A., Krishnaswamy, V., & Sharma, M. (2023). A deep learning model for online doctor rating prediction. *Journal of Forecasting*, 42(5), 1245-1260.

Predicting doctor ratings is a critical task in the healthcare industry. A patient usually provides ratings to a few doctors only, leading to the data sparsity issue, which complicates the rating prediction task. The study attempts to improve the prediction methodologies used in the doctor rating prediction systems. The study proposes a novel deep learning (DL) model for online doctor rating prediction based on a hierarchical attention bidirectional long short-term memory (ODRP-HABiLSTM) network. A hierarchical self-attention bidirectional long short-term memory (HA-BiLSTM) network incorporates a textual review's word and sentence level information. A highway network is used to refine the representations learned by BiLSTM. The resulting latent patient and doctor representations are utilized to predict the online doctor ratings. Experimental findings based on real-world doctor reviews from Yelp.com across two medical specialties demonstrate the proposed model's superior performance over state-of-the-art benchmark models. In addition, robustness analysis is used to strengthen the findings.

Kumar, D. (2023). Economic and political uncertainties and sustainability disclosures in the tourism sector firms. *Tourism Economics*, 29(6), 1694-1699.

The paper investigates the impact of national-level economic and political uncertainties on the quantity of environmental, social, and governance (ESG) sustainability disclosures by the tourism sector firms. The findings indicate that with the increase in economic and political uncertainties, tourism firms make more of the sustainability disclosures mainly to build good relationships with various stakeholders and to spread good word of mouth about the firm's contribution to social welfare and environmental conservatism. The findings show the role of sustainability disclosures in moderating the impact of economic uncertainty on firm value during the COVID-19 period and global financial crisis period.

Kumar, D. (2023). Nexus Between Travel & Leisure Stocks and Uncertainties: An Extreme Risk Spillover Analysis. *American Business Review*, 26(1), 12.

The paper examines the presence of risk spillover to the US travel & leisure industry from the extreme changes in the uncertainties. More specifically, using a time-varying copula based conditional Value-at-Risk (CoVaR) framework, we evaluate the dynamic impact of the uncertainties on the extreme risk of the US travel & leisure industry by taking into consideration the uncertainty in economic policy, equity market conditions, and crude oil prices. The findings indicate a significant dynamic inverse relationship between the returns of travel & leisure industry and changes in uncertainty variables. The results further indicate the stronger sensitivity of the travel & leisure industry toward the uncertainties in financial market and crude oil prices. We find significant evidence of extreme upside and downside risk spillover to the US travel & leisure industry from excessive downward and upward changes in uncertainties respectively. The findings also demonstrate the asymmetric effect of extreme movements in uncertainty factors on the tail risk of the US travel & leisure industry. The findings of the study have ramifications for risk managers, portfolio managers and investors.

Kumar, D. (2023). Role of corporate sustainability disclosures in moderating the impact of country-level uncertainties on tourism sector firms' risk. *Journal of Sustainable Tourism*. <https://doi.org/10.1080/09669582.2023.2219428>

The study investigates the role of corporate sustainability disclosures in moderating the link between country-level uncertainties (economic policy uncertainty, political uncertainty and uncertainty due to climate change) and firms' risks (total risk, market risk, and default risk) in the worldwide tourism firms. We consider the volume of ESG (environmental, social and governance) activities disclosures by the firms as a proxy of corporate sustainability disclosures. The study also explores the link between sustainability disclosures and firms' risks to validate the risk-reduction hypothesis. The study further highlights the relevance of country-level uncertainties in increasing firms' risks. The findings indicate that corporate sustainability disclosures can assist in mitigating tourism firms' risks during periods of heightened country-level uncertainties. The study also documents the significance of sustainability disclosures in reducing the effect of uncertainties on tourism firms' risks during the COVID-19 period. The results validate the risk-reduction hypothesis indicating that firms' engagement in corporate sustainability practices facilitates risk mitigation efforts during periods of escalated external uncertainties. By demonstrating that firms that engage in sustainability practices and provide required disclosures are better equipped to manage risks during periods of increased uncertainty, the study provides valuable insights for industry stakeholders, including investors, policymakers, and firms themselves.

Kumar, P., & Utgarsh. (2023). Effects of in-store information quality and store credibility on consumer engagement in green retailing. *Journal of Retailing and Consumer Services*, 71, 103195.

Literature has reported that store-level information is crucial in determining consumer engagement with green stores. This study examines the effects of in-store (green) information quality on consumer engagement behaviours and mediating effects of store credibility. Moreover, the study reveals whether consumer passion for the environment moderates the effect of in-store (green) information quality on store credibility. Statistical analyses of useable data from 763 respondents examined the relationships. Credibility emerged as a key mechanism to enhance the effects of information quality on consumer engagement. Thus, this study extends theoretical discussions on information quality, consumer passion, and consumer engagement for green retailing.

Kumar, R., Mukherjee, A., & Sachan, A. (2023). Factors influencing indirect adoption of e-Government services: a qualitative study. *Information Systems and e-Business Management*, 21, 471-504.

The intermediary plays an important role in accessing e-Government services on behalf of the citizens, introducing a concept of indirect adoption. In e-Government research, which is a phenomenon for more than the last two decades, there are no apparent theoretical mechanisms to understand indirect adoption in the Indian context. Also, the existing indirect adoption theories are narrow in scope. This study investigates the factors influencing indirect adoption (i.e., adoption via intermediaries) of e-Government services. Grounded theory approach using forty-seven semi-structured interviews is used to propose a theoretical model for indirect e-Government adoption. The proposed model has thirteen factors, out of which access convenience to intermediary, intermediaries' service charge, risk-averse characteristics, and value-added services are novel factors in the context of e-Government adoption. The study also found some variables moderating the relationship between some of these factors and indirect adoption. While busy lifestyle, cost rationality, resistant to change, and technophobia moderate the relation between intermediaries' service charge and indirect adoption intention, voluntary usage context was identified to moderate the relationship between lack of resources, lack of computer self-efficacy, perceived difficulty-to-use, lack of multilingual option and indirect adoption intention. The study advances the understanding of indirect e-Government adoption. The findings have potential implications for public administrators and policymakers. As the objective of qualitative research is to obtain an in-depth understanding rather than generalizations, this study draws reasonable conclusion from the small sample. However, further study is required to test the model and for generalizations.

Kumar, R., Sachan, A., & Mukherjee, A. (2023). Adoption of e-government services at different maturity levels: a qualitative study in India. *Digital Policy, Regulation and Governance*, 25(1), 15-39.

Purpose: The purpose of this study is to determine the factors that enable citizens to adopt e-government services at different maturity levels: information, two-way communication, transaction and political participation. **Design/methodology/approach:** The study uses a grounded approach by conducting semi-structured interviews. **Findings:** The study reveals that the factors influencing the adoption of e-government services vary at different levels. It identifies 27 influencing factors. In total, 13 of these factors influence adoption at the information level; 13 at the two-way communication level; 25 at the transactional level; and 16 at the political participation level. Auxiliary facilities, connectedness, corruption avoidance, transparency and fairness, customer support and forced adoption, not commonly discussed as influencing factors for e-government adoption in the extant literature, have been revealed in this study. **Research limitations/implications:** This study uses qualitative research and rather than generalization, the focus is explicitly on obtaining an in-depth understanding. Although the sampling used is sufficient for the purpose of this study and allows reasonable conclusions to be drawn; however, it cannot be considered representative of a vast country like India. Academicians and information systems researchers can use these findings for further research. **Practical implications:** This study advances the understanding of e-government adoption. The findings have potential implications for public administrators and policymakers in successfully designing, developing and implementing e-government services at different maturity levels. **Originality/value:** Existing e-government adoption theories are of limited scope and do not capture and specify the complete essence of citizens' adoption characteristics at different levels of e-government services. Hence, a theoretical gap exists, which this study aims to fill.

Mahajan, A., & Trivedi, B. (2022). Conquering talent challenges-the Troikaa way. *International Journal of Business and Globalisation*, 31(1), 78-91.

Talent management (TM) became a concern for organisations since last two decades when McKinsey consultants created the catchphrase "War of Talent" (Chambers et al., 1998). Organisations were panic stricken as getting the right talent and retaining them was challenging. This case study explores how an Indian pharmaceutical organisation managed talent to overcome TM challenges. Dr. Ketan Patel – CMD, Troikaa Pharmaceuticals Ltd. considered talent as the backbone of a learning organisation to grow. In order to develop a closer understanding of the subject, Qualitative research methodology [refer Exhibit 1(4)] was adopted to carryout research study that allowed direct learning from research subject (Dana and Dana, 2005) The findings of the case study reveal well established and learning aligned TM practices institutionalised in Troikaa. TM played a key role in achieving strategic objectives of the organisation. Expert scientists carried out innovation and developed the drugs for which Troikaa holds patent globally.

