



RESEARCH NEWSLETTER

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Chairperson Message

Dear All,

We are delighted to present the latest edition of the Research Newsletter of IIM Kashipur, showcasing the institute's continued commitment towards advancing impactful research, fostering intellectual curiosity, and strengthening the culture of knowledge creation and dissemination. As a vibrant research community, we take immense pride in the contributions of our faculty members and doctoral scholars who continue to expand the boundaries of management research through innovative, interdisciplinary, and socially relevant studies.

Over the years, IIM Kashipur has strengthened its position as a leading institution in management education and research. The institute's research ecosystem continues to flourish through sustained efforts to publish high-quality research, develop global collaborations, engage with industry and policymakers, and encourage emerging scholars to pursue meaningful research endeavours. The growing visibility and impact of our research contributions reflect our unwavering commitment to academic excellence and societal relevance.

The research publications featured in this edition highlight the diversity and depth of scholarly work undertaken by our faculty across multiple domains. Our researchers have made significant contributions in emerging areas such as artificial intelligence and machine learning, digital transformation, sustainability, entrepreneurship, healthcare management, supply chain and operations, corporate governance, human resource management, financial markets, and inclusive development. These studies address contemporary challenges and provide valuable insights for academia, industry, and policymakers.

IIM Kashipur continues to nurture an environment that encourages collaboration, innovation, and knowledge exchange. A series of research seminars, conferences, and academic interactions have provided platforms for faculty members, doctoral scholars, and students to engage with distinguished academicians and experts from across the globe. Initiatives such as the Management Education and Research Colloquium (MERC 2023) and the International Conference on "People, Ecosystems & Emerging Trends in Entrepreneurship" have further strengthened scholarly dialogue and encouraged research collaborations.

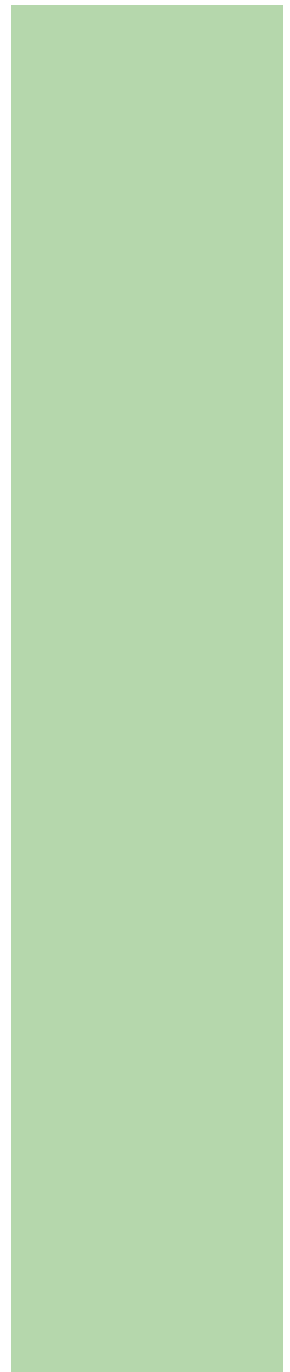
The institute remains committed to supporting doctoral research and developing future scholars who can contribute to the advancement of management thought and practice. Through mentoring, research workshops, academic discussions, and opportunities for presenting research, our doctoral scholars continue to enrich the institute's intellectual environment.

The continuous growth in research output and impact reflects the collective efforts of our faculty, researchers, and students. The institute has witnessed a steady progression in research publications and citations over recent years, demonstrating the increasing recognition and influence of our scholarly contributions.

As we move forward, IIM Kashipur remains dedicated to building a robust research ecosystem by encouraging impactful research, strengthening national and international collaborations, promoting interdisciplinary scholarship, and contributing towards solving complex challenges faced by businesses and society. We look forward to continued excellence and greater accomplishments in the years ahead.

Warm regards,

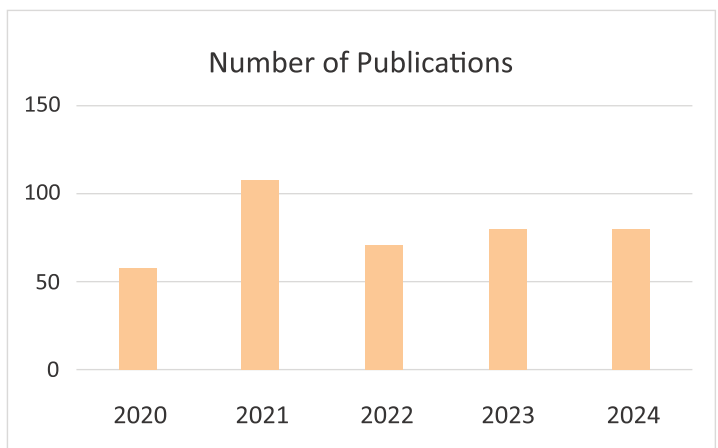
Dr. Ashish Kumar





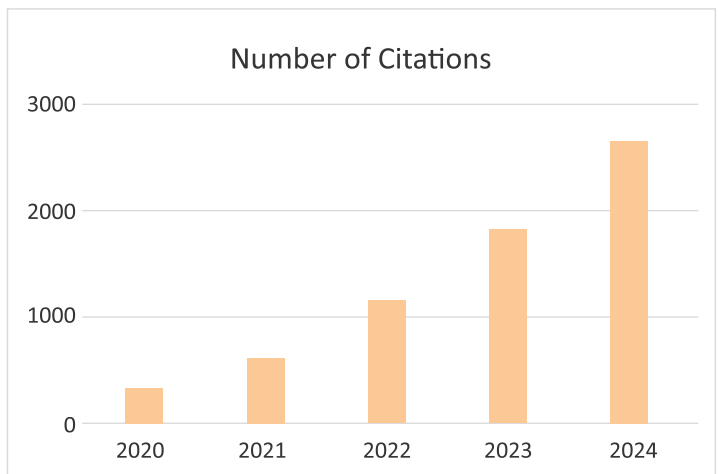
Year	Number of Publications
2020	57
2021	107
2022	71
2023	80
2024	80

Source: SCOPUS & WOS Database



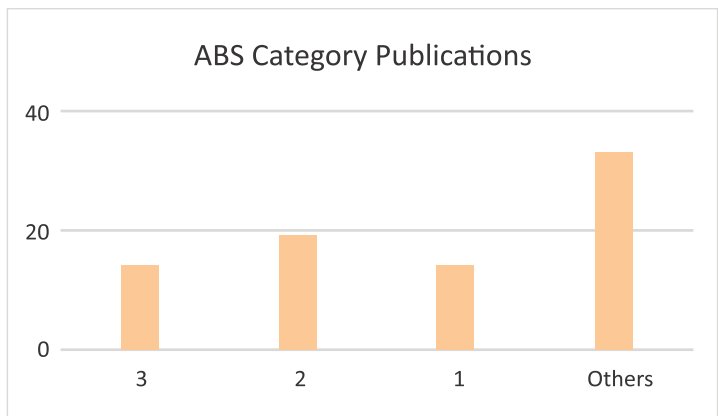
Year	Number of Citations
2020	347
2021	612
2022	1174
2023	1825
2024	2680

Source: SCOPUS Database



ABS Category	Number of Publication
3	14
2	19
1	14
Others	33

Source: SCOPUS & WOS Database



FACULTY



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BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



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BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



A Venkataraman
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RESOURCE MANAGEMENT



Rameshwar Shivadas Ture
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Shubham Sharma
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RESOURCE MANAGEMENT



Abu Rehan Abbasi
STRATEGY



Safal Batra
STRATEGY



Shobha Tewari
STRATEGY



Vivek Kumar
STRATEGY



RESEARCH PUBLICATIONS

ACADEMIC YEAR
2023 - 2024



Sharma, H., & Kumar, H. (2024). A computer vision-based system for real-time component identification from waste printed circuit boards. *Journal of Environmental Management*, 351, 119779.

With an exponential increase in consumers' need for electronic products, the world is facing an ever-increasing economic and environmental threat of electronic waste (e-waste). To minimize their adverse effects, e-waste recycling is one of the pivotal factors that can help in minimizing the environmental pollution and to increase recovery of valuable materials. For instance, Printed Circuit Boards (PCBs), while they have several valuable elements, they are hazardous too; and therefore, they form a large chunk of e-waste being generated today. Thus, in recycling PCBs, Electronic Components (ECs) are segregated at first, and separately processed for recovering key elements that could be re-used. However, in the current recycling process, especially in developing nations, humans manually screen ECs, which goes on to affect their health. It also causes losses of valuable materials. Therefore, automated solutions need to be adopted for both to classify and to segregate ECs from waste PCBs. The study proposes a robust EC identification system based on computer vision and deep learning algorithms (YOLOv3) to automate sorting process which would help in further processing. The study uses a publicly available dataset, and a PCB dataset which reflect challenging recycling environments like lighting conditions, cast shadows, orientations, viewpoints, and different cameras/resolutions. The outcome of YOLOv3 detection model based on training of both datasets presents satisfactory classification accuracy and capability of real-time competent identification, which in turn, could help in automatically segregating ECs, while leading towards effective e-waste recycling .

Yaspal, B., Jauhar, S. K., Kamble, S., Belhadi, A., & Tiwari, S. (2023). A data-driven digital transformation approach for reverse logistics optimization in a medical waste management system. *Journal of Cleaner Production*, 430, 139703.

COVID-19's aftereffects have had a significant impact on our daily lives. The recent pandemic caused by the new coronavirus epidemic has increased the production of infectious medical waste (IMW) and demand for medical care and protective equipment. Although national and local initiatives are primarily concerned with saving lives and bolstering local economies, hazardous waste management is essential for reducing long-term human and environmental health threats. In this situation, establishing a dependable and efficient reverse logistics network of IMW can prevent the spread of viruses. Few studies have been conducted on this topic and those that have rarely considered how to operate a network of multiple medical waste generation centres (MWGCs) cost-effectively and risk-averse. This study proposes a framework for reducing the accumulation of IMW products using reverse logistics in the context of medical waste management. The optimal values of the multiple objective functions were determined using a multi-objective optimization model. Our proposed framework considers four objective functions and their respective constraints while using data-driven digital transformation in reverse logistics energy optimization for managing single-use medical waste.

Jauhar, S. K., Priyadarshini, S., Pratap, S., & Paul, S. K. (2023). A literature review on applications of Industry 4.0 in Project Management. *Operations Management Research*, 16(4), 1858-1885.

Industry 4.0 is a growing trend in the field of project management in the modern era. As a result, this study identifies emerging and growing trends in project management as they relate to Industry 4.0. Before now, no research has been conducted to examine existing themes and research trends in this expanding field. To fill these gaps, this paper seeks to comprehend current academic research relating to Industry 4.0 and smart manufacturing in project management. We conducted a literature search, content review, and exploratory study on the subject area, and we used Scopus as the main database to identify related articles. We used cluster analysis, network analysis, citation analysis, and co-citation analysis to identify the primary vehicle of publications, research centres, and researchers. The key finding of our research is that Industry 4.0 is attracting international researchers' attention; thus, we aim to identify the new and emerging research area in Industry 4.0 and improve its productivity. The term Industry 4.0 first appeared in the market in 2012. Following that, researchers have thoroughly investigated the implications of this newly emerging field and concluded that various technologies, such as the Internet of Things, big data analytics, and artificial intelligence, play an important role in transforming organisations by improving their productivity. Countries such as Australia, Brazil, Canada, China, and other European countries expressed interest in this field and quickly joined the collaboration. Industry 4.0 is now regarded as a popular research topic in the field of project management.

Koshta, N., Patra, S., & Singh, S. P. (2024). A location-allocation model for E-waste acquisition from households. *Journal of Cleaner Production*, 440, 140802.

This paper studies a collection centre location problem for e-waste acquisition from households. The proposed location-allocation model is a bi-objective mixed-integer non-linear model that maximises waste collection and minimises the cost of collection. The model considers that both drop-off and pick-up policies are in place, i.e., people can either drop their e-waste at a collection centre or request doorstep pick-up of their e-waste. The model considers that people's decision to drop off their e-waste at the collection centres depends on the financial incentive offered by the firm and the distance of the collection centre. However, in the case of pick-up, no incentive is provided, and it is considered that the households' willingness to return depends on people's concern for environmental degradation. The proposed model decides the location of the collection centre, the assignment of customer nodes, the incentive offered, and the e-waste collected using both pick-up and drop-off methods. Instances generated using a real case of Delhi, India, demonstrate the feasibility and validity of the proposed model, and the epsilon constraint method is employed to handle its multi-objectivity. Furthermore, sensitivity analysis is used to assess the relative importance of the parameters on the model output. The study offers valuable theoretical and practical implications.

Jain, S., Jauhar, S. K., & Piyush. (2024). A machine-learning-based framework for contractor selection and order allocation in public construction projects considering sustainability, risk, and safety. *Annals of Operations Research*, 338(1), 225-267.

A machine-learning-based framework for contractor selection and order allocation in public construction projects considering sustainability, risk, and safety

Effective contractor selection is crucial for successful execution of construction projects. In contrast to the conventional lowest-bid approach prevalent in the public sector, this study focuses on developing a framework that minimizes time and cost overruns by considering diverse criteria for contractor selection. A variety of machine learning models, including multi-linear regression, random forest, Support Vector Machine, and Artificial Neural Network, have been employed, with multi-linear regression proving to be the most effective, achieving the lowest Mean Squared Error of 0.00003366. To determine the final order allocation, a multi-objective mathematical model was utilized to optimize conflicting criteria, such as time and cost overruns, sustainability, risk, and safety aspects related to shortlisted contractors. The findings highlight the significance of specific selection criteria, such as turnover, experience in similar projects, qualification of staff, technology utilization, client satisfaction, accident records, available bid capacity, and socioeconomic factors. This study emphasizes a three-phase decision-making framework for contractor selection and order allocation, particularly in public construction projects, with a focus on sustainability. By adopting this approach, government agencies can enhance infrastructure projects and minimize overruns through optimization and analytical tools, which aligns with the Gati-Shakti scheme of the Indian government. It is recommended that clients embrace a holistic approach to contractor selection, considering both technical and non-technical factors, to ensure successful project outcomes.

Arya, A., & Hatami-Marbini, A. (2023). A new efficiency evaluation approach with rough data: An application to Indian fertilizer. *Journal of Industrial and Management Optimization*, 19(7), 5183-5208.

In the world of chaos, nothing is certain. In such an unpredictable world, measuring the efficiency of any individual is inevitable. In a conventional data envelopment analysis (DEA) model, exact input and output quantity data are needed to measure the relative efficiencies of homogeneous decision-making units (DMUs). However, in many real-world applications, the exact knowledge of data might not be available. The rough set theory allows for handling this type of situation. This paper tries to construct a rough DEA model by combining ...

Jauhar, S. K., Pratap, S., Kamble, S., Gupta, S., & Belhadi, A. (2023). A prescriptive analytics approach to solve the continuous berth allocation and yard assignment problem using integrated carbon emissions policies. *Annals of Operations Research*, 1-32.

