

Faculty Research Abstracts 2018-2023

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ABDC 'A*', Scopus, Web Of Science, 9.237

ONLINE FOOD DELIVERY: A SYSTEMATIC SYNTHESIS OF LITERATURE AND A FRAMEWORK DEVELOPMENT

- Amit Shankar, Charles Jebarajakirthy, **Preeti Nayal**, Haroon Iqbal Maseeh, Aman Kumar, Achchuthan Sivapalan, (2022 - 23), Online food delivery: A systematic synthesis of literature and a framework development, International Journal of Hospitality Management, Elsevier ISSN: 0278-4319, 1873-4693, Volume 104, July 2022, 103240 ABDC 'A*', Scopus, Web Of Science, 9.237

Abstract

This study aims to systematically review the extant literature on online food delivery. The literature on online food delivery is synthesised in terms of theories, contexts, methods adopted and analytical techniques used. The literature review suggests that online food delivery research has transitioned from website-based food delivery to online to offline, mobile application-based food delivery, and drone-based food delivery. Further, based on the synthesis, we have developed a conceptual framework that shows the frequently reported antecedents, mediators, moderators, and consequences in online food delivery literature. Moreover, by identifying overlooked areas of online food delivery research, some insightful future research directions have been proposed to further advance this research domain. This review contributes to the hospitality literature, specifically to the food delivery literature.

ABDC 'A*', Scopus, UGC, Web of Science, Impact Factor: 5.00

**INTERNATIONAL DIFFERENCE IN EMPLOYEE SILENCE MOTIVES:
SCALE VALIDATION, PREVALENCE, AND RELATIONSHIPS WITH
CULTURE CHARACTERISTICS ACROSS 33 COUNTRIES**

- Michael Knoll, Martin Götz, Elisa Adriasola, Amer Ali Al-Atwi, Alicia Arenas, Kokou A. Atitsogbe, Stephen Barrett, **Anindo Bhattacharjee**, Norman D. Blanco, Sabina Bogilović, Grégoire Bollmann, Janine Bosak, Cagri Bulut, Madeline Carter, Matej Černe, Susanna L. M. Chui, Donatella Di Marco, Gesa S. Duden, Vicki Elsey, Makoto Fujimura, Paola Gatti, Chiara Ghislieri, Steffen R. Giessner, Kenta Hino, Joeri Hofmans, Thomas S. Jønsson, Pazambadi Kazimna, Kevin B. Lowe, Juliana Malagón, Hassan Mohebbi, Anthony Montgomery, Lucas Monzani, Anne Nederveen Pieterse, Muhammed Ngoma, Emir Ozeren, Deirdre O'Shea, Christina Lundsgaard Ottsen, Jennifer Pickett, Anna A. Rangkuti, Sylwiusz Retowski, Farzad Sattari Ardabili, Razia Shaukat, Silvia A. Silva, Ana Šimunić, Niklas K. Steffens, Faniya Sultanova, Daria Szücs, Susana M. Tavares, Arun Tipandjan, Rolf van Dick, Dimitri Vasiljevic, Sut I. Wong, Hannes Zacher , (2020-21), International difference in employee silence motives: Scale Validation, Prevalence, and relationships with culture characteristics across 33 countries , Journal of Organizational Behavior , Wiley-Blackwell Publishing , Vol. 42, Issue. 5, pp. 619-648, March 2021, 0894-3796, 1099-1379, **ABDC " A* "**, **Scopus, UGC, Web of Science, Impact Factor: 5.00**

Abstract

Employee silence, the withholding of work-related ideas, questions, or concerns from someone who could effect change, has been proposed to hamper individual and collective learning as well as the detection of errors and unethical behaviors in many areas of the world. To facilitate cross-cultural research, we validated an instrument measuring four employee silence motives (i.e., silence based on fear, resignation, prosocial, and selfish motives) in 21 languages. Across 33 countries (N=8,222) representing diverse cultural clusters, the instrument shows good psychometric properties (i.e., internal reliabilities, factor structure, and

measurement invariance). Results further revealed similarities and differences in the prevalence of silence motives between countries, but did not necessarily support cultural stereotypes. To explore the role of culture for silence, we examined relationships of silence motives with the societal practices cultural dimensions from the GLOBE Program. We found relationships between silence motives and power distance, institutional collectivism, and uncertainty avoidance. Overall, the findings suggest that relationships between silence and cultural dimensions are more complex than commonly assumed. We discuss the explanatory power of nations as (cultural) units of analysis, our social scientific approach, the predictive value of cultural dimensions, and opportunities to extend silence research geographically, methodologically, and conceptually.

ABDC 'A*', Scopus, Web of Science, Impact Factor: 5.063.

EXAMINING M-COUPON REDEMPTION INTENTION AMONG CONSUMERS: A MODERATED MODERATED-MEDIATION AND CONDITIONAL MODEL

- **Naval Preeti**, Pandey Neeraj, Paul Justin, (2020-21), Examining m-Coupon Redemption Intention among Consumers: A Moderated Moderated-Mediation and Conditional Model, International Journal of Information Management, Elsevier, Vol.57, 0268-4012, 1873-4707, **ABDC " A* ", Scopus, Web of Science, Impact Factor: 5.063**

Abstract

The low redemption rate of coupons presents a challenge for marketers and scholars. While numerous studies have endorsed the potential of mobile (m)-coupons, not much is known about the consumer's intention to redeem such coupons. This study uses Value-based Adoption Model (VAM) to explain the redemption intention of m-coupons among coupon redeemers. Apart from studying coupon proneness and perceived convenience, this study empirically examined perceived privacy risk (PPR) (first moderator) and repeat usage behavior (second moderator) for m-coupon redemption intention. One of the key findings from 637 m-coupon users suggest that high repeat usage behavior of m-

coupon redemption diminishes the influence of PPR. This suggest that marketers should offer a seamless end to end customer journey to increase m-coupon redemption. The other managerial implications have also been highlighted in the study.

ABDC ‘A*’, Scopus

OIL SHOCKS AND STOCK MARKET: REVISITING THE DYNAMICS

- **Anand, B.**, & Paul, S (2020 - 21), Oil shocks and stock market: Revisiting the Dynamics, Energy Economics, online 2 February 2021, Volume 96, April 2021, 105111, ABDC ‘A*’, Scopus

Abstract

The impact of crude oil shocks on the real and financial sector depends on its origin. This study examines the expected demand and supply specific oil shocks on stock market returns and its volatility in the Indian context. Time-Varying Parameter Structural Vector Autoregression-Stochastic Variance (TVP-SVAR-SV) model is used to estimate the models and identify the oil supply shocks, demand specific oil shocks and macro uncertainty shocks. The model is estimated using monthly crude oil price changes, returns of the major oil-producing companies, Policy Uncertainty Index and the stock returns from Jan 2003 to Feb 2020. The impact of oil shocks on stock return volatility is also analysed replacing stock returns with its realised volatility. The impulse response of the Indian stock returns and its volatility from TVP-SVAR-SV model indicate that expected oil demand shocks significantly affect the stock returns and its volatility. However, the results suggest no impact in the case of supply shocks. Similarly, shocks to policy uncertainty leads to negative returns and an increase in its volatility.

ABDC 'A*', Scopus

EXAMINING THE ROLE OF TRUST AND QUALITY DIMENSIONS IN THE ACTUAL USAGE OF MOBILE BANKING SERVICES: AN EMPIRICAL INVESTIGATION

- Sharma Sujeet Kumar, **Sharma Manisha** (2018 - 19), Examining the role of trust and quality dimensions in the actual usage of mobile banking services: An empirical investigation, International Journal of Information Management, Volume 44, February 2019, Pages 65-75 ABDC 'A*', Scopus

Abstract

Mobile banking (m-banking) has emerged dynamically over the years due to consumers' increased use of mobile technologies, their ever-growing lifestyle choices and also the several different economic factors. This paper proposes a new research model by extending the DeLone & McLean information systems (D&M IS) success model to understand users' actual usage of m-banking. The research model was tested and validated using data collected by survey from 227 Omani residents. This study employed a two-staged analytical approach by combining structural equation modeling and neural network analysis. The results divulge that satisfaction and intention to use stand as two important precedents of actual usage, and the satisfaction also mediates the relationship between service quality, information quality and trust with intention to use m-banking and negates with that of system quality. We have provided the theoretical as well as practical implications of the findings.

ABDC 'A', Scopus

CUSTOMER CENTRIC HYBRID RECOMMENDATION SYSTEM FOR E-COMMERCE APPLICATIONS BY INTEGRATING HYBRID SENTIMENT ANALYSIS

- Arodh Lal Karn, Rakshha Kumari Karna, Bhavana Raj Kondamudi, **Girish Bagale**, Denis A. Pustokhin, Irina V. Pustokhina, Sudhakar Sengan (2022–23), Customer centric hybrid recommendation system for E-Commerce applications by integrating hybrid sentiment analysis, Electronic Commerce Research, Springer 29 October 2022, ABDC 'A', Scopus

Abstract

Internet applications such as Online Social Networking and Electronic commerce are becoming incredibly common, resulting in more content being available. Recommender systems (RS) assist users in identifying appropriate information out of a large pool of options. In today's internet applications, RS are extremely important. To increase user satisfaction, this type of system supports personalized recommendations based on a massive volume of data. These suggestions assist clients in selecting products, while concerns can increase product utilization. We discovered that much research work is going on in the field of recommendation and that there are some effective systems out there. In the context of social information, sentimental analysis (SA) can aid in increasing the knowledge of a user's behaviour, views, and reactions, which is helpful for incorporating into RS to improve recommendation accuracy. RS has been found to resolve information overload challenges in information retrieval, but they still have issues with cold-start and data sparsity. SA, on the other hand, is well-known for interpreting text and conveying user choices. It's frequently used to assist E-Commerce in tracking customer feedback on their products and attempting to comprehend customer needs and preferences. To improve the accuracy and correctness of any RS, this paper proposes a recommendation model based on a Hybrid Recommendation Model (HRM) and hybrid SA. In the proposed method, we first generate a preliminary recommendation list using a HRM. To generate the final recommendation list, the HRM with SA is used. In terms of various evaluation criteria, the HRM with SA outperforms traditional models.

ABDC, Scopus, Web Of Science, Impact Factor: 8.568

A NOVEL MACHINE LEARNING-BASED MULTIOBJECTIVE ROBUST OPTIMISATION STRATEGY FOR QUALITY IMPROVEMENT OF MULTIVARIATE MANUFACTURING PROCESSES

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- **Abhinav Kumar Sharma**, Indrajit Mukherjeet, Sasadhar Bera , (2022 - 23), A novel machine learning-based multiobjective robust optimisation strategy for

quality improvement of multivariate manufacturing processes, International Journal of Production Research, Taylor & Francis Online, ISSN: 0020-7543, 1366-588X ,Online Published 04th July 2022, **ABDC ‘A’, Scopus, Web Of Science, Impact Factor: 8.568**

Abstract

The primary objective of this study was to develop a novel data-driven machine learning-based multiobjective robust optimisation strategy to improve the overall quality of multivariate manufacturing processes. The new strategy was conceptualised considering a manufacturing environment with unreplicated non-normal data observations and limited opportunity for off-line sequential design of experiments. At a macro level, the new strategy adopts suitable artificial intelligence-based process models and a fine-tuned non-dominated sorting genetic algorithm-II (NSGA-II) to derive robust efficient process setting conditions. These robust solutions are iteratively derived considering process model predictive uncertainties, process setting sensitivities, and variance-covariance structure of uncontrollable multivariate non-normal inputs (or covariates). These solutions are also ranked based on multicriteria decision-making (MCDM) techniques to facilitate implementation. In this study, the quality of the best-ranked solutions was compared (w.r.t. closeness to specified multiple targets and predicted multivariate output variabilities) with those of the solutions obtained from parametric and commercial software-based approaches using three different real-life manufacturing cases.

ABDC ‘A’, Scopus, Web Of Science, Impact Factor: 2.37

EMPLOYEE SILENCE IN HEALTH CARE: CHARTING NEW AVENUES FOR LEADERSHIP AND MANAGEMENT

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- Anthony Montgomery, Olga Lainidi, Judith Johnson, Jennifer Creese, Fredrik Baathe, Adriana Baban, Anindo Bhattacharjee, Madeline Carter, Lotta Dellve, Eva Doherty, Mimmi Kheddache Jendeby, Karen Morgan, **Manjari Srivastava**, Neill Thompson, Reidar Tyssen, **Veena Vohra**, (2022 - 23), Employee silence in health care: Charting new avenues for leadership and management, Health Care Management Review, Lippincott Williams & Wilkins,ISSN: 0361-6274,

1550-5030, Online Published 16th June 2022, ABDC 'A' Scopus , Web Of Science, Impact Factor: 2.37

Abstract

Issue: Health care management is faced with a basic conundrum about organizational behavior; why do professionals who are highly dedicated to their work choose to remain silent on critical issues that they recognize as being professionally and organizationally significant? Speaking-up interventions in health care achieve disappointing outcomes because of a professional and organizational culture that is not supportive.

Critical theoretical analysis: Our understanding of the different types of employee silence is in its infancy, and more ethnographic and qualitative work is needed to reveal the complex nature of silence in health care. We use the sensemaking theory to elucidate how the difficulties to overcoming silence in health care are interwoven in health care culture.

Insight/advance: The relationship between withholding information and patient safety is complex, highlighting the need for differentiated conceptualizations of silence in health care. We present three Critical Challenge points to advance our understanding of silence and its roots by (1) challenging the predominance of psychological safety, (2) explaining how we operationalize sensemaking, and (3) transforming the role of clinical leaders as sensemakers who can recognize and reshape employee silence. These challenges also point to how employee silence can also result in a form of dysfunctional professionalism that supports maladaptive health care structures in practice.

Practice implications: Delineating the contextual factors that prompt employee silence and encourage speaking up among health care workers is crucial to addressing this issue in health care organizations. For clinical leaders, the challenge is to valorize behaviors that enhance adaptive and deep psychological safety among teams and within professions while modeling the sharing of information that leads to improvements in patient safety and quality of care.

ABDC ‘A’, Scopus, Web Of Science, Impact Factor:3.32

INDIAN CUSTOMERS' ACCEPTANCE OF SERVICE ROBOTS IN RESTAURANT SERVICES, BEHAVIOUR AND INFORMATION TECHNOLOGY

- **Smriti Pande**, Kriti Priya Gupta, (2022 - 23), Indian customers' acceptance of service robots in restaurant services, Behaviour and Information Technology, Taylor & Francis Online, ISSN: 0144-929X, 1362-3001, Published online: 25 Jul 2022 **ABDC ‘A’, Scopus, Web Of Science, Impact Factor:3.32**

Abstract

The present study attempts to develop and empirically test a theoretical model of service robot use acceptance (SRUA) that intends to explain Indian customers' willingness to accept the use of service robots in restaurant services by modifying the Artificially Intelligent (AI) Device Use Acceptance (AIDUA) model. The proposed model is grounded on the Cognitive Appraisal Theory, Unified Theory of Acceptance and Use of Technology (UTAUT) and Human–Robot Interaction (HRI) literature. The data collected through a survey generated 419 usable customer responses that were used to empirically test the proposed model using Structural Equation Modeling (SEM). Findings indicate that customers go through a three-stage process, which includes primary appraisal stage, secondary appraisal stage and the outcome stage, in determining their willingness to accept the use of service robots in restaurants. The results of the study also indicate significant moderating effects of customers' gender and previous experience with service robots in the proposed model. By providing an understanding about customers' perception towards service robots in Indian restaurant settings, the study is expected to serve as a base for successful

diffusion of service robots to create positive dining experiences within the restaurant settings in India and other developing nations with similar cultural orientations.

ABDC ‘A’, Scopus, Web Of Science, Impact Factor:10.969

SOCIOCULTURAL CHANGES AND PORTRAYAL OF WOMEN IN ADVERTISEMENTS: A TEMPORAL INVESTIGATION ACROSS PRODUCT CATEGORIES

- Sanjeev Tripathi, Anjali Bansal, Amrita Bansal (2022 - 23), Sociocultural changes and portrayal of women in advertisements: A temporal investigation across product categories, Journal Of Business Research, Elsevier, ISSN: 0148-2963,1873-7978, Volume153, December2022, Pages216-227 **ABDC ‘A’, Scopus, Web Of Science, Impact Factor:10.969**

Abstract

We investigate how sociocultural changes impact the creative aspects of advertisements. We theorize that the sociocultural changes resulting from improvement in education standards and economic development improve the status of women in society. Next, we draw from the literature on self-congruence to argue that women with an enhanced status reject their decorative portrayal in advertisements and favor an empowered portrayal. As a result, marketers seeking to elicit a favorable response from consumers change their creative strategy to portray women in less decorative and more empowered roles. We analyzed television advertisements from the past 20 years across five product categories in an emerging economy. We find support for our key prediction and demonstrate a boundary condition for this effect. We show that the reduction in decorative portrayals is more likely to manifest in product categories where women exercise influence and not otherwise.

ABDC 'A', Scopus, Web Of Science, Impact Factor:3.295

EXPLORING THE PSYCHOLOGICAL CONTRACT DURING NEW NORMAL: CONSTRUCTION AND VALIDATION OF THE REVISED PSYCHOLOGICAL CONTRACT SCALE

- Anushree Karani, Mehta, Heena Thanki, Rasananda Panda, **Payal Trivedi**, (2022-23), Exploring the psychological contract during new normal: construction and validation of the revised psychological contract scale, International Journal of Manpower, Emerald Group Publishing, ISSN: 0143-7720, 1758-6577, Accepted August 2022 **ABDC 'A', Scopus, Web Of Science, Impact Factor:3.295**

Abstract

Purpose

The study aims to explore and validate the revised psychological contract scale in this new normal era.

Design/methodology/approach

To serve the purpose, four studies were conducted. Study 1 was conducted for item generation through the extant literature review and phenomenological study. Study 2 highlighted the expert review. Study 3 explained the confirmatory factor analysis. At the end of study 3, the new psychological contract content had 14 items along with 15 traditional psychological contract content items. The nomological study validated the scale with the help of antecedent, i.e. supervisor's support, and outcomes, i.e. well-being and innovative behavior.

Findings

The revised psychological contract was bifurcated into two categories: new and traditional. Further, the revised psychological contract scale was having two dimensions: content and breach/fulfilment. The new content was the outcome of

changes in perceived obligations due to pandemic. The nomological study found that supervisor support had a positive impact on the content of the psychological contract and fulfillment/breach of the psychological contract. Further, it was found that the new content of psychological contract was impacting more on well-being and innovative behavior than the traditional psychological contract.

Research limitations/implications

In the new normal era, the working style and patterns have changed. Thus, it was important to capture changes in perceived obligations and employees' perception regarding to which extent their organizations were able to meet these altered perceived obligations. The study has direct implications for the practitioners as the revised psychological contract scale enlisted the perceived obligations of the employee and the extent to which these obligations were fulfilled by the employer. The study is also helpful in developing new normal HR policies and practices in the organization.

Originality/value

The study is original as it creates a new scale to measure the content of psychological contract and fulfillment/breach of psychological contract during new normal.

ABDC 'A', Scopus, Web Of Science, 8.593

ROLE OF SOCIAL MEDIA ON MOBILE BANKING ADOPTION AMONG CONSUMERS

- **Manisha Sharma**, Subhojit Banerjee, Justin Paul, (2021 - 22), Role of Social Media on Mobile banking adoption among consumers, Technological Forecasting and Social Change, Elsevier, ISSN: 0040-1625, 1873-5509, Volume 180, July 2022, 121720 **ABDC 'A', Scopus, Web Of Science, Impact Factor: 8.593**

Abstract

The purpose of this paper is to examine the effectiveness of social media on the different stages of consumers' cognitive stages through the Hierarchy of Effects (HOE) model for mobile banking adoption among consumers. A two-stage analytical approach with Structural Equation Modeling (SEM) and Neural Network (NN) analysis to bring out social media's distinctive and confirmatory influence on mobile banking consumers. Data from 482 respondents in the age group of 18 years to 30 years (the young consumers) from India was analyzed for social media influence on different cognitive stages of mobile banking acceptance. Results show the increasing tendency of social media influence with increasing cognitive level. Among the four cognitive stages (Attention, Interest, Desire, and Action- AIDA model) of m-banking adoption, Action and Interest stages are the most influenced stages by the social media, followed by Desire and Attention. This research provides a two-stage analytical approach by combining "SEM and NN" to assess the impact of the integration of AIDA constructs. We develop an original integrated model which outlines the phenomenon of the diffusion of information from social media on different cognitive stages of young mobile banking consumers.