Maheshwari, P., Kamble, S., Belhadi, A., González-Tejero, C. B., & Jauhar, S. K. (2023). Responsive strategies for new normal cold supply chain using greenfield, network optimization, and simulation analysis. *Annals of Operations Research*, 1-41. <https://doi.org/10.1007/s10479-023-05291-9>

The global–local supply chains are affected by the forward and downward propagation of COVID-19. The pandemic disruption is a low-frequency and high-impact (black swan) event. Adapting to the “New Normal” situation requires adequate risk mitigation strategies. This study proposes a methodology to implement a risk mitigation strategy during supply chain disruptions. Random demand accumulation strategies are considered to identify the disruption-driven challenges under different pre and post-disruption scenarios. The best mitigation strategy and the optimal location of distribution centers to maximize the overall profit were determined using simulation-based optimization, greenfield analysis, and network optimization techniques. The proposed model is then evaluated and validated using appropriate sensitivity analysis. The main contribution of the study is to (i) perform cluster-based supply chain disruption analysis, (ii) propose a resilient and flexible model to illustrate the proactive and reactive measures for the ripple effect, (iii) prepare the supply chain for future pandemic-like crises, and (v) reveal the relationship between the pandemic impact and supply chain resilience. A case study of an ice cream manufacturer is used to demonstrate the proposed model.

Maiti, A. (2022). Heterogeneous impact of COVID-19 pandemic on individual income across industries. *Applied Economics Letters*, 1-8. <https://doi.org/10.1080/13504851.2022.2141438>

I use a nationally representative data-set from India to estimate the heterogeneous impact of the COVID-19 pandemic on individual income in different industries. The difference-in-differences estimates show that the impact varies across industries, and in the case of some industries there is no statistically significant impact of the pandemic on individual income.

Maiti, A. (2023). Impact of COVID-19 on individual income in tourism and hospitality industry in India: A difference-in-differences approach. *Tourism Economics*, 29(7), 1790-1811.

This paper investigates the impact of COVID-19 (or Novel Coronavirus) pandemic on the income and wage of individuals working in tourism and hospitality industry in India. As the tourism and hospitality industry is a labor-intensive industry, the impact of COVID-19 pandemic-induced economic downturn is expected to be particularly severe here. To estimate this impact, I use a large, representative panel survey from India, and employ difference-in-differences method in this study. The estimated decline in total income ranges between 3.12 and 6.39%, and wage fall ranges between 3.21 and 5.98%, for the sample with individuals who are still earning a non-zero income from this industry. Once I include the individuals who have completely lost their livelihood (zero income) due to COVID-19 pandemic in the sample, impact on income is estimated to be a fall of 58.69% and impact on wage is estimated to be a decline of 58.59%. I also discuss the recommendations made by UNWTO to mitigate the impact of COVID-19 on tourism and hospitality industry, and map Indian government’s policy measures to those recommendations.

Narayan, S., & Kumar, D. (2023). Systemic Risk Transmission from the United States to Asian Economies During the COVID-19 Period. *Journal of Emerging Market Finance*, 22(1), 57-84.

The study investigates the systemic risk transmission from the US banking sector and the US market to the five most economically impacted Asian nations (Thailand, Malaysia, the Philippines, India, and Singapore) during the COVID-19 period of 2020. We consider the conditional value-at-risk (CoVaR) approach to estimate the systemic risk of the given economies at 5% quantile (for severe downturn risk) and 20% quantile (for moderate downturn risk). Our findings demonstrate a rise in systemic risk for these Asian countries in 2020, particularly in the first half of the year. The findings also provide evidence of the significant systemic risk transmission from the US banking sector and the US stock market to the majority of the given Asian economies at both quantiles. The study further highlights the significant contribution of the US financial market in increasing the systemic risk of the given Asian economies in 2020. We find similar results for systemic risk transmission from the UK, the European Union, and Japan to the given Asian economies. The findings have implications for market participants, risk managers, and regulators who are concerned with risk diversification and tracking the routes of risk shock transmission. JEL Codes: G10; G18; G20.

Narayan, S., Kumar, D., & Tiwari, A. K. (2023). The systemic risk in Thailand: the role of tourism industry. *Anatolia*. <https://doi.org/10.1080/13032917.2023.2169948>

The study analyses the contribution of the tourism, banking, property fund and real estate, and finance and securities industries to the systemic risk of Thailand. Using quantile regression, the study estimates the measures of systemic risk (conditional Value-at-Risk (CoVaR) and delta conditional

Value-at-Risk (increment CoVaR)) and examines the relevance of various industries in increasing the systemic risk of Thailand using Kolmogorov - Smirnov test. The findings support the relevance of the tourism industry in significantly contributing to the systemic risk in Thailand. The study also highlights the systemic relevance of the tourism industry during the COVID-19 period in Thailand, when the industry was severely impacted, which adversely affected its systemic risk.

Nayak, D., Singh, M., Pant, M., & Jauhar, S. K. (2023). Efficient Supplier Selection in the Era of Industry 4.0. *Digital Transformation and Industry 4.0 for Sustainable Supply Chain Performance*. https://doi.org/10.1007/978-3-031-19711-6_9

With the advent of fast computers, availability of data, and development of sophisticated algorithms, every sector is undergoing a process of rapid advancement. Industries utilize advanced technologies to digitize various phases of the supply chain (SC) for better production and enhanced customer experience. Supplier selection is a fundamental part of supply chain management (SCM) and has an immense scope of exploiting emerging technologies like IoT (Internet of Things), big data analytics, cloud computing (CC), etc. The present study provides brief research and a comparison of the conventional methods or models accessible in literature and the role of Industry 4.0.

Pandey, A., & Utkarsh. (2023). Determinants of positive financial behavior: a parallel mediation model. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-01-2022-0124>

Purpose: Drawing from socialization theory this study investigates the effect of financial socialization and mediating role of "attitude toward money" (ATM) and financial literacy on the financial behavior of young adults in an emerging economy. Design/methodology/approach: A cross-sectional survey of 302 young adults was conducted and responses were analyzed to determine the key antecedents of financial behavior. The model was tested using OLS regression. Parallel mediation was tested using Process Macro in SPSS. Findings: ATM, subjective financial literacy, objective financial literacy are positively associated with financial behavior. Furthermore, parallel mediation analysis establishes the role of ATM and subjective financial literacy as a mediator between financial socialization and financial behavior. Research limitations/implications: These findings have implications for both financial and academic institutions and policymakers. Academic institutions should introduce personal wealth management courses at early stages in their courses to help young adults make appropriate financial decisions. Policymakers should emphasize creating a habit of budgeting and managing expenses among young adults in addition to promoting financial literacy. Originality/value: This study focuses on determinants of financial behavior in young adults and specifically, argues that involving parents to financially socialize their children have a crucial impact on subjective financial literacy and ATM which has not been explored in previous literature.

Prajapati, D., Jauhar, S. K., Gunasekaran, A., Kamble, S. S., & Pratap, S. (2022). Blockchain and IoT embedded sustainable virtual closed-loop supply chain in E-commerce towards the circular economy. *Computers & Industrial Engineering*, 172, 108530.

Blockchain and the internet of things (IoT) have accelerated e-commerce growth and empowered online businesses to create value even in a globally competitive environment. The goal of this study is to develop a framework for the virtual closed-loop supply chain (VCLSC) that is based on novel blockchain and IoT technologies, as well as the concepts of sustainability and circular economy. This study integrates the normal and virtual supply chains into a single framework. To maximise the total expected revenue (TER) from the VCLSC, the costs of getting raw materials and parts, transporting them with a carbon emission tax, handling, processing, and making final products, refurbishing, recycling, and virtualization are all taken into account. These include running blockchain and IoT facilities, buying RFID tags, ensuring security, and storing data in blockchain in a way that cannot be changed. The above costs are captured in a single mixed-integer non-linear programming (MINLP) model. The main objective is to maximise the TER by minimising the cost of the VCLSC network. For the solution purposes, the global solver in LINGO 19 software package is used. The obtained results and performed sensitivity analysis are used to make some implications for business organisations and government administrators to create some important policies in favour of the environment, end-users, and the development of the organisation along with the nation.