As industrialization continues, the world faces issues related to increased energy consumption and massive carbon emissions. Given the growing complexity of maritime transport operations, whose role in the global trading system has grown significantly over the last few decades, this has resulted

in an increase in carbon emissions from vessels and quay cranes alike. The efficiency of maritime transport operations is critical, and proposing a prescriptive analytics-based comprehensive approach to improving it is vital. The expansion of container terminals has resulted in increased global container traffic, which has increased carbon emissions from both vessels and quay cranes. This paper aims to provide a comprehensive, prescriptive, analytics-based approach to the integrated planning decision of the dynamic berth allocation problem (DBAP) while reducing carbon emissions. We investigate the implications of consecutive berths and yard assignments for carbon emissions during port handling and sea operations. We created a mathematical model to reduce handling operations, anchorage waiting time costs, demurrage costs, costs incurred due to deviations from vessels' preferred positions, and carbon tax costs. We propose two kinds of solutions: (i) ILOG CPLEX Solver and (ii) meta-heuristics i.e., particle swarm optimization (PSO), advanced PSO (APSO), shuffled complex evolution (SCE), and the shuffled frog leaping algorithm (SFLA). The SFLA performs better than other meta-heuristics Algorithm in all the instances.

Anwar, R., & Guha, A. (2023). A study on dynamics of food inflation in India. *The Indian Economic Journal*, 71(5), 783-804.

The role of food prices is vital for people living in low- and middle-income countries like India as they spend a high share of their income on food items. As the earlier literature suggests, there can be interlinkages between food prices, non-food prices and rural wages. Therefore, this study's first objective was to empirically test the relationship between (1) food prices and non-food prices based on consumer price index (CPI). The second objective of the study was to test the relationship between (2) food prices based on both CPI and WPI (wholesale price index) and rural wages (agricultural and non-agricultural wages). The time series econometric technique for monthly data available from January 2015 to March 2020 is used to arrive at the findings. The study found no long-run relationship between food and non-food prices. Also, no long-run or short-run relationship is found between food prices and rural wages. However, the impulse response function graphs suggest that food prices and non-food prices are affected by their own lagged prices, and short-run transmission runs from non-food prices to food prices in opposite directions in both urban and rural areas of India. Since we find that food prices are affected by their own lagged prices and non-food prices in the short-run only, the interest rate policy of RBI, which is supposed to influence the prices of non-food sectors faster, has limited capacity to influence the prices of food sectors in the long-run.

Kakkar, I. P., Sharma, M., & Krishnaswamy, V. (2023). Algorithmic Personnel Management: A Personnel Slack View.

This study delves into the potential influence of Algorithmic Personnel Management (APM)-based systems on optimizing personnel management (PM) processes and their subsequent impact on personnel slack. Employing a multi-case study analysis, we probe the capabilities afforded by APM-based systems, with a keen focus on their potential effects on PM processes, personnel slack, and organizational outcomes. Our exploration intimates the possibility of APM-based systems augmenting talent acquisition, talent management, and performance management processes, aligning employee competencies with organizational opportunities, and fostering adaptability amidst tumultuous business landscapes. Furthermore, the study conjectures the metamorphosis of conventional personnel managerial roles within the APM-based systems context, accentuating the necessity for personnel managers to acclimate to strategic and analytical duties. This research endeavors to enrich the academic discourse on algorithmic personnel management, workforce optimization, and organizational outcomes, proffering pragmatic implications for organizations contemplating APM-based systems implementation and shedding light on prospective trajectories for future inquiries.

Posti, L., Maiti, A., & Patra, S. (2024). An empirical study of firm characteristics, degree of informality, and productivity heterogeneity in the Indian informal sector. *Applied Economics*, 1-15.

Traditionally, informal firms are assumed to be a homogeneous mix of firms structurally different from formal firms. However, the emerging literature recognizes the high level of heterogeneity among the informal firms and hypothesizes that these informal firms vary in terms of their degree of informality. The goal of this study is to understand the characteristics of the firms operating at different levels of informality and to investigate its impact on firm performance, using a nationally representative dataset from India. We find that firms that are female-owned, rurally located, unbanked, have small asset sizes, and belong to traditional sectors are more likely to operate at higher informal levels. We

also find that less informal firms are more productive. We also estimate the average treatment effect using propensity score matching as a robustness check.

Mani, D., Abbasi, A. R., & George, R. (2023). An exploratory analysis of new firm foundings by trading community members and their survival. *IIMB Management Review*, 35(4), 359-369.

Prior research shows the importance of trading communities in the Indian economy. We investigate whether these trading communities have an advantage in firm founding and/or firm survival. While prior research suggests that trusted within-community networks enable access to resources and knowledge and help support entrepreneurs from these communities, some scholars show that community ties constrain entrepreneurial options and produce lock-in. We hypothesise that trading communities in India have higher founding and survival rates and we find strong support for our hypotheses. Our research contributes to research on communities and entrepreneurship, and to our understanding of the Indian entrepreneurial context.

Chandra, D., Jain, V., & Chan, F. T. (2024). An incentive mechanism contract model to coordinate a vaccine supply chain under demand uncertainty. *Industrial Management & Data Systems*, 124(1), 182-211.

Purpose: The increasing prevalence of a wide range of infectious diseases, as well as the underwhelming results of vaccination rates that may be traced back to problems with vaccine procurement and distribution, have brought to the fore the importance of vaccine supply chain (VSC) management in recent years. VSC is the cornerstone of effective vaccination; hence, it is crucial to enhance its performance, particularly in low- and middle-income countries where immunization rates are not satisfactory.

Design/methodology/approach: In this paper, the authors focus on VSC performance improvement of India by proposing supply contracts under demand uncertainty. The authors propose three contracts – wholesale price (WSP), cost sharing (CS) and incentive mechanism (IM) for the government-operated immunization program of India.

Findings: The authors' findings indicate that IM is capable of coordinating the supply chain, whereas the other two contracts are inefficient for the government. To validate the model, it is applied to a real-world scenario of coronavirus disease 2019 (COVID-19) in India, and the findings show that an IM contract improves the overall efficiency of the system by 23.72%.

Originality/value: Previous studies focused mainly on the influenza VSC industry within developed nations. Nonetheless, there exists a dearth of literature pertaining to the examination of supply contracts and their feasibility for immunization programs that are administered by the government and aimed at optimizing societal benefits. The authors' findings can be beneficial to the immunization program of India to optimize their VSC cost.

Tewari, S., & Arya, A. (2024). Analyzing the efficiency of the Indian hotel industry using the Malmquist DEA approach. *Benchmarking: An International Journal*, 31(9), 2839-2870.

Purpose : The purpose of this paper is to determine the most efficient hotels in the Indian hotel industry, the competitive positioning of these hotels, and the factors that affect their efficiency change.

Design/methodology/approach: This study conducts a two-stage analysis and uses data envelopment analysis (DEA) and Global Malmquist productivity index (MPI) approach in the first stage to calculate the managerial performance of a panel of 63 Indian hotels in 2019–2020 and their efficiency change from 2009–2010 to 2019–2020. Bootstrapped generalized least square (GLS) approach is applied in the second stage to evaluate the impact of contextual variables on efficiency change.

Findings: Using the results of the first stage analysis, the authors categorized the 63 Indian hotels into 7 distinct clusters. These clusters represent different levels of competitiveness and pace of growth. The GLS regression reveals a U-shaped relationship between hotel size and efficiency change and a negative relationship between pro social investments and efficiency.

Originality/value: This is the first study in the hotel industry that has used global MPI as a measure of efficiency change in the first stage and GLS in the second stage. In the Indian context, to the best of authors' knowledge, no such study exists.

Gupta, R., & Anand, A. (2024). Are we measuring the SDGs progress right? Evidence and insights from a review of India's SDG index. *Indian Growth and Development Review*, 17(3), 261-313.

Purpose: This study aims to review the computational framework of SDGs in India, so that a mid-course correction can be contemplated.

Design/methodology/approach: This study deploys, inter alia, econometric analysis to probe the robustness of indicators of SDG India Index 3.0. Methodologically, the study intensively probes the robustness of SDG India index and extensively refers to the global SDG indexes for cross-checking.

Findings: Though the three editions of SDGI index mark significant efforts taken towards measuring the progress of SDGs in India, the paradigm suffers from the problem of too many indicators chasing only few targets, quantitative and qualitative issues with indicators, vintage pollution, partial coverage of targets and robustness issues.

Research limitations/implications: This study has the limitation that it could not check the robustness of SDG scores with different weights assigned to indicators and future researchers can take up that interesting assignment.

Practical implications: Since measuring the SDG progress through SDG index is a global endeavour, the findings of this study are important for almost all countries of the world, as it is still not too late to do mid-course correction because it is not the measurement that matters at the end of the day, rather it is the outcome of sustainable development that every country cares about.

Social implications: The obfuscation of layers of SDG index in crafty, glossy and power-point-presentation-oriented SDG reports should get the reality check through such review of the computational framework of SDGs.

Originality/value: This is the first study that unpacks the layers of SDG index computation in general and comprehensively reviews the Indian SDG indexing method in particular.

Jauhar, S. K., Sethi, S., Kamble, S. S., Mathew, S., & Belhadi, A. (2024). Artificial intelligence and machine learning-based decision support system for forecasting electric vehicles' power requirement. *Technological Forecasting and Social Change*, 204, 123396.

Increasing pollution is causing adverse environmental effects, leading to increased interest in combating this issue. There has been a significant interest in minimizing the pollution caused by combustion engine vehicles, with high research and development investments in hybrid and electric vehicle (EV) batteries. The innovations in EVs have a high potential to contribute to an optimized transportation sector while also playing a crucial role in reducing greenhouse gas emissions. This study contributes to the EV industry by precisely predicting the power demand at a particular charging station and identifying the optimal charging station characteristics. We proposed a modified business process based on digital technologies to maximize customer engagement and operational efficiency. Our research has incorporated technologies like artificial intelligence (AI) and machine learning (ML). This study addresses the issues of EV infrastructure facilities, the issues raised by the lack of service features for EVs, and the optimal power requirement for charging stations. The proposed framework has managerial and technological implications, suggesting that the system must promptly receive, store, and analyze substantial volumes of data and demonstrate adaptability in response to environmental factors, such as the availability of EVs and the utilization of renewable energy sources. Despite the challenges, there is potential promise in developing decision assistance systems for electric vehicle power demands based on AI and ML.

Behera, R. R., Jena, A., & Rath, C. S. (2024). Byaase Sunucha- A Cinematic Lament amid the Decline of Odia Language. *Economic and Political Weekly*, 59(22), 71-72.

Through its compelling narrative and evocative symbolism, Byaase Sunucha challenges the apathy of a contemporary society towards its own language.

Goswami, A. K., & Agrawal, R. K. (2023). Can Ethical Leaders Enhance Knowledge Sharing? The Role of Psychological Capital and Anticipated Reciprocal Relationships. *American Business Review*, 26(2), 13.

The aim of the paper is to empirically investigate the influence of ethical leadership and psychological capital on knowledge sharing in business organizations. Furthermore, the paper investigates the mediating role of psychological capital and moderating role of anticipated reciprocal relationships in the relationship of ethical leadership with knowledge sharing. The analysis has been conducted on data gathered from 248 members of information technology (IT) companies by making use of survey questionnaire. Hypotheses are tested by analysing the data using structural equation modelling (SEM) and PROCESS macro. The study found that ethical leadership and psychological capital have positive effect on knowledge sharing. Ethical leadership also impacts psychological capital positively. Further, psychological capital acts as a mediator and anticipated reciprocal relationships act as moderator in the relationship of ethical leadership and knowledge sharing. This study establishes new antecedents of knowledge sharing, emphasizes the importance of ethical aspects of leadership in managing knowledge resources and enrich literature of Knowledge Management (KM), leadership, positive organizational behavior and human resources management. It further gives new perspectives to practitioners by recognizing the significance of ethical leadership, psychological capital and anticipated reciprocal relationships to enhance knowledge sharing. To the best of authors' knowledge, this study is one of few initial studies to examine the linkages between ethical leadership, knowledge sharing and psychological capital as well as the role of anticipated reciprocal relationships therein.

Ganguly, K. K. (2024). Can Twitter data with positive or negative content affect individual emotions related to travel & tourism decisions? A study pertaining to the COVID-19 pandemic. *Current Issues in Tourism*, 28(2), 240-254.

Social media significantly influences travel and tourism decisions by showcasing destinations, sharing user experiences, and influencing recommendations, ultimately shaping individuals' choices and preferences. During and after the COVID-19 pandemic, social media has influenced people's travel decisions by providing real-time updates, safety guidelines, and virtual experiences, leading to changes in travel plans and preferences. However, little attention has been paid to the effect of social media on travel and tourism-related decisions. Therefore, this paper recognizes the importance of social media and uses sentiment analysis to understand the perceptions about traveling and tourism during the pandemic. We also try to find if the effect of public tweets from social media influencers differs from ordinary people. The study uses public tweets over a one-year pandemic period, assessed by splitting the dataset into two parts, namely influencer tweets and ordinary tweets, based on the number of followers. The keywords were extracted and exposed to different groups randomly to understand the effect of the Twitter. We observe that negatively worded tweets amplified negative emotions, and positive ones increased positive emotions and impacted peoples' travel-related decisions. Furthermore, it was ascertained that exposure to varied tweets related to pandemics significantly affects people's emotions in different groups.

Mishra, A. A., Maheshwari, M., & Donald, W. E. (2024). Career sustainability of digital micro-entrepreneurs: Strategic insights from YouTubers in India. *Career Development International*, 29(4), 434-451.

Purpose: Drawing on a framework of sustainable career theory, this paper aims to understand the interplay of agentic and contextual factors for digital micro-entrepreneurs to lead sustainable careers.

Design/methodology/approach: Eighteen YouTube content creators in India participated in semi-structured interviews, offering coverage of digital content creators across acting, cosmetics, finance, fitness, food, law, modelling, music, teaching, travel, and video games.

Findings: The findings showed three agentic and three contextual themes associated with the career sustainability of a digital micro-entrepreneur. Additionally, four paradoxes were identified, capturing the interplay between the agentic and contextual themes.

Practical implications: The career of a digital micro-entrepreneur is a dichotomy of promising hope, stardom, and flexibility while concealing challenges like precarity, hate comments, and financial instability. Knowing this can help individuals make better-informed career decisions.

Originality/value: The study advances sustainable career theory by capturing insights from digital micro-entrepreneurs in India to understand the interplay of agentic and contextual factors that create a series of paradoxes for such individuals to navigate over time.

Bhaskar, R., Bansal, S., & Pandey, D. K. (2024). CEO duality and corporate social responsibility: A moderation effect of founder CEO. *Research in International Business and Finance*, 71, 102410.