ABDC ‘A’, Scopus , Web Of Science, Impact Factor: 3.340

MODELLING INTERACTIONS OF SELECT ENABLERS OF LEAN SIX-SIGMA CONSIDERING SUSTAINABILITY IMPLICATIONS: AN INTEGRATED CIRCULAR ECONOMY AND INDUSTRY 4.0 PERSPECTIVE

- **Khanzode Akshay G.**, Sarma P. R., Goswami M, (Accepted), Modelling interactions of Select Enablers of Lean Six Sigma considering sustainability implications: An integrated circular economy & Industry 4.0 perspective, Production Planning and Control , Taylor & Francis Online online: 11 Oct 2021, 0953-7287, 1366-5871 , **ABDC ‘A’, Scopus , Web Of Science, Impact Factor: 3.340**

Abstract

Industry 4.0 is expected to impact the decision-making and response time of organizations and shall reduce them drastically. With cyber-physical systems, internet, smart factories Industry 4.0 is expected to emerge as assisting tool for physical process-enabled industries towards embracing socially sustainable economic goals. The objective of this study is to identify a set of enablers of LSS so that they can assist in LSS implementation in the manufacturing organizations. A comprehensive literature survey identifies enablers of LSS with inputs from industry experts and academicians. Fourteen enablers of LSS were converged upon out of the 37 studied by the expert committee. The classical DEMATEL method was used to derive the causal relationships between select enablers leading to CE and sustainability. An organization with an intent to implement LSS can reap benefits of achieving goals of CE and sustainability which can further be expedited with Industry 4.0.

ABDC ‘A’, Scopus, Web Of Science, , 7.55

EXPLORING THE BLACK BOX OF COMPETITIVE ADVANTAGE – AN INTEGRATED BIBLIOMETRIC AND CHRONOLOGICAL LITERATURE REVIEW APPROACH

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- Bishwajit Nayak, Som Sekhar Bhattacharyya, **Bala Krishnamoorthy**, (2021 - 22), Exploring the black box of competitive advantage – An integrated bibliometric and chronological literature review approach, Journal Of Business Research, Elsevier, ISSN 0148-2963 (P), 1873-7978(O), Volume 139, Pages 964-982 **ABDC ‘A’, Scopus, Web Of Science, , 7.55**

Abstract

Competitive advantage has been a perpetual area of research in strategic management in different forms. Business strategies in organizations have been underpinned to the objective of attaining competitive advantage. This study explores the academic literature to track the theoretical and chronological evolution of the notion of ‘competitive advantage’. This study also examines the emerging themes with insights obtained from a bibliometric analysis of the area. The insights generated from the bibliometric mapping and decadal conceptual evolution are integrated. The results indicate that although competitive advantage has been manifested in different forms over time, the newer areas of exploration are inclined in the direction of achieving social advantage along with superior financial performance. The findings from this study would facilitate in identifying the trajectory of themes in the study of competitive advantage and isolate potential areas of explorations for future research.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 3.518

EVALUATING THE IMPACT OF RELIGIOUS ICONS AND SYMBOLS ON CONSUMER’S BRAND EVALUATION: CONTEXT OF HINDU RELIGION

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- Ridhi Agarwala, **Prashant Mishra**, Ramendra Singh, (2021), Evaluating the Impact of Religious Icons and Symbols on Consumer’s Brand Evaluation: Context of Hindu Religion, Journal of Advertising, Taylor & Francis Online,

ISSN: 0091-3367, 1557-7805, Vol.50, Issue.4, pp. 372-390, July'2021, **ABDC 'A', Scopus, Web of Science, Impact Factor: 3.518**

Abstract

The influence of symbolic meanings and brand associations on consumers' buying decisions is an important area of inquiry. In this article, we use symbolic interactionism as the theoretical framework for investigating the impact of the presence of religious signs in print advertisements on consumers' brand evaluation (namely, brand affect and brand trust) and purchase intention. We also study the comparative impact of two different types of religious signs—religious icons versus religious symbols—on brand evaluation and purchase intention. Three experimental studies (N = 80, 161, and 452) were conducted to investigate the effect of religious signs in advertisements for secular products and to compare the results for religious icons and religious symbols. Both kinds of religious signs were found to positively impact brand evaluation and purchase intention. However, religious icons were found to have a higher positive impact than religious symbols on brand evaluation and purchase intention. The results also indicate that highly religious consumers respond more favorably to advertisements containing religious cues in comparison to less-religious consumers. The theoretical contributions and managerial implications of the studies in the domains of advertising, branding, and semiotics are discussed, and research limitations are also presented.

ABDC 'A', Scopus

SMALL AND MEDIUM-SIZED ENTERPRISES' CONTRIBUTION IN DIGITAL TECHNOLOGY

- **Girish Santosh Bagale**, Venkata Ramana Vandadi, Deepmala Singh, Dilip Kumar Sharma, Durga Venkata Kusuma Garlapati, Ravi Kumar Bommisetti, Ravi Kumar Gupta, Roy Setsiawan, V. Subramaniaswamy, Sudhakar Sengan (2021 – 22) ,Small and medium-sized enterprises' contribution in digital technology,Annals of Operations Research, **ABDC 'A', Scopus**

Abstract

Researchers have mentioned the importance of digitization in improving efficiency and productivity in Small and Medium Enterprises (SME). Fortunately, there is no proof that Digitization can be used to deal with the outcome of severe incidents like COVID-19. The research paper suggested that the increased rate of SMEs has increased significantly. This was entirely due to the advent of Digital Technology (DT). In this way, both product and the process become more automated in digitalization, resulting in increased quality and demand. Considering the high scope for higher development, India's SME sector still has much space for new digital technologies to be integrated. This paper addresses the main scenario of SMEs in India and their benefit in GDP. Also, the research includes a brief analysis of CRM applications and digital payment options in SMEs.

ABDC 'A', Scopus**ISOLATED STAKEHOLDERS' BEHAVIOR TOWARDS FINTECH ASSISTED BY ARTIFICIAL INTELLIGENCE TECHNOLOGY**

- Usha Rekha Chinthapalli , Ravi Kumar Bommisetti, Bhavana Raj Kondamudi, Girish Bagale, Ramesh Satyanarayana (2021 – 22), Isolated stakeholders' behavior towards fintech assisted by artificial intelligence technology, Annals of Operations Research, **ABDC 'A', Scopus**

Abstract

In the present economic scenario, money plays a vital role as edge money is essential to meet out the crisis in the future. The main focus of this study is to evaluate the role of Artificial Intelligence (AI) in the transformation of the global services industry known as Financial Technology (FinTech) in a faster pace. A highly competent and accessible FinTech services offered by AI, the challenges it encounters during the transformation, and guidance for policies of AI and FinTech services are the areas that are being addressed in this research paper. The aim of saving money is to invest it in some FinTech products and services to get more returns in a long span. However, there is more chaos among individuals in gaining knowledge. It is also time-consuming because of the investors' inability to process the available information—one of the issues that demand investigation using the AI techniques in Stock Market (SM) prediction.

Predicting and modelling the future price of a Stock Market Index (SMI) by applying AI techniques on the basis of its historical price information is the prime goal of this research study. Besides, possessing a comprehensive idea of the existing investment options is also essential to making good financial investment decisions. The results show that various hybrids and AI applied to the SM are the most common combinations, and many types of research are new attempts to predict future SM movements and values. Approximately, 20% earning rate per year is achieved by this method taking into account all stocks and prone to less risk than the basis.

ABDC ‘A’, Scopus, UGC, Web of Science, Impact Factor: 2.3

COVID-19 PANDEMIC AND CONSUMER-EMPLOYEE-ORGANIZATION WELLBEING: A DYNAMIC CAPABILITY THEORY APPROACH

- **Preeti Nayal**, Neeraj Pandey, Justin Paul, (2021-22), Covid-19 Pandemic and consumer-employee-organization wellbeing: A dynamic capability theory approach, Journal of Consumer Affairs, Wiley-Blackwell Publishing, Published: 15th July'2021, 0022-0078, 1745-6606, **ABDC ‘A’, Scopus, UGC, Web of Science, Impact Factor: 2.3**

Abstract

The consumers, employees, and organizations have been deeply impacted by Covid-19 pandemic. The present study offers a detailed coping mechanism for organizations based on the extant literature and content analysis of responses of senior management executives. The study is based on semi-structured long interviews with senior executives from various industries. Various measures have been identified for firms as a coping strategy for crisis management and customer well-being. Covid-19 has changed the way individuals live. This study suggests that firms should come forward for well-being of their employees in this new normal. One of the major shifts due to pandemic is in consumer behavior and their consumption habits. Pandemic made consumers go for digitization, think for hygiene, sustainability, and local products. And firms should keep the changed consumer behavior in mind while manufacturing the

products. Furthermore, present study suggests that firms can create a positive image of their company by doing CSR activities for society's well-being.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 3.815.

PROPOSED MANAGERIAL COMPETENCIES FOR INDUSTRY 4.0 – IMPLICATIONS FOR SOCIAL SUSTAINABILITY

- **Sateesh V. Shet**, Vijay Pereira, (2021-22), Proposed Managerial Competencies for Industry 4.0 – Implications for Social Sustainability, Technological Forecasting and Social Change, Elsevier, Volume 173, 121080, ISSN: 0040-1625, 1873-5509, **ABDC ‘A’, Scopus, Web of Science, Impact Factor: 3.815.**

Abstract

Industry 4.0 (I4.0) is creating a paradigm shift within the current industrial context. The study presented in this paper involved identifying and proposing the managerial competencies needed for a successful I4.0 environment. I4.0 is a complex phenomenon that spans multiple technologies and requires an extensive set of capabilities that managers and organizations need to develop in their functional and business contexts. Using the published literature on I4.0, we uncovered the key themes following a qualitative coding method that identified the managerial competencies most relevant to I4.0. We thus identify a set of 14 managerial competencies as crucial to I4.0. We further contribute to the literature by making an assessment of the significance of all these competencies and proposing a competency model with behavioral descriptors for each. We expect the findings in this paper to benefit business organizations, policy makers, academics, and other stakeholders engaged in developing the capabilities required for an I4.0 ecosystem.

ABDC 'A', Scopus

COUNTERINTUITIVE, YET ESSENTIAL: TAKING STOCK OF ORGANIZATIONAL UNLEARNING RESEARCH THROUGH A SCIENTOMETRIC ANALYSIS (1976-2019)

- **Shubham Sharma**, Usha Lenka (2021-2022) Usha Lenka Counterintuitive, Yet Essential: Taking Stock of Organizational Unlearning Research Through a Scientometric Analysis (1976-2019), Knowledge Management Research and Practice, August 2021, **ABDC 'A', Scopus**

Abstract

With the growth in the literature on organisational unlearning (OU), there is a commensurate increase in the diversity of its knowledge base. Past studies have carried out narrative and systematic reviews to synthesise the research on OU. But none of them have specifically addressed the questions about leading indicators like most influential articles, authors, and journals of unlearning publications. Moreover, previous studies have not studied the inter-relationship of unlearning with other concepts/disciplines. This study addresses these shortcomings and it is also the first attempt to perform a scientometric analysis of OU. In addition, to establish the linkages between unlearning and other concepts/disciplines, co-occurrence of keyword analysis is used. Unlearning shares an intense association with organisational learning, knowledge management, organisational change, innovation, and forgetting. Later, we discuss several implications that can help improve the present arguments and simultaneously shape the future research of OU.

ABDC ‘A’, Scopus, Web Of Science, 3.462

INTEGRATING THE DIALECTIC PERSPECTIVES OF RESOURCE-BASED VIEW AND INDUSTRIAL ORGANIZATION THEORY FOR COMPETITIVE ADVANTAGE – A REVIEW AND RESEARCH AGENDA

- Bishwajit Nayak, Som Sekhar B, **Bala Krishnamoorthy** , (2021 - 22), Integrating the dialectic perspectives of Resource-Based View and Industrial Organization Theory for Competitive Advantage – A Review and Research Agenda, Journal of Business & Industrial Marketing, Emerald Group Publishing, ISSN: 0885-8624, 2052-1189 ,Online Published: 03.05.2022 **ABDC ‘A’, Scopus, Web Of Science, 3.462**

Abstract

Purpose

Academic dialogue related to ‘organizational performance’ in strategic management has primarily centred around the industrial organization theory (IO) and resource-based view (RBV). Both perspectives, though conceptually dialectic, have served as primary competing theories governing research studies in the domain of strategic management. However, the confluence of these theoretical perspectives has not been adequately explored to advance a shared view of competitive advantage. This study aims to explore the likelihood of embedded commonalities between RBV and IO.

Design/methodology/approach

A bibliometric analysis was conducted to visualize the intellectual map of studies and knowledge development encompassing these theories. This was followed by a comprehensive literature review to understand how the business environment (BE) and organizational capabilities have contributed towards attaining competitive advantage.

Findings

This study established that connecting the intellectual boundaries of these theoretical perspectives would facilitate better comprehension of the processes and outcomes in organizations. Integrating the knowledge emerging out of this

methodological blend, a convergence framework connecting the intellectual boundaries of both theories was presented.

Practical implications

The framework that emerged from this study would help in better understanding of organizational behaviour from a dual theoretical lens. It would also motivate future studies to consider RBV and IO as complementary theories rather than the current narrative of competing theories.

Social implications

This study added to the efforts to achieve equilibrium between the BE and internal capabilities of organizations so as to maximize positive social externalities.

Originality/value

This study contributed to the limited attempts to leverage shared knowledge from a dual perspective using a comprehensive literature review in sequential combination with bibliometric analysis.

ABDC ‘A’, Scopus, UGC, Web of Science, Impact Factor: 4.87

EXPLICATING THE ROLE OF EMERGING TECHNOLOGIES AND FIRM CAPABILITIES TOWARDS ATTAINMENT OF COMPETITIVE ADVANTAGE IN HEALTH INSURANCE SERVICE FIRMS

- Biswajit Nayak, Som Sekhar Bhattacharyya, **Bala Krishnamoorthy**, (2021-22), Explicating the role of emerging technologies and firm capabilities towards attainment of competitive advantage in health insurance service firms, Technological Forecasting and Social Change, Elsevier, Vol. 170, Sep'2021, 0040-1625, 1873-5509 , **ABDC ‘A’, Scopus, Web Of Science, Impact Factor: 4.87**

Abstract

Competitive advantage of firms has been a dynamic notion evolving with changing business realities. Emerging technologies have entered the gamut of resources which firms need to actively forecast and manage for competitive advantage. This study explored the idea of competitive advantage in the context of health insurance firms and how emerging technologies can augment existing capabilities towards

this goal. The critical nature of health insurance as a social necessity and the application of emerging technologies in healthcare justified the need to theoretically establish what competencies were required for health insurance firms for technology driven competitive advantage. A qualitative method using modified Delphi technique in sequential combination to 43 in-depth expert interviews was used to explicate the factors. Data was analyzed using both qualitative and quantitative content and thematic intensity analysis. Organizational people orientation and service delivery capabilities emerged as foundations of a contemporary competitive advantage framework for health insurance firms supported by technical expertise, knowledge management practices and product innovation strategies. Results indicated that management of emerging technologies exerted a gravitational effect on firm competencies to create a contemporary competitive advantage framework. This study enriched the knowledge on competitive advantage by integrating new day technological imperatives with traditional firm competencies

ABDC 'A', Scopus, -, Web Of Science, -, 10.302

A RESOURCE-BASED VIEW OF GREEN INNOVATION AS A STRATEGIC FIRM RESOURCE: PRESENT STATUS AND FUTURE DIRECTIONS

- **Sayantana Khanra**, Puneet Kaur, Rojers Joseph, Ashish Malik, Amandeep Dhir, (2021 - 22), A Resource-Based View of Green Innovation as a Strategic Firm Resource: Present Status and Future Directions, Business Strategy and the Environment, Wiley-Blackwell Publishing, ISSN No: 0964-4733, 1099-0836, Online Published 31st December'21 **ABDC 'A', Scopus, -, Web Of Science, -, 10.302**

Abstract

Green innovation could become a valuable firm resource for establishing competitive advantage while simultaneously contributing towards sustainable development; in other words, green innovation has the potential to address the

dilemma between consuming available resources and preserving them for the future. However, there is a dearth of studies systematically examining the present structure and future scope of research on green innovation as a firm resource. Seeking to explain the sustainable development dilemma of green innovations through the theoretical perspective of the resource-based view of the firm, we address this gap with a comprehensive bibliometric analysis of 951 relevant articles. The key contributors to the extant literature are recognised with bibliographic coupling, citation analysis and co-authorship analysis. A co-citation analysis identifies four major thematic areas of research: green supply chain management, green product design, corporate environmental responsibilities and social sustainability. Further, a dynamic co-citation analysis tracks the progression of these thematic areas. Content analysis of the thematic areas provides insights into the status of the research domain. This study also contributes to the extant literature by identifying prestigious articles on green innovation as a firm resource, analysing the co-occurrence of keywords and suggesting future research agendas.

ABDC ‘A’, Scopus

MEASUREMENT OF ONLINE REVIEW HELPFULNESS: A FORMATIVE MEASURE DEVELOPMENT AND VALIDATION

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- R Kashyap, A Kesharwani, A Ponnam (2021 – 22), Measurement of online review helpfulness: A formative measure development and validation, Electronic Commerce Research, **ABDC ‘A’, Scopus**

Abstract

Existing measures of Review Helpfulness do not systematically capture the helpfulness of a review according to the content quality of the review. In a bid to answer this issue, we have developed and validated a formative measurement instrument of review helpfulness based on key review characteristics namely: (i) feature-wise information, (ii) comparison with other brands, (iii) grammar, and (iv) timeliness of the review post. This study adopted a mixed method approach to develop the construct. Focus groups were used to elicit the review

characteristics that determine review helpfulness. Pre-tests were conducted to finalize the product and brand for which online reviews were to be assessed. Study has used orthogonal design for building survey questionnaires which contained example reviews with varying levels of the review characteristics. After validating the formative measure of review helpfulness, the theoretical as well as managerial implications of the measure were also discussed in detail

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 6.395

MODELING THE INDUSTRY 4.0 ADOPTION FOR SUSTAINABLE PRODUCTION IN MICRO, SMALL & MEDIUM ENTERPRISES

- **Akshay G. Khanzode**, P. R. S. Sarma, Sachin Kumar Mangla, Hongjun Yuan , (2020-21), Modeling the Industry 4.0 adoption for sustainable production in Micro, Small & Medium Enterprises , Journal of Cleaner Production , Elsevier , Volume 279, 10 January 2021, 123489 , 0959-6526, 1879-1786, **ABDC ‘A’, Scopus, Web of Science, Impact Factor: 6.395**

Abstract

The objective of making an organization ‘sustainable’ needs development on the economic, environmental, and social fronts. Indian Micro, Small & Medium Enterprises are facing the competition posed by rising technological advances in the market. Thus, Industry 4.0 intervention shall be highly useful in this context. This study assesses the barriers involved in implementing Industry 4.0 for sustainable production, and it attempts to find causality among the barriers using the ‘Decision Making Trial and Evaluation Laboratory’ method. The study considers eight barriers to implement Industry 4.0 for sustainable production. These barriers are inter-related and have causal relationships among them. This causality is represented graphically. The applied method delineates barriers under consideration for causality into two groups, namely; ‘influencer’ and ‘influenced.’ It also illustrates the strength of the influence of one barrier over the other through numerical values. The prime contribution of this study is to not only find the influencing barriers but also to mitigate them by allocating scarce organizational resources. Mitigating the influencing barriers would help in managing the influenced challenges. ‘Technological upgradation’, ‘lack of

policy frameworks’ are the top two barriers that find its place in the hierarchy of importance established by this study. These barriers are also classified into the ‘cause’ group. Also, this study establishes that ‘difficulty in access to credit’ and ‘non-readiness of the workforce’ in adopting Industry 4.0 are ‘influenced’ barriers. This study shall be of importance to the small business practitioners and government analysts in evaluating barriers in implementing sustainable production initiatives using Industry 4.0. With this, Indian Micro, Small & Medium Enterprise needs to upgrade by upskilling young working population for the forthcoming technological revolution of Industry 4.0. Finally, we suggest several important implications for managers and policymakers.

ABDC ‘A’, Scopus, UGC, Impact Factor - 7.246 (5.651).

STRATEGIC ADVANTAGE THROUGH SOCIAL INCLUSIVITY: AN EMPIRICAL STUDY ON RESOURCE BASED VIEW IN HEALTH INSURANCE FIRMS IN INDIA

- Biswajit Nayak, Som Sekhar Bhattacharyya, **Bala Krishnamoorthy**, (2020-21), Strategic advantage through social inclusivity: An empirical study on resource based view in health insurance firms in India, Journal of Cleaner Production, Elsevier, online 23rd March 2021, 0959-6526, 1879-1786, **ABDC ‘A’, Scopus, UGC, Impact Factor - 7.246 (5.651).**

Abstract

Strategic social advantage in firms has emerged as a concept that balances the social and fiscal goals of firms. Towards this end, restructuring organizational designs to reduce societal inequalities is gaining prominence. Disruptive technologies are transforming the social and economic context of businesses. Given this background of altered technological, social and economic contexts, a strategic social advantage framework, based on managerial perceptions, has been proposed in this study by integrating the theories of competitive advantage and social orientation of firms. The goal of this study was to develop a social strategic advantage model for firms in the context of micro health insurance business in India. Using Structural Equation Modeling supported by Hayes’ multiple mediation model a socially embedded strategic advantage framework was developed. The study methodology was based on the perceptions of 565 managers in health insurance services. The results indicated that inclusive emerging technologies,

product innovation, knowledge management practices, and socio-technical expertise formed the multiple mediators that connected inclusive service delivery and people orientation in firms to strategic social advantage of firms. Managerial experience had a moderating effect on the relationship between management of inclusive emerging technologies and knowledge management practices of firms. This finding implied that with higher experience, firm managers perceived that effective management of inclusive emerging technologies leads to robust knowledge management practices in firms. While younger managers were expected to be passionate about modern-day technologies, this counterintuitive outcome entailed that with more experience regarding market dynamics, managers would ardently drive implementation of emerging technologies to achieve strategic social advantage.