Ramachandran, V., Balooni, K., & Bhamoriya, V. (2022). Social Enterprises: Partners and Catalysts in the Enhancement of Smallholder Farming. *Journal of Social Entrepreneurship*, 1-14. <https://doi.org/10.1080/19420676.2022.2091646>

This article draws from African and Indian experiences to create a roadmap depicting points along the value-chain where social enterprises have leveraged partnerships. It explores the success of these enterprises in creating partnerships through opportunity recognition and co-creation of solutions, service delivery, market development, and scaling of social impact and examines the inherent attributes that social enterprises provide to transform the lives of smallholder communities. This article draws the attention of stakeholders including impact-institutions and traditional sectors that partnership with social enterprises, to maximise the impact on smallholder agriculture, given their unique attributes to create lasting changes in the smallholders' lives, is a valuable proposition.

Roy, V., Prakash, C., & Charan, P. (2023). Under "my way or the highway"! The weaker partner's synergy on collaborative performance in humanitarian relief when experiencing power tactics. *International Journal of Operations & Production Management*, 43(7), 1148-1173.

Purpose: My way or the highway: A stronger partner in humanitarian relief collaboration often seeks control over its weaker partners by leveraging diverse power tactics that may be non-coercive or coercive in nature. In this backdrop, this research accentuates the perspective of weaker partners to understand how a weaker partner drives collaborative synergy under power tactics. Weaker partner in the collaborative dyad resembles the humanitarian organization (HO) who is less capable in terms of access to resources. This partner is further dependent on the stronger HO's directives to participate in the relief work. **Design/methodology/approach:** Based on social exchange theory (SET), a collaborative dyad in humanitarian relief work is visualized from the perspectives of power and power disparity. In terms of power, mediated power tactics such as legal, coercive and reward powers are considered. Disparity recognizes the presence of a stronger and a weaker partner. Set also magnifies the insight on conflict and trust that can respectively hamper and improve the synergy between partners. In total, 295 executives representing self-reported weaker HOs are surveyed. **Findings:** Legal power, as experienced by the weaker partner, bears a positive impact over collaborative performance to improve collaborative synergy. Coercive power shows a negative impact. Reward power again bears a positive impact. Coercion can complicate collaborative synergy by establishing conflicts. Yet, the trust of weaker partner on stronger HO positively moderates the negative impact of conflict over collaborative performance. **Originality/value:** This research invokes the view of power disparity to explain synergy in inter-organizational collaboration from the perspective of weaker partners.

Sachdeva, L., Bharti, K., & Badhotiya, G. K. (2022). Modeling of career entry barriers for women in male dominated occupations: A case of Indian railways. *Research in Transportation Business & Management*, 45, 100871.

Purpose: This study aims to identify, prioritize and establish the relationship among the set of career entry barriers of women employed in the male dominated occupations. It addresses the following research questions: What are the key barriers that restrict the career entry of women in male dominated occupations? Which are the most significant barriers and how these barriers are related to each-other? **Methodology:** A literature review method was used to identify the career entry barriers that was further validated through semi-structured interviews of women employed in the Indian railways. The interpretive structural modeling (ISM) method was used to establish a hierarchical relationship among the set of identified barriers. The Matrice d'Impacts Croisés Multiplication Appliquée à un Classement (MICMAC) analysis was administered to classify the barriers based on their driving and dependence power. **Findings:** A set of eleven career entry barriers are found crucial for restricting women's career entry in the male dominated occupations. Three barriers namely 'social norms', 'organizational policies and procedures' and 'job description' emerged as the most influential barriers. Therefore, any action performed on these barriers can have a multiplier effect on the remaining barriers identified in this study. The ISM model helped in asserting the inter-linkage among the career entry barriers that dampen the participation and attractiveness among women to enter such occupations. **Practical implications:** The proposed ISM model for interaction and ranking of barriers can provide the academicians, practitioners, and policymakers a more realistic representation of the reasons for the negligible ratio of women in the male dominated occupations. Gender and discrimination theories can validate the findings of this study using case study method. The findings will be beneficial as it promotes more studies of similar nature in other divisions of Indian Railways as well as in the developing countries like Pakistan, Bangladesh and other South Asian countries to find the commonality and differences. Practitioners can use ISM model and MICMAC analysis to better understand women's career entry barriers and explore as where to channelize their efforts and resources towards change in the organizational structure, system, and processes to facilitate women's ratio in the male dominated occupations. **Originality:** A key contribution of this study is the development of a contextual relationship among identified set

of career entry barriers. As per the researchers' knowledge, this study is one of the first attempts to provide a hierarchical relationship among the career entry barriers from the world's fourth-largest railway network context (Ministry of Railways, 2021).

Samad, T. A., Ganguly, K. K., & Das, D. (2023). Towards a framework for development of Crowd Logistics: Paving the way for sustainable logistics. *Computers & Industrial Engineering*. <https://doi.org/10.1016/j.cie.2023.109008>

Crowd logistics (CL) can be understood as a concept in which logistics activities are outsourced to the occasional drivers selected from a pool of private or public travelers, and the operations are mediated by an online platform to attain benefits for the involved stakeholders. CL currently stands at a young state of maturity. Prior literature has identified the promising potential to help alleviate conventional business logistics' sustainability concerns, and researchers have advocated the need for extensive research for the future development of CL. However, the domain still lacks a developmental framework that explicitly studies factors affecting CL development and provides a roadmap for further growth. This study systematically reviews a portfolio of seventy-nine articles using the quantitative content analysis technique to identify the temporal trends in CL literature and collates lists of 11 barriers, 11 drivers, and 10 enablers to CL development. Following the systematic literature review, this study appraises the barriers, drivers, and enablers using content analysis and proposes a preliminary framework for CL development. At the theoretical level, we propose a developmental framework and supplement it with relevant recommendations for operationalization and testing, followed by several research questions to open avenues for future research. At a managerial level, our study helps practitioners with suggestions to adapt the proposed framework for CL businesses to foster sustainable CL systems. This study offers valuable insights about the factors that are currently driving [hindering] (or are likely to drive [hinder]) CL development and how the facilitating aspects can be explored to ensure further development of CL.

Sanguri, K., Patra, S., & Punia, S. (2023). Forecast reconciliation in the temporal hierarchy: Special case of intermittent demand with obsolescence. *Expert Systems with Applications*, 218, 119566.

Forecast reconciliation in the temporal hierarchy: Special case of intermittent demand with obsolescence Intermittent demand items are often exposed to a risk of obsolescence, which translates into a downward trend if related series are observed at reduced frequencies. However, the existing forecasting applications in the said context are limited to the modifications in the Croston method. Moreover, they ignore the potential benefits of utilising the information present at reduced frequencies. Accordingly, the study proposes using the temporal hierarchy (TH) framework to model the decreasing trend information for intermittent demand items efficiently. Additionally, with various optimal reconciliation techniques under the TH framework, the study attempts to provide an in-depth understanding of their expected performance in the obsolescence scenario. Further, the study argues that the reconciled forecast at the bottom level for these techniques can be expressed as a combination of disaggregated forecasts. Wherein the scheme of the combination depends on the set of assumptions followed by each approach. However, their application is limited by the tendency to produce negative reconciled forecasts, which is of particular concern for intermittent demand items. Therefore, the present study proposes using the constrained least square estimation framework to determine the desired optimal combination scheme for the bottom-level forecasts, which are then utilised to enforce coherency across the considered hierarchy. Besides, the study corroborates the suitability of the proposed framework in the obsolescence scenario with the help of simulated and empirical intermittent demand datasets. Finally, the results are validated with the help of relevant statistical analysis.

Sanguri, K., Patra, S., Nikolopoulos, K., & Punia, S. (2023). Intermittent demand, inventory obsolescence, and temporal aggregation forecasts. *International Journal of Production Research*, 1-23. <https://doi.org/10.1080/00207543.2023.2199435>

Forecasting for intermittent demand is considered a difficult task and becomes even more challenging in the presence of obsolescence. Traditionally the problem has been dealt with modifications in the conventional parametric methods such as Croston. However, these methods are generally applied at the observed frequency, ignoring any additional information, such as trend that becomes prominent at higher levels of aggregation. We evaluate established Temporal Aggregation (TA) methods: ADIDA, Forecast Combination, and Temporal Hierarchies in the said context. We further employ restricted least-squares estimation and propose two new combination approaches tailored to decreasing demand scenarios. Finally, we test our propositions on both simulated and real datasets. Our empirical findings

support the use of variable forecast combination weights to improve TA's performance in intermittent demand items with a risk of obsolescence.