With a panel of 6613 firm-year observations of NSE-listed firms during 2015–2020, we construct a corporate social responsibility (CSR) engagement score based on entropy measures to analyse the impact of chief executive officer (CEO) duality on CSR practices in India. This study shows that CEO duality negatively influences the CSR practices of the firm. We also examine the moderation impact of the founder status of CEO on the relationship between CEO duality and CSR practices and find a positive moderation effect. We have also checked the validity of CEO duality and CSR relationship under high and low external and internal monitoring. The results are in line with agency theory and the Uday Kotak committee and suggest the non-duality structure for strong corporate governance. We also extend the study by analysing the relationship between CEO duality and CSR practices across different business life cycles. The result shows that the duality structure of mature and declining firms negatively influences the CSR practices of the firm compared to introduction, growth, and shakeout firms. This result suggests that CEO duality of mature and declining firms utilize their power to maximise available resources for their personal benefits at the cost of other stakeholders. Further, the findings are robust to applying propensity score matching, two stage least squares, and three stage least squares.

Sharma, H., Kumar, H., Gupta, A., & Shah, M. A. (2023). Computer vision in manufacturing: A bibliometric analysis and future research propositions. *The International Journal of Advanced Manufacturing Technology*, 127(11-12), 5691-5710.

Computer vision for the past two decades has been used to simulate human capabilities and automate tasks, and in the process, has benefited all of us. Specifically, its application within the manufacturing context has garnered ample attention and interest from both academics and practitioners. Due to its large-scale applicability and adoption potential, extensive research has been conducted to understand and appreciate it is working. However, extant research in this domain is rather disjointed, thereby delimiting the otherwise vast scope and knowledge boundaries. Thus, this study utilizes bibliometric analysis to synthesize extant literature within this field to address this lacuna. We analyzed 897 articles from Scopus, entailing contributions from 309 journals, 108 countries, 2138 authors, and 1334 organizations from 1981 to 2022. Additionally, we analyzed citation and co-authorship networks to acknowledge prominent authors, organizations, and countries within this domain. The thematic classification of extant literature through bibliographic coupling identified five major thematic areas: automated visual inspection, object tracking and process controlling, real-time monitoring, roughness inspection, and profile projection. Importantly, we used both knowledge and insights from our findings, and propose scope for future research.

Samarjeet, S., & Bharti, K. (2023). Constructing the Self at the Intersection of Gender and Caste: Understanding the Motivations of Marginalized Activist Women in India. *Sex Roles*, 89(11), 834-854.

In the present qualitative study, we used self-presentation theory to examine how women from marginalized communities in India engage in self-presentation. Using semi-structured interviews of 18 Dalit women, including two Dalit transwomen, we explore factors shaping their self-presentation motivations and behavior. While most self-presentation research has focused on audience-pleasing motives, the current study is focused on self-construction motives. Using a grounded theory approach, we identify and explicate four themes: independent voices and bold choices, building solidarity through empathy and social capital, discriminatory practices and labeling, and mental wellbeing and self-care under discrimination. The narratives highlight the strategies these Dalit women and Dalit transwomen adopt to construct and present an authentic self in a complex and negotiated Dalit and Dalit trans activism space. Findings have implications for creating diversity awareness where a narrow understanding of intersectionality prevails, ensuring recognition of independent political expression and visibility of Dalit women and Dalit transwomen and the challenges thereof. These findings can inform policymakers, activists, and social workers on the changing psychosocial dynamics in the activism space and re-examine its structure and process.

Gupta, R., & Guha, A. (2024). Construction of sub-country level environment policy stringency index: A study on Indian States. *Social Indicators Research*, 172(2), 449-479.

The abundance of country-level socio-economic development indices is of limited help unless sub-

country-level indices on the quality of policies are also available. Tracing the regional indices landscape of India, this study proposes the state-level Environment Policy Stringency Index for Indian states. Capturing Indian states' policies across six areas with weight determination done deploying principal component analysis and Data Envelopment Analysis-Benefit of Doubt approach, the composite index calculated in the study also examines the scores grouping the sub-national units based upon the income levels. Besides ranking for inter-state comparison, the proposed index is significantly associated with particulate matter pollution levels in states. This study has three key contributions: conceptualising the principal-based sub-national index while making a case for developing sub-country level policy indices, identifying state-level environment policy variables and constructing an Environment Policy Stringency Index for Indian states.

Kumar, D., & Bouri, E. (2024). Consumer Confidence, Uncertainties, and Risk of the UK Travel and Leisure Industry. *Tourism Analysis*, 29(2), 205-220.

This study examines the impact of changes in consumer confidence and uncertainty related to economic policy, financial markets, and the crude oil market, on the returns and risk of the UK travel and leisure stock index. Using monthly data from November 2005 to February 2021 and applying quantile regressions and copula-based conditional value-at-risk (CoVaR) measures, the results are as follows. First, consumer confidence and uncertainties significantly impact the travel and leisure index returns across various quantiles, however, the impact is stronger at the left tail than the right tail; furthermore, the sign and magnitude of the impact differ across the various uncertainty measures. Second, there are significant upside and downside extreme risk spillovers from the extreme movements in the consumer confidence and uncertainty indices to travel and leisure index returns, with evidence of an asymmetric impact. Third, the results are influenced by the COVID-19 pandemic and global financial crisis. These findings have implications for market participants, such as portfolio managers, individual and institutional investors, and policymakers in the UK travel and leisure industry.

Sachdeva, L., Jena, L. K., Badhotiya, G. K., Baharul Islam, K. M., Mujtaba, B. G., & Pal, S. (2024). COVID-19 and Human Resource Management: Status, trends and research directions. *Employee Relations: The International Journal*, 46(4), 871-894.

Purpose: This study aims to conduct an extensive bibliometric analysis of research across COVID-19 and human resource management (HRM). It captures an exhaustive conceptual understanding of theoretical foundations, research trends, developments and research directions in the HRM domain.

Design/methodology/approach: A set of 505 HRM and COVID-19-specific articles collected from the Scopus database were systematically analyzed using a two-tier method. In the first tier of analysis, the evolution and current state of research are identified using citation analysis. In the second tier, network analysis and content analysis of research clusters and thematic mapping are done to identify the prominent research themes and research gaps and suggest future research directions.

Findings: The study highlights the emergence of six research clusters: SHRM and competitive advantage, employer branding and employee engagement, crisis management and resilience, challenges, career shock and job demand resources and burnout. The thematic mapping categorizes the themes into four categories: motor, basic, emerging or declining, and niche research themes published on COVID-19 and HRM. To understand the socio-cultural dynamics and cross-cultural issues during human resource management, the findings emphasized the need for the increased contribution of researchers and practitioners, especially from the developing and emerging nation's context. Increased co-authorship among influential authors and institutions will also help formulate strategies and policies to effectively deal with similar pandemics.

Originality/value: Unlike the previous literature review, the present findings provide meaningful insights for formulating people management techniques, policies, and practices in response to COVID-19 or similar pandemics.

Varghese, A. M., Jayanth, R. S. S., Jacob, R. T., Srivastava, A., & Pradhan, R. P. (2023). Cracking the conundrum of e-cargo logistics: Curious case of LoadExx. *Emerald Emerging Markets Case Studies*, 13(3), 1-31.

Learning outcomes : The learning outcomes of this case study are to understand the business model

canvas and value propositions and apply advanced business innovation tools in electric vehicle business models; evaluate the current cargo vehicle scenarios at national and global levels and draw out the possibilities and costs for a new player; extrapolate the future scenario of the cargo economy, its electrification and positioning in a business-to-business (B2B) and business-to-customer (B2C) segment, especially for a developing economy; and improve the student's ability to get organisational buy-in and execute new business models.

Case overview/synopsis: LoadExx is a fully electrified electric cargo service focusing on logistics in Kolkata, a metropolitan city in the eastern part of the country. The service of LoadExx commenced in January 2021 in the B2B segment after overcoming its then issues of driver hesitancy and customer anxiety and financial issues to adopt electrified cargo systems. The conundrum faced by LoadExx in its commencement thus had been solved under the able guidance of its owner Amit Arora. The case study was positioned four months after the commencement of LoadExx. To gain market power and traction, Arora and his team came up with the idea of market expansion. However, the current conundrum was whether LoadExx would enter the B2C segment in its current location or expand with the same business model to other parts of the country. The expansion was to be implemented in the immediate future to retain its rarity and reduce the imitability of the business model of LoadExx. This case study details the logistics and market operations of the cargo sector, especially electric cargo, in a developing economy, especially India. A teaching note supplementing the "Cracking the conundrum of e-cargo logistics: curious case of LoadExx" case study has been provided.

Complexity academic level: This case study is designed for undergraduate and postgraduate students and senior management professionals in executive education programmes undertaking courses in logistics management and supply chain operations and related cargo logistics courses. This case study denotes integrating key processes from end-users and gaining the trust of drivers, thereby showing the perspective of the plight and conundrums of a cargo aggregator working in the B2C segment. This case study could be used to discuss concepts related to not-for-profit firms, aggregators, policymakers and think tanks.

[Kukreti, K., & Ganguly, K. K. \(2024\). Development of a composite index to measure environmental sustainability in the telecom sector: A comprehensive approach towards carbon emission reduction. *IIMB Management Review*, 36\(3\), 239-255.](#)

Telecommunication provides the infrastructure to deliver core services but contributes to extensive CO₂ emissions. To address the problem, this paper introduces environmental sustainability index for the telecom sector to reduce carbon emissions. The present work identifies the most critical factors that reduce carbon emission in a multiple-stage telecom supply chain through an extensive literature review, followed by developing an environmental sustainability index to measure carbon reduction efforts. A detailed survey was conducted among the personnel of the Indian telecom sector to understand the initiatives for carbon emission reduction. The study employed factor analysis and multiple regression to achieve its objectives.

[Roy, V., Schoenherr, T., & Jayaram, J. \(2024\). Digital enabled agility: Industry 4.0 unlocking real-time information processing, traceability, and visibility to unleash the next extent of agility. *International Journal of Production Research*, 62\(14\), 5127-5148.](#)

Digital enabled agility reflects the transformative outset of an organisation to first upgrade its business processes digitally towards facilitating real-time information processing/capabilities. Second, tapping from real-time capabilities, digital enabled agility maximises an agile response's efficacy in enhancing the sophistication of rapidity, flexibility, and sensing involved. In this backdrop, driven by newer IT infrastructure and disruptive technology, this research accentuates on Industry 4.0 digitalisation to understand how a manufacturer can gain digital enabled agility. An empirical survey of manufacturers within the premise of Industry 4.0 is conducted. Drawn from the findings, the capabilities of traceability and visibility can be facilitated by Industry 4.0 that would improve information sharing and information quality in real-time. These capabilities are key propellants to unlock the digital extent of agility. This research however details further how this scope of agility is an extension to that of the scope of typical agility in terms of its ability to handle expansive information processing needs and dynamic coordination/resource orchestration. Insights are weaved under the purviews of (a) organisational information processing view and (b) the manufacturer who is coordinating contemporary dynamic production and allied value chain requirements.

Yadav, R., & Batra, S. (2023). Does narcissism influence entrepreneurial intentions? A theory of planned behaviour perspective. *The Journal of Entrepreneurship*, 32(2), 449-478.

Recent research on entrepreneurship has established that individuals with certain personality traits are more likely to take up entrepreneurial careers as compared to others. However, it is still unclear whether and how the dark side of individuals' personality impacts entrepreneurial career intentions. Accordingly, this study, building on the theory of planned behaviour, seeks to explore the mechanisms through which narcissism—a dark personality trait—impacts entrepreneurial intention. The authors contend that narcissism shapes the individual's attitude and worldview of the prevailing subjective norms, which collectively translate into evaluating entrepreneurship as a favourable career choice. This study empirically validates the hypotheses using a sample of 220 postgraduate students in an Indian business school. The findings offer crucial implications for individuals trying to make career choices; and demonstrate that it would be helpful for individuals to explore the dark side of their personality before arriving at an appropriate career choice.

Vijayaraghavan, R., Sharma, P., & Jyothi, P. (2023). Does Shared Leadership Inspire Team Citizenship Behaviour Through Team Psychological Capital?. *South Asian Journal of Human Resources Management*, 12(1), 9-33.

Understanding organisational citizenship behaviour at the team level has gained importance in recent years, as organisations place greater emphasis on teams and teamwork. Although contemporary literature acknowledges shared leadership as a significant antecedent of organisational citizenship behaviour, existing studies rarely consider the underlying mechanisms through which shared leadership produces organisational citizenship behaviour. This study investigates the influence of team psychological capital on the relationship between shared leadership and team citizenship behaviour using data collected from team members and supervisors belonging to 48 teams from diverse industries in India. An analysis using the team as the unit of analysis and partial least squares structural equation modelling technique revealed that team psychological capital acts as a partial mediator in the relationship between shared leadership and team citizenship behaviour. Based on the insights from this study, the authors suggest that managers should nurture both shared leadership and team psychological capital to promote team citizenship behaviour.

Joshi, N., Bapat, S. R., & Sengupta, R. N. (2024). Estimation of fixed-accuracy confidence interval of the stress–strength reliability for inverse Pareto distribution using two-stage sampling technique. *Sequential Analysis*, 43(1), 79-102.

In recent years, several probability distributions have been introduced in the literature to analyze the data exhibiting an upside-down bathtub-shaped failure rate; an inverse Pareto distribution (IPD) is an appropriate choice among them. For stress–strength reliability models, estimation of parameters is an interesting area of research. In this article, we estimate the stress–strength reliability parameter $R=P(X>Y)$ (where X and Y are strength and stress variables, respectively) of the IPD, whereby we focus on the problem of fixed-accuracy confidence interval estimation of R . It is established that the proposed interval estimation problem cannot be solved with the help of any fixed sample technique. As a result, we propose a two-stage sequential sampling strategy (which reduces the sample size significantly) to solve the given estimation problem. We obtain the expressions of several exact operating characteristics associated with our two-stage sampling technique. We also establish that the proposed two-stage procedure enjoys interesting first-order asymptotic properties. The detailed simulation analyses support our theoretical findings, and two real data sets based on insurance claims reinforce the practical utility of the proposed technique.

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

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

downside movements in the uncertainty variables, respectively. The findings have implications for individual investors, portfolio managers, and institutional investors.

Sanjay Vaid, Shaukat Ali Shahee. (2024). Evolution of Big Data Analytics and Its Business Applications. *European Economic Letters (EEL)*, 14(1), 1637–1661

The Evolution of Big Data Analytics and its Business Applications” is an academic study that explores the development and current significance of Big Data Analytics (BDA) in running a company. The research investigates the impact of BDA on businesses and addresses its challenges. By examining the evolution of this field, we aim to add to the existing knowledge and enable organizations to leverage the transformative potential of BDA, thereby staying competitive in this data-driven era. Based on the analysis, we provide recommendations for companies and suggest conducting a deeper and more extensive study on the role of BDA in various industries and sectors.

Gautam, V., Mishra, A. A., & Maheshwari, M. (2024). Examining the relevance of Human Resource Management in gig work: A systematic literature review & research agenda. *German Journal of Human Resource Management*, 38(4), 375-412.