ABDC ‘A’, Scopus, Web of Science

FRAMEWORK FOR MEASURING USAGE INTENTION OF DIGITAL COUPONS: A SPADM APPROACH

- **Nayal Preeti**, Pandey Neeraj, (2020-21), Framework for measuring usage intention of digital coupons: a SPADM approach, Journal of Strategic Marketing, Taylor & Francis Online, 0965-254X, 1466-4488, **ABDC ‘A’, Scopus, Web of Science**

Abstract

The coupon is one of the most popular methods of promotion. This study focuses on developing a comprehensive framework for measuring usage intention of digital coupons among moviegoers. The study adopted a step by step ‘S-P-A-D-M’ procedure for building a framework for usage intention of digital coupons by reviewing the extant literature and by interviewing domain experts. The framework highlights that intention to search, coupon proneness, and perceived coupon value are the key variables influencing the usage intention of digital coupons. Propositions have also been developed for each relationship. This study provides managerial guidelines to increase coupon redemption and identifies future agenda based on the proposed framework.

ABDC ‘A’, Scopus, Web of Science

DIGITAL COUPON REDEMPTION: CONCEPTUALIZATION, SCALE DEVELOPMENT AND VALIDATION

- **Naval Preeti**, Pandey Neeraj, (2020-21), Digital Coupon Redemption: Conceptualization, Scale Development and Validation, Australasian Journal of Information Systems, Australasian Association for Information Systems, Vol.24, 1449 - 8618, 1326 – 2238, **ABDC ‘A’, Scopus, Web of Science**

Abstract

The purpose of this study is to develop a reliable and valid scale for measuring digital coupon redemption. The scale development process began with the grounded theory approach for item generation. This was followed by the development of a conceptual framework, item generation, initial reliability analysis, exploratory factor analysis and confirmatory factor analysis (CFA) based on primary data collected from 609 participants. For validating the scale, the CFA was repeated using data from 411 unique participants. Results from two independent surveys supported the proposed scale in terms of construct, convergent and discriminant validity. Survey study resulted in a 45-item digital coupon redemption scale. It also covers digital aspects such as intention to search, attitude toward internet searching, perceived risk, perceived convenience and personal innovativeness which were not covered in earlier promotion scales. This scale would assist marketers to maximize digital coupon redemption during their promotion campaigns. This is the first attempt to provide a comprehensive scale to measure digital coupon redemption in the marketing literature.

ABDC 'A', Scopus, Web of Science

DIGITAL MARKETING FOR B2B ORGANIZATIONS: STRUCTURED LITERATURE REVIEW AND FUTURE RESEARCH DIRECTIONS

- Pandey Neeraj, Nayal Preeti, Rathore, Abhijeet Singh Rathore, (2020-21), Digital marketing for B2B organizations: structured literature review and future research directions , Journal of Business & Industrial Marketing , Emerald Group Publishing , Vol.35, No.7, pp.1191-1204 , 0885-8624, 2052-1189, **ABDC 'A', Scopus, Web of Science.**

Abstract

Purpose

This study aims to analyze the available literature on the use of digital marketing in a business-to-business (B2B) context. It identifies gaps in the current research knowledge and proposes a research agenda for scholars and practitioners.

Design/methodology/approach

A systematic literature review has been conducted on B2B digital marketing. The various themes have been identified on the basis of the comprehensive analysis of extant literature. Also, semi-structured interviews with B2B marketing experts were also conducted to further refine the emerged digital marketing themes.

Findings

Although some B2B firms use digital marketing, most are unable to leverage its full benefits because of the dearth of comprehensive research on the subject. This review provides an insight into the emerging themes by developing a collaborative conceptual framework. The review highlights that few areas such as digital marketing communication and sales management have witnessed steady development while decision support systems, critical success factors,

electronic marketing orientation (EMO), etc., were lesser explored. Furthermore, it identifies research gaps and highlights the emerging research themes for future researchers.

ABDC ‘A’, Scopus.

EXAMINING THE DETERMINANTS OF SUCCESSFUL ADOPTION OF DATA ANALYTICS IN HUMAN RESOURCE MANAGEMENT – A FRAMEWORK FOR IMPLICATIONS

- **Sateesh V Shet**, Tanuj Poddar, Fosso Wamba Samuel, Yogesh K. Dwivedi , (2020-21), Examining the determinants of successful adoption of data analytics in human resource management – A framework for implications , Journal of Business Research, Elsevier, 131 (2021) 311–326 , 0148-2963, 1873-7978 , **ABDC ‘A’, Scopus.**

Abstract

Data analytics has gained importance in human resource management (HRM) for its ability to provide insights based on data-driven decision-making processes. However, integrating an analytics-based approach in HRM is a complex process, and hence, many organizations are unable to adopt HR Analytics (HRA). Using a framework synthesis approach, we first identify the challenges that hinder the practice of HRA and then develop a framework to explain the different factors that impact the adoption of HRA within organizations. This study identifies the key aspects related to the technological, organizational, environmental, data governance, and individual factors that influence the adoption of HRA. In addition, this paper determines 23 sub-dimensions of these five factors as the crucial aspects for successfully implementing and practicing HRA within organizations. We also discuss the implications of the framework for HR leaders, HR Managers, CEOs, IT Managers and consulting practitioners for effective adoption of HRA in organization.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 4.028

SERVITIZATION RESEARCH: A REVIEW AND BIBLIOMETRIC ANALYSIS OF PAST ACHIEVEMENTS AND FUTURE PROMISES

- **Sayantana Khanra**, Amandeep Dhir, Vinit Parida, Marko Kohtamäki, (2020-21), Servitization research: A review and bibliometric analysis of past achievements and future promises , Journal of Business Research , Elsevier , Volume 131, July 2021, Pages 151-166 , 0148-2963, 1873-7978 , **ABDC ‘A’ , Scopus , Web Of Science, Impact Factor: 4.028**

Abstract

Manufacturing firms are increasingly adopting a strategy known as 'servitization' to add services to existing product-based offerings to stimulate additional revenue and growth. While the emerging research domain of servitization is mobilizing relevant knowledge across academic establishments, the present study aims to perform a comprehensive bibliometric analysis to organize the prior knowledge in this area, more importantly, highlights areas for future research. This study acknowledges important contributions from authors and organizations, as identified through analyses of citation chains and co-authorship networks. Next, a co-citation analysis of the prior literature is used to identify four main thematic areas relating to capability development, customer involvement, business models, and transformational challenges for servitization. Finally, the dynamic co-citation analysis technique reveals the development of these thematic areas. This study assumes importance in the extant literature by delivering valuable insights from the prior research on servitization and by providing guidance for future avenues of study.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.496

FACTORS INFLUENCING THE ADOPTION POSTPONEMENT OF MOBILE PAYMENT SERVICES IN THE HOSPITALITY SECTOR DURING A PANDEMIC

- **Sayantani Khanra**, Amandeep Dhir, Puneet Kaur, Rojers P Joseph, (2020-21), Factors influencing the adoption postponement of mobile payment services in the hospitality sector during a pandemic., Journal of Hospitality and Tourism Management, Elsevier, Volume 46, March 2021, Pages 26-39 , 1447-6770, 1839-5260, **ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.496**

Abstract

In the post-COVID-19 era, the hospitality sector may witness a wider use of mobile payment services (MPS) not requiring physical contact. But consumers may postpone adoption of MPS in wait for a more attractive iteration. Given consumers' reluctance to adapt to such services, an investigation into MPS adoption postponement and the factors contributing to it is thus needed. Our research model extends the innovation resistance theory by including two behavioral measures (privacy concerns and visibility) and examining how security concerns moderate the associations between them. We analyzed data from 308 respondents who had previously purchased accommodation and transportation services using MPS, employing structural equation modeling to test the research model. The crucial factors we identified were usage barrier and image barriers, privacy concerns, and visibility. Furthermore, security concerns significantly moderated the association between image barrier and MPS adoption postponement in the hospitality sector. The present study thus has important theoretical and practical implications for hospitality managers, particularly for understanding consumers' behavior toward MPS use and how to leverage these services accordingly. Finally, we suggest that future researchers may investigate the factors causing the adoption postponement of other technological innovations in this sector.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.485

BIBLIOMETRIC ANALYSIS AND LITERATURE REVIEW OF ECOTOURISM: TOWARD SUSTAINABLE DEVELOPMENT

- **Sayantana Khanra**, Amandeep Dhir, Puneet Kaur, Matti Mäntymäki, (2020-21), Bibliometric analysis and literature review of ecotourism: Toward sustainable development, Tourism Management Perspectives, Elsevier, Volume 37, January 2021, 100777, 2211-9736, **ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.485**

Abstract

In recent decades, rising consumer interest in visiting relatively less commercialized natural destinations has facilitated the growth of ecotourism. Yet the research on ecotourism is fragmented, presenting gaps in the current understanding of this topic. This study performs a bibliometric analysis to assimilate the present knowledge from a total of 878 articles published in six reputable outlets between 1990 and 2019. The study analyzed citation chains and coauthorship networks to acknowledge contributions from select authors, organizations, and countries. Next, a cocitation analysis of the prior literature identified four major thematic areas: ecological preservation, residents' interests, the carbon footprint, and tourists' behaviors. Further, a dynamic cocitation analysis technique mapped the development of these thematic areas. Subsequently, a content analysis of the four thematic areas delivered significant insights about prior research in the domain and indicated future avenues of research.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.122

BIG DATA ANALYTICS IN HEALTHCARE: A SYSTEMATIC LITERATURE REVIEW

- **Sayantana Khanra**, Amandeep Dhir, Najmul Islam, Matti Mäntymäki, (2020-21), Big data analytics in healthcare: a systematic literature review , Enterprise Information Systems , Taylor & Francis Online , Vol.14, Issue.7, pp.878-912,

1751-7575, 1751-7583, ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.122

Abstract

The current study performs a systematic literature review (SLR) to synthesise prior research on the applicability of big data analytics (BDA) in healthcare. The SLR examines the outcomes of 41 studies, and presents them in a comprehensive framework. The findings from this study suggest that applications of BDA in healthcare can be observed from five perspectives, namely, health awareness among the general public, interactions among stakeholders in the healthcare ecosystem, hospital management practices, treatment of specific medical conditions, and technology in healthcare service delivery. This SLR recommends actionable future research agendas for scholars and valuable implications for theory and practice.

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 4.219

DOES MANAGING CUSTOMER ACCOUNTS RECEIVABLE IMPACT CUSTOMER RELATIONSHIPS, AND SALES PERFORMANCE? AN EMPIRICAL INVESTIGATION

- Ramendra Pratap Singh, Ramendra Singh, **Prashant Mishra**, (2021), Does managing customer accounts receivable impact customer relationships, and sales performance? An empirical investigation, Journal of Retailing and Consumer Services, Elsevier, ISSN: 0969-6989, 1873-1384, Vol.60, May 2021, 102460, **ABDC ‘A’, Scopus, Web of Science, Impact Factor: 4.219**

Abstract

The impact of accounts receivables on the performance of salespersons is largely ignored in sales literature. However, in many sales contexts, managing customers’ accounts receivables is directly managed by the salespeople, and therefore substantially impacts their sales performance. Towards such sales contexts, in this empirical study, we study the effect of customer account receivables and salespersons’ customer orientation on their relationship orientation and customer-related performance. We further analyse the direct

impact of relationship orientation on customer-related performance. Using survey-based data from 224 salespersons based out of India, we empirically test the proposed model using partial least squares structural equation modelling. Our findings suggest that accounts receivables from customers and salespersons 'customer orientation strongly impact relationship building and also improves customer-related performance. The salespersons' relationship orientation also partially mediates the relationship between customer account receivables and customer-related performance. Therefore, this study provides much-required evidence to establish the salience of salesforce appropriately managing customers' account receivables so that its impact on their sales performance customer relationships are not adversely affected. NOTE-**To help you access this work, The Published has created a Share Link – a personalized URL providing 50 days' free access to our article. Anyone clicking on this link before March 20, 2021, will be taken directly to the final version of this article on ScienceDirect, which they are welcome to read or download. The link is given below: <https://authors.elsevier.com/a/1cUoy3SU%7EVkQrA>

ABDC 'A', Scopus, Web of Science, Impact Factor: 2.497

EVALUATING CHANNEL PARTNER'S PERFORMANCE: IMPACT OF TASK ENVIRONMENTS ON THE RELEVANCE OF MEASUREMENT METRICS

- Vikas Goyal, **Prashant Mishra**, (2019), Evaluating Channel partner's performance: impact of task environments on the relevance of measurement metrics, Journal of Business & Industrial Marketing, Emerald Group Publishing, ISSN: 0885-8624, 2052-1189, Vol. 34, No. 2, pp. 488-504, **ABDC 'A', Scopus, Web of Science, Impact Factor: 2.497**

Abstract

Purpose

The purpose of this paper is to develop a nuanced framework for evaluating a channel partner's performance in distribution channel relationships. Given a channel partner's task environment characteristics (high/low munificence, dynamism and complexity), the study examines which performance metrics

(output, activity or capability) are most relevant for evaluating its performance levels effectively.

Design/methodology/approach

The study adopts self-administered cross-sectional survey-based research design. Matched data were collected from 252 channel partners – manager relationship dyads. The latent change score (LCS) model within SEM framework provides mean paired-differences of the relevance ratings for each metrics. This was used to assess the empirical validity of the hypothesized relationships.

Findings

The study demonstrates the importance of calibrating performance evaluation metrics to a channel partner's task environment state, made possible by its holistic approach to performance evaluation. Based on an extensive analysis, it shows that no single metric is relevant within all environmental states; rather, it could be dysfunctional, a result that differs from vast majority of the literature.

Research limitations/implications

Investigates individual linkages between task environment dimensions and performance metrics to provide a fuller understanding of these relationships. Also provides a theoretical framework to support further research on the topic.

Practical implications

The study provides managerial guidelines (and extensive graphical analysis) for nuanced and dynamic evaluation of channel partners' performance that can enable firms to identify and promote their most valuable channel partners and prevent the deterioration of others.

ABDC 'A', Scopus, -, Web Of Science, -, 1.254

EFFICIENCY AND PRODUCTIVITY CHANGES IN THE PRESENCE OF UNDESIRABLE OUTCOMES IN EMERGENCY OBSTETRIC AND NEWBORN CARE

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- **Subramania Raju Rajasulochana**, Po-Chi Chen, (2019-2020), Efficiency and Productivity changes in the presence of undesirable outcomes in Emergency Obstetric and Newborn Care, Journal of Policy Modeling, Elsevier, ISSN: 0161-

8938, 1873-8060, Volume 41, Issue 5, September–October 2019, Pages 905-925
ABDC ‘A’, Scopus, -, Web Of Science, -, 1.254

Abstract

This paper analyzes efficiency and productivity changes in Emergency Obstetric and Newborn care (EmONC) in regional public hospitals in India. A novel approach of Weighted Russell Directional Distance Function Model (WRDDFM) has been employed. This model considers all the radial and non-radial slacks associated with good outputs as well as the undesirable outcomes while estimating inefficiency and helps to identify the source of the inefficiency. The empirical results based on a sample of 46 regional public hospitals from 2006–07 to 2013–14 show on average overall inefficiency of 24% and much of these are due to inefficiencies associated with undesirable outcome of stillbirths and intra-uterine deaths. Further, on an average the sampled hospitals have experienced marginal productivity decline over the reform period. The study indicates that there is a greater scope for efficiency and productivity gains in public hospitals, particularly if the undesirable outcome of still birth is minimized.

ABDC ‘A’, Scopus

BIG DATA ANALYTICS AND ENTERPRISES: A BIBLIOMETRIC SYNTHESIS OF THE LITERATURE

- **Sayantana Khanna**, Amandeep Dhir, Matti Mäntymäki (2019 – 20) ,Big data analytics and enterprises: a bibliometric synthesis of the literature,Enterprise Information Systems, **ABDC ‘A’, Scopus**

Abstract

Revealing development paths of big data analytics in enterprise information systems is a topic of great interest to the experts in the IT industry. Our study published in Enterprise Information Systems (ABDC - A category, SCI Impact factor – 2.122) provides a bird’s eye view on the topic. The key highlights of the study are: ✓ Applications of big data analytics is a mature concept in enterprise information systems. ✓ Researchers are now focusing less on analyzing broad trends in the applications of big data analytics. ✓ Applications of big data

analytics within a domain, such as supply chain management, are increasingly appealing researchers. ✓ This study systematically documents key inputs from big data analytics in strategic decision making. The moral of the story is presented in the LAMBDA framework. You may please access the full research paper from here:

<https://www.tandfonline.com/eprint/GFEIWMHN3WGKWDGPNG7D/full?target=10.1080/17517575.2020.1734241>

ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.454

AN ETHNOCENTRIC PERSPECTIVE OF FOREIGN MULTI-BRAND RETAIL IN INDIA

- Diptiman Banerji, **Prashant Mishra**, (2018), An ethnocentric perspective of foreign multi-brand retail in India, International Journal of Retail & Distribution Management, Emerald Group Publishing, ISSN: 0959-0552, 1758-6690, Vol.46, No.3, pp.230-246, **ABDC ‘A’, Scopus, Web of Science, Impact Factor: 2.454**

Abstract

Purpose

The purpose of this paper is to understand the ethnocentric tendencies of Indian consumers towards foreign multi-brand retailers (FMBRs), and the influence that such ethnocentrism has on their attitudes towards, and future purchasing behaviour from, these international retailers.

Design/methodology/approach

The paper used a mall intercept method with a randomised data collection process to secure data from 119 organised retail shoppers in a major metropolitan Indian city. The analysis was carried out using analysis of covariance, bootstrapping mediation, multiple regression analysis, and Johnson’s relative weight analysis.

Findings

Two main results are as follows: concern for livelihoods of small retailers and a perception that earnings of foreign retailers are unjust are revealed as the most significant drivers of negative attitude towards FMBRs, and although high ethnocentric customers have a strong negative attitude towards FMBRs, they are open

to the idea of making future purchases of goods that are not available with small retailers, from the foreign retail outlets.

Research limitations/implications

The study sample is from a single metropolitan city, albeit one which serves as a miniature version of the Indian society. As a limitation, the results might not be generalisable to small, non-metropolitan Indian towns.

Practical implications

These results provide valuable input regarding the marketing strategy and sustainability of foreign retailers planning to launch operations in India. For example, FMBRs should position themselves as not being in competition with existing small retail shops by offering a different array of products. Further, younger and more educated Indians are the least ethnocentric towards FMBRs, thus making them an attractive target segment.

ABDC 'A', Scopus, UGC, Web of Science, Impact Factor - 1.659

SWITCHING BEHAVIOUR AS A FUNCTION OF NUMBER OF OPTIONS: HOW MUCH IS TOO MUCH FOR CONSUMER BEHAVIOUR

- **Arun Sharma**, Shreekumar K. Nair, (2017-18), Switching Behaviour as a function of number of options: How much is too much for consumer behaviour, Journal of Consumer Behaviour, Wiley Publication, Vol 16, Issue 6, pp 153-160, (O) 1479-1838, **ABDC 'A', Scopus, UGC, Web of Science, Impact Factor - 1.659.**

Abstract

The number of alternatives for consumers in almost all purchase situations is increasing at an extremely rapid pace. Although more choices may have many benefits to the consumers, recent studies on choice overload have found that choosing from large alternatives may lead to negative consequences. Majority of the choice overload research has compared only two groups of small versus large assortment size. In extant literature, there is no clarity as to what are small and large assortment sizes. Assortment size used as small in one study has been

used as large in some other studies. Small assortment size varied from 2 to 60 choices and large assortment size from 3 to 300 choices in past studies, and the presence of choice overload has been reported at completely different levels of assortment sizes. This study has used an array of six choice sets from 6 to 36 options as compared to just two groups of small versus large assortment. Switching likelihood of consumers was used to capture the choice overload effect in this study. The probability of consumers switching their earlier choice was plotted as a function of number of options using binary logistic regression. Results showed that probability of switching was almost a linearly increasing function of assortment size from 6 to 36 options. The graph of predicted probabilities from 2 to 300 options showed a sharp increase in switching behaviour initially and subsequent flattening of the curve when options became very large.

ABDC 'A', Scopus, UGC, Web of Science

CUSTOMER EXPECTATIONS AND MODERATING ROLE OF DEMOGRAPHICS IN FRESH FOOD RETAIL: A STUDY AMONG INDIAN CONSUMERS

- **Rose Antony**, Vivekanand B. Khanapuri, Karuna Jain, (2019-20), Customer expectations and moderating role of demographics in fresh food retail: A study among Indian consumers, International Journal of Retail and Distribution Management, Emerald Publishing Limited, Vol 46, Issue 9, pp 870-890, 0959-0552, **ABDC 'A', Scopus, UGC, Web of Science.**

Abstract

Purpose

The purpose of this paper is to identify the dimensions of customer expectations and study the moderating role of demographics in the context of fresh food retail.

Design/methodology/approach

A structured questionnaire was designed using extant literature review followed by expert opinions. The survey was conducted among the customers in the twin cities of Maharashtra in India. The factors of customer expectations were

identified using exploratory factor analysis (EFA) and further confirmed using confirmatory factor analysis in SPSS and AMOS, respectively. The significance of the customer expectations on customer satisfaction was studied using structural equation modeling. Subsequently, the role of demographics was studied using two-step cluster analysis and multigroup moderation.