Sanguri, K., Shankar, S., Punia, S., & Patra, S. (2022). Hierarchical container throughput forecasting: The value of coherent forecasts in the management of ports operations. *Computers & Industrial Engineering*, 173, 108651.

A port's overall container throughput (CT) data can be arranged into diverse hierarchical dimensions (cross-sectional or temporal). Wherein the forecasts are generated using the "horses-for-courses" approach to achieve maximum accuracy at the base level. Generally, these base forecasts do not add up across temporal or cross-sectional hierarchies and give rise to the issue of forecast "incoherence". Accordingly, the present study extends the idea of utilising optimal forecast reconciliation techniques in CT forecasting. However, the frameworks of these techniques do not allow for their interaction across different dimensions of hierarchy present in CT data. Hence, the paper addresses this problem by proposing a cross-temporal forecast reconciliation framework. Further, monthly CT data from the Port of Los Angeles is used for empirical analysis. It is observed that the proposed framework, with exponential smoothing as the base forecasting method, can provide coherent forecasts at all levels and hierarchical dimensions while simultaneously improving the accuracy of the forecasts. Further, the study also devises a mechanism to evaluate the efficacy of the proposed framework in providing decision support for various port operations (the requirement for terminal ground slots and gantry cranes). The results indicate that improvements could be made in port operations decisions using the proposed framework.

Sharma, H., Kumar, H., & Mangla, S. K. (2023). Enablers to computer vision technology for sustainable E-waste management. *Journal of Cleaner Production*, 412, 137396.

Computer vision technology has led to a robust and reliable e-waste management system by automating and streamlining waste processing. Computer vision technology offers various benefits leading to sustainable improvements in e-waste management practices. It is expected that the adoption of computer vision technology will revolutionize the way processing is carried out in e-waste management by minimizing human intervention, processing time, and cost requirements. India, an emerging economy, faces enormous challenges in efficiently managing and controlling the continuously growing amount of e-waste and its impact on the environment and society. Therefore, it is imperative to adopt computer vision technology to leverage its various benefits. In this study, we identify and analyze the complex interrelationships between the enablers of computer vision technology in e-waste management. From an extensive literature review, fifteen enablers are identified and verified by domain experts before using an integrated "Interpretative Structural Modelling (ISM)" and "Decision-Making Trial and Evaluating Laboratory (DEMATEL)" methodology to visualize the causal relationships. The study findings suggest sustainability as the most important criterion among the identified enablers for computer vision technology implementation in e-waste management. Other significant enablers are adaptability and reliability, cost reduction, quality control and safety management. The study's findings will help waste management practitioners to design appropriate strategies for implementing computer vision in e-waste management and creating effective and automated e-waste processes.

Sharma, V. K., & Kumar, H. (2023). Enablers Driving Success of Artificial Intelligence in Business Performance: A TISM-MICMAC Approach. *IEEE Transactions on Engineering Management*. <https://doi.org/10.1109/TEM.2023.3236768>

Organizations have recently seen a significant transition from implementing technologies in business processes. The cutting-edge technology, such as artificial intelligence (AI), makes business firms more competitive in a dynamic world. This study aims to investigate key variables that drive success of AI to improve financial performance and values of a firm. The inter-relationships among variables are established to explain the emergence of AI in a novel hierarchical model. The study deployed Total Interpretive Structural Modeling; and Cross-Impact Matrix Multiplication Applied to Classification; for developing a hierarchical model to analyze inter-relationships among identified key variables. The results hold important insights for strategic decisions and are useful for business firms to invest in advanced technology, such as AI, to enhance business performance and revenue in domestic as well as in global markets. Insights drawn from analysis will help business firms to grow in a competitive landscape. The decision makers can utilize the proposed hierarchical model to enhance the performance of business along with process automation. The found

interactions among the key variables can be utilized to understand the ecosystem that drives business performance. IEEE

Sharma, V. K., Kumar, H., & Mahobia, H. (2023). Enablers to intensify OTT streaming services among consumers: A study using TISM-MICMAC approach. *International Journal of Electronic Customer Relationship Management*, 14(1), 61-82.

Over-the-top (OTT) is an application, content and services created for consumers which are accessible through internet. There are many challenges for OTT entertainment industry like understanding the audience choices, irrelevant or inappropriate contents, poor service experience, cost of services, etc. The growth and development of an OTT platform depends on multiple factors. Therefore, the study focuses on identifying various factors from literature which influence consumers' desire to subscribe an OTT service platform. The study deployed multi-criteria decision-making (MCDM) techniques, namely 'total interpretive structural modelling' (TISM) and 'cross-impact matrix multiplication applied to classification' (MICMAC) to study cross-inter-relationship among factors. The study proposes a unique model that recommends developing strategies along two pathways as 'service quality' and 'consumers' affordability'. This study will help the OTT service providers to execute their services offerings to target new consumers as well as retaining their existing consumers.

Shiljas, K., Kumar, D., & Bashir, H. A. (2022). Nexus between Twitter-based sentiment and tourism sector performance amid COVID-19 pandemic. *Tourism Economics*. <https://doi.org/10.1177/13548166221123102>

The outbreak of the COVID-19 pandemic and the steps taken to contain its spread resulted in a decline in tourism sector stock prices. Using linear and quantile regressions, we examine the impact of Twitter-based investor sentiment for COVID-19 and Twitter-based sentiment towards uncertainty on the performance of tourism stocks. The findings indicate a heterogenous effect of tweets and Twitter economic uncertainty on tourism sector equity returns with a major impact on the lower quantiles.

Sindhu, P., & Bharti, K. (2023). Influence of chatbots on purchase intention in social commerce. *Behaviour & Information Technology*, 1-22. <https://doi.org/10.1080/0144929X.2022.2163188>

The research investigates the effects of chatbot-delivered verbal (inspirational appeals) and non-verbal (ingratiation) cues on customers' purchase intentions on social commerce pages (study one). The research using a multi-method approach also investigates the role of social presence and ulterior motives in explaining the effects of the chatbot-delivered human-like cues on customers' purchase intentions (study two). Study one employs an experiment, followed by a structural equation model in study two. The results of study two enable the researchers to triangulate the results of study one and to understand the underlying causes of those results. The data was collected through an online experiment and an online survey for the two studies. The research reports that: (1) inspirational appeals delivered by chatbots positively influence purchase intentions; (2) ingratiation delivered using double-tap by chatbots does not significantly affect purchase intentions. The current research represents one of the first attempts to explore the influence of inspirational appeal and ingratiation delivered through chatbots on s-commerce purchase intentions. The findings of the study provide managerial insights to social commerce pages that could help engage customers and circumvent the attribution of ulterior motives while making a sale.

Sindhu, P., & Bharti, K. (2023). The Effects of Atmospherics and Influencers on Purchase Intention in Social Commerce. *Journal of Database Management (JDM)*, 34(1), 1-23.

This study uses the approach-avoidance theory to investigate the impact of the atmospherics of a social commerce page, which comprises page aesthetics and page interaction. The study looks at how a digital influencer's perceived influence affects a customer's purchase intention. The research also examines whether perceived risk influences customers' purchase intent. Four hundred twenty-eight customers who had recently engaged with a social commerce page were empirically surveyed using structural equation modeling (SEM). The research shows that page atmospherics and digital influencers do influence a customer's purchase intention through emotions and cognition in social commerce. Emotions and purchase intentions, as well as cognition and purchase intentions, are moderated by perceived risk. The findings have implications for marketers who want to develop customer engagement strategies based on social commerce platforms.

Singh, A. K., Pathak, D. K., & Patra, S. (2023). An integrated systems thinking approach for achieving sustainability in project - based organizations. *Systems Research and Behavioral Science*, 40(3), 501-535.

The growing concern for environment and pressing need for societal well-being require organizations to encompass sustainability in their projects. This study attempts to propose an integrated systems thinking approach to attain sustainability in project-based organizations (PBOs). An integrated approach consisting of viable system model (VSM), evolutionary game theory (EGT) and system dynamics (SD) is utilized to identify key organizational subsystems for achieving sustainability and analyse interaction patterns among various key personnel in PBOs. The proposed models are developed based on the data collected from two PBOs; thereafter, these models are validated through the data collected from eight PBOs (situated in Singapore and India). The outcomes of this study reveal key organizational subsystems that are required to achieve sustainability and differences in interaction patterns among various key personnel in PBOs, for these two countries. This study facilitates project professionals in identifying the best organizational designs to achieve sustainability in PBOs.