The paradigm shift brought about by gig work, marked by its flexible and non-traditional employment structures, necessitates a comprehensive understanding of its intricate interaction with Human Resource Management (HRM). Through a systematic literature review, this study endeavors to synthesize the existing body of knowledge, illuminating the evolving role of HRM within the dynamic landscape of contemporary gig work. Drawing from an extensive array of scholarly articles, this study reveals that HRM is undeniably pertinent in gig work. However, its application necessitates an innovative and tailored approach that diverges from traditional employment paradigms. The literature encompassing the interface of “HRM” and “Gig work” is distilled into three overarching themes: *emanant relevance*, *refurbished relevance*, and *obsolete relevance*. These thematic classifications reflect the dynamism and evolution of HRM practices as they intersect with gig work. In its culmination, this review accentuates the far-reaching implications of its findings for both academic discourse and practical implementation. The synthesized insights contribute substantively to advancing scholarly comprehension of gig work’s intertwined relationship with HRM, thus serving as a guidepost for future research endeavors.

Thoyyib, V. M., Islam, K. B., & Guha, A. (2024). Exploring sustainable urban governance: Evolving dynamics, transitions, and ambiguities. *Journal of Urban Affairs*, 1-23.

In the context of rapid urbanization and urban sprawl, growing concerns about sustainability in urban governance have come to the forefront. The study employed exploratory bibliometric analysis to examine the literature on sustainable urban governance and critically investigate how sustainability is complexly woven into urban governance as a multidimensional phenomenon. The paper addresses the existing literature gaps, including contextual challenges and inadequate theoretical-methodological underpinnings, by analyzing 2,194 scholarly outputs. We propose a “sustainable urban governance framework” that rationalizes contextual justifications (at the macro-meso-micro and interlevel) by synthesizing the concept of good urban governance, interlinks of sustainability dimensions, and multilevel governance systems. Sustainable urban governance is defined in this study as a process and system that creates harmonious coexistence among urban settings’ ecological and social strata through integrating rationalized contextual justifications, collective sustainability objectives, and inclusive urban resilience plans.

Rai, S., & Narwal, P. (2024). Fairness Perceptions, Happiness, and Behavioral Intentions in Trade Fairs: An Investigation from the Relational Model of Justice. *Journal of Business-to-Business Marketing*, 31(2), 243-259.

Purpose: This research aims to examine how an exhibitor manages its relationship with visitors in trade fairs to achieve desired outcomes. Drawing on the relational (group-value) model of justice, this research argues that visitors’ procedural and distributive fairness perceptions impact their happiness, relationship commitment, and behavioral intentions with exhibitors.

Methodology: Data comprising 350 business visitors from eight trade fairs related to the electronics, telecommunications, automobiles, apparel, and renewable energy industries were analyzed.

Findings: The findings show that while procedural fairness perceptions significantly impact visitors' happiness, distributive fairness perceptions do not have a significant relationship. Happiness leads to a positive relationship between visitors' commitment and behavioral outcomes.

Originality/Value/Contribution: This research is one of the earliest attempts to evaluate the role of fairness perceptions and happiness in the context of trade fairs. The results also indicate that small-scale visitors show less concern for procedural fairness than large-scale visitors, but they show a higher tendency for relationship commitment and behavioral intentions than large-scale visitors.

Posti, L., & Maiti, A. (2023). Firm Size and Productivity in the Informal Sector: Evidence from India. *The Indian Economic Journal*, 00194662231202088.

The study analyses the debate around the ambiguous relationship between firm size and performance. We explore how productivity varies across firm sizes in the informal sector, where firm size is sensitive to formal regulations. Additionally, the study also looks into the informal firms' quantity and quality of employment by observing wage and performance dispersion across firm sizes, thus indicating capital accumulation and exploitation. Considering the data limitations, a pseudo-panel data design was adopted by combining the three, only available, independent cross-sectional surveys by the National Sample Survey Office, spanning from 1999–2000 to 2015–2016. Potential issues such as time-invariant unobserved firm-level heterogeneity were accounted for by using panel random effects regression. Using total firm employment and total factor productivity as the primary measures of firm size and performance, we find a positive relationship between the two across all major industries. Our results stand robust against alternative firm size and performance measures. However, this positive association between size and performance indicated capital accumulation (increasing productivity with increasing size) at the expense of labour exploitation (stagnant wages across firm sizes). The obtained findings convey important policy implications for adopting a carrot-and-stick approach for the gradual formalisation of the economy.

Roopak, R., & Chakrabarti, S. (2024). Framing knowledge structure of customer engagement: A multimethod review. *VINE Journal of Information and Knowledge Management Systems*, 55(4), 902-950.

Purpose: This study aims to perform the bibliometric analysis of the customer engagement (CE) literature, highlights the major research themes and classifies the subdomains. The study also identifies antecedents and consequences, as well as dimension evolution, and suggests future research directions.

Design/methodology/approach: This study used a comprehensive bibliometric approach using Scopus data from 2002 to January 2024. Advanced analytical techniques, including bibliometric and cocitation analysis using R and bibexcel, were used. In addition, machine learning (ML)-based Latent Dirichlet Allocation (LDA) was used to extract latent themes.

Findings: This study reveals the domain's past trend and present research scenario. The thematic analysis of CE is classified into three phases. Document cocitation analysis provided four broad clusters: conceptualization and operationalization, value creation through engagement, building relationships with brands and engagement-social media interface. The antecedents and consequences are categorized and presented along with the evolution of the multidimensional nature of CE.

Originality/value: This study adds to the literature in two key ways. First, the entire scholarly production has been compiled into one frame. Second, multiple methods were used to unravel citation, cocitation and textual data. Furthermore, ML-based LDA was used to extract latent themes from clusters and future research directions were proposed.

Behera, R. R., Jena, A., & Rath, C. S. (2024). From Blonde Bimbo to Bad 'Bitch' Barbie's Image Transformation through Songs. *Economic and Political Weekly*, 59(6), 63-64.

Aqua's portrayal of Barbie as a "bimbo," seeking fulfilment through Ken's company, is confronted with a self-reliant and independent Barbie in Nicki Minaj and Ice Spice's 2023 rendition.

Panda, S., & Sahu, J. P. (2024). Good Luck or Good Policy? Economic Growth and Human Development in Odisha Under the Naveen Patnaik Rule. *International Journal of Public Administration*, 47(16), 1139-1151.

Odisha has experienced three distinct growth regimes during 1991-2019, namely, 1991-2002, 2003-10 and 2011-19. Odisha outshone the national economy and the 15 other major states in terms of growth rates in Gross State Domestic Product per capita (GSDPPC) and Human Development Index (HDI) during 2003-10. However, during 2011-2019, Odisha witnessed a significant growth slowdown vis-à-vis the national economy but such downslide in GSDPPC and HDI is not significantly different from the major states. The first Naveen Patnaik decade saw an upsurge which was possibly due to good luck rather than good policy, and the second one marked a downslide.

Sindhwani, R., Arya, A., & Jayaram, J. (2024). Greener healthcare operations during COVID-19 pandemic: A data envelopment analysis approach. *Journal of Cleaner Production*, 452, 142043.

This study examines internal greener operations in Indian healthcare during COVID-19 pandemic. Specifically, the research explores the interrelationships among three parallel healthcare lines: general care, emergency care, and biomedical waste (BMW) management to fulfill greener healthcare's targeted sustainable development goals. We use the three parallel stage data envelopment analysis (DEA) approach model to assess efficiencies of the overall system and the individual parallel stages. We collected panel data for cities in the state of Maharashtra, India during the second wave of pandemic in 2021. We find that the effectiveness of general and emergency medical services depends on the requirements of healthcare resources such as beds and equipment in times of pandemics. By contrast, the capacity of individual BMW treatment processes such as incineration, autoclave, shredder, and deep burial would have a bearing on the efficiency of both BMW management and the total system for greener operations. In the second phase, we evaluated the impact of context-specific exogenous factors using a regression model. We found that literacy level was the most important factor at all three parallel stages separately. Additionally, the total population and number of female vaccinated persons were significant across the system while population density and number of male vaccinated persons were inconsequential factors. Interestingly, the Wilcoxon rank-sum hypothesis test offered no evidence to suggest that performance of general care and BMW management, and emergency care and BMW management were equivalent. Implications of these findings for academic theory, practitioners, and policy makers are offered.

Sharma, S., & Lenka, U. (2024). How does transformational leadership impact organizational unlearning: Insights from persistence theories. *Journal of Organizational Change Management*, 37(1), 150-172.

Purpose: Empirical attempts to recommend enabling mechanisms for organizational unlearning are sparse and have almost neglected the vital role of leadership in transforming organizations through unlearning. Based on the tenets of persistence theories like path-dependence and imprinting theory, this study examines the relationship between transformational leadership and unlearning with the mediating role of knowledge sharing, transparent internal communication and intrapreneurship.

Design/methodology/approach: To analyze the hypothesized relationship between these constructs, data were collected from 452 faculty members working in Centrally Funded Technical Institutions (CFTIs) in India. The data were analyzed using Process macro (Hayes, 2022).

Findings: The results show a significant effect of transformational leadership on organizational unlearning. This effect is mediated by transparent internal communication and intrapreneurship. However, knowledge sharing did not mediate the relationship between transformational leadership and organizational unlearning.

Practical implications: The Fourth Industrial Revolution, Covid-19, the rise of generative artificial intelligence tools like ChatGPT and policy reforms have pushed higher educational institutions to transform by unlearning old practices and experimenting with new ones. This paper informs how educational institutions can initiate and sustain the unlearning process.

Originality/value: Persistence theories like path-dependence and imprinting theory suggest that organizations often stick with proven success formulas and find it challenging to adopt new practices. Moreover, path dependence theorists advocate the role of an external intervening mechanism to break away from rigid and inefficient routines (or paths). This paper argues that in addition to external events (e.g. crisis, etc.), transformational leaders combined with organizational processes also help in unlearning obsolete knowledge and routines.

Singh, H. (2023). How perceived corporate social responsibility affects consumer citizenship behavior? Investigating the mediating roles of perceived employee behavior and consumer company identification. *Marketing Intelligence & Planning*, 41(7), 1037-1053.

Purpose: The purpose of this study is to understand the detailed mechanism through which consumer citizenship behavior gets affected by corporate social responsibility through perceived employee behavior and consumer company identification.

Design/methodology/approach: The study subjects data from cross-sectional survey of 405 retail store consumers to structural equation modeling.

Findings: The results indicate that consumer company identification plays a very crucial role as it mediates the effect of corporate social responsibility and employee behavior on consumer citizenship behavior. In addition, the results also indicate that corporate social responsibility perceptions lead to positive employee behavior.

Originality/value: The study contributes to the literature on consumer citizenship behavior by identifying and filling up two major gaps in the retail outlets' context: (1) the limited empirical investigation of antecedents of consumer citizenship behavior up to third-level (i.e. antecedent of antecedent) (2) the lack of clarity on the exact mechanism through which perceived corporate social responsibility influences consumer citizenship behavior, and the role of consumer company identification as a mediator in this relationship.

Posti, L., Bhamoriya, V., Kumar, R., & Khare, R. (2024). How productive is liquid waste management practices in Indian informal micro, small and medium enterprises?. *Management of Environmental Quality: An International Journal*, 35(2), 314-340.

Purpose: Waste management is a crucial aspect of sustainable development, but is it economically sustainable for marginalized informal firms? The study tries to answer this question by revisiting the Porter–Wagner dilemma about the association between environmental management (EM) and firm performance (FP). The study looks into the various liquid waste management practices (LWMPs) adopted by them and the overall impact of LWMPs on firms' economic performance.

Design/methodology/approach: The study uses the latest available cross-sectional data source on Indian informal firms by the National Sample Survey Office (NSSO), 73rd survey round 2015–16. First, ordered logistic regression was used to analyse the factors that impact a firm's adoption of a particular LWMP. Subsequently, to capture the heterogeneity among the firms based on productivity and size, a quantile regression (QR) was employed to analyse the impact of LWMPs on firm productivity. Additionally, the propensity score matching technique was used to address endogeneity concerns.

Findings: The authors find that bigger, urban-located and female-owned firms adopt cleaner LWMPs that positively impact their economic performance. Furthermore, the QR analysis observed that the most productive firms could extract higher returns from adopting cleaner LWMPs, indicating the relevance of the Porter–Wagner dilemma, i.e. environmental and economic sustainability are possibly symbiotic, thus having a feedback mechanism.

Originality/value: To the authors' limited knowledge, this is the first study analysing the relationship between EM and FP among the informal sector firms, which are away from any regulations or obligations. Since sustainability is a two-way process, policies should be devised that incentivise sustainable business practices.

Samal, A., Koshta, N., Tripathy, A., Roopak, R., & Mangla, S. K. (2025). Identifying the drivers of commitment to organizational sustainability in SMEs: The role of entrepreneurial orientation, organization climate and innovative workplace behavior. *Production Planning & Control*, 36(5), 593-606.

The adoption of sustainable practices is increasingly becoming important for organisations. Intuitively, such practices necessitate employee's commitment to strategic goals related to the firm's sustainable performance. However, research discussing employee commitment to organisational sustainability is mainly skewed towards large corporates, often neglecting the specifics of small and medium enterprises (SMEs). Addressing this gap, the current study's purpose is to examine the role of entrepreneurial orientation, organisational climate, and innovative workplace behaviour (IWB) on employee's commitment to sustainability in the SMEs. The current study employs a comparative case-based approach using data collected from eight SMEs in the food processing industry in India. The study's findings suggest that a firm's entrepreneurial orientation and organisational climate are prerequisites for promoting and developing IWB among employees, which ultimately translates into their commitment to a firm's sustainable performance. The research findings have implications for SME managers, operations managers, and business improvement specialists in the food processing industry.

Laskar, N., Sahu, J. P., & Choudhury, K. S. (2024). Impact of gender diversity on firm performance: Empirical evidence from India. *Managerial Finance*, 50(3), 614-633.

Purpose: The main purpose of the study is to investigate the impact of gender diversity both at the board and workforce level on firm performance (FP) in the Indian context.

Design/methodology/approach: This study is based on annual data of 200 companies listed on Bombay Stock Exchange (BSE) for the period 2012–2019. The authors have used the fixed-effects (FE) regression and system generalized method of moments to estimate the impact of board gender diversity and workforce gender diversity (WGD) on FP. The authors have used Blau's Index (BI) and Shannon's Index (SI) to measure gender diversity. Further, the authors have used return on assets and Tobin's Q (TBQ) to measure FP.

Findings: The authors' panel regression results suggest that board gender diversity and WGD have a positive and statistically significant impact on FP. The authors' findings are robust across different methods of estimation and alternative measures of FP.