Findings

During EFA three factors emerged, namely, product-related features, in-store quality and store support services. Structural model evaluation found product-related features and in-store quality significantly influencing the customer satisfaction, while store support services were found as a non-significant factor in the region studied. Further, using cluster analysis customers were segregated into three groups, namely, traditional, autonomous and premium customers, where the premium customers were found to prefer the store support services on a higher scale, and similar results were obtained using multigroup moderation. Demographics, namely, gender, age, respondents' income and marital status moderated for product-related features and in-store quality. Interestingly, respondents' income also moderated for the store support services.

ABDC 'A' Scopus**DO ALTRUISTIC AND EGOISTIC VALUES INFLUENCE CONSUMERS ATTITUDES AND PURCHASE INTENTIONS TOWARDS ECO-FRIENDLY PACKAGED PRODUCTS? AN EMPIRICAL INVESTIGATION**

- G Prakash, S Choudhary, A Kumar, JA Garza-Reyes, SAR Khan, ..., (2019 - 20), Do altruistic and egoistic values influence consumers' attitudes and purchase intentions towards eco-friendly packaged products? An empirical investigation, Journal of Retailing and Consumer Services, **ABDC 'A', Scopus**

Abstract

Increasing demand for products with eco-friendly packaging is an example of the environmental consciousness of customers. That consciousness forces companies not only to develop eco-friendly products, but also motivates practitioners and

academicians to understand the eco-friendly buying behaviour of the customer. Yet in current literature, there is little discussion available where researchers talk about the influencing relationship of altruistic and egoistic values of customers on their attitudes and purchase intentions towards eco-friendly packaged products. Therefore, this work aims to build a structural model to establish the relationship between egoistic and altruistic values on customers' attitudes and their intention to purchase products with eco-friendly packaging. With the help of a structured questionnaire, data from 227 young Indian customers was collected. An empirical investigation was carried out and the conceptual model was tested using Structural Equation Modelling (SEM). The analysis indicates that these values do influence purchase intention for products with eco-friendly packaging. However, altruistic value exerts greater influence than egoistic value. This research provides relevant findings about young consumers and their response to products with ecological packaging. These findings will assist marketers in reducing the environmental footprint caused by packaging materials, helping them to retain customers as a result. From the Asian perspective, the present research is among the early efforts towards understanding the significance of values (altruistic and egoistic) pertaining to products with ecological packaging.

ABDC 'A', Scopus

DO HUMAN CRITICAL SUCCESS FACTORS MATTER IN ADOPTION OF SUSTAINABLE MANUFACTURING PRACTICES? AN INFLUENTIAL MAPPING ANALYSIS OF MULTI-COMPANY PERSPECTIVE

- J Ahuja, **TK Panda**, S Luthra, A Kumar, S Choudhary, JA Garza-Reyes, (2019 - 20), Do human critical success factors matter in adoption of sustainable manufacturing practices? An influential mapping analysis of multi-company perspective, Journal of Cleaner Production Volume 239, 1 December 2019, 117981, **ABDC 'A', Scopus**

Abstract

Sustainable human factors and change management systems have been gaining significant attention at global level for implementation of sustainable practices within organisations. With the rise in environmental degradation, the automotive

sector has made efforts to adopt Sustainable Manufacturing (SM) practices to decrease the adverse effects on the environment instigated by emissions. Human Critical Success Factors (HCSFs) may play an important role in adoption of SM but in literature, no study has yet discussed the influence of HCSFs on the adoption of SM practices. The current work is an effort to fill this gap and to analyse the importance of HCSFs in adopting SM practices from a multi-automotive company perspective. In the first phase study, HCSFs were identified from existing literature and an empirical analysis was carried out to finalise identified HCSFs. In the second phase, to understand the influential relationship among these HCSFs, a DEMATEL approach was employed for developing a cause-effect model for each company. The result suggested that ‘Green motivation’, ‘Customer relationship management’, ‘Management leadership’, ‘Communication’ and ‘Strategic alignment’ are the highly significant causal HCSFs in efficient adoption of SM practices. The results of the study will help industry practitioners and managers to make strategic plans in the context of SM practices and its relationship with human factors for sustainable business development.

ABDC ‘A’, Scopus

SOCIAL AND ENVIRONMENTAL SUSTAINABILITY MODEL ON CONSUMERS’ ALTRUISM, GREEN PURCHASE INTENTION, GREEN BRAND LOYALTY AND EVANGELISM

- **TK Panda**, A Kumar, S Jakhar, S Luthra, JA Garza-Reyes, I Kazancoglu, ..., (2019 - 20), Social and environmental sustainability model on consumers’ altruism, green purchase intention, green brand loyalty and evangelism, Journal of Cleaner production , Volume 243, 10 January 2020, 118575, **ABDC ‘A’, Scopus**

Abstract

Across the globe, the awareness for environmental degradation and its harmful effects is rapidly growing. The whole world has come together to work in the direction to protect the environment. Consumers are increasingly becoming cautious towards the impact of their consumption pattern on environment and organisations can attain a competitive edge by leveraging this cautiousness by offering them green products/brands. However, it is importance for

the marketers to understand that how increasing levels of sustainability awareness impacts other factors which explain pro-environmental behaviour of customers. To fill the existing gap in the current literature in this regard, the current study aims to build a structural model which includes social and environmental sustainability awareness in measuring customer altruism, buying intention, loyalty and customer evangelism. The theoretical model extends the existing framework of the Theory of Planned Behaviour (TPB) and explores the decision-making framework regarding ethical behaviour. Through existing literature review and expert input, the indicators (variables) for each construct were recognised. After that, data was collected from 331 respondents through a structurally designed questionnaire; the hypothetical model was test using the Structural Equation Modelling (SEM) technique. The findings of the study indicate that sustainability awareness positively influence the consumer altruism which in turn enhances the consumer purchase intention, green brand loyalty and green brand evangelism and altruism can and can bridge value-action gap for green brands. Current analysis supports the view that there are significant positive associations among the identified constructs.

ABDC ‘A’ Scopus

CAN ONLINE SERVICE RECOVERY INTERVENTIONS BENIGNLY ALTER CUSTOMERS’ NEGATIVE REVIEW EVALUATIONS? EVIDENCE FROM THE HOTEL INDUSTRY

- S Sreejesh, MR Anusree, P Abhilash (2018 – 19), Can online service recovery interventions benignly alter customers' negative review evaluations? Evidence from the hotel industry.,Journal of Hospitality Marketing and Management, November 2018,28(3):1-32,ABDC ‘A’, Scopus

Abstract

This study explores the effects of two important observational cues (perceived failure severity and review agreement) that the potential customers use to form various service based evaluations while comprehending online hotel reviews specifically relating to service failures. Further, the study examined the

conditional effect of marketer initiated recovery interventions (webcare) aimed at ameliorating perceived service failure severity towards the hotel service. Data collected through a between-subject experimental design showed that reader's perception of high failure severity and review agreement on the same could adversely impact the attitude towards the hotel and diminish patronage intention towards such hotel. Our research suggests this adverse effect could be mitigated by deploying varying webcare strategies. Specifically, our study points that, for varying levels of perceived failure severity and review agreement, different webcare strategies are to be deployed so as to engender favorable outcomes such as enhanced attitude and patronage intentions. Our study also found that the use of varying webcare to generate favorable outcomes is mediated by justice perceptions. Based on study results, we draw implications for effective online customer care management, especially in the case of hotel services.

ABDC 'A', Scopus

DOES GAME RULES WORK AS A GAME CHANGER? ANALYZING THE EFFECT OF RULE ORIENTATION ON BRAND ATTENTION AND MEMORY IN ADVERGAMES

S Sreejesh, MR Anusree, A Ponnamm (2017 – 18), Does game rules work as a game changer? Analyzing the effect of rule orientation on brand attention and memory in advergames, Computers in Human Behavior, 2018-04, **ABDC 'A', Scopus**

Abstract

In advergames, marketers typically use a brand execution strategy of enacting the game rules and embedding the targeted brands in these rules to achieve the brand effectiveness. Despite the extensive use of this mode of gameplay, the current understanding in this area lacks clarity. In this context, the present research examines the importance of rule orientation as a mode of gameplay, its boundary conditions which strengthen this rule orientation, and the mechanism through which the application of rule orientation enhances gamers' brand attention and memory. Results from two experimental studies conclusively prove that use of rule orientation positively influences gamers' brand attention and memory. Results also suggest that rule orientation boosts the gamers' brand attention and memory when it is presented

in a high brand-game goal congruent and in a high game autonomy mode. In addition, the results also support that rule orientation enhance the gamers' attention and memory when it designed as high brand-game goal congruent along with a highly brand integrated mode. The effect of rule orientation and its boundary conditions creates brrand attention and memory through the gamers' perception of the flow experience. Thus, the study findings suggest that marketers can use rule orientation along with high brand-game goal congruence, high autonomy, and high brand integration because this mode of gameplay creates a very strong form of brand attention and memory.

ABDC 'A' Scopus

INTERNATIONAL REMITTANCES AND PRIVATE SCHOOLING: EVIDENCE FROM KERALA, INDIA

- C. Valatheeswaran, **M. Imran Khan** (2017-18), International Remittances and Private Schooling: Evidence from Kerala, India,05 December 2017, International Migration, **ABDC 'A' Scopus**

Abstract

This study investigates the impact of international remittances on private school enrolment in Kerala. Using data from the 2010 Kerala Migration Survey and employing an instrumental variable (IV-Probit) approach to address the endogeneity of migration, we found that remittances have a positive and significant effect on private school enrolment. After disaggregating the sample into different heterogeneous groups, we found that remittances have greater effect on boys, children residing in rural areas, and those belonging to socially advantageous groups and from higher wealth quintile. Children from lower wealth quintile and belonging to socially disadvantageous groups are least affected by migration and remittances.

ABDC ‘B’, Scopus**IMPACT OF THE COVID-19 OUTBREAK ON STOCK RETURNS OF INDIAN HEALTHCARE AND TOURISM SECTORS**

- **Mayank Joshipura** and Ashu Lamba, (2022 - 23), Impact of the COVID-19 outbreak on stock returns of Indian healthcare and tourism sectors, Investment Management and Financial Innovations, Business Perspectives Ltd, ISSN NO: 1810-4967, 1812-9358, Vol. 20 2023, Issue #1, pp. 48-57 **ABDC ‘B’, Scopus**

Abstract

The rapid spread of the novel coronavirus pandemic (COVID-19) has adversely impacted global economies and stock markets. This study employs an event study methodology to assess the impact of COVID-19 on stock returns in the healthcare (66 stocks) and tourism (39 stocks) sectors in Indian markets surrounding two events: a) the first COVID-19 case reported in India and b) the announcement of a nationwide lockdown. The findings indicate that investors' reactions to both events were distinct and asymmetric in healthcare and tourism sectors. The tourism sector stocks react more negatively to the second event than the first, with -2.46% vs. -0.59% event day abnormal returns, respectively. The corresponding figures for healthcare sector stocks are -0.68% and -0.16% , respectively. As expected, pandemic events had a minor negative impact on the healthcare sector. Surprisingly, the tourism industry did not react negatively to the first event. Investors in the tourism industry underreacted to the first reported case; they could not predict the potential consequences and then overreacted to the lockdown announcement. The findings support the behavioral finance theory of underreaction and overreaction, particularly in stressful situations. The study has implications for investors and money managers looking for profitable investment opportunities due to temporary dislocations in stock prices caused by investors' irrational reactions to certain black swan events.

ABDC ‘B’ Scopus**WILL ADOPTION OF BLOCKCHAIN TECHNOLOGY BE CHALLENGING: EVIDENCE FROM INDIAN BANKING INDUSTRY**

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- **Preeti Khanna**, Arunima Haldar, (2022 - 23), Will adoption of blockchain technology be challenging: evidence from Indian banking industry, Qualitative Research in Financial Markets, ABDC 'B' Scopus

Abstract

Purpose Blockchain technology is predicted by many to be the most disruptive technology which might bring accessibility, efficiency and transparency in the financial industry. This study aims to understand the challenges likely to be faced by the Indian banking industry while adopting the technology. **Design/methodology/approach** The study adopted a qualitative approach to explore the challenges faced by the banking industry in India. Semi-structured in-depth interviews with senior executives and academicians in the finance and the information technology industries helped gain explorative insights about the challenges. **Findings** Thematic analysis suggested a framework comprising five challenges while adopting blockchain technology. These challenges relate to technology, organisation, operation, regulator and environmental context. **Originality/value** The paper contributes to the limited literature on the nascent blockchain technology adoption in banking industry in an emerging country context.

ABDC 'B', Scopus

GREEN BONDS FOR SUSTAINABILITY: CURRENT PATHWAYS AND NEW AVENUES

- Nikita Kedia, **Mayank Joshipura**, (2022 - 23), Green bonds for sustainability: current pathways and new avenues, Managerial Finance, ISSN: 0307-4358 6 December 2022, ABDC 'B', Scopus

Abstract

Purpose

The study aims to consolidate knowledge, explore current dynamics, understand knowledge progression, identify primary research streams, present content analysis and provide future research directions for green bonds research.

Design/methodology/approach

The authors reviewed 150 high-quality Scopus-indexed articles on green bonds in two stages. First, they use bibliometric analysis to understand the field's most relevant articles, authors, institutions and journals. Second, they analysed 49 curated articles to identify and analyse primary research streams and offer research directions.

Findings

The authors report the most influential articles, authors, journals and clusters based on article co-citation networks. They identify five green bond research streams: issuance, greenium and its drivers, connectedness, drivers and barriers, and sustainable development.

Research limitations/implications

Using different databases, tools, sample periods or article screening criteria may yield different results. The study's findings are robust to document selection or analytical tools.

Practical implications

The study helps researchers, practitioners, regulators, policymakers, issuers and investors understand green bond issuance, pricing and connectedness research.

Originality/value

This unique study sheds light on publication trends, the most influential articles, authors, journals and the conceptual and intellectual structure of the field. It identifies and elaborates primary research streams, succinctly summarizes the most influential articles and offers future research directions.

ABDC 'B', Scopus

ADOPTION OF ELECTRONIC COMMERCE IN INDIAN MSMEs

- **Girish Bagale, Bala Krishnamoorthy**, Hema Date, (2022 - 23), Adoption of Electronic Commerce In Indian MSMEs, Academy of Marketing Studies Journal, Jordan Whitney Enterprises, Inc, ISSN: 1095-6298, 1095-6298, Accepted Sep'2022 **ABDC 'B', Scopus**

Abstract

The study aims to investigate the factors that influence MSME's in adopting E-commerce. MSME are considered to be the sector that plays a vital role in many developing countries. Digitalization has brought significant changes in MSME. A study among 300 MSME of pharmaceutical industry in Maharashtra was conducted. The responses helped in identification of the various factors in adoption of E-commerce in pharmaceutical industry. The adoption of E-commerce pharmaceutical industry is still far away in most of the industries in India. Adopters will reach the market easily than the non-adopters who will be left behind in their industry. The pandemic 2020 situation has made most of the pharmaceutical industries to adopt E-commerce especially for their sales promotion. This study provides suggestive implications for successful adoption of E-commerce in pharmaceutical industry.

ABDC 'B', Scopus

A PROPOSED FRAMEWORK OF MARKET - ORIENTED ETHNOGRAPHY (MOE) APPROACH TO STUDY CO-CREATION OF CONTENT THROUGH PRODUCT STORYTELLING

- Amrita Bansal, George S. Spais, Varsha Jain, (2022 - 23), A Proposed Framework of Market - Oriented Ethnography (MOE) Approach to Study Co-Creation of Content Through Product Storytelling, Journal of Promotion Management, Taylor & Francis Online, ISSN: 1049-6491, 1540-7594 ,Online Published: 08.08.2022 **ABDC 'B', Scopus**

Abstract

The article aims to understand the product storytelling process while co-creating the content with suppliers and consumers for an end-to-end brand experience by integrating stages of storytelling with S-D logic actors and activities, using the DART value creation model. Marketing-oriented ethnography was conducted for thirty days for the research needs of this study. We collected findings of in-depth interviews with various stakeholders of two organizations. The data analysis resulted in a unified framework of different activities performed by

suppliers, organizations, and consumers at various product storytelling stages. We find that suppliers focused on sensory, affected, and relational dimensions; the organization emphasized cognitive, relational, and behavioral dimensions, and consumers aimed at sensory, behavioral, cognitive, relational, and affective dimensions. The framework states that different brand experience dimensions can be understood by multiple stakeholders while co-creating the content.

ABDC ‘B’, Scopus,

MEASURING ECONOMIC, HEALTH AND SOCIAL CONDITIONS OF POOR RURAL WEAVING COMMUNITY

- **Girish Bagale and Seema Mahajan** (2022-23), Measuring Economic, Health and Social Conditions of Poor Rural Weaving Community, Academy of Marketing Studies Journal, Online ISSN: 1528-2678), **ABDC ‘B’, Scopus**

Abstract

The village handloom segment playing a key role in the economic growth and development for generating employment and income to the poor peoples. Handloom weaving work is one of the largest unorganized sectors for income and livelihood in the rural areas. It is important that many of the weaving workers are female and they are economically backward. Handloom textile weaving sector provides a substantial quantity on export of garments and receives foreign reserves to domestic country. It brings fifteen percent of export income earnings. Rural handloom weaving segment is achieving the production of twelve percent of the entire necessities of the country's demand for the handloom weaving commodities. Handloom sector was well stand in rural and semi-urban areas, more specifically in many developing countries. These are all the destiny for manufacturing handloom stuffs especially pure silk and cotton. To achieve the objectives of the current study, the research is carried out through the collection of primary data sources. Data has been collected from specified target sample directly a a semi-structured questionnaire. The data has been collected from 200 respondent from 12 rural areas. Data collection done by direct collection method. The collected information has been analysed through

proper statistical and econometric tools to reveal the results. It is found from research work, that all the handloom weavers affected with occupational health problems. Due to occupational health diseases, productivity of the weavers has been dropped by a considerable quantum. The condition of handloom weaving workers was economically, socially and medically very poor and vulnerable.

ABDC 'B', Scopus, Web Of Science

INVESTIGATING INTERTRADE DURATIONS USING COPULAS: AN EXPERIMENT WITH NASDAQ DATA

- **Ranjan R Chakravarty**, Sudhanshu Pani, (2022 - 23), Investigating Intertrade Durations using Copulas: An Experiment with NASDAQ Data, Algorithmic Finance, IOS Press,ISSN: 2158-5571, 2157-6203,vol. 9, no. 3-4, pp. 81-102
ABDC 'B', Scopus, Web Of Science

Abstract

The pattern of dependence between liquidity, durations (orders and trades) and bid-ask spreads in a limit order market are examined in high resolution invoking copulas and graph theory. Using intraday data from a sample of NASDAQ 100 stocks and an experimental design, we study the information pathways in markets in the presence of algorithmic traders. Our results confirm that multivariate analysis is more appropriate to investigate these information pathways. We observe that the strength and nature of the dependence between variables vary through the trading day. We confirm the existence of stylised aspects of algorithmic trading, such as tail dependence in trade durations, a balance between buy and sell side in order durations, liquidity and bid-ask spreads, and the bid-ask spread and liquidity trade-off in the dependence structure.

ABDC 'B', Scopus, Web Of Science

DECODING MOMENTUM RETURNS: AN INTEGRATED BIBLIOMETRIC AND CONTENT ANALYSIS APPROACH, QUALITATIVE RESEARCH IN FINANCIAL MARKETS

- **Joshipura Mayank, Wats Sangeeta**, (2022 - 23), Decoding Momentum Returns: An integrated bibliometric and content analysis approach, Qualitative Research in Financial Markets, Emerald Group Publishing, ISSN: 1755-4179, 1755-4187, Online Published 13th September 2022 **ABDC ‘B’, Scopus, Web Of Science**

Abstract

Purpose

Over the past three decades, numerous conceptual and empirical studies have discussed momentum investment strategies’ presence, pervasiveness and persistence. However, science mapping in the field is inadequate. Hence, this study aims to comprehend and explore current dynamics, understand knowledge progression, elicit trends through thematic map analysis, synthesize knowledge structures and provide future research directions in this domain.

Design/methodology/approach

The study applies bibliometric analysis on 562 Scopus indexed articles from 1986 to 2021. Biblioshiny version 3.1.4, a Web-based application included in Bibliometrix package developed in R-language (Aria and Cuccurullo, 2017), was used to examine: the most prominent articles, journals, authors, institutions and countries and to understand the thematic evolution and to elicit trends through the synthesis of knowledge structures including conceptual, intellectual and social structures of the field.

Findings

Motor themes, basic transverse, niche and emerging and declining themes were identified using (Callon, 1991) strategic thematic map. Besides, four major clusters based on a cocitation network of documents were identified: empirical evidence and drivers of momentum returns, theories explaining momentum returns and implications for asset pricing and market efficiency, avoiding

momentum crashes and momentum in alternative asset classes, alternative explanations for momentum returns. The study infers that momentum research is becoming multidisciplinary given the dominance of behavioral theories and economic aspects in explaining the persistence of momentum profits and offers future research directions.