Singh, G., Singh, D., & Rani, M. (2022). An entropic inventory model for imperfect product quality with multivariate demand and permissible delay in payment under inflationary environment. *AIP Conference Proceedings*. 2481(1).

Multivariate demand is a practical approach in today's business scenario. The entropy of a system is a measurement of the amount of disorder. Inflation is one of the major factors in inventory modeling. It makes the inventory model to realistic. Permissible delay in payment also plays an important role in a highly competitive market. It is a promotional tool to push the product, which indirectly reduces the selling price of the product. This paper developed an Entropic inventory model of imperfect product quality with multivariate demand and permissible delay in payment under the inflationary environment. The finding of this paper is that cost of entropy behaves the same as the selling price and EOQ. The numerical example is carried out using the software MATHEMATICA12.0. Sensitivity Analysis is carried out to see the behavior of different parameters.

Singh, H., Chakrabarti, S., & Utkarsh, (2023). How do gratifications to read reviews and perceived reviewers' credibility impact behavioural intentions in fashion e-commerce? A mediating-moderating perspective. *Computers in Human Behavior*, 143, <https://doi.org/10.1016/j.chb.2023.107677>.

This study aims to evaluate the role of gratifications sought from online reviews and perceptions about reviewers in affecting the behavioural intentions (continuance and purchase intentions) in the B2C fashion e-commerce context, using a combination of uses and gratification and source credibility theories. Using a cross-sectional survey of 529 customers, the data was subjected to structural equation modelling. The findings imply that consumers will intend to continue reading reviews as a referral medium and intend to purchase due to the positive effect of seeking advice, convenience, and information from reviews upon attitude toward reviews. However, the risk of receiving product dissimilar to those showcased on e-commerce websites can negatively moderate the association of continuance and purchase intentions with their antecedents. Thus, this study contributes to the existing theoretical knowledge and offers practical insights for managers by focusing on lesserstudied factors that enhance continuance intention to read reviews and purchase intention in fashion ecommerce.

Singh, V. P., & Ganguly, K. K. (2022). A supporting framework for estimating trade-off between cost and availability at equipment level: Development and application in the aircraft MRO industry. *Production Planning & Control*, 1-16. <https://doi.org/10.1080/09537287.2022.2136549>

This article aims at the development of a generic framework for estimating trade-offs between cost and availability at the equipment level due to corrective maintenance in aircraft maintenance, repair, and overhaul (MRO). The research focuses on closed-loop learning, testing, and validating the proposed framework in a South Asian military aircraft MRO organization. The methodological development of this study is based on soft system methodology through practice-based research. A dynamic simulation has been used to represent the trade-off between availability and cost after the study of more than five hundred corrective maintenance cases for impact analysis. The developed model has been tested for the fix, Gaussian, and triangular distribution in an aircraft MRO shop to calculate the liquidity damage cost due to delivery overrun of equipment. Simulation results of multiple queues indicate that input distribution plays a significant role in the trade-off between the cost and availability of LRUs in aircraft MRO. Academically, this is the first study focussing on the impact of multiple queuing

distributions on cost and equipment availability in military aircraft MRO. The proposed framework may help in more precise projection in MRO scheduling, benchmarking, and decision-making while signing the commercial contract between the original equipment manufacturer and the customer.

Srivastava, A., Chakraborty, A., & Mateen, A. (2022). Role of power imbalance on channel coordination under greening investments. *OPSEARCH*, 59(4), 1522-1554.

Power imbalance across echelons in a supply chain impacts the supply chain efficiency. Whenever the final demand depends on price and greening effort, which entity taking the greening decision, may become a conflicting issue. In this work, we investigate a two-echelon supply chain comprising a manufacturer and a retailer, when the product demand depends on both the selling price and the greening effort. Investment decisions in the greening can be made either by the manufacturer or by the retailer or even through collaboration under either cost-sharing or revenue sharing contracts. We analyze the investment in greening as Stackelberg leader–follower games. In particular, manufacturer-dominance and retailer-dominance scenarios have been considered. The analysis shows that the leader always finds it optimal to impose an investment cost burden to the follower firm. However, the follower firm and the supply chain are always better-off when the leader is responsible for greening investment. Thus, investment decisions under the dominance of supply chain members create channel conflict, and when channel leadership is endogenous, opting for the leadership becomes the only Nash Equilibrium, which is a similar case as the Vertical Nash model. The resolution of this conflict is explored through the performance of cost-sharing and revenue sharing contracts. Eventually, we find that both the contracts in isolation are unable to coordinate the supply chain. Interestingly, a hybrid contract can coordinate the supply chain whenever the proportion of the revenue retained by the retailer equals the proportion of the green-cost invested by the retailer. © 2022, The Author(s), under exclusive licence to Operational Research Society of India.

Srivastava, S., Pant, M., Jauhar, S. K., & Nagar, A. K. (2022). Analyzing the Prospects of Blockchain in Healthcare Industry. *Computational and Mathematical Methods in Medicine*, 2022.

Deployment of secured healthcare information is a major challenge in a web-based environment. eHealth services are subjected to same security threats as other services. The purpose of blockchain is to provide a structure and security to the organization data. Healthcare data deals with confidential information. The medical records can be well organized and empower their propagation in a secured manner through the usage of blockchain technology. The study throws light on providing security of health services through blockchain technology. The authors have analyzed the various aspects of role of blockchain in healthcare through an extensive literature review. The application of blockchain in COVID-19 has also been analyzed and discussed in the study. Further application of blockchain in Indian healthcare has been highlighted in the paper. The study provides suggestions for strengthening the healthcare system by blending machine learning, artificial intelligence, big data, and IoT with blockchain.

Taneja, B., & Bharti, K. (2023). Medical device companies crisis communication response to stakeholders during COVID-19: pre-crisis stage to new normal. *International Journal of Pharmaceutical and Healthcare Marketing*, 17(2), 182-208.

Purpose: During COVID-19, this study aims to evaluate the crisis communication strategies (CCS) of Fortune 500 medical device businesses. These companies' CCS adoption is evaluated using data from the microblogging site Twitter. Design/methodology/approach: A total of 11,569 tweets were collected over the course of a year, from 31 December 2019 to 31 December 2020, and analysed using COVID-19's pre-crisis, crisis and new normal stages. The data acquired from Twitter is assessed using latent Dirichlet allocation-based topic modelling, valence aware dictionary for sentiment reasoning sentiment analysis and emotion recognition analysis and then further examined using fuzzy set qualitative comparative analysis to build a configurational model. The findings were compared to Cheng's (2018, 2020) integrated strategy toolkit for organisational CCS, which included 28 strategies. Findings: With positive sentiments across stages, companies chose "information providing", "monitoring" and "good intentions" as the CCS. In the crisis and new normal stages of COVID, the emotion of "depression" was observed. Research limitations/implications: Researchers would be able to assess the CCS used through visual aids in the future by conducting a cross-industry examination using image analytics. Furthermore, by prolonging the study's duration, long-term changes in the CCS can be investigated. Practical implications: Companies should send real-time information to their stakeholders via social media during a pandemic, conveying good intentions and positive sentiments while remaining neutral.

Originality/value: To the best of the authors' knowledge, this is one of the first studies to investigate the CCS patterns used by medical device businesses to communicate via social media during a pandemic.

Tripathy, A., Bhuyan, A., Padhy, R. K., Mangla, S. K., & Roopak, R. (2023). Drivers of lithium-ion batteries recycling industry toward circular economy in industry 4.0. *Computers & Industrial Engineering*, 179, 109157.

An exponential demand increase for lithium-ion batteries (LIBs) has contributed to a looming waste crisis. Circular economy has been increasingly seen to counter this crisis, further scaled-up by operationalizing Industry 4.0 disruptions around the triple bottom line. As a core pillar of circular economy, this study addresses LIB recycling and explores its key drivers. The drivers are identified and evaluated using Delphi study and multi-criteria decision-making methods. The proposed integrated methodological framework is further tested with data involving multiple stakeholders. The findings underscore the most profound causal drivers: institutional incentives supporting LIB recycling, availability of reliable technology, and strengthening coordination among actors in a supply chain using Industry 4.0. Interestingly, the highest-ranking causal drivers of LIB recycling were retrieved not from the existing literature but from the expert pool. The findings also reveal some counterintuitive results, such as practitioners prioritizing environmental factors over economic ones instead of the widespread convention of their preferences toward economic goals. The study thereby offered some helpful policy levers, which when empirically strategized with Industry 4.0 should enable stakeholders make more informed decisions in shaping an emerging industry such as LIB recycling.