Originality/value: This paper examines the impact of gender diversity both at the board and workforce level on FP of 200 companies listed on BSE. The authors' study contributes to the literature that is sparse in the Indian context and provides new insights on the impact of board and WGD on FP. The findings have useful policy implications. To achieve better performance, it is imperative to appreciate gender diversity at the governance and workforce level in a fast-growing economy like India.

Srivastava, A., Mateen, A., Narayanamurthy, G., Niranjana, S., & Sarkar, A. (2024). Impact of gray markets on strategic channel choice and social welfare. *Annals of Operations Research*, 340(2), 1035-1062.

The diversion of manufacturers' branded products outside the authorized channel leads to the emergence of gray markets (GMs), which is legal under the doctrine of first sale. Product diversion to GMs can negatively affect manufacturers' brand reputation. In this study, we analyze a manufacturer's strategic channel choice decision and its implications for social welfare in the presence of GMs and strategic consumers. We present scenarios in which the presence of GMs can either have a positive or negative impact on the manufacturer and the supply chain. Our findings indicate that the manufacturer and the supply chain become worse off due to product diversion to GMs under lower channel differentiation and high penalty cost for the loss of brand reputation due to product diversion. This effect is more severe for a decentralized supply chain, where product diversion does not directly affect the retailer's profitability due to the erosion of brand reputation. In such scenarios, we suggest that manufacturers should follow a brand-protection strategy to curb product diversion to GMs. However, manufacturers selling product categories with low brand equity can follow a market-expansion strategy. In such cases, the presence of GMs provides an alternative channel to expand sales by capturing untapped

consumer segments without incurring additional market search or advertising costs. This strategy also facilitates indirect price discrimination among consumers. We find that social welfare is higher when channel differentiation is low under a decentralized supply chain.

Premkumar, P., Chakrabarty, J. B., & Rajeev, A. (2023). Impact of sustained lockdown during Covid-19 pandemic on behavioural dynamics through evolutionary game theoretic model. *Annals of Operations Research*, 1-17.

Pandemics are black swan events that present the world with unique challenges. Most often, people are ill equipped to deal with such challenges due to lack of first-hand experience of having dealt with a similar situation before. More importantly, panic among the general population adds to the unsurmountable challenges of handling such a situation. As a result, despite having the technical knowhow, lack of an understanding of how people would behave poses as the single common factor across similar crises. This study explores an evolutionary game theoretic model to analyse the behavioural patterns of people to arrive at evolutionary stable states. The prevalent evolutionary stable state will help the governments determine the course of action and help the governments to prolong the surge in number of cases. Our analyses and insights from real life data suggest that as the duration of restrictions increases, it becomes increasingly difficult to prolong the surge. We also develop a pandemic mitigation responsiveness index (PMRI) to validate our model using data from different countries of the world. The index is a measure of a country's responsiveness to the pandemic. Further, we use this index in conjunction with Hofstede's cultural dimension on IVR. Using Hofstede's cultural dimension on IVR and our game-theoretic model, the governments can conduct a scenario analysis based on various levels of PMRI. Accordingly, they can take informed decisions on imposition of lockdown viz. the timing, the duration as well as the stringency of the lockdown. Based on this, the governments may also choose to impose the lockdown in phase-wise manner in the wake of a pandemic situation like the Covid-19 to control the economy as well as the influx of patients in a manageable way.

Srivastava, A., Choi, T. M., Mahajan, A., & Roy, V. (2024). Impacts of gray market selling on the supply chain under product upgrade and pricing flexibility decisions. *Naval Research Logistics (NRL)*, 71(3), 365-388.

Gray markets are infamous for unauthorized diversion of authentic products at lower prices to harm the manufacturer's authorized distribution channel. Hence, manufacturers are becoming more proactive in shaping strategies that can counter gray markets. By considering the risk of unauthorized selling through gray markets, we analyze the manufacturer's strategic channel choice and product upgrade decision. We analytically explore the provision of granting flexibility to the legitimate retailer to adjust price during the selling season as a strategy to cope with gray market. We find that unauthorized selling through gray markets has a severe negative impact on the manufacturer's profitability depending on the degree of channel differentiation and product brand equity. We counter intuitively reveal that the overall decentralized supply chain can be better off, owing to higher product leakage, especially because the legitimate retailer gains an increased sales volume through product diversion to the gray market. However, the manufacturer's loss is more severe in such a decentralized supply chain. We show that the manufacturer can eliminate unauthorized sales through gray market by offering price adjustment flexibility to the retailer. Another compelling finding exhibits that the manufacturer's decision to launch an upgraded product can intensify the diversion of an existing product. However, unfair competition from the unauthorized channel cannibalizes the sales of an upgraded product, thereby making the manufacturer worse off. Interestingly, despite the cannibalization of upgraded product sales, the manufacturer can be better off in terms of overall profitability via price adjustment flexibility if both the degree of upgrade and brand equity are higher. Overall, in addition to deploying monitoring mechanisms for supervising legitimate retailers, price adjustment flexibility can reduce product diversion if the degree of upgrade is moderate and channel differentiation is higher.

Kar, S. K., Sharma, A., Kar, S., & Dey, A. (2024). Impact on agricultural crop production under climate change scenario. In *Technological approaches for climate smart agriculture* (pp. 109-132). Cham: Springer International Publishing.

The aim of this study is to investigate the correlation between the use of social media, offline social networks, trust propensity, and the likelihood of entrepreneurial entry within the performing arts industry. This investigation employs a survey-based methodology. Using a snowball sampling

technique, 232 employees in the performing arts industry were surveyed to obtain primary data. A multiple regression test was used to examine the hypothesis. Findings show that there is a strong link between using social media, having a social network offline, being trusting, and starting a business. Also, the link between social media use and starting a business is tempered by trust tendency. The results presented in this paper will aid policymakers in formulating entrepreneurial-related policies. This study contributes to the existing literature on social media use, offline social network, trust propensity and entrepreneurial entry. This research paper further tests the framework of Wang et al. (2020) in the context of performing arts.

Jauhar, S., Pratap, S., Lakshay, Paul, S., & Gunasekaran, A. (2023). Internet of things based innovative solutions and emerging research clusters in circular economy. *Operations Management Research*, 16(4), 1968-1988.

There have been more studies on the circular economy (CE) and the internet of things (IoT) in recent years, but limited studies have examined how IoT can aid the CE. This study will use bibliometric tools to examine the current literature on IoT-CE and contribute to the expansion of knowledge in this field. The R package Bibliometrics was used to look at a set of more than 2,000 scientific papers from the Web of Science database about how IoT-based solutions can help improve the circular economy. This analysis helps us figure out how many papers are published each year by country, author, journal, and institution. With the number of publications around the world going up, the United States was the country with the most publications and citations, followed by the United Kingdom. Also shown in the results is how well journals, authors, and institutions did. The keyword analysis shows that research in these fields is getting more and more popular. The content analysis shows that IoT is mostly used in six areas: internet traceability and e-commerce, IoT adoption barriers in the supply chain, digitization in the supply chain, the effects of big data on the economy, the role of information technology in the circular economy, and supply chain performance. Therefore, these results can aid future research in this field by providing a global perspective of scientific research on IoT-based innovative solutions along-with the role of various digital technologies in achieving circular economy characteristics or dimensions.

Thomas, A., Gangopadhyay, K., Balooni, K., Balasubramanian, S., & Padmanabhan, M. (2024). Is Government Health Subsidy Targeted Enough in India? Evidence from a Tertiary Hospital. *International Journal of Public Administration*, 47(9), 579-599.

In emerging economies like India, the focus of public health policies is shifting toward the treating non-communicable diseases to preventing communicable diseases. The public welfare demands appropriate targeted healthcare subsidies for non-communicable diseases. In this paper, we investigate whether out-of-pocket expenditure toward mitigating non-communicable diseases for the poorer section of the population is catastrophic by nature. In a representative futuristic scenario for an emerging economy, we have collected the cancer patients' expenditure data from the patients and hospital management in a not-for-profit cancer hospital located in the state of Kerala. We have analyzed the variation of expenditure categorized as government subsidy toward treatment, private expenditure toward medical goods and services, and private expenditure toward non-medical goods and services against different socio-economic variables. The analysis of catastrophic health expenditure data reveals that relatively lower income lower-income households face more risk of catastrophic health expenditure and are in greater need of government subsidy.

Datta, S., Jauhar, S. K., & Paul, S. K. (2023). Leveraging blockchain to improve nutraceutical supply chain resilience under post-pandemic disruptions. *Computers & Industrial Engineering*, 183, 109475.

Due to the pandemic, there has been an increase in the use of dietary supplements to boost the body's immune system. A demand-supply mismatch exists as a result of the unexpected increase in demand. The nutraceutical industry has been working on mechanisms to improve manufacturing efficiency and address bottlenecks in sourcing and production. The current study is attempting to address the issue of identifying these bottleneck problems by proposing a mathematical model to devise the optimal costs associated with the operations, as well as attempting to see the possibility of blockchain technology adoption as a better alternative to addressing these bottlenecks. The study compares adding an assembly line to existing infrastructure to implementing blockchain technology to improve manufacturing process efficiency. The study increases the likelihood of blockchain technology being used in the nutraceutical industry and calls for more research at the intersection of blockchain,

nutraceuticals, and optimization.

Gaur, J., Bharti, K., & Bajaj, R. (2024). Maximizing marketing impact: Heuristic vs ensemble models for attribution modeling. *Global Knowledge, Memory and Communication*.

Purpose: Allocation of the marketing budget has become increasingly challenging due to the diverse channel exposure to customers. This study aims to enhance global marketing knowledge by introducing an ensemble attribution model to optimize marketing budget allocation for online marketing channels. As empirical research, this study demonstrates the supremacy of the ensemble model over standalone models.

Design/methodology/approach: The transactional data set for car insurance from an Indian insurance aggregator is used in this empirical study. The data set contains information from more than three million platform visitors. A robust ensemble model is created by combining results from two probabilistic models, namely, the Markov chain model and the Shapley value. These results are compared and validated with heuristic models. Also, the performances of online marketing channels and attribution models are evaluated based on the devices used (i.e. desktop vs mobile).

Findings: Channel importance charts for desktop and mobile devices are analyzed to understand the top contributing online marketing channels. Customer relationship management-emailers and Google cost per click a paid advertising is identified as the top two marketing channels for desktop and mobile channels. The research reveals that ensemble model accuracy is better than the standalone model, that is, the Markov chain model and the Shapley value.

Originality/value: To the best of the authors' knowledge, the current research is the first of its kind to introduce ensemble modeling for solving attribution problems in online marketing. A comparison with heuristic models using different devices (desktop and mobile) offers insights into the results with heuristic models.

Chang, H., Indra, D., & Maiti, A. (2023). Metropolitan area heterogeneity and the impact of road infrastructure improvements on VMT. *Transportation Research Part A: Policy and Practice*, 175, 103733.

Past studies have found that the average elasticity of vehicle miles traveled (VMT) to the stock of highways is close to one. This result is often interpreted to mean that an increase in the stock of highway miles is likely to be accompanied by a commensurate increase in VMT, leaving congestion unaffected. In this study, we explore the heterogeneity in this elasticity due to both observed and unobserved city characteristics. We begin by using a simple model to demonstrate how cities with different initial congestion levels may respond differently to added road capacity. These differences give rise to heterogeneity in the elasticity of VMT to highway capacity. We then conduct an empirical analysis using the instrumental variable quantile regression (IVQR) model to incorporate variation in the elasticity due to the presence of unobserved differences across metropolitan statistical areas (MSAs). The IVQR results imply that expanding road capacities has a greater impact on MSAs with low levels of VMT than on MSAs with high VMT. Estimates of the elasticity using generalized quantile regression (GQR) mirror the IVQR estimates. We further simulate the mechanisms using a spatial equilibrium model with an extensive road network calibrated to the Greater Los Angeles region by treating commuting and shopping trips, mode, and route choices. We find that the elasticity of VMT to capacity—which decreases with initial VMT—in LA is 0.32. One important policy implication is that, when building more roads, the mean or median congestion level across cities remains unchanged, although it can reduce the number of cities experiencing high congestion levels.

Singh, M., Jauhar, S. K., Pant, M., & Paul, S. K. (2025). Modeling third-party reverse logistics for healthcare waste recycling in the post-pandemic era. *International Journal of Production Research*, 63(2), 651-686.

The COVID-19 pandemic has increased the demand for life-saving devices known as 'ventilators,' which help critically ill patients breathe. Owing to the high global demand for ventilators and other medical equipment, many Indian nonmedical equipment companies have risen to meet this demand. This unexpected demand for ventilators during the COVID-19 pandemic, similar to that for other EOL

electronic medical devices, has become a severe problem for the nation. Consequently, the healthcare industry must efficiently handle EOL ventilators, which can be outsourced to 3PRLPs. 3PRLPs play a vital role in a company's reverse logistics activities. This study emphasises the 3PRLP selection process as a complex decision-making problem and the optimisation of order allocation to qualified 3PRLPs. As a result, this study proposes a two-phase hybrid decision-making problem. First phase combines the two multi-attribute decision-making methods to select 3PRLPs based on their assessed SPS and Second phase, the evaluated SPS was utilised as one of the objectives of a multi-objective linear programming model to allocate orders to the selected 3PRLPs. To solve the proposed model, both classical and modern approaches were used. The results show that the proposed framework can be successfully implemented in the current scenario of the healthcare industry.

Kumar, D. (2024). Moderation impact of sustainability disclosures in linking external uncertainties and default risk of tourism businesses. *Current Issues in Tourism*, 27(16), 2649-2667.

Despite growing attention towards corporate sustainability among tourism businesses, the association between sustainability initiatives and default risk, which is one of the fundamental elements in determining company value, has received minimal consideration in tourism research. The study emphasizes how crucial sustainability initiatives are for reducing the tourism businesses' default risk. The study also emphasizes the crucial role played by external uncertainties in raising the default risk of tourism businesses. The study further demonstrates the relevance of sustainability initiatives in mitigating the repercussions of uncertainties on default risk of tourism businesses. The study considers two uncertain periods (COVID-19 outbreak and global financial crisis) to illustrate the relevance of sustainability initiatives in mitigating the consequences of heightened uncertainties on the default risk. The results are essential for economic stakeholders to consider sustainability disclosures before investing in tourism businesses.

Kaler, A., & Guha, A. (2023). Non-Alignment between Prices of Sugar and Sugarcane Creating Cyclicity in the Sugar Sector of India: An Application of Cointegration Technique. *Indian Journal of Agricultural Economics*, 78(4), 634-642.

The paper aims to study whether the non-alignment between sugar and sugarcane prices creates cyclicity in the Indian sugar sector. This paper found no non-alignment between sugar and sugarcane prices in India. Thus, the non-alignment between sugar and sugarcane prices cannot create the cycle. One need a better explanation for the cyclicity and, therefore, a better solution. Otherwise, it will affect the livelihood of a large number of people in India.

Joshi, N., Bapat, S. R., & Sengupta, R. N. (2024). Optimal estimation of reliability parameter for inverse Pareto distribution with application to insurance data. *International Journal of Quality & Reliability Management*, 41(7), 1811-1837.