Research limitations/implications

The study deploys bibliometric analysis, appropriate for deriving insights from the vast extant literature. However, a meta-analysis might offer deeper insights into specific dimensions of the research topic. Besides, the study's findings are based on Scopus indexed articles analyzed using bibilioshiny; the database and software limitations might have affected the findings.

Practical implications

The study is a ready reckoner for scholars who intend to recognize the evolution of momentum investment strategies, current dynamics and future research direction. The study offers practitioners insights into efficiently designing and deploying momentum investment strategies and ways to avoid momentum crashes.

Social implications

The study offers insights into the irrational behavior and systematic errors committed by market participants that helps regulators and policymakers to direct investors' educational efforts to minimize systematic behavioral errors and related adverse financial consequences.

Originality/value

This comprehensive study on momentum investment strategies evaluates research trends and current dynamics draws a thematic map, knowledge progression in the field and offers future research directions.

ABDC 'B', Scopus, Web Of Science

DECODING THE TRINITY OF FINTECH, DIGITALIZATION AND FINANCIAL SERVICES: AN INTEGRATED BIBLIOMETRIC ANALYSIS AND THEMATIC LITERATURE REVIEW APPROACH

- Bhatt Amola, **Joshipura Mayank**, Joshipura Nehal, (2022 - 23), Decoding the trinity of Fintech, digitalization and financial services: An integrated bibliometric analysis and thematic literature review approach, Cogent Economics and Finance, Taylor & Francis, ISSN: 2332-2039, Vol.10, Issue1 **ABDC 'B', Scopus, Web Of Science**

Abstract

Technology has reshaped how financial services are designed, delivered, and consumed over the past decade. The increased mobile and internet penetration and availability of cheap data combined with the advent of Fintech, digitalization, blockchain technology, machine learning, and artificial intelligence have fast-tracked the digital transformation of economies worldwide. Covid19-induced lockdowns accelerated the digitalization of financial services. This study identifies the main areas and current dynamics of Fintech, digitalization, and financial services and suggests future research directions. Using a bibliometric analysis followed by a thematic literature review, the study examines a sample of 583 journal articles from the Scopus database from 1984 to 2021. Based on the bibliometric analysis, we identified four dominant themes. These themes are further explored through a thematic literature review to gain further insights. We conclude by suggesting potential directions for future research in the field.

ABDC 'B', Scopus, Web Of Science

DECRYPTING IPO PRICING: AN INTEGRATED BIBLIOMETRIC AND CONTENT ANALYSIS APPROACH

- **Mayank Joshipura, Hema Gwalani, Sachin Mathur**, (2022 - 23), Decrypting IPO Pricing: An Integrated Bibliometric and Content Analysis Approach, Managerial Finance, Emerald Group Publishing, ISSN: 0307-4358, 1758-7743, Online Published 29th August 2022 **ABDC 'B', Scopus, Web Of Science**

Abstract

Purpose

Since 2018, there has been a resurgence in initial public offering (IPO) pricing studies. The authors aim to consolidate the knowledge and explore current dynamics, understand knowledge progression, elicit trends, and provide future research directions for IPO pricing research.

Design/methodology/approach

The authors conducted a two-stage hybrid review based on 512 high-quality Scopus articles on IPO pricing published over the last decade. The authors deploy bibliometric analysis, and then, based on 61 curated articles, the authors conduct content analysis and offer future research directions.

Findings

Four key research streams emerged: information asymmetry, agency problems, legal, regulatory, and social environment, and behavioral finance. Future research may focus on behavioral explanations for IPO underpricing, the role of investor sentiment in IPO pricing, text analytics, machine learning, and big data in alleviating information asymmetry and agency problems. The authors summarize and present content analysis using the classic Theory, Context, Characteristics, Methods (TCCM) framework.

Research limitations/implications

Using different databases, bibliometric analysis tools, sample period or article screening criteria for the study might give different results. However, the study's major findings are robust to alternative choices.

Practical implications

This study serves as a ready reckoner for the research scholars, practitioners, regulators, policymakers, and investors interested in understanding the nuances of IPO pricing.

Originality/value

The study sheds light on the most influential documents, authors, and journals, offers an understanding of knowledge structure, identifies and discusses primary research streams and related implications, and provides future research directions

ABDC 'B', Scopus, Web Of Science

CIRCULAR ECONOMY IN PHARMACEUTICAL INDUSTRY THROUGH THE LENS OF STIMULUS ORGANISM RESPONSE THEORY

- Kalicharan Sabat, Som Sekhar Bhattacharyya, **Bala Krishnamoorhty**, (2022 - 23), Circular economy in pharmaceutical industry through the lens of stimulus organism response theory, European Business Review, Emerald Group Publishing, ISSN: 0955-534X, 1758-7107, Published Online: 29 July 2022
ABDC 'B', Scopus, Web Of Science

Abstract

Purpose

The purpose of this study is to explore circular economy (CE) initiatives and apply the stimulus-organism-response theory to find the socio-political drivers and enablers of CE in the pharmaceutical industry. CE as a concept was relatively not studied much with respect to socio-political interests from operations management perspectives. This was especially so in the pharmaceutical industry.

Design/methodology/approach

This research study was anchored in the theoretical conversation of stimulus-organism-response theory to find the socio-political interests and enablers of the regenerative CE principles. These were the functions of remanufacturing, reuse and recycle. For this research study, data was collected in two steps. First, eight industry practitioners were interviewed to understand the CE practices in the pharmaceutical industry. Then 166 chiefs of production and operations functions from 124 pharmaceutical companies were surveyed. The quantitative data was empirically analyzed using SmartPLS3 software.

Findings

This research study revealed that pressure from suppliers and other public stakeholders were driving regenerative CE practices in the pharmaceutical industry. The results further stated that CE enablers such as green information technology systems and internal environmental management were critical for making pharmaceutical manufacturing operations circular.

Research limitations/implications

This research study measured the constructs on a formative scale. Studies measuring socio-political interests, CE enablers and sustainability practices constructs on a formative scale were much required for the development of the CE theory. This research study output could be applied across geographies and industries to measure the indicators of CE.

Practical implications

This research study indicated that in the context of the pharmaceutical industry, there was an overemphasis on the remanufacture and reuse principles. However, the focus on recycling principles was mostly subdued. For managers and regulators in the pharmaceutical sector, this research study provided clear insights that for more effective CE implementation. This was based on an effective application of recycling practices in the critical functions in pharmaceutical industry.

Originality/value

Earlier research studies on green and environmental manufacturing were focused on linear production models. To provide clear and robust foundations for CE theory, this research study considered operations management from the perspective of the value chain. This comprised the entire circular production model. Earlier research studies had treated socio-political interests, CE enablers and sustainability practices as reflective constructs. This study was one of the foremost to measure these constructs on a formative scale.

ABDC ‘B’, Scopus, UGC

TRADE CREDIT AND BANK CREDIT: IMPACT OF MACROECONOMIC POLICY INTERVENTIONS

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- **Dr. Ramesh Bhat**, Samveg Patel, (2022 - 23), Trade Credit and Bank Credit: Impact of Macroeconomic Policy Interventions, Economic & Political Weekly, Sameeksha Trust, ISSN: 0012-9976, 2349-8846, Vol. 57, Issue No. 31 **ABDC ‘B’, Scopus, UGC**

Abstract

The paper develops an empirical model to test the substitution of trade credit for bank credit using the annual financial data of 1,028 Indian manufacturing firms from 2011 to 2019. It further examines the impact of macroeconomic policy interventions on using these two financing sources.

ABDC 'B', Scopus, Web Of Science,

DECODING LEADERSHIP TO LEVERAGE EMPLOYEE ENGAGEMENT IN VIRTUAL TEAMS

- Prapti Mutha, Manjari Srivastava, (2022 - 23), Decoding leadership to leverage employee engagement in virtual teams, International Journal of Organizational Analysis, Emerald Group Publishing, ISSN: 1934-8835, 1758-8561, Published Online: 20 September 2021 **ABDC 'B', Scopus, Web Of Science**

Abstract

Purpose

Virtual teams are characterized by short social exchanges and a lack of para-verbal and non-verbal communication. This poses several challenges to virtual leaders. This study aims to decode the role of leadership and understand its impact on engaging geographically dispersed teams. This research offers a comprehensive view of idealized influence and inspirational motivation – the two sub-factors of transformational leadership which defines the charisma of a leader in leveraging engagement of virtual employees. It also studies the impact of effective leadership communication and trust between team members in engaging employees working in virtual teams.

Design/methodology/approach

This research is a mixed method study. Phase I of qualitative study (10 FGD) facilitated phase II of quantitative study. A questionnaire was developed to reflect themes that emerged from qualitative phase. The focus of the qualitative study was to understand the role of leaders viewed by virtual employees in the

context of engagement. A cross-sectional data of 300 respondents from eight different industries was gathered using a survey questionnaire. Purposive non-probability sampling technique was used. Data were analyzed using partial least squares structural equation modelling, SmartPLS 3 software.

Findings

Results showed that leaders play a significant role in engaging virtual employees. The transformational leadership behaviour with a purview of idealized influence and inspirational motivation positively engages employees in virtual teams. The findings emphasize that trust between team members impacts engagement, and trust mediates the relationship between leadership communication effectiveness and engagement of virtual employees.

Practical implications

Positive leadership behaviour such as transformational leadership helps create an environment of trust and engagement that is experienced by a team working distantly. Leader plays a critical role to foster an engaging environment that boosts the potential of every employee. Organizations invest a lot of money, time and resources in leadership and communication training. This study could help organizations in training their managers/leaders for adapting their leadership style that suits the virtual work environment. Organizations can also pay attention to the required skill sets of people while hiring and/or promoting leaders who have to lead virtual employees.

Originality/value

The exponential increase in virtual working has necessitated decoding essential leadership skills to engage the virtual workforce. Working virtually is psychologically a different experience and hence requires a separate study. The lack of proximity and face-to-face conversations in virtual teams increases the complexity of leading and thus alters the engagement equation. This paper explores the impact of leaders in enhancing employee engagement and that is presented in a condensed manner.

ABDC ‘B’, Scopus, Web of Science

A ROBUST MULTIOBJECTIVE SOLUTION APPROACH FOR MEAN-VARIANCE OPTIMISATION OF CORRELATED MULTIPLE QUALITY CHARACTERISTICS

- **AbhinavKumar Sharma** , Indrajit Mukherjee , Sasadhar Bera , Raghu Nandan Sengupta, (In Press 24th September 2021), A robust multiobjective solution approach for mean-variance optimisation of correlated multiple quality characteristics , International Journal of Quality & Reliability Management , Emerald Group Publishing , Accepted September 2021 , ISSN: 0265-671X, 1758-6682, ABDC 'B', Scopus, Web Of Science

Abstract

Purpose

The primary objective of this study is to propose a robust multiobjective solution search approach for a *mean-variance* multiple correlated quality characteristics optimisation problem, so-called “multiple response optimisation (MRO) problem”. The solution approach needs to consider response surface (RS) model parameter uncertainties, response uncertainties, process setting sensitivity and response correlation strength to derive the robust solutions iteratively.

Design/methodology/approach

This study adopts a new multiobjective solution search approach to determine robust solutions for a typical *mean-variance* MRO formulation. A fine-tuned, non-dominated sorting genetic algorithm-II (NSGA-II) is used to derive efficient multiobjective solutions for varied *mean-variance* MRO problems. The iterative search considers RS model uncertainties, process setting uncertainties and response correlation structure to derive efficient fronts. The final solutions are ranked based on two different multi-criteria decision-making (MCDM) techniques.

Findings

Five different *mean-variance* MRO cases are selected from the literature to verify the efficacy of the proposed solution approach. Results derived from the proposed solution approach are compared and contrasted with the best solution(s) derived from other approaches suggested in the literature. Comparative results indicate significant superiorities of the top-ranked predicted robust solutions in nondominated frequency, closeness-to-target and response variabilities.

Research limitations/implications

The solution approach depends on RS modelling and considers continuous search space.

Practical implications

In this study, promising robust solutions are expected to be more suitable for implementation than point estimate-based MOO solutions for a real-life MRO problem.

ABDC ‘B’,

DEMYSTIFYING THE DARK SIDE OF TECHNOLOGY IN INDIAN STOCK EXCHANGES A COMPARATIVE ANALYSIS BETWEEN NSE AND BSE

- Pathak, H.R., Sisodia, G., Narbariya, S., Jan, N.A., & Subramani, A.K. (2021-2022) Demystifying the Dark Side of Technology In Indian Stock Exchanges A Comparative Analysis between Nse and Bse, Academy of Marketing Studies Journal, Jan 2022, ABDC ‘B’

Abstract

The study is helpful for regulators to understand the competition between NSE and BSE because regulator (SEBI) continually strives to operate in a fair market environment.

ABDC ‘B’

CAN HUMAN CAPITAL PROMOTE SELF-LEADERSHIP? A STUDY ON THE CONTINGENT MARKETING WORKFORCE OF INDIA

- Shaheen, M., Shukla, K., Narbariya, S., & Subramani, A.K., & Akbar, J.N. (2021-22) Can Human Capital Promote Self-Leadership? A Study on the Contingent Marketing Workforce of India, Academy of Marketing Studies Journal, Online ISSN: 1528-2678, ABDC ‘B’

Abstract

Proper utilization of contingent/freelance workers has now been recognized as contributing to a firm’s competitive advantage, according to Accenture’s Tech

Vision 2016 report. Thus, in the light of the growing importance of the contingent/freelancing population in an organization, this study attempts to identify factors which foster leadership strategies among marketing contingent workers which in turn will assist in developing their skills set. Based on the social cognitive theory of career management, the study proposes a model where freelancers' human capital leads to active participation in employability activities, which affects self-leadership—behaviour-focused strategies, natural reward, and constructive thought patterns. For the present study, data were collected from around 384 freelancers of India. Hierarchical regression analysis and Process-Macros test the proposed relationships between human capital, self-leadership strategies, and employability activities. Results show a significant impact of human capital on self-leadership strategies and significant mediation of employability activities on the said relationship. The results obtained assist human resource professionals in promoting the use of self-leadership strategies by marketing freelancers.

ABDC 'B', Scopus

CUSTOMER BRAND ENGAGEMENT THROUGH CHATBOTS ON BANK WEBSITES– EXAMINING THE ANTECEDENTS AND CONSEQUENCES

- Harinder Hari, Radha Iyer, **Brinda Sampat** (2021 – 22), Customer Brand Engagement through Chatbots on Bank Websites– Examining the Antecedents and Consequences, International Journal of Human-Computer Interaction, Pages 1212-1227 | Published online: 26 Nov 2021, **ABDC 'B', Scopus**

Abstract

Chatbots are virtual conversation agents that offer innovative features to connect with customers and thus offer a promising avenue to engage customers. Currently many private and nationalized banks are deploying chatbots for connecting and communicating with customers. This technology is expected to dominate the banking sector in the future by improving customer service. However, the success of banking chatbots will be effective when customers are satisfied with the chatbots and engage in using them. To probe in to the question, this study investigates the antecedents and consequences of customer brand engagement in using banking chatbots, with the lens of diffusion of innovation

theory. The antecedents include interactivity, time convenience, compatibility, complexity, observability, and trialability. The consequences are satisfaction with the brand experience and customer brand usage intention. The theorized model has been validated with 470 Indian banking chatbot customers usable responses. The results suggest that trialability, compatibility, and interactivity positively influence customer brand engagement through a chatbot, thereby influencing satisfaction with the brand experience and customer brand usage intention. The paper presents theoretical and managerial implications which enable banks to strengthen customer engagement, satisfaction and brand usage intention through chatbots.

ABDC ‘B’, Scopus

PRODUCTIVITY OF GIG WORKERS ON CROWDSOURCING PLATFORMS THROUGH ARTIFICIAL INTELLIGENCE AND GAMIFICATION: A MULTI-THEORETICAL APPROACH

- Abhishek Behl, Brinda Sampat, Sahil Raj (2021 – 22), Productivity of gig workers on crowdsourcing platforms through artificial intelligence and gamification: a multi-theoretical approach, The TQM Journal, ISSN: 1754-2731, Article publication date: 8 October 2021 **ABDC ‘B’, Scopus**

Abstract

Purpose

Gig workers form the backbone of any crowdsourcing platform where they showcase their talent and choose a job of their choice and freedom. The study explores the role of information quality (IQ) and social-mediated dialogue (SMD) in evaluating gig worker engagement and productivity on crowdsourcing platforms. The authors also propose to understand how gig worker productivity could be improved under the moderating effect of game elements.

Design/methodology/approach

A conceptual model was developed and empirically tested by integrating media richness theory and dialogic public relation theory. Data were collected from gig workers that are involved in crowdsourcing activities for the past three years. An overall sample of 346 gig workers contributing to at least one of the

crowdsourcing platforms was collected. The authors tested the hypotheses using Warp PLS 7.0. Warp PLS 7.0 uses partial least square (PLS) structured equation modeling (SEM) and has been used widely to test path analytical models.

Findings

Results reveal that the information quality plays an essential role in the SMD, thereby fostering gig workers' productivity and engagement, which could be improved in the presence of game elements due to their nature of supporting rewards. However, engagement in the platform leading to improved productivity was not supported.

Practical implications

The study lays practical foundations for crowdsourcing platforms as it sets the importance of both IQ and dialogic communication channels. The two-way communication between gig workers and the platforms via accurate, timely, valuable and reliable information forms the key to the task's success. The introduction of the right game element will help to achieve better engagement and productivity.

Originality/value

This study also offers a new dimension to media richness theory and dialogic public relation theory in crowdsourcing platforms. The results would help platform designers and gig employers understand gig workers' quality and performance in a platform economy. The study uniquely positions itself in the area of crowdsourcing platforms by using game elements.

ABDC 'B', Scopus

DOES FINANCIAL LIBERALIZATION LEAD TO FINANCIAL DEVELOPMENT? EVIDENCE FROM EMERGING ECONOMIES

- Paramita Mukherjee ORCID Icon, Sahana Roy Chowdhury & Poulomi Bhattacharya, (2021-2022), Does financial liberalization lead to financial development? Evidence from emerging economies, The Journal of International Trade and Economic Development, Published online: 07 Jul 2021 **ABDC 'B', Scopus**

Abstract

In the last few decades, most of the emerging market economies (EMEs) have adopted financial liberalization. Evidence shows that the financial sectors/institutions in emerging economies were either underdeveloped or functioning with a lot of inefficiencies under inadequate regulation. The paper examines whether liberalization in the financial sector has led to financial development for a bunch of EMEs including BRICS. The paper differs from the existing literature in its approach of dealing with the measurements of financial development and considering financial liberalization as a gradual process. Panel regressions are estimated for 9 countries based on 22 years' data for four aspects of financial development, viz. depth, efficiency, stability and competition. Results indicate that financial liberalization in terms of freedom in capital markets has a positive effect on financial depth and competition, whereas liberalization from government interference in the banks and other financial institutions has a positive impact on the stability of the financial sector. Trade openness has a role in enhancing the efficiency of the financial sector. Also, evidence suggests that capital account openness leads to increased depth and does not destabilize the financial sector. GDP, political stability, regulatory quality and government effectiveness are also important factors in influencing more than one aspect of financial development in a country.

ABDC 'B', Scopus

EXTORTION, COMPETITION AMONG STATES AND PRIVATE INVESTMENT IN A FEDERATION: EVIDENCE FROM INDIAN MANUFACTURING SECTOR

- Vivekananda Mukherjee, **Paramita Mukherjee** Saheli Bose (2021-2022), Extortion, competition among states and private investment in a federation: evidence from Indian manufacturing sector, Economic Change and Restructuring, ABDC 'B', Scopus

Abstract

The paper argues both theoretically and empirically that incidence of extortion reduces the flow of private investment at a state in a federation. The states compete in terms of their firm/industry-specific investment to retain the investment in their own jurisdiction. It uses the data from Indian states for the empirical analysis. The spatial regression technique used in the analysis takes

into account the proximity of the states in terms of their industry-specific investment and finds that the states similar in terms of industry-specific investment have similar private manufacturing investment. Also, a higher rate of extortion in a state creates a negative spill-over effect on the flow of private investment in the state from the private investment in other similar states. The results suggest that a policy of controlling extortion has significant return in terms of flow of private investment in a state, which is not mitigated through industry-specific investment.

ABDC ‘B’, Scopus, Web Of Science,

GREEN DRIVERS AND GREEN ENABLERS IN PHARMACEUTICALS SUPPLY CHAIN: IN THE CONTEXT OF AN EMERGING ECONOMY

- Kali Charan Sabat, **Bala Krishnamoorthy**, Som Sekhar Bhattacharyya, (2021 - 22), Green Drivers and Green Enablers in Pharmaceuticals Supply Chain: In the context of an Emerging Economy, The TQM Journal, Emerald Group Publishing, ISSN: 1754-2731, 1754-274X , 24 May 2022 **ABDC ‘B’, Scopus, Web Of Science**

Abstract

Purpose

The purpose of this study was to comprehend the current state of green supply chain management (GSCM) and its drivers and enablers in the pharmaceutical supply chains (PSCs).

Design/methodology/approach

This study developed a model consisting of the factors green drivers, green enablers and green practices. For this study, data were collected from 166 supply chain heads from 124 pharmaceutical companies operating in India. The data was empirically analysed using SmartPLS3 software.