Trivedi, S. K., Kumar, R., Dey, S., Chaudhary, A. K., & Zhang, J. Z. (2021). COVID-19 Patient Recovery Prediction Using Efficient Logistic Regression Model. In *International Conference on Cyber Security, Privacy and Networking*. https://doi.org/10.1007/978-3-031-22018-0_13

This research develops a COVID-19 patient recovery prediction model using machine learning. A publicly available data of infected patients is taken and pre-processed to prepare 450 patients' data for building a prediction model with 20.27% recovered cases and 79.73% not recovered/dead cases. An efficient logistic regression (ELR) model is built using the stacking of random forest (RF) and logistic regression (LR) classifiers. Further, the proposed model is compared with state-of-art models such as logistic regression (LR), support vector machine (SVM), decision tree (C5.0), and random forest (RF). All the models are evaluated with different metrics and statistical tests. The results show that the proposed ELR model is good in predicting not recovered/dead cases and handling imbalanced data.

Vadivel, S. M., Sequeira, A. H., & Jauhar, S. K. (2022). Indian Postal Service Quality Assessment Using Graph Theoretic Approach—A Quantitative Decision-Making Tool. In *International Conference on Intelligent Systems Design and Applications*. https://doi.org/10.1007/978-3-031-27440-4_11

This research intends to examine the Service Quality (SQ) factors in mail service operations conducted at National Sorting Hub (NSH), Mangalore, Karnataka state, Southern India. In the postal service industry, measuring SQ performance in mail service operations is a major challenge. So, this paper attempts to explore the positive effect of postal SQ factors on Customer Satisfaction (CS) with the data collected from employees (n = 148) to the Indian postal service. Further, to quantify the significance of SQ factors in gaining customer satisfaction, this study has used Graph-Theoretic approach technique. Results established same priority index to the SQ factors such as Human service delivery (Rank 1), Core service (Rank 2), and Systemization (Rank 3). The results indicate that the postal service industry should concentrate more on these factors to enhance their customer satisfaction. Further, the study employs the operating empirical model which is sparsely used in Indian domain. Furthermore, this research aids the SQ in designing and developing the necessary aspects to improve the CS in various service sectors.

Vedula, S. B., & Agrawal, R. K. (2023). Mapping Spiritual Leadership: A Bibliometric Analysis and Synthesis of Past Milestones and Future Research Agenda. *Journal of Business Ethics*, 1-28. <https://doi.org/10.1007/s10551-023-05346-8>

Spiritual leadership has gained much traction among researchers and practitioners for its value-laden approach as it engenders feelings and expressions of a leader's spirituality at the workplace by intrinsically motivating the followers to envision work as a calling, thereupon culminating in greater organizational performance. However, despite the significant attempts to consolidate the literature, organizational scholarly knowledge on spiritual leadership seems fragmented and incohesive. This is

because the extant reviews pertaining to this field often employ subjective approaches in encapsulating the literature. It is due to these limitations, leadership researchers might find it difficult to appreciate the advances made in the realm of spiritual leadership, to grasp a holistic understanding of its objective insights, and to chart a course for future research. Therefore, through our study, we aim to provide a comprehensive understanding of the past, present, and future of spiritual leadership research. This study combines a bibliometric analysis with a literature review wherein we analyzed 337 papers published between 1980 and 2021. First, through bibliographic coupling, citation analysis, prestige analysis, and co-word analysis of extant studies, we highlight the prominent authors, influential works, leading organizations, countries, and journals in the realm of spiritual leadership. Second, through our content analysis of the leading articles obtained from clustering, we map the emergent core themes in spiritual leadership literature. Third, based on these emergent themes, we offer a comprehensive conceptual framework. Finally, we determine and present potential avenues for future research by employing the TCCM framework that could stimulate scholarly research in this domain and discuss theoretical and managerial implications.

Verma, D., Dewani, P. P., Behl, A., & Dwivedi, Y. K. (2023). Understanding the impact of eWOM communication through the lens of information adoption model: a meta-analytic structural equation modeling perspective. *Computers in Human Behavior, 143*, 107710.

In the last decade, eWOM has arguably become the most preferred way for consumers to seek and share consumption-related information. eWOM as a research topic also garnered huge attention from the research community, which led to the vast academic literature on eWOM. However, there is a lack of consensus on how different eWOM attributes impact consumer responses to eWOM communication. Moreover, there is also inconsistency regarding the mechanism through which eWOM messages influence consumers' behavioral intentions. To address this gap, we conduct a meta-analysis of 179 studies comprising 186 unique samples and 65,655 observations, which reveals the strength and significance of the association between eWOM attributes and eWOM response. Further, based on the Information Adoption Model, this study investigates the various mechanisms through which eWOM credibility, eWOM usefulness, and attitude towards eWOM impact purchase intention. In addition, this study discusses the moderating role of culture, product and platform type. Results of meta-analytic structural equation modeling (MASEM) support a serial mediation model of eWOM credibility and attitude towards eWOM on purchase intention through eWOM usefulness and eWOM adoption. From the research perspective, this study resolves the inconsistencies in the extant literature to provide more reliable generalizations. Managers can use this study to enhance the consumers' purchase intention through effective management of eWOM communication.

Yang, X., Gajpal, Y., Roy, V., & Appadoo, S. (2022). Tactical level operating theatre scheduling of elective surgeries for maximizing hospital performance. *Computers & Industrial Engineering, 174*, 108799.

Tactically, surgical operations are an important frontier of health care systems that involves treatment of injuries, diseases, and other disorders by manual and instrumental means. Further, this frontier constitutes a significant portion of budget in health care systems to provide quality services. Efficient management of operating theatre can reduce costs and increase patients' satisfaction to enhance hospital performance. Elective surgery within this segment can be scheduled in advance, and can thus yield significant efficiency through efficient management and planning. This paper considers an elective surgery scheduling problem at the tactical level. The problem mainly determines the number of sessions for each department, and the number of treated patients for each surgery type. The problem considers multiple objectives, including maximizing the hospital performance and revenue, and minimizing the number of overdue patients, number of patients on the waiting list, and weighted overdue patients. Variable neighborhood search (VNS) algorithm is used in this research to solve the operating scheduling problem. A numerical experiment is performed in the randomly generated data set to evaluate the effectiveness of the proposed algorithm. Sensitivity analysis is performed to understand the ways to improve the hospital performance. By using the VNS algorithm in elective surgery operating room scheduling, we hope to increase patients' satisfaction and reduce the cost of hospitals at the same time.

International Conference on People, Ecosystems & Emerging Trends in Entrepreneurship

IIM Kashipur and Foundation for Innovation & Entrepreneurship Development (FIED), in association with Hunter Center of Entrepreneurship Strathclyde Business School Glasgow, UK, organized an International Conference on People, Ecosystems & Emerging Trends in Entrepreneurship between 15th-18th December 2022 at IIM Kashipur campus. This conference, especially dedicated to the theories and practice of entrepreneurship, was a crucial initiative to nurture and strengthen the entrepreneurship ecosystem. This conference received an overwhelming response, with more than sixty paper submissions in the call for papers round. Out of that, 26 papers were accepted for presentation following the review process. Participants from reputed business schools in India such as IIM Ahmedabad, IIM Bangalore, IIM Lucknow, IIM Kozhikode, XLRI Jamshedpur, and other institutions of repute including IIT Mandi, Entrepreneurship Development Institute of India, Cochin University of Science, attended the conference. Additionally, the conference attracted papers from Strathclyde Business School, United Kingdom, and Ashland University, USA.



The conference was inaugurated with a keynote address from Prof Sivakumar Venkataramany, Professor of International Business, and Burton D. Morgan Chair in Business Enterprise, Ashland University, Ohio, US. Two workshops on paper development for research students and entrepreneurial mindset for local SME entrepreneurs were led by Dr. Sreevas Sahasranamam, Dr. Lucrezia Casulli, and Dr. Suzanne Mawson from Hunter Centre for Entrepreneurship, Strathclyde Business School, Glasgow, UK. During meet the editor's session, the following editors from renowned international journals participated and provided meaningful insights on the submission and review process to doctoral students:

- Prof Paul Jones – Editor - International Journal of Entrepreneurial Behaviour and Research
- Prof Hari Bapuji – Editor - Business & Society



- Prof Dilani Jayawarna – Consulting/Co-editor - International Small Business Journal and Entrepreneurship and Regional Development
- Prof Abdullah Gok – Associate editor - Technology Forecasting and Social Change
- Prof Sreevas Sahasranamam – Co-editor, International Journal of Entrepreneurial Behaviour & Research (Moderator of session)
- Prof Robert Blackburn – Editor, International Small Business Journal
- Prof Deema Refai – Editor, The International Journal of Entrepreneurship and Innovation

The paper presentations were organized along the following five tracks, each co-chaired by a faculty from Strathclyde Business School and the Indian Institute of Management Kashipur.