Purpose – The purpose of this paper is to develop optimal estimation procedures for the stress-strength reliability (SSR) parameter $R_5 P(X > Y)$ of an inverse Pareto distribution (IPD). **Design/methodology/approach** – We estimate the SSR parameter $R_5 P(X > Y)$ of the IPD under the minimum risk and bounded risk point estimation problems, where X and Y are strength and stress variables, respectively. The total loss function considered is a combination of estimation error (squared error) and cost, utilizing which we minimize the associated risk in order to estimate the reliability parameter. As no fixed sample technique can be used to solve the proposed point estimation problems, we propose some “cost and time efficient” adaptive sampling techniques (two-stage and purely sequential sampling methods) to tackle them. **Findings** – We state important results based on the proposed sampling methodologies. These include estimations of the expected sample size, standard deviation (SD) and mean square error (MSE) of the terminal estimator of reliability parameters. The theoretical values of reliability parameters and the associated sample size and risk functions are well supported by exhaustive simulation analyses. The applicability of our suggested methodology is further corroborated by a real dataset based on insurance claims. **Originality/value** – This study will be useful for scenarios where various logistical concerns are involved in the reliability analysis. The methodologies proposed in this study can reduce the number of sampling operations substantially and save time and cost to a great extent. **Keywords** Bounded risk, Insurance claims' data, Inverse Pareto distribution, Minimum risk, Sequential estimation, Stress-strength reliability Paper type Research paper

Bapat, S. R., & Joshi, N. (2024). Optimal estimation of the length-biased inverse Gaussian mean with a case study on Eastern Tropical Pacific dolphins. *Environmental and Ecological Statistics*, 31(3), 675-689.

This paper deals with estimating the underlying parameter of a length-biased inverse Gaussian distribution, when the observations are prone to length-biased sampling. Length-biased sampling occurs when the observations of smaller lengths or dimensions are neglected from the sample. We focus on a particular type of sequential fixed-accuracy confidence interval for estimation purposes. This method proves to be both time and cost efficient as one is able to perform the estimation using an optimal number of observations according to some set criteria. We discuss the applicability of our proposed method with regards to estimating the cluster size of the "Eastern Tropical Pacific Dolphins", which are often vulnerable to length biasedness

Pratap, S., Jauhar, S. K., Gunasekaran, A., & Kamble, S. S. (2024). Optimizing the IoT and big data embedded smart supply chains for sustainable performance. *Computers & Industrial Engineering*, 187, 109828.

A sustainable and robust supply chain is becoming increasingly important to meet customers' never-ending needs. Numerous supply chain challenges such as forecasting issues, maintaining traditional inventories, distribution delays, delayed digital transformation, counterfeit consumer goods, excessive carbon gas emissions, and hazardous waste have necessitated improvements in supply chain management. These difficulties can only be addressed by modernizing the embedded technology of the supply chain. According to current assessments, organizations should prioritize sustainable development and use innovations such as the "Internet of Things (IoT) and big data" to create smart and resilient supply chains for sustainable performance and Industry 4.0. Industry 4.0, ushers in a sustainable and digital supply chain revolution through the application of cutting-edge technologies. The 19 papers in this special issue aim to contribute to the development of research topics on optimizing the IoT and big data-embedded smart supply chains for sustainable performance. Three major macro-topics arose: (i) Implication of IoT in Supply Chain, (ii) impact of big data in the supply chain, and (iii) Use of Blockchain in Supply Chain Analysis. Novel evidence-based frameworks and approaches have been proposed, as well as some real-life situations, in the articles featured in this special issue collection, supporting meaningful developments in the twin subject of IoT and Big data-embedded smart supply chains for sustainable performance. Nonetheless, an examination of the papers in the special issue reveals interesting research prospects required to analyze and explore this developing topic in terms of its various features. More evidence and application-based research are required to better understand the dynamics of Smart Supply Chains for Sustainable Performance ecosystems and Industrial Symbiosis networks. Finally, specialized IoT and Big data are being developed. Embedded solutions based on intelligent architectures and data-driven techniques can help firms embrace Smart Supply Chains for Sustainable Performance not only within their own walls, but also in the supply chain and societal dimensions.

Bhuyan, A., & Roy, V. (2024). Paratransit services and socio-economic planning: A review uncovering critical insights and developmental pathways. *Socio-Economic Planning Sciences*, 101960.

Paratransit services offer flexible on-demand transportation filling crucial mobility gaps otherwise unmet by conventional public transportation systems. A common problem witnessed in both the developed and developing worlds is the inadequate complementarity among paratransit and conventional transit for maximized urban mobility provisions. Particularly in the Global South, such an inadequacy stems from the negative portrayal of paratransit whereas in the Global North paratransit remains underutilized. At this juncture, paratransit emerges as an important transportation segment that requires an in-depth understanding of its grained agenda demanding development. Therefore, a multi-disciplinary article-set on paratransit is constructed by involving the scholarships of transportation sciences, logistics management, planning and public policy, legal sciences, and general management. Thereby, this vast spread of literature [294 articles (1970–2023)] is excavated from two perspectives: (i) developed versus developing world's viewpoint, and (ii) understanding socio-economic planning issues at the strategic, tactical, and operational levels. Resultantly, the agenda surrounding paratransit's development is outlined in layered themes. Three primary themes and thirteen subthemes granularize the strategic, tactical, and operational agenda of socio-economic planning in this regard. Furthermore, the review draws out diverse strategic pathways conceptualizing vital implications on how knowledge of paratransit can advance in the future.

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

Hussain, A., Sameena, S. T., & Khan, A. A. (2024). Promotion of Traditional Weaving Craft of Mau Region. *Economic & Political Weekly*, 59(5), 59.

An analysis of the contradictions that lie between official records and the ground realities in the handloom sector in the Mau region in Uttar Pradesh is presented. Data from various government websites and reports, responses by applying the Right to Information Act, as well as primary fieldwork in the region are used to throw light on the challenges faced by the handloom sector in the Mau region.

Wales, W. J., Batra, S., & Rangaswamy, U. S. (2024). Quit the Politicking? How Factors Within Strategic Business Unit Teams Shape Returns from Entrepreneurial Orientation. *Group & Organization Management*, 10596011241254894.

In this study, we examine the entrepreneurial orientation (EO), political behavior, and discretion of leaders within an organization's strategic business unit (SBU) customer portfolio teams to determine whether and how an SBU team's political environment affects its performance. Building upon EO as theory of new value creation, we argue that politically charged SBU teams are less capable of translating EO into improved performance. However, we observe the harmful influence of SBU team politics on the EO-performance relationship is partially alleviated when SBU team leaders have greater discretion over their units' actions. We examine our theoretical model using robust data collected from 320 SBU team leaders and 1181 reporting SBU project managers within a large multi-national information technology firm headquartered in India. Implications for theory and practice are discussed.

Avdhesh, V., Jain, R., & Tyagi, A. (2024). Relationship between Social Media Use, Offline Social Network, Trust Propensity and Entrepreneurial Entry: Evidence from Performing Arts. *Pacific Business Review International*, 16(8).

Climate change and accompanying human activities and natural hazards pose significant challenges to sustainable agricultural production. Increasing agricultural productivity to feed the burgeoning population in the face of changing climate and degraded land resources leads to additional degradation and depletion of soil nutrient stocks. The changing climatic conditions and extremes negatively affect all types of food security, namely food availability, access, utilization and stability. Climate changes have an adverse effect on agriculture and different agricultural activity in different ways, e.g. variations in annual rainfall, global warming, emission of greenhouse gases (mainly CO₂), fluctuations in sea water level, heat waves and modification in weeds, pests or microbes. The negative impact of climate change affects crop production and food security worldwide. These abrupt changes in climate variables impact crops' yield, productivity, livestock, dairy and fisheries, which adversely influence food security and the global economy. Also, variation in the temperature and humidity may increase the insect and pest population, disease in plant population and uncontrolled spread of weeds in crop fields which are the other most prominent threats to crop production and food security. Food quantity and quality remain major issues for researchers because of the evolving environment. In order to evaluate food security comprehensively, future study on this topic has to consider population growth, agricultural output, climate change and water availability. Uncertainty in climate leads to severe

economic risks worldwide as agriculture is (more vulnerable to this risk) involved. Timely forecasting the adverse weather pattern may reduce the loss and develop coping capacity among farmers. In this regard, the integrated application of Remote Sensing data and the GIS platform plays a crucial role in agricultural applications. Hence, adopting climate-resilient and sustainable agricultural practices may help vulnerable regions cope with the changing climatic scenario.

Gupta, R., & Guha, A. (2024). Renewable energy and economic growth: Evidence from India. *The Indian Economic Journal*, 72(2), 220-242.

This article examines the nexus between economic growth and two renewable energy sources, namely wind and solar, to separate out the contrast between these two sources, for India deploying system generalised method of moments and vector error correction method suitable to capture the dynamic nature of panel data. Unlike most of the earlier studies, it takes into account cross-sectional dependence and addresses the issue of endogeneity. India has been chosen because despite India being one of the largest producers of renewable energy globally; the nexus is under-studied. This article finds the installation of solar energy capacity positively influences the Gross State Domestic Product (GSDP) growth. Moreover, there is a bi-directional positive relation between the installation of wind energy capacity and GSDP growth. Hence the adoption of renewable energy is helping the states to grow faster. However, the study found not much difference in the nature of the nexus between solar energy growth and wind energy growth for India.

Taneja, B., & Bharti, K. (2023). Role of behavioural abstraction (vs concrete) levels in accepting health technologies. *Global Knowledge, Memory and Communication*.

Purpose: While attempting to persuade surgeons to accept their health technology, sales representatives for medical devices face daily challenges in the operating room. Surgeons exhibit cognitive complexity (abstractness vs. concreteness) when accepting any form of health technology. Surgeons choose technologies on behalf of their patients, taking patient priorities and expectations into account. Prior research has focused on cognitive complexity in the context of health technology adoption, but the issue of technology acceptance has not been addressed. The purpose of this study to use the construal level (CL) theory to determine the role of behavioural abstraction levels in the acceptance of surgical health technology.

Design/methodology/approach: On the basis of 556 min of seminar-based data and semi-directive interviews, the surgeons' experiences regarding the acceptance of health technology were analysed. A non-directive observational method was used to permit the spontaneous emergence of CL dimensions in a natural environment. A categorization model was used for data coding, and MAXQDA, in addition to traditional multidimensional scaling and hierarchical cluster analysis, was used to generate results with joint displays.

Findings: Effort expectancy, learning curve, performance risk, habit, patient clinical condition, clinical outcome expectancy, technology setting and social influence were construed at a low construal level (LCL). On the other hand, patient paying capacity, technology cost, price value, financial risk and patient performance expectation were construed at a high construal level (HCL). The study also reveals duality-based factors which showed proximity to HCL but intersected at LCL, and vice versa. Duality-based factors such as effort expectancy, surgical technique, trust and perceived risk intersected at HCL, whereas performance expectancy, relative advantage, time expectancy, perceived value, physical risk and peer group influence intersected at LCL.

Originality/value: This is one of the early studies that presented the impact of behavioural abstraction on behavioural intention to accept health technology for surgeries.

Arya, A., Hatami-Marbini, A., & Khoshnevis, P. (2023, August). Rough Data Envelopment Analysis: An Application to Indian Agriculture. In *International Conference on Intelligent and Fuzzy Systems* (pp. 689-696). Cham: Springer Nature Switzerland.

In an uncertain world, nothing is definite. Measuring a person's effectiveness in such a volatile world is inevitable. For a traditional data envelopment analysis (DEA) approach for precisely evaluating the relative efficacy of homogenous decision-making units (DMUs), precise input and output quantity data are required. However, it's possible that precise knowledge of the data won't be available in many real-

world applications. This kind of situation can be handled using rough set theory. In order to quantify uncertainty, this work attempts to build a rough DEA model by merging traditional DEA with rough set theory with optimistic and pessimistic confidence levels of rough variables. In the proposed method, a unified production frontier is created for all DMUs using the same set of restrictions, allowing one to precisely evaluate each DMU's efficiency in the presence of rough data. Additionally, a ranking system based on the approaches put out is offered. The paper examines the effectiveness of the Indian fertiliser supply chain for over a decade in the face of uncertain circumstances. The results of the suggested models are contrasted with those of the current DEA models to show how policymakers might improve the performance of the Indian fertiliser industry's supply chains. (An earlier version of this study was published in Arya, A., & Hatami-Marbini, A. (2023). A new efficiency evaluation approach with rough data: An application to Indian fertilizer. *Journal of Industrial and Management Optimization*, 19(7), 5183–5208).

Sengupta, R. N., Bapat, S. R., & Joshi, N. (2024). Sequential estimation for the multiple linear regression models with balanced loss functions. *Sequential Analysis*, 43(2), 211-232.

Sequential analysis (SA) as a sampling technique has notable advantages like smaller average sample size and reduced value of risk compared to similarly comparable fixed-sample techniques. In this study, we first propose a few models for the estimation of the regression parameters or functions of parameters under the multiple linear regression (MLR) setup using a balanced loss function (BLF). Thereafter, we obtain the expressions of risk functions and optimal fixed sample sizes for the proposed models based on the bounded risk criteria. We establish that no fixed-sample procedures can tackle these estimation problems. Hence, we propose different multistage sampling methodologies, viz. (i) two-stage sampling, (ii) three-stage sampling, (iii) purely sequential sampling, and (iv) batch sequential sampling, and corroborate the same with the detailed simulation and real data analyses.

Jasrotia, S. S., Rai, S. S., Rai, S., & Giri, S. (2024). Stage-wise green supply chain management and environmental performance: Impact of blockchain technology. *International Journal of Information Management Data Insights*, 4(2), 100241.

In the era of globalisation, the use of technology and concerns for sustainability is eminent in the supply chain management practices. The current study focuses on sustainable and green supply practices in different stages of supply chain management and how they can be facilitated by blockchain technology (BT). The study has addressed the existing gaps in the area namely, the lack of research assessing stage-wise green supply chain for environmental performance focusing on BT. The current study aims to assess the impact of BT on different stages of the green supply chain and a firm's environmental performance. The study also focuses on analyzing the impact of green supply chain stages on environmental performance. The study uses PLS-based structural equation modelling approach to investigate the hypothesised relationships between BT adoption and stage-wise green supply chain practices. The data was collected from individuals from medium-sized enterprises from the manufacturing industry in India. The findings reveal a positive association between blockchain adoption and green supply chain management practices leading to enhancement in environmental performance. Furthermore, the study indicates a positive relationship between blockchain integration and different stages of the green supply chain, underscoring its multi-faceted impact on environmental performance. The findings imply that the BT adoption can facilitate the realization of sustainable supply chain practices and performance improvement

Deb, M., Sharma, V. K., & Panchapakesan, P. (2023). Sustainable practices, mindfulness, tranquility, and well-being: A mixed-method approach. *Journal of destination marketing & management*, 30, 100816.