Findings

The study revealed that in Indian PSCs, public pressure, supplier pressure and competitor pressure were the major drivers for GSCM practices and coercive pressures such as pressure from government and regulatory bodies were insignificant drivers. The results indicated that the influence of green drivers and

green enablers altered with supply chain flow. Green drivers indicated higher influence at the upstream of PSCs whereas the influence of green enablers was higher at the downstream of PSCs. Furthermore, the study revealed that the factor “green enablers” was a good mediator for the relationship between “green drivers” and “GSCM practices” in PSCs.

Research limitations/implications

This study was an extension work with the addition of external green drivers to the self-induced organizational activities. Further investigations can be done by including the “green barriers” construct in the conceptual model.

Practical implications

This research connected the institutional theory with the resource-based view to understanding the role of green drivers and green enablers in greening PSC. For managers and regulators, this study provided clear insights on how to approach different supply chain drivers and enablers to maximize the impact of GSCM practices. Moreover, the findings of this study helped in incorporating knowledge about GSCM into a framework that can be used for defining strategies for setting up a sustainable PSC for pharmaceutical products leading to the development and growth of the pharmaceuticals industry.

Originality/value

Most of the earlier studies on GSCM were at the firm level and some studies were at the supply chain level. To further enhance the scope of GSCM theory, this study was conducted at two different levels, first at the complete supply chain level and second at three different levels: upstream, firm-level and downstream.

ABDC ‘B’,Scopus**A MINDFUL PATH TO THE COVID-19 PANDEMIC: AN APPROACH TO PROMOTE PHYSICAL DISTANCING BEHAVIOR**

- S Kumar, **TK Panda**, A Behl, A Kumar,(2021 - 22),A mindful path to the COVID-19 pandemic: an approach to promote physical distancing behavior, International Journal of Organizational Analysis, ISSN: 1934-8835, Volume 29 Issue 5 13 September 2021, **ABDC ‘B’,Scopus**

Abstract

Purpose

The present situation is marked by the threat of COVID-19 pandemic on entire humankind and researchers across the globe are looking forward to vaccines or medicines to tackle COVID-19. However, according to the scholars and health-care agencies, vaccines alone would not be of much help and in the longer run adhering to the physical distancing policy along with sanitation could be the only solution. Moreover, extant studies across different areas have noted a positive association between various human psychological factors and prosocial behaviours. Additionally, an empirical study undertaken in the western context has tried exploring the association between human psychological factors and physical distancing behaviour (a kind of prosocial behaviour) in the COVID-19 context. The results of the extant study seem intriguing and encouraging enough to undertake a more robust exploratory study in this developing area. Against this background, this study aims to explore the relationship between individuals' mindfulness and physical distancing behaviour, along with the mediating role of empathy during the COVID-19 pandemic.

Design/methodology/approach

To achieve the study objectives, this study has used an online survey method and has collected responses from the general adult population in India spread across all six regions. The survey was conducted during May 2020 when India was under a nationwide lockdown to mitigate the risk of COVID-19 pandemic. The respondents were identified based on convenience and snowball sampling techniques. Using social media platforms, the prospective respondents were contacted through WhatsApp, LinkedIn and Facebook or e-mails. Post data cleaning, a total of 315 responses were found to be suitable for analysis. For analysis, confirmatory factor analysis was conducted to establish the validity and reliability of the conceptual model, whereas Pearson correlation was undertaken to study the relationship between variables and mediation was examined using the PROCESS macro of Hayes.

Findings

The findings were encouraging and could become the foundation stone for further research and a practical guide for policymakers, agencies working in the health-care areas and even corporate leaders. As expected, an individual's mindfulness was noted to be positively-related and influencing physical distancing behaviour. The mediation analysis indicated the intervening role of empathy in the association between an individual's mindfulness and physical distancing behaviour.

Practical implications

The findings of the present could be a game-changer in restricting the spread of the COVID-19 pandemic. As espoused by various scholars, as well as health-care organizations about the use of physical distancing in mitigating the risk of COVID-19, policymakers, health-care authorities and even corporate leaders could look forward to strategizing and execute the dissemination of various mindfulness-based programs among the individuals. These mindfulness-based programs, which could be disseminated offline and online through smartphones, could, in turn, help in positively influence physical distancing behaviour among the individuals leading to the success of physical distancing policy.

Social implications

This study relates and extends the mechanism of mindfulness in influencing individuals' physical distancing behaviour in the pandemic situation, notably the COVID-19 pandemic. Moreover, based on the "empathy-altruism hypothesis", as well as Schwartz's theory of fundamental values, the intervening role of empathy has been explored and the findings further helped in extended these two theories in the domain of pandemic.

Originality/value

This study could be the first to conceptualize and examine the human psychological factors, particularly the relationship and role of an individual's mindfulness with physical distancing behaviour among the general public during the COVID-19 pandemic. Additionally, this could also be the first study to conceptualize and explore the intervening role of empathy in the relationship between an individual's mindfulness and physical distancing behaviour. Moreover, in conceptualizing and exploring the relationship between an individual's mindfulness and physical distancing behaviour, this study explored and extended the "reperceiving" mechanism of mindfulness and the "empathy-altruism hypothesis" along with Schwartz's theory of fundamental values in the domain of pandemic.

ABDC 'B',Scopus

IMPACT OF SOFT TQM PRACTICES ON EMPLOYEE WORK ROLE PERFORMANCE: ROLE OF INNOVATIVE WORK BEHAVIOUR AND INITIATIVE CLIMATE

- Vihari, Nitin Simha, Yadav, Mohit and Panda, Tapan Kumar (2022) Impact of soft TQM practices on employee work role performance: role of innovative work behaviour and initiative climate. TQM Journal, 34 (1). pp. 160-177. ISSN 17542731, ABDC 'B', Scopus

Abstract

The purpose of this paper is to investigate the effect of soft total quality management (TQM) practices on employee work role performance in the manufacturing sector of United Arab Emirates. It also examined the indirect effect of innovative work behaviour and initiative climate. Design/methodology/approach The study is based on a conclusive research design and survey data was collected from 290 employees working in non-managerial positions across various manufacturing companies in UAE. The hypotheses of the empirical study are tested using structural equation modelling. The indirect effects created through moderated mediation are analysed using Hayes Process Macro.

Findings

The results show that soft TQM practices have a positive influence on work role performance. Employee innovative work behaviour acts as a partial mediator and initiative climate moderates the relationship. Research

limitations/implications

The study adopted a cross-sectional analysis and single informants are used, so it is advised that the interpretation of the results is made with enough caution.

Practical implications

Practitioners must bear in mind that when the employees are adequately trained, empowered, involved and organized as team, it would result in employee innovative behaviour and improved work role performance. The top management should be persuaded to be more committed to the above-mentioned activities for more positive employee-level outcomes.

Originality/value

Very few studies have conducted an empirical validation at the intersection of human resource management (HRM) and TQM. This is one of the first studies to examine the relationship between soft TQM and employee work role performance.

ABDC 'B' Scopus, Web Of Science

PSYCHOLOGICAL CONTRACT AND WORK OUTCOMES DURING COVID-19 PANDEMIC

- Anushree Karani, **Payal Trivedi**, Heena Thanki, (2021 - 22), Psychological contract and work outcomes during COVID-19 pandemic, Journal of Organizational Effectiveness: People and Performance, Emerald Group Publishing, ISSN: 2051-6614, 2051-6622, Vol. 9 No. 1, pp. 149-168 **ABDC 'B', Scopus, Web Of Science**

Abstract

Purpose

The purpose of the current research is to examine the impact of psychological contract fulfillment on work outcomes i.e. organizational commitment and job satisfaction during the COVID-19 pandemic. It also aims to check the mediating role of co-worker support and work engagement on organizational outcomes.

Design/methodology/approach

The current study has adopted a quantitative approach and a cross-sectional research design has been used with a snowball sampling technique. Data were collected via a structured questionnaire through Google Docs from 926 respondents working at different capacities in the service sector. The study includes those respondents who are working from home during the COVID-19 pandemic situation. The hypotheses were tested using structural equation modeling (SEM).

Findings

Results indicated that psychological contract fulfillment was positively impacting work outcomes i.e. organizational commitment and job satisfaction. Co-worker support and work engagement positively mediated the relationship between psychological contract fulfillment and work outcomes during the COVID-19 pandemic situation. Multi-group analysis proved that there was a difference in opinion regarding the impact of psychological contract fulfillment on organizational commitment and job satisfaction amongst males and females.

Originality/value

The novel contribution of the study is integrating social exchange theory, organization support theory and social information processing theory during the pandemic situation. The results highlighted meticulous empirical evidence, which answers the question as to how the met expectations cause an advantageous effect on the employees as well as the organizations in this COVID-19 pandemic situation.

ABDC 'B', Scopus

THE EFFECT OF EMPLOYEE'S MINDFULNESS ON VOLUNTARY PRO-ENVIRONMENT BEHAVIOUR AT THE WORKPLACE: THE MEDIATING ROLE OF CONNECTEDNESS TO NATURE

- S Kumar, **TK Panda**, KK Pandey,(2021 - 22),The effect of employee's mindfulness on voluntary pro-environment behaviour at the workplace: the mediating role of connectedness to nature, Benchmarking: An International Journal, ,ABDC 'B', Scopus

Abstract

Purpose Limited research efforts have been undertaken despite the pivotal role of employees' voluntary behaviours in the success of organizations' environmental sustainability programs. In this context, the present study examined the association between employee's mindfulness (EM) and voluntary pro-environmental behaviour (VPEB) at the workplace, and also the mediating effect of connectedness to nature (CNS) on this relationship. Design/methodology/approach Grounded in the re-perceiving theory, a model was developed with EM as an independent variable, CNS as the mediator and employees VPEB at the workplace as the dependent variable. Based on the online responses from 421 employees working in manufacturing as well as services

sectors in India, analysis was undertaken by utilizing confirmatory factor analysis, Pearson correlation and the PROCESS macro of Hayes (2017). Findings EM was noted to be positively influencing employee's VPEB at the workplace, and the mediation analysis indicated that CNS partially intervenes in this relationship. Practical implications Corporate leaders striving to achieve the organization's environmental sustainability goals could strive to build a pro-environment culture at the workplace by developing employees' mindfulness and sense of CNS. As the findings have depicted, this would positively influence employee's VPEB at the workplace which in turn will help organizations in achieving their environmental sustainability goals. Originality/value This study is the first to examine how EM through CNS motivates employees to engage in VPEB, especially in the organizations' context. Moreover, the re-perceiving theory of mindfulness was also extended in the organizations' environmental sustainability context.

ABDC 'B', Scopus

DYNAMICS IN FUTURES AND SPOT MARKETS: A PANEL STUDY OF ADVANCED AND EMERGING ECONOMIES OF ASIA

- **Sangeeta Wats, Chandrima Sikdar**, (2021 - 22), Dynamics in Futures and Spot Markets- A Panel Study of Advanced and Emerging Economies of Asia, Investment Management and Financial Innovation, Business Perspectives Ltd, ISSN No. 1810-4967 (p) 1812-9358 (o), Volume No.19, Issue 1, pp 64-76 **ABDC 'B', Scopus**

Abstract

The study explores the underpinning interlinkages in the spot and futures markets across nine Asian advanced and emerging economies, and examines whether development status has any impact on the nature and speed of adjustments in the information transmission. By applying Panel VECM to the data set from the very day futures trading was initiated on the respective exchange till February 2020, the results highlight that in the long run, over the entire period, the futures market adjusts 69.7% more than the spot market and there is a bidirectional causality in the short run. Even in the sub-periods, the same phenomena were observed, and in the short run, there was a unidirectional causality from futures to spot during the

crisis period. An identical trend was observed for country groups in three sub-periods. However, in the short run, during the crisis period, a unidirectional causality from futures to spot was found in advanced economies, while the opposite pattern was found in emerging economies. The paper establishes that the spot market dominates the information dissemination process. The results also demonstrate that traders prefer liquidity over leverage as their trading venue, the existence of potential index arbitrage opportunities, and validate that development status has no impact on the information transmission pattern amongst the markets, except during turbulent times. The study offers insights to market participants to develop their specific trading strategies in these markets at various economic stages, thereby increasing their expected returns.

ABDC ‘B’, Scopus, Web Of Science

LOW-RISK INVESTMENT STRATEGY: SECTOR BETS OR STOCK BETS?

- Shilpa Peswani, **Mayank Joshipura** , (2021 - 22), Low-risk Investment strategy: Sector bets or stock bets”? , Managerial Finance, Emerald Group Publishing, 15 February 2022 0307-4358, 1758-7743 ,Vol. 48 No. 3, pp. 521-539 **ABDC ‘B’, Scopus, Web Of Science**

Abstract

Purpose

The portfolio of low-risk stocks outperforms the portfolio of high-risk stocks and market portfolios on a risk-adjusted basis. This phenomenon is called the low-risk effect. There are several economic and behavioral explanations for the existence and persistence of such an effect. However, it is still unclear whether specific sector orientation drives the low-risk effect. The study seeks to answer the following important questions in Indian equity markets: (a) Whether sector bets or stock bets mainly drive the low-risk effect? (b) Is it a mere proxy for the well-known value effect? (c) Does the low-risk effect prevail in long-only portfolios?

Design/methodology/approach

The study is based on all the listed stocks on the National Stock Exchange (NSE) of India from December 1994 to September 2018. It classifies them into 11

Global Industry Classification Standard (GICS) sectors to construct stock-level and sector-level BAB (Betting Against Beta) and long-only low-risk portfolios. It follows the study of Asness *et al.* (2014) to construct various BAB portfolios. It applies Fama–French (FF) three-factor and Fama–French–Carhart (FFC) four-factor asset pricing models in addition to Capital Asset Pricing Model (CAPM) to examine the strength of BAB, sector-level BAB, stock-level BAB and long-only low-beta portfolios.

Findings

Both sector- and stock-level bets contribute to the return of the low-risk investing strategy, but the stock-level effect is dominant. Only betting on safe sectors or industries will not earn economically significant alpha. The low-risk effect is unique and not a value effect in disguise. Both long-short and long-only portfolios within sectors and industry groups deliver positive excess returns. Consumer staples, financial, materials and healthcare sectors mainly contribute to the returns of the low-risk effect in India. This study offers empirical evidence against the Samuelson (1998) micro-efficient market given the strong performance of the stock-level low-risk effect.

Practical implications

The superior performance of the low-risk investment strategies at both stock and sector levels offers investors an opportunity to strategically invest in stocks from the right sectors and earn high risk-adjusted returns with lower drawdowns over an entire market cycle. Besides, it paves the way for stock exchanges and index manufacturers to launch sector-specific low-volatility indices for relevant sectors. Passive funds can launch index funds and exchange-traded funds by tracking these indices. Active fund managers can espouse sector-specific low-risk investment strategies based on the results of this and similar other studies.

Originality/value

The study is the first of its kind. It offers insights into the portfolio characteristics and performance of the long-short and the long-only variant of low-risk portfolios within sectors and industry groups. It decomposes the low-risk effect into sector-level and stock-level effects.

ABDC ‘B’, Scopus

QUALITY OF HIRE: EXPANDING THE MULTI LEVEL FIT EMPLOYEE SELECTION USING MACHINE LEARNING

- **Sateesh V Shet, Binesh Nair**, (2021 - 22), Quality of Hire: Expanding the multi-level fit employee selection using machine learning, International Journal of Organizational Analysis, Emerald Group Publishing, 1934-8835, 1758-8561, Feb 2022, Accepted, In Press **ABDC 'B', Scopus**

Abstract

Purpose

Organizational psychologists and human resource management (HRM) practitioners often have to select the “right fit” candidate by manually scouting data from various sources including job portals and social media. Given the constant pressure to lower the recruitment costs and the time taken to extend an offer to the right talent, the HR function has to inevitably adopt data analytics and machine learning for employee selection. This paper aims to propose the “Quality of Hire” concept for employee selection using the person-environment (P-E) fit theory and machine learning.

Design/methodology/approach

The authors demonstrate the aforementioned concept using a clustering algorithm, namely, partition around mediod (PAM). Based on a curated data set published by the IBM, the authors examine the dimensions of different P-E fits and determine how these dimensions can lead to selection of the “right fit” candidate by evaluating the outcome of PAM.

Findings

The authors propose a multi-level fit model rooted in the P-E theory, which can improve the quality of hire for an organization.

Research limitations/implications

Theoretically, the authors contribute in the domain of quality of hire using a multi-level fit approach based on the P-E theory. Methodologically, the authors contribute in expanding the HR analytics landscape by implementing PAM algorithm in employee selection.

Originality/value

The proposed work is expected to present a useful case on the application of machine learning for practitioners in organizational psychology, HRM and data science.

ABDC 'B', Scopus, Web Of Science

EXPLORING THE FACTORS INFLUENCING ADOPTION OF HEALTH-CARE WEARABLES AMONG GENERATION Z CONSUMERS IN INDIA

- **Bishwajit Nayak**, Som Sekhar Bhattacharyya, Saurabh Kumar and Rohan Kumar Jumrani, (2021 - 22), Exploring the factors influencing adoption of health-care wearables among generation Z consumers in India, Journal of Information Communication and Ethics in Society, Emerald Group Publishing Limited, 1477-996X, 1758-8871, Vol. 20 No. 1, pp. 150-174 **ABDC 'B', Scopus, Web Of Science**

Abstract

Purpose

The purpose of this study is to identify the major factors influencing the adoption of health-care wearables in generation Z (Gen Z) customers in India. A conceptual framework using push pull and mooring (PPM) adoption theory was developed.

Design/methodology/approach

Data was collected from 208 Gen Z customers based on 5 constructs related to the adoption of health-care wearables. Confirmatory factor analysis and structural equation modelling was used to analyse the responses. The mediation paths were analysed using bootstrapping method and examination of the standardized direct and indirect effects in the model.

Findings

The study results indicated that the antecedent factors consisted of push (real-time health information availability), pull (normative environment) and mooring (decision self-efficacy) factors. The mooring factor (MOOR) was related to the push factor but not the pull factor. The MOOR, in turn, was related to the switching intention of Gen Z customers for health wearables adoption.

Research limitations/implications

The research study extended the literature related to the PPM theory in the context of the adoption of health wearables among Gen Z customers in India.

Practical implications

The study outcome would enable managers working in health wearable organizations to understand consumer behaviour towards health wearables.

Social implications

The use of health wearables among Gen Z individuals would lead to future generations adopting a healthy lifestyle resulting in an effective workforce and better economy.

Originality/value

This was one of the few studies which have explored the PPM theory to explore the factors for the adoption of health wearables among Gen Z customers in India.

ABDC ‘B’, Scopus, Web of Science

ARTJEWEL: NO TREASURE FOR POSH VENTURES

- **Dr. Ramesh Bhat, Prof. Papiya De** & Amit Shrivastava, (2021 - 22), ArtJewel: No Treasure for Posh Ventures, The Journal of Wealth Management, Institutional Investor, Inc., Spring 2022, 24 (4) 109-127, ISSN 1534-7524 **ABDC ‘B’, Scopus, Web of Science**

Abstract

The case aims to serve as a basis for discussing private equity investment strategies in emerging markets such as India, covering the due diligence process, private equity (PE) exit routes, and associated risks. It also focuses on the conflict-of-interest issues when statutory auditors also assume advisory roles.

ABDC ‘B’

A DATA PARADIGM TO OPERATIONALISE EXPANDED FILTRATION: REALIZED VOLATILITIES AND KERNELS FROM NON-SYNCHRONOUS NASDAQ QUOTES AND TRADES

- **Ranjan R Chakravarty, Sudhanshu Pani**, (2021 - 22), A Data Paradigm to Operationalise Expanded Filtration: Realized Volatilities and Kernels from Non-Synchronous NASDAQ Quotes and Trades, Journal of Quantitative Economics, Springer International Publishing, 0971-1554, 2364-1045, vol. 19(4), pages 617-652 **ABDC 'B'**

Abstract

Ultra High Frequency (UHF) quotes and trades are examined in high resolution. Patterns which do not correspond to plausible market activity as in Brownlees and Gallo (2006) are observed. Noise other than microstructure noise is identified and diagnostic methods are evaluated. Extending Barndorff-Nielsen et al. (2009), a paradigm of data handling that synthesizes statistical technique and limit order book modeling is developed. The data paradigm operationalises the use of expanded filtration in empirical research. Empirical evidence from the NASDAQ 100 demonstrates that removal of non microstructure noise from the limit order book robustifies estimation across techniques and levels of market depth.

ABDC 'B', Scopus, Web Of Science

IF YOU FULFILL YOUR PROMISE, I WILL BE AN ASSET FOR YOU": EXPLORING THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CONTRACT FULFILLMENT AND INDIVIDUAL AMBIDEXTERITY

- Karani Anushree, Jayswal Mitesh, Panda Rasananda, **Trivedi Payal**, (2021 - 22), If you fulfill your promise, I will be an asset for you: Exploring the Relationship between Psychological Contract Fulfillment and Individual Ambidexterity, International Journal of Sociology and Social Policy, Emerald Group Publishing, ISSN: 0144-333X, 1758-6720, ahead-of-print **ABDC 'B', Scopus, Web Of Science**

Abstract

Purpose

Healthcare is a vital sector in any economy, and the healthcare industry employees should be treated well. Work policies and practices shape the psychological contract (PC) of an individual. The purpose of this paper is to explore healthcare employees' PC fulfillment from the lenses of work practices

and how it affects their ambidextrous behavior (explorative and exploitative activities).