Broad Area	Number of papers for presentation	Track Chair (Strathclyde Business School)
Gender Issues in Entrepreneurship	4	Dr. Katerina Nicolopoulou & Prof. Vaibhav Bhamoriya
People and Entrepreneurship	6	Dr. Lucrezia Casulli & Dr. Shobha Tewari
Developing an Ecosystem of Entrepreneurship	5	Dr. Bernd Wurth & Dr. Sreevas Sahasranamam
Entrepreneurship and SDG	5	Dr. Sreevas Sahasranamam & Prof. Vivek Kumar
Trends in Entrepreneurship	6	Dr. Sreevas Sahasranamam & Prof. Venkataramany Sivakumar

The best paper award was presented to Mr. Vivek Kumar Jha and Dr. Anadi Saran Pande from the Indian Institute of Management Lucknow for their paper titled “The Influence of Entrepreneurial Ecosystems on Sustainable Entrepreneurship and SDG Performance of Nations”.



NIRF RANKING - IIM KASHIPUR

IIM Kashipur has secured 19th rank in the NIRF management ranking this year. It is a four-place jump from NIRF 2022 and a 14th-place jump from the 2021 ranking. The Institute secured the 23rd position in 2022 and the 33rd in 2021. The institute gained ten positions in 2022, and this year, it further strengthened its position by elevating four places in the ranks. The institute saw a big jump in 2022 and a steady jump in 2023 as the margin of scores among rank 11-20 institutes is relatively low, providing the institute an opportunity to further climb up the ranks in the coming years. IIM Kashipur significantly improved its performance compared with second-generation IIMs in the quality of research publication, faculty appointments, perception, women diversity, students' placements, and doing excellent work for the economically and physically challenged students. The research policy changes in recent years and the impact of these changes have started showing auspicious results in the research publication category. This category improved points, and the institute has elevated four positions in the NIRF 2023 rankings.



Management Education and Research Colloquium (MERC 2023)

Indian Institute of Management (IIM) Kashipur held the Doctoral colloquium, Management Education and Research Colloquium (MERC 2023) on 19th May-21st May 2023. The event brought together an impressive cohort of doctoral students, renowned scholars, and distinguished professionals in the field of management research.



The colloquium began with a keynote speech of Prof. Ramadhar Singh, who was chief guest of the event. He shared his valuable insights and experiences in the field of management research.

MERC 2023 received 192 paper submissions of which 93 papers were selected for presentation (55 - offline, 38 - online). Throughout the colloquium, the participants engaged in thought-provoking discussions, collaborative sessions, and interactive workshops. This environment provided a stimulating and supportive atmosphere conducive to intellectual growth and innovation. Esteemed faculty members from IIM Kashipur facilitated the sessions, offering valuable guidance and mentorship to the students.

There was an opportunity for scholars to understand and engage in practical sessions of Quantitative and Qualitative research methodology. Prof. Amit Shankar from IIM Visakhapatnam and Prof. Nidhi Bhist from MDI Gurgaon conducted workshops on quantitative and qualitative research methodologies respectively. Participants also went for a nature excursion tour at Nainital on last day of the Colloquium.

The Doctoral Colloquium at IIM Kashipur concluded with a closing ceremony, where the outstanding contributions and achievements of the participants were recognized and celebrated. MERC 2023 recognized the Best Paper Award to Ms. Aiman Naida from IIM Calcutta, whose paper was on "Invisible





struggles: the intersectional reality of women domestic workers in India". Best Paper Runner up was awarded to Ms. Nivedita Jha from BHIMTECH, her paper was titled as "Integrating Antecedents of Cyberloafing: AHP approach". Best Paper second runner up was given to Mr. Abhinay Nedunuru and Dr. Pravallika Nethi from IIM Kozhikode for the paper titled "Are microgreens the next big thing in organic farming? An in-depth qualitative analysis on the sustainability practices, challenges & opportunities in microgreens farming". MERC 2023 served as a platform to foster networking opportunities and cultivate long-lasting professional relationships among the attendees. It was also well recognized by media

4 Garhwal Post www.garhwalpost.in Dehradun, 20 May, 2023 Dehradun
RRRA provides parasailing experience to students



By OUR STAFF REPORTER
DEHRADUN, 19 May Raju Ramnathan Raj Academy organized a parasailing activity for the students of classes LKG to XII today in the school campus under the supervision of Poojaram Yadav and Ajay Gairale. The activity was conducted in collaboration with Sq Leader Kavushik, Asia's number one qualified Parasailing Instructor, with more than 120,000 launches and over 1200 sky diving jumps to his credit. The activity aimed at promoting adventure, teamwork and outdoor exploration among the participants. The activity was flagged off by Bharat Vaidyan, Officiating Principal, who motivated the participants to be fearless and courageous. This was followed by a detailed safety briefing delivered by professional instructors who provided instructions on harnessing, proper techniques and communication signals to ensure a safe and enjoyable experience. All safety gears were thoroughly checked to guarantee optimal performance and reliability. Once equipped with the necessary knowledge, participants were divided into small groups to facilitate effective communication and teamwork. Each participant had the opportunity to experience the excitement of parasailing under the careful supervision of instructors. The parasailing activity proved to be an enriching and enjoyable experience for all participants. It successfully promoted adventure, teamwork, and outdoor exploration while prioritizing the safety and well-being of everyone involved. The positive outcomes observed in the students, including personal growth, teamwork and an appreciation for nature highlight the value of such recreational activities in the holistic development of students.

Suddhewala Prison inmates receive spiritual guidance from Krishna Guruji

By OUR STAFF REPORTER
DEHRADUN, 19 May Krishna Guruji, a spiritual leader, author, and speaker, visited the Suddhewala Prison in Dehradun, India, to provide spiritual guidance to the inmates. He spent time with the inmates, offering them spiritual support and guidance. He also conducted a workshop for the inmates, where he shared his experiences and insights. He emphasized the importance of spirituality in daily life and how it can help individuals overcome their challenges. He also encouraged the inmates to focus on their health, education, and personal growth. He said that he would continue to visit the prison and provide spiritual guidance to the inmates. He also expressed his hope that the inmates would be able to lead a better life after their release from prison.

IIM Kashipur is growing exponentially in Research Area: Prof Kulbhushan Baloooni

By OUR STAFF REPORTER
KASHIPUR, 19 May IIM Kashipur is leading the Management Education and Research Collaboration (MERC), which began today and will continue till 23 May. Dr. Ramnathan Singh, Professor, Organizational Behavior, IIM Kashipur, and Prof. Kulbhushan Baloooni, IIM Kashipur, are the key speakers at the event. The event will provide an opportunity for researchers and practitioners from various areas to discuss the latest developments in management education and research. The event will also provide a platform for researchers and practitioners to share their experiences and insights. Prof. Kulbhushan Baloooni, IIM Kashipur, said that IIM Kashipur is growing exponentially in its research area. He said that the institute has a strong focus on research and is committed to providing high-quality education and research. He also said that the institute is working towards becoming a leading research institution in India.