The present study aims to understand how tourists perceive the sustainable practices adopted by hotels and rural homestays and how this impacts their well-being. The current research used a mixed-methods approach. A qualitative study explored preliminary information on the state of formal certification of prevalent sustainable practices adopted by rural homestays and hotels in India. At the same time, quantitative research used SPSS and AMOS to analyze data collected from 850 tourists. Results indicate a positive association between sustainable practices and tranquility and between tranquility and well-being. This positive association is positively moderated by mindfulness. The findings advance the existing scope of the Self-Determination Theory by applying this theory to the study of sustainable practices, tranquility, and tourists' well-being. The findings also have implications for academicians, hotels & rural homestay operators.

Gupta, R., Hirani, H., & Shankar, R. (2023). Sustainable solid waste management system using technology-enabled end-of-pipe strategies. *Journal of Environmental Management*, 347, 119122.

Ever Increasing accumulation of solid waste, attributed to population growth and rapid urbanization, is a serious issue for all nations. This creates hindrance in implementing sustainable solid waste management systems (SWMS), which contribute to socio-economic-environmental-operational (SEEO) benefits for the nations and their citizens. Limited understanding of various solid waste management (SWM) practices, their operational sequence, and other system constraints pose numerous challenges for the concerned authorities and policymakers. This paper provides a framework depicting three broad categories of strategies for managing solid waste: preventive, end-of-pipe (EOP), and environmental restoration. Among these, the research emphasizes on EOP strategies, being suitable alternative as per current requirements, to deal with massive amounts of generated waste. It further adopts Grey-DEMATEL approach to models the causal relationship among EOP strategies to identify the most influential strategy, which influences other ones. The model suggests waste segregation to be the major enabler for other EOP strategies, as it has maximum overall significance value ($R + C$) between 1.18 and 1.41 and it is the only one with positive value in "net-effect" computation ($R - C$), compared to other strategies with negative ($R - C$) values. This would enable concerned authorities to understand and follow the sequence of actions. Finally, a comprehensive framework is proposed for effective, efficient, and sustainable methods of handling different types of solid waste using technology-enabled EOP strategies. A case study is performed to demonstrate the significance of waste segregation towards SEEO benefits. It indicates that technology-based solutions at decentralized depots and establishment of biogas plant in the vicinity of garbage collection point leads to reduction in transportation cost and energy saving in efficient manner. The ground level implementation of our research in an Indian city resulted in the reduction of daily vehicle requirement from 25 to 20 vehicles, leading to approx. 25% savings in overall transportation costs thereby cutting exchequer's bill by up to \$ 2820/month. It also reveals that mechanized and decentralized solutions were not effective for inert waste, its disposal to landfill was more suited alternative.

Narayan, S., Kumar, D., & Bouri, E. (2023). Systemically important financial institutions and drivers of systemic risk: Evidence from India. *Pacific-Basin Finance Journal*, 82, 102155.

The aim of this study is twofold: (1) identify the systemically important financial institutions in India and their contributing role to Indian systemic risk during various global and domestic events; and (2) uncover the factors driving systemic risk in Indian financial institutions. To serve the first aim, we estimate financial institutions' involvement in the overall risk of the Indian financial market using the component expected shortfall approach. The results show that the State Bank of India, ICICI Bank, HDFC Bank, and HDFC Ltd. contribute more than 50% to the aggregate risk in India, demonstrating a significant systemic risk concentration. These financial institutions are also referred to as domestic systemically important banks (D-SIBs) by the Reserve Bank of India (the central bank in India). Financial institutions show an increased contribution to overall systemic risk after the systemic events considered in the study. Furthermore, results indicate that banks play a dominating role in contributing to systemic risk in India; however, the analysis also indicates the increasing contribution of non-banking financial companies and insurance firms to the gross risk of the Indian financial market in recent years. To serve the second aim, we apply panel data regressions and show that the probability of default, leverage, loan, liquidity, board size, and Basel norms are significant drivers of systemic risk. Besides the importance of our findings for investment and risk management decisions during crisis periods, our findings have implications for policymakers overseeing the financial system in India, assessing potential vulnerabilities and designing prudential regulatory and action plans to maintain financial stability.

Jain, S., & Sahu, J. P. (2023). The impact of ICT on financial inclusion: evidence from global sample.

This study explores the impact of Information and Communication Technology (ICT) on financial inclusion across 74 countries from 2011 to 2021. An ICT index derived using Principal Component Analysis (PCA) with indicators including internet penetration, fixed broadband subscriptions, and mobile cellular subscriptions, serves as the basis for analysis. Panel regression methods, including fixed effects and Panel Instrumental Variable (IV) regression, are employed. We measure financial inclusion through bank account ownership and access to borrowings from the Global Findex Database. The study reveals a statistically significant and positive influence of the ICT index on financial inclusion. Additionally, when categorizing nations into high-income and middle-income groups, ICT's

role in enhancing financial inclusion, particularly in middle-income countries, becomes evident. This underscores the critical importance of robust ICT infrastructure, urging policymakers, especially in middle-income countries, to prioritize internet accessibility for fostering greater financial inclusion.

Gumparthi, V. P., & Srivastava, M. (2024). The social influences in consumer-brand relationships: The moderating roles of gender and consumer age. *Journal of Promotion Management*, 30(5), 767-810.

Brand love and brand loyalty are crucial factors in consumer-brand relationships. However, few studies have examined the impact of social influences on them. Using structural equation modeling, this study investigated the impact of interpersonal influence and celebrity endorser influence on brand love and brand loyalty, the mediating role of brand love between the two social influences and brand loyalty, and finally the moderating roles of gender and consumer age across these relationships. The results suggest that both the social influences have a crucial role in this context and brand love acts as a partial mediator in the association with brand loyalty. Gender did not play the expected moderating role. However, consumers' age played a significant moderating role in the relationships between social influences and brand love

Bhuyan, A., Roy, V., & Srivastava, A. (2024). Unpacking service management issues in intermediate public transportation toward sustainable mobility. *Transportation Research Record*, 2678(6), 619-640.

How can intermediate public transportation (IPT) benefit from a service management emphasis to envision the sustainable mobility of the future? Answering this question, this paper reviews IPT, which includes modes such as the Access Link and Kutsuplus schemes, auto-rickshaws, and e-bike taxis. These modes represent new mobility services that have emerged in both developed and developing countries in the wake of evolving travel demands, soaring private vehicle ownership, and declining public transit ridership. Despite the emerging nature of IPT, however, it remains underrepresented and poorly understood in transportation frameworks, and so is generally excluded from transportation reforms. With this premise, this review accentuates how IPT services can be improved and made more attractive to users by mainstreaming service management issues. Further, this review outlines how improvement of IPT can help in unlocking the sustainable mobility of the future. This research therefore stems from a multidisciplinary review set involving scholarship in engineering management, operations management, operations research, transportation engineering, and transportation management. The paper outlines diverse facets of service management from which IPT can benefit. Furthermore, the paper theorizes on how IPT can contribute to sustainable mobility.

Singh, S., Lakshay, Pratap, S., & Jauhar, S. K. (2024). Unveiling barriers to IoT adoption in the maritime freight industry. *International Journal of System Assurance Engineering and Management*, 1-11.

The global shipping industry is the cornerstone of contemporary culture and the economy. Swift trade facilitated by efficient and dependable shipping services forms the backbone of the rapid exchange of goods and ideas, making the availability of certain now-ubiquitous products possible. Maritime cargo strategies enable businesses to seamlessly and expeditiously transport their goods across nations and borders. Integrating Internet of Things (IoT) technology is a promising solution to enhance these operations. IoT refers to a network of interconnected devices, objects, or "things" that communicate and share data with each other over the internet. The primary purpose of IoT is to enable these devices to collect, exchange, and analyze information, creating a seamless and intelligent network. This paper addresses the barriers that organizations may face when contemplating the implementation of IoT in maritime freight operations. To identify and prioritize these challenges, a multi-criteria decision-making approach has been employed specifically the Fuzzy Analytical Hierarchy Process (AHP) method & Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS), to rank these factors in descending order of their significance.

Iqbal, N., Bouri, E., Liu, G., & Kumar, A. (2024). Volatility spillovers during normal and high volatility states and their driving factors: A cross-country and cross-asset analysis. *International Journal of Finance & Economics*, 29(1), 975-995.

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.

Ghosh, S. (2014). When Education Impacts on Development, and when it does not-some Experiences from India. In *INTED2014 Proceedings* (pp. 4620-4625). IATED.

More than two-third Indians live in rural areas, where education is primarily imparted through government schools. Many schools have only one classroom, and only 30% schools are connected to electricity; 45% of teachers have not studied after grade 12 and 25% of teachers were found absent on a given day. Not surprisingly, less than half of the children between the age of six and fourteen go to school; 58% don't complete primary school and 90% don't complete school. While the government is focusing on universal education, the quality of primary education is found to be declining. According to Annual Status of Education Report (ASER) in 2010, 46.3% of all children in Class V could not read a Class II level text, and only 11-20% of Class V students could do division in two major states. Studies have linked poor education as much as poverty with poor health outcomes like high infant mortality rate (IMR) and maternal mortality rate (MMR).

Amidst this gloom, there are significant success stories. These experiences do not relate to elite private schools but to initiatives by voluntary sector working among the poorest sections of society, and operating in equally trying conditions.

This paper argues that the major differentiators are innovation and governance, and not passion and commitment as often thought. While the latter set of characteristics are important during formative stages, it is innovation that brings value to education, just as the quality of governance determines sustenance.

NIRF RANKING - IIM KASHIPUR

IIM Kashipur's performance in the NIRF management rankings has seen a mix of progress and setbacks. The institute debuted in 2016 with a strong **21st** position, followed by a slight improvement to **20th** in 2017. However, the following years saw a steady decline, with the institute slipping to **22nd** in 2018, **25th** in 2019, and further to **33rd** in 2020, where it remained in 2021. In 2022, IIM Kashipur made a notable comeback, climbing **10 places** to reach **23rd** and further improving to **19th** in 2023. Despite this upward trend, the institute experienced a minor setback in 2024, dropping back to **23rd**. The differences in scores among institutions in the NIRF rankings reveal a competitive landscape. For the top 10 institutions, the score difference is **16.16 points**, while those ranked between **11-20** have a smaller gap of **5.88 points**. The difference narrows further to **3.73 points** for institutions ranked **21-30**. This suggests that IIM Kashipur, currently ranked **23rd**, has a significant opportunity to climb higher in the coming years, given the relatively small score gaps in its current bracket.



MERC Doctoral Colloquium 2024

The Management Education and Research Colloquium (MERC) is the flagship doctoral colloquium of the Indian Institute of Management Kashipur. This year, from May 31 to June 2, 2024, It was the 4th edition of MERC. The event saw exceptional growth, with a 400% increase in participation compared to the past three editions, making it the largest doctoral conclave in North India. MERC 2024 has proven to be an exceptional platform for both doctoral scholars and early career academic professionals.

The event featured a blend of workshops, academic discussions, and paper presentations, fostering the growth and development of the participants. The preparation for MERC 2024 began in January, with the steering committee comprising 10 faculty members, 10 student committee members, and 3 doctoral office personnel working tirelessly to ensure its success. This year, we received over 750 applications, and after rigorous scrutiny, we shortlisted 255 research papers for presentation. The participation bifurcated at approximately 50% female and 50% male presenters.

For the first time, we accepted applications from attendees who could attend paper presentations and workshops. The 255 research papers were divided into 41 tracks, running parallel in seven technical sessions over two days. Each presenter was given 15 minutes to showcase their research, including discussions and feedback from experienced faculty of IIM Kashipur serving as track chairs. Students and faculties from eminent institutions such as IITs, IIMs and top universities presented their research at MERC 2024. The tracks included ten each from finance and marketing, four from OBHR, three each from economics and strategy, one from communications, and two from operations and decision sciences, covering a diverse array of management areas. MERC 2024 hosted three workshops aimed at fostering academic rigour and professional growth by Prof. Sankarshan Basu, faculty IIM Bangalore, Prof. Neharika Vohra, faculty IIM Ahmedabad and Prof. Jason Bennet Thatcher, faculty Leeds School of Business, University of Colorado Boulder.

Prof. Basu elaborated on 'Research in academia focussing on making research relevant and contextual'. Prof. Neharika conversed on 'Paying attention to the 'Design' in Research Design'. Prof. Thatcher gave an insightful session on 'Ethical Research in the contemporary era'. Participants were warmly welcomed to the campus on May 30th, May 31st, and June 1st, and enjoyed exceptional hospitality from IIM Kashipur. The event facilitated conversations, collaborations, learning, and growth. To foster informal bonds, a day excursion trip to Nainital was organized on June 2, 2024.

Overall, MERC 2024 was a resounding success, reflecting the dedication and hard work of the organizing committee and providing a significant platform for the academic and professional development of all participants.

Such a huge event would not have been possible without the support of our sponsors of the event, SBI, Bharat Book and Pearson India.