Design/methodology/approach

This study follows a mix-method research design. First, the authors conducted telephonic interviews to enlist the PC fulfillment items, and after checking the reliability and validity, the authors conducted the survey using a descriptive research design. The sampling method was snowball sampling, where 786 respondents from 6 hospitals were surveyed, and AMOS (analysis of a moment structures) 20 was used for the structural equation modeling (SEM).

Findings

For the healthcare sector employees, a sense of belongingness has contributed the highest in exploration activities followed by work–life balance, rewards and managerial support. Work–life balance has contributed highest in exploitation activities, followed by a sense of belongingness, teamwork and managerial support.

Research limitations/implications

The study offers important implications for researchers and employers of the healthcare sector and highlights the significance of the PC fulfillment, leading to the employees' ambidextrous behavior. There was no prior work that had empirically proved the relationship between PC fulfillment and ambidextrous behavior.

Originality/value

In the study, an attempt was made to identify the healthcare industry's work practices and how that is associated with explorative and exploitive ambidextrous behavior. The paper instigates the imperative deliberation on PC fulfillment and ambidextrous behavior for healthcare sector employees.

ABDC ‘B’, Scopus

JOB MEANINGFULNESS, EMPLOYEE ENGAGEMENT, SUPERVISORY SUPPORT AND JOB PERFORMANCE: A MODERATED-MEDIATION ANALYSIS

- Abinash Panda, **Subhashis Sinha**, Nikunj Kumar Jain (2021-2022), Job meaningfulness, employee engagement, supervisory support and job performance: a moderated-mediation analysis International Journal of Productivity and Performance Management ISSN: 1741-0401 Issue publication date: 24 June 2022, **ABDC 'B'**, **Scopus**

Abstract

Purpose

Guided by social exchange, broaden and build and conservation of resources theoretical perspectives, this study explores the moderated mediating role of supervisory support (SS) on the relationship between job meaningfulness (JM) on job performance (JP) through employee engagement (EE).

Design/methodology/approach

Field data were collected from two hundred and nineteen executives and their thirty-eight supervisors of a large paint manufacturing industry through a time-lagged research design and was analyzed with partial least squares based structural equation modeling.

Findings

Findings of this study indicate that JM mediated by EE contributes to JP, which means if an employee finds one's job meaningful, she/he is likely to be more engaged emotionally, psychologically and cognitively to deliver better JP. SS is also found to be salient as it moderates both direct and indirect relationships between JM and JP through EE.

Research limitations/implications

Generalizability of the findings of this study should be done with caution. Though the study has time-laggard data from two different sources but missing longitudinal data restricts causality of relationships/findings.

Practical implications

These findings are relevant for organizations given that organizational leaders can create a context, by appropriate job design and engaging work context that motivates employees to perform better in their jobs. Insights of this study will be useful for organizations to curate meaningful jobs for their employees and also groom leaders with requisite skills and competencies to help subordinates perform up to their potential.

Originality/value

This study is an attempt toward a better understanding of the interplay of JM, work engagement and SS on JP in a manufacturing set-up in India, which has not been hitherto examined in Indian context.

ABDC 'B', Scopus

THE JURY IS OUT – CAN THE HR MANAGERS BE THE CHOICE ARCHITECTS IN A POST-PANDEMIC WORK SETTING?

- **Subhashis Sinha**, Nikunj Kumar Jain ,(2021-2022), The jury is out – Can the HR managers be the choice architects in a post-pandemic work setting?,Journal of Organizational Change Management, ISSN: 0953-4814,publication date: 24 January 2022, ABDC 'B', Scopus

Abstract

Purpose

The purpose of this paper is to explore the role of HR managers as choice architects to increase the communication efforts for vaccination drives, thereby making the workplace a safe place for all employees.

Design/methodology/approach

This study used qualitative research methodology and interviewed 10 HR managers.

Findings

The findings indicate that HR managers can use the nudge theory and choice architecture to encourage employees towards coronavirus disease 2019 (COVID-19) vaccination.

Practical implications

HR professionals will get an alternate perspective regarding how learnings from behavioural economics can be leveraged in a post-pandemic world which can help them create a safe working environment.

Originality/value

This paper is an attempt to explore how learnings from behavioural economics (that is, nudge theory and choice architecture) can be leveraged by HR managers to design default options while organizing COVID-19 vaccination camps to motivate employees to get fully vaccinated and hence creating a safe working environment.

ABDC ‘B’, Scopus, Web Of Science

ASSESSING CONGESTION IN EMERGENCY OBSTETRIC CARE IN PUBLIC HOSPITALS IN TAMIL NADU

- Subramania Raju Rajasulochana, Domenica Matranga, (2021 - 22), Assessing congestion in emergency obstetric care in public hospitals in Tamil Nadu, Benchmarking: An International Journal, Emerald Group Publishing, ISSN: 1463-5771, 1758-4094, Vol. 25 No. 7, pp. 2427-2440 **ABDC ‘B’, Scopus, Web Of Science**

Abstract

Purpose

The purpose of this paper is to assess congestion as the simultaneous occurrence of desirable health output (e.g. maternal admissions) along with undesirable output (e.g. still births (SB)), in emergency obstetric care settings of public hospitals in Tamil Nadu.

Design/methodology/approach

The study is based on a cross-sectional data set of 97 public hospitals collected by the statistical cell of Tamil Nadu Health Systems Project for the year 2013–2014. The study uses three inputs – beds, doctors and nurses; three desirable

outputs – maternal admissions, neonatal admission and live births; and four undesirable outputs – SB, intra-uterine deaths, neonatal deaths and maternal deaths. Congestion analysis, a variant of the data envelopment analysis (DEA) method and slack analysis, has been applied to detect an excessive use of some inputs or a shortfall in some outputs across these hospitals. Furthermore, the association between congestion and some contextual factors has been examined.

Findings

On an average, the hospitals in our sample can increase the total amount of outputs by 62.8 percent by improving overall efficiency, and about 34.2 percent of this inefficiency can be attributed to congestion. Analysis of sub-samples showed that government hospitals at the taluk level have higher congestion than district headquarter hospitals. Congestion seems to decrease with greater hospital volume up to a limit; beyond that, it increases in obstetric care settings.

Originality/value

Hospital-based efficiency studies in the Indian context, so far, have estimated relative efficiency among hospitals using the classical DEA method, but ignoring adverse health outcomes. Congestion analysis, an advance in the DEA method, considers how much the desirable outputs can be increased as also how much undesirable outputs affect efficiency.

ABDC ‘B’, Scopus**FAKE OR REAL NEWS? UNDERSTANDING THE GRATIFICATIONS AND PERSONALITY TRAITS OF INDIVIDUALS SHARING FAKE NEWS ON SOCIAL MEDIA PLATFORMS**

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- Brinda Sampat, Sahil Raj (2021 – 22) ,Fake or real news? Understanding the gratifications and personality traits of individuals sharing fake news on social media platforms, Aslib Journal of Information Management, 17 January 2022, Volume 74 Issue 5, ABDC ‘B’, Scopus

Abstract**Purpose**

“Fake news” or misinformation sharing using social media sites into public discourse or politics has increased dramatically, over the last few years,

especially in the current COVID-19 pandemic causing concern. However, this phenomenon is inadequately researched. This study examines fake news sharing with the lens of stimulus-organism-response (SOR) theory, uses and gratification theory (UGT) and big five personality traits (BFPT) theory to understand the motivations for sharing fake news and the personality traits that do so. The stimuli in the model comprise gratifications (pass time, entertainment, socialization, information sharing and information seeking) and personality traits (agreeableness, conscientiousness, extraversion, openness and neuroticism). The feeling of authenticating or instantly sharing news is the organism leading to sharing fake news, which forms the response in the study.

Design/methodology/approach

The conceptual model was tested by the data collected from a sample of 221 social media users in India. The data were analyzed with partial least squares structural equation modeling to determine the effects of UGT and personality traits on fake news sharing. The moderating role of the platform WhatsApp or Facebook was studied.

Findings

The results suggest that pass time, information sharing and socialization gratifications lead to instant sharing news on social media platforms. Individuals who exhibit extraversion, neuroticism and openness share news on social media platforms instantly. In contrast, agreeableness and conscientiousness personality traits lead to authentication news before sharing on the social media platform.

Originality/value

This study contributes to social media literature by identifying the user gratifications and personality traits that lead to sharing fake news on social media platforms. Furthermore, the study also sheds light on the moderating influence of the choice of the social media platform for fake news sharing\

ABDC ‘B’, Scopus

INTEGRATING COMPETENCY MODELING IN TALENT MANAGEMENT: FRAMEWORK FOR IMPLICATIONS IN A DISRUPTIVE ENVIRONMENT

- Sateesh V Sheth, Ankita Bajpayi (2021 – 22), ,Integrating competency modeling in talent management: Framework for implications in a disruptive environment ,Thunderbird International Business Review 30 November 2021, **ABDC 'B', Scopus**

Abstract

This research explores the challenges encountered in integrating competency modeling (CM) in talent management (TM) and proposes a framework for this integration. Using CM practices and TM implementation perspectives, a framework was developed for integrating CM in TM. Furthermore, this research used a multiple cross-case study design approach involving organizations practicing CM. In-depth interviews with practicing HR managers helped identify the challenges and issues related to CM integration in TM. To address these challenges, a framework involving multiple alignments with TM was developed. The dimensions of this alignment comprise functionality, information system, capability, governance, and contextual integration. The integration aspects of CM in TM, which have been discussed in detail, will assist researchers and practitioners.

ABDC 'B', Scopus

DISCERNING THE ANTECEDENTS DETERMINING EMPOWERMENT OF LIFE INSURANCE AGENTS: AN EMPIRICAL EXAMINATION

- R Darbha, A Ponnam, R Paul, S Sreejesh (2021 – 22), Discerning the antecedents determining empowerment of life insurance agents: an empirical examination, Journal of Financial Services Marketing, November 2021, **ABDC 'B', Scopus**

Abstract

The purpose of the study is to examine the determining factors which influence empowerment amongst life insurance agents in the Indian context. A

questionnaire-based survey was conducted amongst 409 life insurance agents. Principal component analysis and confirmatory factor analysis were performed to identify and validate dimensions and antecedents of employee empowerment. Later, using multivariate multiple regression analysis, the relative importance of these factors in influencing psychological empowerment is empirically tested. The results of analysis indicate that rewards work as an important antecedent for building psychological empowerment, followed by self-efficacy and self-esteem. Even though access to information is reported as a significant antecedent, it was found to be the least important one in determining psychological empowerment. Insights generated in this paper provide guidelines in understanding critical antecedents of psychological empowerment amongst life insurance agents and also suggest implications for better managerial practice.

ABDC 'B', Scopus, Impact Factor 44317

ARE ASIAN EXCHANGES OUTLIERS? A MARKET QUALITY CRITERION

- **Ranjan R Chakravarty**, Sudhanshu Pani, (2020 - 21), Are Asian exchanges outliers? A market quality criterion, Investment Management and Financial Innovations, Business Perspectives Ltd, 1810-4967, 1812-9358, Volume 18 2021, Issue #2, pp. 64-78 **ABDC 'B', Scopus, Impact Factor 44317**

Abstract

This paper provides a practical, empirical and theoretical framework that allows investment managers to evaluate stock exchanges' market quality when choosing among different plausible international trading venues. To compare trading exchanges, it extends the hypothesis of market microstructure invariance to trading across exchanges. A measure ω , the ratio of the market-wide volatility to microstructure invariance, is introduced. The paper computes ω for the exchanges around the world. Its value for the NSE (India) is 24.5%, the Korea Exchange (Korea) is 7.9%, the Shanghai Exchange (China) is 3.5%, and the Shenzhen Exchange (China) is 4.4%, which is significantly different from that of major exchanges in the USA (NYSE – 0.8%, NASDAQ – 1.3%) and Europe (LSE (UK) – 0.4). This country risk dimension clearly identifies which equity

exchanges cannot hold their own direct correlational hedges and therefore mandatorily require derivative positions, and has significant implications for the decision making of global long-short equity asset allocators in the Asian listed equity markets.

ABDC ‘B’, Scopus, Web Of Science, Impact Factor: 3.744

MANAGERIAL CHALLENGES TO PROMOTING COMPETENCY-BASED INTELLECTUAL CAPITAL IN EMERGING MARKET ECONOMIES – DEVELOPING A FRAMEWORK FOR IMPLICATIONS

- **Shet Sateesh**, Del Giudice M, Rammal HG, (2020 - 21), Managerial challenges to promoting competency-based Intellectual Capital in Emerging Market Economies – Developing a framework for implications, Journal of Intellectual Capital, Emerald Group Publishing, ISSN: 1469-1930, 1758-7468, In Press 11th June 2021 **ABDC ‘B’, Scopus, Web Of Science, Impact Factor: 3.744**

Abstract

Purpose

This study aims to explore the challenges experienced by managers in adopting competency modeling (CM) and recommends an approach to overcome these challenges in promoting competency-based intellectual capital in organizations.

Design/methodology/approach

Using in-depth interviews with organizational practitioners in India, this study identifies the challenges of competency modeling in emerging market economies.

Findings

This study identified nine contextual and eight non-contextual challenges in implementing CM practices in organizations. The framework addresses the CM challenges using direction setting, negotiation and selling, and monitoring and control dimension of implementation with behavioral, operational and change alignment aspects of CM. The framework proposes a checklist for stakeholders to help them diagnose and analyze the gaps in effective CM implementation.

Research limitations/implications

This article contributes in the concept of competency-based intellectual capital and adoption of CM practices.

Practical implications

This framework will assist the change management practitioners, human resources leaders, organizational development consultants and practitioners as a toolkit to address the challenges in the people management intervention.

Originality/value

The framework suggests a checklist for stakeholders to help diagnose and analyze the gaps in effective CM adoption.

ABDC ‘B’, Scopus

LEVERAGE CONSTRAINTS OR PREFERENCE FOR LOTTERY: WHAT EXPLAINS THE LOW-RISK EFFECT IN INDIA?

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- Shilpa Peswani, Mayank Joshipura, (2020 - 21), Leverage constraints or preference for lottery: What explains the low-risk effect in India?, Investment Management and Financial Innovations, Business Perspectives Ltd, 1810-4967, 1812-9358, Volume 18, Issue 2, pp. 48-63, 16 April 2021 **ABDC ‘B’, Scopus**

Abstract

The study empirically investigates two theories that claim to explain the low-risk effect in Indian equity markets using a universe of stocks listed on the National Stock Exchange of India (NSE) from January 2000 to September 2018. Leverage constraints and preference for lottery are two major competing theories that explain the presence and persistence of the low-risk effect. While the leverage constraints theory argues that systematic risk drives low-risk anomaly and therefore risk should be measured using beta, lottery demand theory claims that irrational investor's preference towards stocks with lottery-like payoffs is responsible for the persistence of the low-risk effect, and risk should be measured by idiosyncratic volatility. However, given that most of the risk measures are highly correlated, it is not easy to precisely measure a specific theory's contribution to explaining the low-risk effect. The study constructs the Betting against correlation (BAC) factor to measure the contribution of leverage

constraints to the low-risk effect. It further constructs the SMAX factor to untangle the contribution of lottery preference theory. The results show that leverage constraints theory predominantly explains the low-risk effect in Indian markets. This study contributes significantly to the body of literature, as this is the first such study on the Indian market, one of the major emerging markets, especially when the debate on theories explaining the low-risk effect is yet to settle.

ABDC ‘B’, Scopus

ROLE OF LEADER AND FOLLOWERS' WELL-BEING, ENGAGEMENT AND THE MODERATING ROLE OF PSYCHOLOGICAL CAPITAL

- Nair, B. P., Prasad, T., & Nair, S. K. 2020 - 21, Role of leader and followers' well-being, engagement and the moderating role of psychological capital, International Journal of Productivity and Performance Management, Volume 71 Issue 8 ISSN: 1741-0401 , 29 April 2021 **ABDC ‘B’, Scopus**

Abstract

Purpose

The present study had two objectives, first objective was to examine the impact of authentic leadership on followers' well-being and work engagement. The second objective was to examine the moderating role of authentic leadership and followers' outcomes. Despite an immense amount of research on authentic leadership, how and when authentic leadership is more or less effective in promoting the well-being and work engagement of followers is little known. Drawing from the conservation of resource theory, the authors draw upon the interactionist perspective and suggest psychological capital is a dispositional boundary condition that influences the effectiveness of authentic leadership in promoting well-being and work engagement of followers.

Design/methodology/approach

Using cross-sectional research design data were collected from 547 team members nested under 118 team leaders from the financial sector in India. The study used structural equation modelling and hierarchical regression analysis to examine the hypothesised relationships.

Findings

The findings from the study revealed that authentic leadership predicts followers' psychological well-being and work engagement. Also as proposed, the study found psychological capital moderates the relationship between authentic leadership and the well-being of followers. However, the study found psychological capital does not moderate the relationship between authentic leadership and followers' work engagement.

Research limitations/implications

The study has helped expand the nomological network of authentic leadership by examining the authentic leadership model with followers' psychological well-being and work engagement. Further, the findings suggest that psychological capital being a dispositional boundary condition, it plays a contingent role in explaining the role of authentic leadership in promoting the well-being of followers.

Practical implications

The results offer strong practical implications that can be considered as the basis for actionable strategies by the human resource management system of the organisation to enhance authentic leadership and psychological capital.

Originality/value

The study is unique in its scope and contribution, as it tries to develop an understanding of how and when authentic leadership promotes psychological well-being and work engagement by considering an interactionist approach in the Indian context.

ABDC 'B', Scopus, Web Of Science, Impact factor 1.641

THE MEDIATING EFFECT OF MEANINGFUL WORK BETWEEN HUMAN RESOURCE PRACTICES AND INNOVATIVE WORK BEHAVIOR: A STUDY OF EMERGING MARKET

- Nishant Tomar, Umesh Bamel, **Veena Vohra**, (2020 - 21), The mediating effect of Meaningful Work between Human Resource Practices and Innovative Work Behavior: A Study of Emerging Markets , Employee Relations, Emerald Group Publishing, 0142-5455, 1758-7069, Publication date: 17 **ABDC 'B', Scopus, Web Of Science, Impact factor 1.641**

Abstract

Purpose

This study is aimed at examining the mediating effect of meaningful work (MFW) between human resource practices (HRP) i.e. staffing, training, participation, performance-based evaluation, and reward with innovative work behavior (IWB) of Indian small and medium-sized enterprise (SME) employees.

Design/methodology/approach

This is a cross-sectional study with data of 199 respondents collected from the Indian SME sector. The mediation path was analyzed using multiple hierarchical regression analysis and processes.

Findings

Results of the study indicate that human resource practices, i.e. staffing, training and participatory decision making, are positively related to IWB; MFW mediates the relationships between these human resource practices and IWB. Interestingly, performance-based evaluation and reward are not found to be related positively to IWB in SMEs.

Originality/value

The study adds value to SME literature on how SMEs may promote innovation amongst their employees. In addition, the findings of the present study add to human resource management (HRM) literature regarding practices in Indian SMEs.

ABDC 'B', Scopus, Impact factor 4.805 (3.744)

IDENTIFICATION OF KNOWLEDGE ASSETS IN CONSTRUCTION PROJECTS AND THEIR IMPACT ON PROJECT PERFORMANCE

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- Harish Singla, Abhishek Shrivastava, Ashu Sharma , (2020 - 21), Identification of Knowledge Assets in Construction Projects and their Impact on Project Performance, Journal of Intellectual Capital, Emerald publication journal, 1469-1930, 1758-7468 ,Accepted 9 December 2020 In Press **ABDC 'B', Scopus, Impact factor 4.805 (3.744)**

Abstract

Purpose

The previous researchers have identified human capital, relational capital and structural capital as knowledge assets in knowledge-driven organizations. The current study is an attempt to identify and validate the knowledge assets in construction projects. The study also aims to understand the interrelation of these knowledge assets and their impact on project performance through the development of a conceptual model.

Design/methodology/approach

The study is divided into three phases. In phase I, the constructs of “knowledge assets” and “project performance” in construction projects are identified using the exploratory factor analysis. In phase II, these constructs are validated using confirmatory factor analysis. Two separate surveys are conducted for phase I and phase II, respectively. In phase III, the authors develop two conceptual models based on the literature review and two construction project cases in India. The models examine the inter-relationship of knowledge assets and measures their impact on project performance. The models are empirically tested using the responses of the second survey through a structural equation model.

Findings

The study extracts four knowledge asset constructs and one performance construct which are named human capital, structural capital, relational capital, human capital capacity building process and project performance, respectively. The study finds that both the conceptual models are statistically excellent fit. The results of the models suggest that relational capital and structural capital have a direct positive impact on project performance, whereas human capital has an indirect effect on project performance mediated through relational capital, structural capital and human capital capacity building process.

Research limitations/implications

The items for knowledge asset constructs and measurement of project performance are moderated by experts, working in construction projects in India, hence the process may contain subjective bias. Further, two construction project cases were selected by authors in the study that originate from India.