कर्तव्यों को निभाकर सोने की चिड़िया का सपना होगा साकार

बातचीत

● शिवाविंद रामाधार सिंह की अमृत विचार के साथ खास बातचीत

काशीपुर कार्यालय

अमृत विचार: आईआईएम काशीपुर में शिक्षा के शोध कार्य के मापदंड में सुधार विषय पर आयोजित कार्यशाला में मुख्य अतिथि पहुंचे शिक्षाविद व मानवज्ञानिक प्रो. रामाधार सिंह ने अमृत विचार से खास बातचीत में बताया कि आईआईएम काशीपुर न जो विकास किया है, वह काबिले तारीफ है। कहा कि शिक्षा के शोध कार्य के मापदंड में सुधार को लेकर हुई कार्यशाला

शिवाविंद प्रो. रामाधार सिंह।

मे शोध कार्य में तेजी आएगी। यहां देश के शोधार्थियों को एकत्र कर एक संदेश देने का कार्य किया गया है कि हम चाहते हैं भारत आगे बढ़ सकता है। उन्होंने बताया कि आज पढ़ने व पढ़ाने वाले में रुचि कम होना रही है। अंग्रेजी तो दूर की बात लोग गूढ़ हिंदी भी नहीं बोल पाते हैं। कहा कि भाषा किसी भी सफलता की सीढ़ी है। देश में आज प्रजातंत्र है सबको अधिकार है, लेकिन अपने कर्तव्य का भी ज्ञान होना चाहिए। आजादी के समय लोगों को भारत बनाने का जुनून था, लेकिन आज लोग अपनी गाड़ी, मकान आदि अपनी चीजों को अपना मानते हैं। कहा कि पहले के लोग अपने बच्चों को कहानी सुनाते थे और अच्छे से संस्कार देते थे। आजकल लोग बच्चों को मोबाइल देते हैं या फिर व्यस्त होने के कारण नौकरानी रख उनसे बच्चों को पालन-पोषण कराते हैं। जितनी जरूरत है के सिद्धांत पर काम करें और आने वाले पीढ़ियों के लिए कुछ छोड़कर जाए तो सोने की चिड़िया का भारत का सपना साकार हो सकता है।

DOCTORAL SCHOLARS



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COMMUNICATION



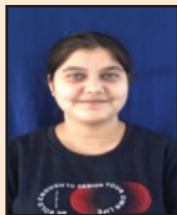
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SOURCE MANAGEMENT



Aman Jain
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Apoorva Pandey
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HAVIOUR & HUMAN RE-
SOURCE MANAGEMENT

DOCTORAL SCHOLARS



Chandra S Joshi
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Sweta Bose
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Mohammad Imran
PUBLIC POLICY



Rahul Yadav
STRATEGY



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Giriraj Joshi
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Vineet Kaushik
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Nishtha Roy
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Yusra Qamar
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Mayuree Sengupta
STRATEGY

CONFERENCES ATTENDED BY DOCTORAL SCHOLARS



Name of the Scholar	Title of the paper	Organiser	Venue
Abhyudaya Anand Mishra	Fempreneurship through Digital Platforms	Indian Academy of Management (INDAM)	NMIMS Mumbai
Apoorva Pandey	Digital Wellbeing' of Doctoral Students: Meanings, Strategies, and Consequences	Indian Academy of Management (INDAM)	NMIMS Mumbai
Shivani Jain	Modelling enablers of blockchain technology adoption in digital payments: An integrated EFA-TISM approach	Indian Academy of Management (INDAM)	NMIMS Mumbai
Vaishnavi Gautam	Retrospection, Revival, Rebirth : Conceptualizing HRM in Gig Work	Indian Academy of Management (INDAM)	NMIMS Mumbai
Sumit Manderna	Life Role Salienc through the Kaleidoscope: Exploring the Careers of Indian Bureaucrats' Spouses	Indian Academy of Management (INDAM)	NMIMS Mumbai
Sayan Datta	Evaluating the scope of Blockchain technology adoption in nutraceutical sectors	Society of Operations Management (SOM)	IIM Indore
Sayan Datta	Setting the stage for Justice in Logistics and Supply Chain Management: A Systematic Literature Review and research agenda	Indian Academy of Management (INDAM)	NMIMS Mumbai

RESEARCH SEMINARS

Speaker	Topic	Date	Year
Dr. Shobha Tewari, Assistant Professor, Strategy, IIM Kashipur	Organizational Slack, Internationalization and Impact of Business Groups: Evidence from an Emerging Economy	23 June	2023
Dr. H. Raghav Rao, AT&T Distinguished Chair, University of Texas at San Antonio, USA	Behavioral Infosec Research - From Trust to Inclusion	9 June	2023
Dr. K Mathiyazhagan, Associate Professor, Thiagarajar School of Management (TSM), Madurai, India	Drivers of the circular economy for small and medium enterprises: A case study on the Indian state of Tamil Nadu" & "Publishing in "A" category journals: Expectations of Editors	26 May	2023
Prof. Ramadhar Singh, Distinguished University Professor at Ahmedabad University	Birds of a Feather Flock Together": What Scientists Know Makes Them "Surdas" to What They Don't Know"	22 May	2023
Prof. Kunal Ganguly, Professor, Operations Management & Decision Sciences, IIM Kashipur	Understanding user acceptance and continuance intention towards eProcurement: What is the role of userperceived quality	12 May	2023
Ms. Usha Thorat, Deputy Governor, Reserve Bank of India	India's Growth Story	17 March	2023
Prof. Ajay Adhikari, Department of Accounting, Kogod School of Business, American University	Sustainability Reporting (ESG): Developments, Research, & Practice Opportunities	10 March	2023
Prof. Alka Arya, Assistant Professor, in Operations Management & Decision Sciences, IIM Kashipur	Productivity change in two-stage production system for multi-periods with negative data	17 February	2023
Dr. Stanko Pelc, Associate Professor, Faculty of Education University of Primoska, Cankarjeva/Koper, Slovenia	Geographical Research of Marginallity and Marginalisation System	13 January	2023
Fullbright Scholar Prof. Akhlaque Haque, Department of Political Science & Public Administration, University of Alabama at Birmingham	Geographic Information System (GIS) and Public Policy Making	6 January	2023
Fullbright Scholar Prof. Akhlaque Haque, Department of Political Science & Public Administration, University of Alabama at Birmingham	Technological Interdependence and Social Networks	9 December	2022
Prof. Amitabh Raturi, Professor Emeritus, Department of Operations, Business Analytics, and Information Systems, University of Cincinnati	Research paradigms in Operations and Business Management: An historical perspective	18 November	2022

Speaker	Topic	Date	Year
Prof. Utkarsh, Assistant Professor, Marketing Area, IIM Kashipur	Effect of relational benefits on consumers' extra-role and in-role behaviors: A social identity and social exchange perspective.	14 November	2022
Prof. Ashish Kumar, Associate Professor, Finance Area, IIM Kashipur	The intertemporal relationship between working capital policies and dynamics of corporate cash holdings? Evidence from emerging and developed economies	11 November	2022
Prof. Abhradeep Maiti, Assistant Professor, Economics Area, IIM Kashipur	Heterogenous impact of COVID-19 pandemic on individual income across industries.	7 October	2022
Prof. Rahul Ashok Kamble, Assistant Professor, Organizational Behavior & Human Resource Area, IIM Kashipur	Swimming with the tide: Managing precarious work through emotion management.	30 September	2022
Prof. Abhishek Srivastava, Assistant Professor, Operations Management & Decision Sciences Area, IIM Kashipur	Adoption of Blockchain Technology to Curb Unauthorized Gray Market Selling.	23 September	2022
Prof. A V Raman, Assistant Professor, Organizational Behavior & Human Resource Area, IIM Kashipur	Restaurant waiters-the precariat; before during and after the pandemic, a qualitative study in urban India.	9 September	2022





International Conference on "Marketing Innovation"



Organized Jointly by

**Indian Institute of Management Kashipur
&
Earl V. Snyder Innovation Management Center
Whitman School of Management
Syracuse University, USA**

International Conference on "Marketing Innovation"

Indian Institute of Management Kashipur, in collaboration with the Earl V. Snyder Innovation Management Center, Whitman School of Management, Syracuse University, USA, proudly announces an International Conference on 'Marketing Innovation' at IIM Kashipur Campus.

About the Conference

A technology-centric world has spurred rapid changes in different facets of marketing. These changes are happening globally and in emerging economies like India. Further, the different facets of marketing innovation are interconnected.

A proper combination of multiple new product development practices is required to achieve greater overall innovation success. There is a need for an innovation strategy that encourages radical innovation, promotes risk-taking, motivates long-term thinking, and strives for growth. Technological innovation has brought a sweeping transformation to the marketing field, fundamentally reshaping how businesses connect with their target audiences. Recent technological advancements and digital transformations have ushered in a plethora of tools and platforms, empowering marketers to adopt more efficient, creative, and data-driven strategies to achieve their goals. These strategies cover all the four Ps of marketing – product, place, price, and promotion.





Sustainable marketing is a useful way of promoting innovative eco-friendly aspects of products. In this context, corporate social responsibility is becoming an integral component of brand value. Consumer well-being is another pivotal area of interest for marketing researchers and practitioners in emerging economies. As these regions undergo transformative growth, understanding the factors that influence consumer well-being is of utmost importance.



Key Dates

Extended abstract (up to 2000 words) submission deadline	:	October 10th, 2023
Notification for acceptance of extended abstract	:	October 30th, 2023
Early registration deadline	:	November 15th, 2023
Conference dates	:	December 16th-18th, 2023
Valedictory and certificate distribution	:	December 19th Morning, 2023



RESEARCH NEWSLETTER

ACADEMIC YEAR
2022-2023

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Concept

Research Office