DOCTORAL SCHOLARS



Amandeep Singh Narang
COMMUNICATION



Falguni Gupta
COMMUNICATIONS



Manish Kumar
COMMUNICATIONS



Preeti Sharma
COMMUNICATIONS



Anshuman Kaler
ECONOMICS



Divyansh Maurya
ECONOMICS



Hausla
ECONOMICS



Rajesh Gupta
ECONOMICS



Razuiq Anwar
ECONOMICS



Shivani Jain
ECONOMICS



Soumya Chicker
ECONOMICS



Vivek Kumar Yadav
ECONOMICS



Yash Shekhar
ECONOMICS



Divyam Jain
FINANCE



Hajam Abid Bashir
FINANCE



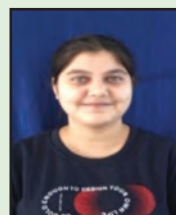
Purnima Khemani
FINANCE



Shiljas
FINANCE



Shivani Narayan
FINANCE



Abhaya Pandey
FINANCE & ACCOUNTING



Akansha Gupta
FINANCE & ACCOUNTING

DOCTORAL SCHOLARS



Kapish Lingwal
FINANCE & ACCOUNTING



Kuljeet Jolly
FINANCE & ACCOUNTING



Vamsidhar Ambatipudi
FINANCE & ACCOUNTING



Zubair Ahmed
FINANCE & ACCOUNTING



Anurag Kulshrestha
INFORMATION TECHNOLOGY
& SYSTEMS



Chanchal Agarwal
INFORMATION TECHNOLOGY
& SYSTEMS



Deepak Kumar Bagchi
INFORMATION TECHNOLOGY
& SYSTEMS



Girdhari Bora
INFORMATION TECHNOLOGY
& SYSTEMS



Himanshu Sharma
INFORMATION TECHNOLOGY
& SYSTEMS



Ishan Kakkar
INFORMATION TECHNOLOGY
& SYSTEMS



Aruni Ghosh
MARKETING



Bharat Taneja
MARKETING



Harman Singh
MARKETING



Jitendra Gaur
MARKETING



Mithlesh Sarle
MARKETING



Pranav Nijhawan
MARKETING



Roopendra Roopak
MARKETING



Sanmitra Chitte
MARKETING



Shubham Mall
MARKETING



Sunil Kumar Bose
MARKETING

DOCTORAL SCHOLARS



Varenym Gupta
MARKETING



Jhilmil Das
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Shyam Sundar Choudhary
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Sundeep Kumar
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Abhyuday Anand Mishra
ORGANISATIONAL BE-
HAVIOUR & HUMAN RE-
SOURCE MANAGEMENT



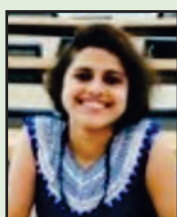
Apoorva Pandey
ORGANISATIONAL BE-
HAVIOUR & HUMAN RE-
SOURCE MANAGEMENT



Indra Mehra
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Nishtha Roy
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Vedula Sai Bhargavi
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Sumit Manderna
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Sweta Bose
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Vaishalini Singh Jamwal
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Vaishnavi Gautam
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Yusra Qamar
ORGANISATIONAL
BEHAVIOUR & HUMAN
RESOURCE MANAGEMENT



Ashish Prasad Surendra
OPERATIONS MANAGEMENT
& DECISION SCIENCES



Asmit Dey
OPERATIONS MANAGEMENT
& DECISION SCIENCES



Rahul Kanyal
OPERATIONS MANAGEMENT
& DECISION SCIENCES



Sayan Datta
OPERATIONS MANAGEMENT
& DECISION SCIENCES



Srishti Pandey
OPERATIONS MANAGEMENT
& DECISION SCIENCES



Chandan Kumar
OPERATION

DOCTORAL SCHOLARS



Gaurav Kumar
OPERATION



Harshraj
OPERATION



Jatinder Bedi
OPERATION



Sachin Choubey
OPERATION



Shipra Shukla
OPERATION



Shubhendu Datta
OPERATION



Tapabrata Pal
OPERATION



Mohammad Imran
PUBLIC POLICY



Muhammad Thoyyib. V.T
PUBLIC POLICY



Mayuree Sengupta
STRATEGY Management



Rahul Yadav
STRATEGY



Sastry Sarath Pendyala
STRATEGY



CONFERENCE DATA AY 2023-24



Name of the Scholar	Title	Organiser	Venue
Abhyudaya Anand Mishra	Fempreneurship through Digital Platforms	INDAM	NMIMS Mumbai
Apoorva Pandey	Digital Wellbeing' of Doctoral Students: Meanings, Strategies, and Consequences	INDAM	NMIMS Mumbai
Shivani Jain	Modelling enablers of blockchain technology adoption in digital payments: An integrated EFA-TISM approach	INDAM	NMIMS Mumbai
Vaishnavi Gautam	Retrospection, Revival, Rebirth : Conceptualizing HRM in Gig Work	INDAM	NMIMS Mumbai
Sumit Manderna	Life Role Salience through the Kaleidoscope: Exploring the Careers of Indian Bureaucrats' Spouses	INDAM	NMIMS Mumbai
Sayan Datta	Evaluating the scope of Blockchain technology adoption in nutraceutical sectors	SOM	IIM Indore
Sayan Datta	Setting the stage for Justice in Logistics and Supply Chain Management: A Systematic Literature Review and research agenda	INDAM	NMIMS Mumbai
Shivani Narayan	Identifying systemically important financial institutions in India	SIBR	Bangkok, Thailand
Purnima Khemani	Corporate sustainability and conflict: An agency perspective	East Asia Research	Singapore
Razique Anwar	Monetary policy and food inflation in India.	WIEM 2023 Organising Committee	Warsaw, Poland

Name of the Scholar	Title	Organiser	Venue
Shipra Shukla	Countering the counterfeit using disruptive technology for the uninformed consumers.	POMS, Paris	Paris
Divyam Jain	Are ESG Disclosures a last-ditch effort? – The contrasting case of Asia	University of Southampton	Southampton UK
Nishtha Roy		MDI Gurgaon	MDI Gurgaon
Shiljas	Can accounting practices signal the credibility of sustainability disclosures? An introspection of accounting conservatism	BAFA	Dubai
Shivani Jain	The impact of ICT on financial inclusion: Evidence from Global Sample	ICIS	Hyderabad
Nishtha Roy	Exploring the Interplay Between Protean Career Orientation and Career Satisfaction	IIM Ranchi	IIM Ranchi



RESEARCH SEMINARS

Speaker	Topic	Date	Year
Prof. Sachin Kamble, Professor of Operations & Supply Chain, EDHEC Business School, France and Prof. Millie Pant, Head of the Department and Professor at the Department of Applied Mathematics and Scientific Computing, IIT Roorkee	Digital Transformation and Soft Computing: Future Trends and Predictions for Supply Chain Management in 2030 (Panel Discussion)	04 August	2023
Dr. Dilip Kumar, Associate Professor, Finance & Accounting, IIM Kashipur	Moderation impact of sustainability disclosures in linking external uncertainties and default risk of tourism businesses	14 July	2023
Dr. Abhishek Srivastava, Assistant Professor, Operation Management & Decision Sciences, IIM Kashipur	Countering the Counterfeit Using Disruptive Technology for the Uninformed Consumers	07 July	2023
Dr. A V Raman, Assistant Professor in Organisational Behaviour & Human Resource, IIM Kashipur	Reflections on the need for an Indian Grammatology of cognition and agency in AI	01 December	2023
Dr. Abhishek Srivastava, Assistant Professor of the Operation Management & Decision Sciences Area at IIM Kashipur	Second-hand product selling and platform competition	29 November	2023
Dr. Ashish Kumar, Associate Professor in Finance and Accounting Area at IIM Kashipur, on November 24, 2023	Mandated Corporate social responsibility spending and dividend payout (1st title) & Impact of Corporate Ownership on Stock Return: Evidence from a Unique Emerging Economy (2nd title)	24 November	2023
Dr. Jagadish Prasad Sahu, Assistant Professor in Economics Area at IIM Kashipur	Good luck or good policy? Economic growth and human development in Odisha under the Naveen Patnaik rule	17 November	2023
Prof. Stephen Zhang, Professor of Entrepreneurship & Strategy, University of Adelaide	Only the Paranoid Survive? The Implications of Having a Paranoid CEO	07 November	2023
Dr. Smarak Samarjeet, Assistant Professor in Communication Area & Dr. Kumkum Bharti, Associate Professor in Marketing Area at IIM Kashipur	Constructing the Self at the Intersection of Gender and Caste: Understanding the Motivations of Marginalized Activist Women in India	03 November	2023
Dr. Abhishek Srivastava, Assistant Professor of the Operation Management & Decision Sciences Area at IIM Kashipur	Impacts of gray market selling on the supply chain under product upgrade and pricing flexibility decisions	20 October	2023
Prof. Smitha Radhakrishnan is the Marion Butler McLean Professor in the History of Ideas and Professor of Sociology at Wellesley College, USA	Rethinking "Untapped" Value: Gender and Predatory Inclusion in India and Beyond	13 October	2023

Speaker	Topic	Date	Year
Dr. Dilip Kumar, Associate Professor, Finance & Accounting, IIM Kashipur	Systemically important financial institutions and drivers of systemic risk: Evidence from India.	29 September	2023
Dr. Rajiv Kumar, Assistant Professor, IT & Systems, IIM Kashipur	Examining Solar Photovoltaic Adoption and Trade-off: Qualitative Study and Conjoint Analysis Approach	22 September	2023
Dr. Shobha Tewari, Associate Professor, Strategy Area and Dr. Alka Arya, Assistant Professor, Operations Management & Decision Sciences Area at IIM Kashipur	Analyzing the efficiency of the Indian hotel industry using the Malmquist DEA approach	15 March	2024
Dr. Alka Arya, Assistant Professor, Operations Management & Decision Sciences at IIM Kashipur	Parallel-series data envelopment analysis: Efficiency evaluation of banks	06 March	2024
Dr. Jagadish Prasad Sahu, Assistant Professor in Economics Area at IIM Kashipur	Government institutions and foreign direct investment inflows in developing countries	25 January	2024
Prof. Suman Niranjana, Assistant Professor of Logistics at G. Brint Ryan College of Business, University of North Texas	Transforming the Future: Sustainable Technologies for Supply Chain Efficiency	08 January	2024
Dr. Ashish Kumar, Associate Professor in Finance & Accounting Area at IIM Kashipur	Are ESG Disclosures a Saviour? - The case of Asia	04 January	2024
Dr. Shobha Tewari, Assistant Professor in Strategy Area at IIM Kashipur	Beyond The Agency Lens: Revisiting The Slack And R&D Relationship In High Technology Firms	29 December	2023
Dr. Abu Rehan Abbasi, Assistant Professor in Strategy Area at IIM Kashipur	Small Worlds and the Dynamics of Ownership Networks during Institutional Transition in India	12 December	2023
Dr. Neeraj Joshi, Assistant Professor in Operations Management and Decision Sciences at IIM Kashipur	Sequential Estimation of the Stress-Strength Reliability for Inverse Pareto Distribution with Applications	08 December	2023
Dr. Andrew N. Smith, Associate Professor - Marketing and Director MSM Program, Sawyer School of Business, Suffolk University, Boston, USA	Theorizing the value capture work of person-brands	07 December	2023
Dr. Jimut Bahan Chakrabarty, Assistant Professor in Operations Management and Decision Sciences at IIM Kashipur	Using Life Test Sampling for Warranted Products for Determining Optimum Process Target: A Markov Chain Approach	05 December	2023
Prof. Dilip Kumar, Associate Professor, Finance and Accounting Area at IIM Kashipur	Consumer Confidence, Uncertainties, and the Extreme Return and Risk of the UK Travel and Leisure Industry	24 June	2024

Speaker	Topic	Date	Year
Dr. Abu Rehan Abbasi, Assistant Professor, Strategy Area at IIM Kashipur	An exploratory analysis of new firm foundings by trading community members and their survival	21 June	2024
Dr. Mridul Maheshwari, Assistant Professor, OBHR Area, at IIM Kashipur	Career sustainability of digital micro-entrepreneurs: strategic insights from YouTubers in India	21 June	2024
Prof. Somnath Chakrabarti, Professor, Marketing Area, at IIM Kashipur	Framing knowledge structure of customer engagement: A multi-method review	21 June	2024
Dr. Vivek Roy, Assistant Professor, Operations Management and Decision Sciences Area, at IIM Kashipur	Digital enabled agility: Industry 4.0 unlocking real-time information processing, traceability, and visibility to unleash the next extent of agility	18 June	2024
Dr. Jagadish Prasad Sahu, Assistant Professor, Economics Area, at IIM Kashipur	Impact of gender diversity on firm performance: Empirical evidence from India	18 June	2024
Dr. Abhishek Srivastava, Assistant Professor, Operations Management and Decision Sciences Area, at IIM Kashipur	Blockchain Solutions, Safeguarding Brand Integrity and Profitability Against Unauthorized Gray Market Selling	10 June	2024
Prof. Jatin Pandey, Associate Professor, Organization Behavior and Human Resource Management at IIM Indore	Ethical Leadership: Espoused Aspirations and Bias-Ridden Realities	28 May	2024
Prof. Kunal Ganguly, Professor, Operations Management and Decision Sciences Area at IIM Kashipur	Exploring the role of user-perceived quality towards user acceptance and continuance intention for E-Procurement	17 May	2024
Dr. Shubham Sharma, Assistant Professor, Organizational Behavior & Human Resource Area at IIM Kashipur	How does transformational leadership impact organizational unlearning: insights from persistence theories	10 May	2024
Prof. Sunil Kumar Jauhar, Assistant Professor, Operations Management & Decision Sciences, IIM Kashipur	Leveraging blockchain to improve nutraceutical supply chain resilience under post-pandemic disruptions	28 June	2024
Prof. Sunil Kumar Jauhar, Assistant Professor, Operations Management & Decision Sciences, IIM Kashipur	Modeling third-party reverse logistics for healthcare waste recycling in the post-pandemic era	28 June	2024
Dr. Mridul Maheshwari, Assistant Professor, OBHR Area, at IIM Kashipur	Fempreneurship Through Digital Platforms: The “Labyrinth Groove” and the “Barricades” Within	28 June	2024

Speaker	Topic	Date	Year
Prof. Shivam Rai, Assistant Professor and Prof. Preeti Narwal, Marketing Area, at IIM Kashipur	Fairness Perceptions, Happiness, and Behavioral Intentions in Trade Fairs: An Investigation from the Relational Model of Justice	26 June	2024
Prof. Harish Kumar, Assistant Professor, IT & Systems Area, at IIM Kashipur	A computer vision-based system for real-time component identification from waste printed circuit boards	26 June	2024
Prof. Harish Kumar, Assistant Professor, IT & Systems Area and Prof. Rameshwar S Ture at IIM Kashipur	Technological Solutions for Digital Identity: A Computer Vision-Based Approach to Mitigate Imaging Errors	26 June	2024
Prof. Safal Batra, Associate Professor, Strategy Area at IIM Kashipur	Does Narcissism Influence Entrepreneurial Intentions? A Theory of Planned Behaviour Perspective	24 June	2024
Prof. Safal Batra, Associate Professor, Strategy Area at IIM Kashipur	Quit the Politicking? How Factors Within Strategic Business Unit Teams Shape Returns from Entrepreneurial Orientation	24 June	2024



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.

Featured Speakers for ICMI Conference

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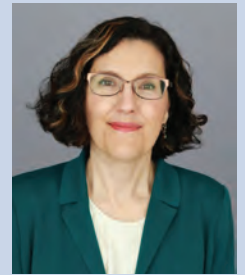
Keynote speaker



Prof. Alina Sorescu

Professor of Marketing, Mays Business School, Texas A&M University, **Co-editor of the International Journal of Research in Marketing**

Speaker Meet the Editor Session



Prof. Nirmalya Kumar

Lee Kong Chian, Professor of Marketing

Singapore Management University.

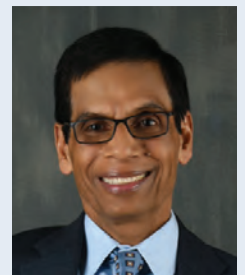
Keynote speaker



Prof. K. Sivakumar

Arthur Tauck Chair and a Professor of Marketing at Lehigh University.

Speaker for the Paper Development Workshop



Prof. Charles Noble

Professor of Business, Knoxville's Haslam College of Business, **Editor Journal of the Academy of Marketing Science**

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Prof. Anand Jaiswal

Professor Marketing, **IIM Ahmedabad.**

Special Speaker paper address



Prof. Srihari Sridhar

Editor in Chief of the Journal of Marketing

Speaker Meet the Editor Session

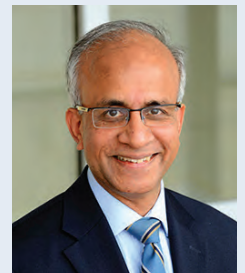


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