Practical implications

The study has implications for the project executors (contractors) as well as for project owners. The contractors must maintain healthy relations with all the

stakeholders in a project like a client, suppliers, architects, etc. They must develop systems that are people-friendly to avoid the problems of time and cost overruns in projects. The owners must also maintain healthy relations. This can result in a win-win situation for both parties and can lead to superior project performance.

Originality/value

The study develops and empirically tests two conceptual models that explain the interrelations of knowledge assets and how it benefits the construction project performance in India. Therefore, the generalization of the results is difficult; however, the results can be replicated in projects with similar settings.

ABDC ‘B’, Scopus

REDEMPTION INTENTION OF COUPONS: A META-ANALYTICAL REVIEW AND FUTURE DIRECTIONS

- **Naval Preeti**, Pandey Neeraj, (2020-21), Redemption Intention of Coupons: A Meta-Analytical Review and Future Directions, Journal of Promotion Management, Taylor & Francis Online, Vol.26, Issue.3, pp.372-395, 1049-6491, 1540-7594, **ABDC ‘B’, Scopus**.

Abstract

This study proposes a framework to improve the understanding of factors influencing consumer’s intention to redeem digital coupons by employing meta-analysis. The low coupon redemption rates of around two per cent remain a major challenge for the marketers. This study focuses on this pertinent issue by employing the meta-analysis procedure for the first time on digital coupons. Additionally, a systematic literature review has also been conducted on coupons. Results suggest that customer behavioural characteristics such as attitude along with coupon proneness have a higher influence on coupon redemption rates than the coupon design elements which impact perceived value and convenience. Meta-analysis reveals important gaps in the extant literature and identifies the future agenda.

ABDC ‘B’

BARRIERS TOWARDS THE ADOPTION OF DIGITAL LEARNING PLATFORMS

- **Sayantana Khanra**, Manikanta Budankayala, Surya Tej Doddi, (2020-21), Barriers towards the adoption of digital learning platforms, Academy of Marketing Studies Journal, Jordan Whitney Enterprises, Inc , Volume 24, Issue 4, pp.1-7, 2020 , 1095-6298, 1095-6298 , **ABDC 'B'**.

Abstract

The Covid-19 pandemic accelerates the enrolments on courses available on digital learning platforms, or Massive Open Online Courses (MOOC). However, many candidates are dropping out of these courses. This study aims to identify potential factors that motivate students to drop-out from online courses. A qualitative survey is conducted among such students. Data from the qualitative survey is analyzed following a Meta-ethnography approach. The study findings suggest that the factors affecting the students' adoption of MOOCs may be broadly classified into four groups that represent usage barrier, value barrier, tradition barrier, and image barrier, respectively. Findings from the metaethnographic study are validated with a focused group discussion. As the Covid-19 pandemic is irreversibly digitizing the learning processes, findings from this study offer important implications for educators offering online courses and managers of learning platforms.

ABDC 'B', Scopus, Web Of Science

ENHANCED MULTI-OBJECTIVE SOLUTION APPROACH FOR MULTIPLE QUALITY CHARACTERISTICS OPTIMISATION PROBLEMS CONSIDERING PREDICTIVE UNCERTAINTIES

- Sharma A. K., Mukherjee I, , (2020 - 21), Enhanced multi-objective solution approach for multiple quality characteristics optimisation problems considering predictive uncertainties, International Journal of Quality & Reliability Management, Emerald Group Publishing, 0265-671X, 1758-6682, Vol. 37, No. 1, pp. 112-144 **ABDC 'B', Scopus, Web Of Science**

Abstract

The purpose of this paper is to address three key objectives. The first is the proposal of an enhanced multiobjective optimisation (MOO) solution approach for the mean and mean-variance optimisation of multiple “quality characteristics” (or “responses”), considering predictive uncertainties. The second objective is comparing the solution qualities of the proposed approach with those of existing approaches. The third objective is the proposal of a modified non-dominated sorting genetic algorithm-II (NSGA-II), which improves the solution quality for multiple response optimisation (MRO) problems.

Design/methodology/approach

The proposed solution approach integrates empirical response surface (RS) models, a simultaneous prediction interval-based MOO iterative search, and the multi-criteria decision-making (MCDM) technique to select the best implementable efficient solutions.

Findings

Implementation of the proposed approach in varied MRO problems demonstrates a significant improvement in the solution quality in worst-case scenarios. Moreover, the results indicate that the solution quality of the modified NSGA-II largely outperforms those of two existing MOO solution strategies.

Research limitations/implications

The enhanced MOO solution approach is limited to parametric RS prediction models and continuous search spaces.

Practical implications

The best-ranked solutions according to the proposed approach are derived considering the model predictive uncertainties and MCDM technique. These solutions (or process setting conditions) are expected to be more reliable for satisfying customer specification compared to point estimate-based MOO solutions in real-life implementation.

Originality/value

No evidence exists of earlier research that has demonstrated the suitability and superiority of an MOO solution approach for both mean and mean-variance MRO problems, considering RS uncertainties. Furthermore, this work illustrates the step-by-step implementation results of the proposed approach for the six selected MRO problems.

ABDC 'B', Scopus, Web of Science

ADOPTION OF E-GOVERNANCE: THE MEDIATING ROLE OF LANGUAGE PROFICIENCY AND DIGITAL DIVIDE IN AN EMERGING MARKET CONTEXT

- **Sayantana Khanra**, Rojers P Joseph, (2020-21), Adoption of e-Governance: The mediating role of language proficiency and digital divide in an emerging market context, Transforming Government: People, Process and Policy, Emerald Group Publishing Limited, Vol. 13, Issue. 2, pp.122-142, July' 2019, 1750-6166, 1750-6174, ABDC 'B', Scopus, Web of Science.

Abstract

Purpose

This study aims to investigate India's poor performance in the overall implementation of e-Governance despite significant improvements in the quality and scope of e-Government services in the country.

Design/methodology/approach

The study proposes a conceptual model based on four hypotheses that are tested using the structural equation modeling technique. Based on the results obtained, the conceptual model is suitably modified.

Findings

The major finding of the study is that "English proficiency" and "digital divide" sequentially mediate the relationship between "service quality" and the "willingness to adopt e-Governance" in India.

ABDC 'B', Scopus

WHAT MAKES A CONSUMER REDEEM DIGITAL COUPONS? BEHAVIORAL INSIGHTS FROM GROUNDED THEORY APPROACH

- **Nayal Preeti**, Pandey Neeraj, (2020 - 21), What Makes a Consumer Redeem Digital Coupons? Behavioral Insights from Grounded Theory Approach, Journal of Promotion Management, Taylor & Francis Online, 1049-6491, 1540-7594, Vol. 28, Issue.3, pp.205-238 ABDC 'B', Scopus

Abstract

The growth in internet adoption has made digital coupons a popular promotional tool. However, the extant literature on digital coupons is at an embryonic stage and requires theory building. This study adopts an inductive grounded theory approach to explore the new horizons for digital coupon redemption. The results showed that the intention to search and subscribe is a key driver of redemption, while coupon proneness and coupon acquisition value are its dimensions. Social media reviews, past experience, privacy risk, and customization are more relevant today for coupon redemption. The study also proposes segmentation of coupon users into deal buyers, planners, and convenience seekers based on consumer behavior.

ABDC ‘B’, Scopus, UGC

DIVIDEND BEHAVIOUR OF INDIAN COMPANIES POST-MACROECONOMIC POLICY SHOCK

- **Ramesh Bhat**, I M Pandey, Samveg Patel, (2020 - 21), Dividend Behaviour of Indian Companies : Post Macroeconomic Shock, Economic & Political Weekly, Sameeksha Trust, ISSN: 0012-9976, 2349-8846, Vol. 56, Issue. 35, 28 Aug 2021
ABDC ‘B’, Scopus, UGC

Abstract

The purpose of this paper is to examine the impact of the macroeconomic shock of 2016 demonetisation on the dividend payout policy of Indian companies. The paper analyses the financial data of 2157 Indian companies for the period from 2013 to 2018. The study finds that both the aggregate dividend payout ratio and the number of companies paying dividends dropped in post-demonetisation years. The results of the dynamic system GMM suggest that the long-term target dividend payout ratio declined from 29.47 percent to 20.16 percent, a reduction of 9.31 percent after demonetisation. The study suggests that major macroeconomic shocks affect the dividend payout decisions of companies

ABDC ‘B’, Scopus,

ASSESSING THE SCOPE OF GOLD REFINERIES IN INDIA: EVIDENCE FROM SURVEY DATA

- **Paramita Mukherjee**, Vivekananda Mukherjee (2020-2021), Assessing the scope of gold refineries in India: Evidence from survey data, Resources Policy, Volume 69, December 2020, 101810, ABDC 'B', Scopus

Abstract

Historically, gold has been one of the major imports of India with high demand on the country's foreign exchange reserve. For solving the problem, in recent times, the Indian policymakers have thought about import substitution of refined bullion by domestically refined gold. In this paper, we assess the scope of gold refining industry in India by conducting a primary survey on practices of organized sector gold refiners across India. This novel survey collects rich information on the opinion of the Indian gold refineries about the impediments towards the growth of the industry. Using the microdata collected at the refinery level, we perform a cluster analysis concerning the opinion of the refiners on seven key statements about the problems of the industry. This is accompanied by an economic analysis on the basis of the collected data and the available secondary data. The survey finds wide variation in practices and opinion depending on the types of the firms classified on their scale of operation and location. Our survey provides evidence on how their view differs significantly from the macro view of the policy makers. The refiners agree on three factors as impediments to the growth of the refinery industry: the existing tax/tariff structure, the difficulty of availing bank loan to meet working capital demand and the absence of a well-accepted quality-certification protocol. Our findings based on the economic analysis have important supply side policy implications, viz. with the rise in gold price and implementation of certification protocol, there exists a significant scope of expansion of the gold refinery industry in short and medium term by replacing the imported bullion.

ABDC 'B', Scopus, UGC

LOW-RISK EFFECT: EVIDENCE, EXPLANATIONS AND APPROACHES TO ENHANCING THE PERFORMANCE OF LOW-RISK INVESTMENT STRATEGIES

- **Mayank Joshipura**, Nehal Joshipura, (2020-21), Low-risk effect: evidence, explanations and approaches to enhancing the performance of low-risk investment strategies, Investment Management and Financial Innovations, Business Perspectives Ltd , Vo. 17, Issue 2, pp.128-145 , (P) 1810-4967, (O) 1812-9358 , **ABDC ‘B’, Scopus, UGC.**

Abstract

The authors offer evidence for low-risk effect from the Indian stock market using the top-500 liquid stocks listed on the National Stock Exchange (NSE) of India for the period from January 2004 to December 2018. Finance theory predicts a positive risk-return relationship. However, empirical studies show that low-risk stocks outperform high-risk stocks on a risk-adjusted basis, and it is called low-risk anomaly or low-risk effect. Persistence of such an anomaly is one of the biggest mysteries in modern finance. The authors find strong evidence in favor of a low-risk effect with a flat (negative) risk-return relationship based on the simple average (compounded) returns. It is documented that low-risk effect is independent of size, value, and momentum effects, and it is robust after controlling for variables like liquidity and ticket-size of stocks. It is further documented that low-risk effect is a combination of stock and sector level effects, and it cannot be captured fully by concentrated sector exposure. By integrating the momentum effect with the low-volatility effect, the performance of a low-risk investment strategy can be improved both in absolute and risk-adjusted terms. The paper contributed to the body of knowledge by offering evidence for: a) robustness of low-risk effect for liquidity and ticket-size of stocks and sector exposure, b) how one can benefit from combining momentum and low-volatility effects to create a long-only investment strategy that offers higher risk-adjusted and absolute returns than plain vanilla, long-only, low-risk investment strategy.

ABDC ‘B’, Scopus

LEADERSHIP: MAKING AN IMPACT, INSPIRING ORGANIZATION, AND GETTING TO THE NEXT LEVEL

- **Sateesh Seth**, (2020-21), Leadership: Making an impact, inspiring organization, and getting to the next level, Human Resource Development International, Taylor and Francis Ltd., Published online: 23 Mar 2020, 1367-8868, 1469-8374, **ABDC ‘B’, Scopus**

Abstract

The purpose of this article is to present the perspective of leadership in today’s organizational context. The article briefly discusses different steps a leader needs to take in the leadership journey aligned to organizational success. These are building a unifying vision, developing a strategy, getting great people on board, focusing on results, innovating for the future and leading yourself. The article reinforces the fundamental elements of leadership but aligns the leadership with the organization which has a purpose, strategy, people, and stakeholders and ensuring the element of leadership success with organizational success.

ABDC ‘B’, Scopus

STRATEGIC TALENT MANAGEMENT – CONTEMPORARY ISSUES IN INTERNATIONAL CONTEXT

- **Sateesh Seth**, (2020-21), Strategic talent management – contemporary issues in international context, Human Resource Development International, Taylor and Francis Ltd., pp. 98-102, 1367-8868, 1469-8374, **ABDC ‘B’, Scopus**.

Abstract

The purpose of this article is to present the perspectives of the Strategic Talent Management from organizational stakeholders – managers, business heads, CEOs, and HRM practitioners-within organizations for creating value added talent culture. The article briefly discusses different approaches to STM such as ‘Resource Based View (RBV)’, ‘Managing expert talent’, ‘Supply chain

approach to talent management’, ‘Employer branding and career management’, ‘Typology of management strategies’, ‘globalizing the HR Architecture’. This article contributes to the domain of STM for HRD perspective by establishing a bridge between practice and theory.

ABDC ‘B’, Scopus

COMPETENCY BASED SUPERIOR PERFORMANCE AND ORGANIZATIONAL EFFECTIVENESS

- **Sateesh V. Shet**, S. V. Patil, Meena R. Chandawarkar, (2020-21), Competency based superior performance and organizational effectiveness, International Journal of Productivity and Performance Management, Emerald Group Publishing, Vol. 68, Issue 4, 1741-0401, 1758-6658, **ABDC ‘B’, Scopus**

Abstract

Purpose

The purpose of this paper is to explore the relationship between competency-based performance management and organizational effectiveness (OE). It signifies the importance of developing competency-based performance concept in organizations. Since conventional performance management systems (PMSs) are diminishing and as organizations are looking for breakthrough PMSs, this research attempted to fill the gap from stakeholder’s perspective – employee, manager and organization in devising new approach in PMS.

Design/methodology/approach

The research design involved developing scale for “competency-based superior performance” and validating scale for “organizational effectiveness,” The data for this survey are collected from 292 respondents through structured questionnaire. Hypotheses depicting aforementioned relationships were empirically tested in the context of competency-based performance practices in organizations based in India. Structural equation modeling (SEM) technique was used for data analysis.

Findings

The empirical results provide methods to accelerate the performance management initiatives based on a leadership competency model (LCM), which are necessary for building performance culture in the organization. The paper contributes by developing a new scale for measuring competency-based performance practices. The scale for OE is revisited. A positive relationship between competency-based superior performance and OE with productivity, adaptability and flexibility has been empirically confirmed using SEM.

ABDC ‘B’, Scopus**MICROFOUNDATIONS APPROACH TO STRATEGIC AGILITY - EXPLORATION TO OPERATIONALIZATION**

- Gayathri Sampath, Somsekar Bhattacharya, and Bala Krishnamoorthy, (2019 - 20), Micro foundations approach to strategic agility – exploration to operationalisation, Journal of General Management, Sage Publications, (P) 0306-3070, (O) 1759-6106, Vol 46, Issue 2, 2021 **ABDC ‘B’, Scopus**

Abstract

Strategic agility (SA) has become an established construct in strategic management literature. SA has been an existential element in firms for superior firm responsiveness towards market requirements. The presence of SA in organizations resulted in achieving competitive superiority. However, there has been dearth of literature regarding the enablers of SA in organizations. The authors explored this based upon an exploratory study by anchoring the study in the banking industry, which was witnessing dynamic shifts in both the operating environment and the industry landscape. The research purpose was to build a process level understanding of SA through microfoundation approach. Data were collected from 34 expert bankers. Using content analysis technique, the researchers found 11 microfoundations. The two meta-capabilities of SA were strategic sensitivity and resource fluidity. Identification of these microfoundations would help managers to promote organizational SA and undertake effective and sustainable firm initiatives towards market response.

ABDC ‘B’, Scopus, Web of Science

ALLEVIATING EMPLOYEE WORK- FAMILY CONFLICT: ROLE OF ORGANIZATIONS

- Anjani Anand, **Veena Vohra**, (2019-20), Alleviating Employee Work- Family Conflict: Role of Organizations, International Journal of Organizational Analysis, Emerald Group Publishing, Vol. 28 No. 2, pp. 313-332, (P) 1934-8835, (O) 1758-8561, **ABDC ‘B’, Scopus, Web of Science**.

Abstract

Purpose

The study aims at exploring the constructive role that organizations can play in enabling their employees move from work-family conflict (WFC) to a more integrated work–life solution.

Design/methodology/approach

Being socially and culturally contextual by nature, a qualitative methodology that involved in-depth interviews with the respondents was chosen for the study. This facilitated the respondents to discuss in detail their WFC experiences and the expectations that they hold from their organizations.

Findings

The findings of the study suggested the importance of effective two-way communication between employees and top management, structural and cultural support from the organization and the importance of redesigning and restructuring jobs in an attempt to reduce work-role overload.

Practical implications

Organizations can foster initiatives that can lead to a healthier work–life balance of the employees, which can further result in a more creative, committed, satisfied and diverse workforce for them.

Social implications

A better work environment that facilitates smoother balance between work and non-work responsibilities can lead to better physical and psychological health of the employees and reduced instances of discord in work and family domains.

Originality/value

Most studies on WFC have focused on the adverse impact of WFC; the present study adopts a solution-oriented approach to finding ways in which resourceful entities such as big organizations can take steps in alleviating WFC experiences of their employees.

ABDC ‘B’, Scopus**MARKETING CHALLENGES AND ORGANIC FARMING IN INDIA—
DOES FARM SIZE MATTER?**

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- Azam, M. S., Shaheen, M., & **Narbariya, S.** (2019-2020) Marketing challenges and organic farming in India—Does farm size matter?, International Journal of Nonprofit and Voluntary Sector Marketing, **ABDC ‘B’, Scopus**

Abstract

The growing health consciousness among the consumer and increasing awareness about organic food has led numerous opportunities for organic producers. Along with opportunities, there also arise challenges; thus, the main purpose of this study is to explore the marketing challenges faced by the organic and conventional farmers in India. The study also aims to examine the differential association of the marketing challenges on various farm sizes. The sample comprised 400 Indian farmers including both conventional and organic producers. A sequential form of mixed-method design, that is, qualitative–quantitative, was applied. In the first phase, an exploratory study was convened to find out the marketing challenges among organic and conventional farmers. In the second (quantitative) phase, binomial and multinomial logistics regression was applied to ascertain the differential impact of the marketing challenges on the type of farming and different farm sizes. The results of the qualitative analysis revealed six major marketing challenges faced by the farmers, namely, lack of warehousing facility, lack of price information, inadequate demand for crop, costly transportation, market price

variations, and lack of government support. The results suggest there are significant differences in the marketing challenges faced by the conventional and organic farmers across farm sizes. This study is among the few to examine the marketing challenges of organic and conventional farmers in a developing country such as India. The findings will help different stakeholders to frame policies and build strategies to promote organic farming, which will lead to sustainable and responsible consumption in India.

ABDC ‘B’, Scopus

INTEGRATING WEARABLE TECHNOLOGY PRODUCTS AND BIG DATA ANALYTICS IN BUSINESS STRATEGY: A STUDY OF HEALTH INSURANCE FIRMS

- Bishwajit Nayak, Som Sekhar Bhattacharya, **Bala Krishnamoorthy**, (2019-20), Integrating wearable technology products and big data analytics in business strategy: A study of health insurance firms, Journal of Systems and Information Technology, Emerald Publishing Limited, Vol. 21 No. 2, pp. 255-275, 1328-7265, **ABDC ‘B’, Scopus**

Abstract

Purpose This study aims to explore the impact of the adoption of wearable technology products for Indian health insurance firms. It identifies the key dynamic capabilities that health insurance firms should build to manage big data generated by wearable technology so as to attain a competitive advantage. **Design/methodology/approach** A qualitative exploratory study using in-depth personal interviews with 53 Indian health insurance experts was conducted with a semi-structured questionnaire. The data were coded using holistic and pattern codes and then analyzed using the content analysis technique. The findings were based on the thematic and relational intensity analysis of the codes. **Findings** An empirical model was established where all the propositions were strongly established except for the moderate relationship between wearable technology adoption and product innovation. The study established the nature of the interaction of variables on technology policy, organizational culture, strategic

philosophy, product innovation, knowledge management and customer service quality with wearable technology adoption and also ascertained its influence on firm performance and competitive advantage. Research limitations/implications From a dynamic capabilities perspective, this study deliberates on wearable technology adoption in the health insurance context. It also explicates the relationship between the variables on technology policy, organizational culture, strategic philosophy, product innovation, knowledge management and customer service quality with wearable technology adoption on firm performance. Originality/value This study is one of the first studies to add the context of wearable technology and health insurance to the existing body of knowledge on dynamic capabilities and sustainable competitive advantage for the service sector. It would help existing and prospective players in adopting or setting up appropriate business models.

ABDC 'B', Scopus, Web of Science

APPLICATION OF DIGITAL TECHNOLOGIES IN HEALTH INSURANCE FOR SOCIAL GOOD OF BOTTOM OF PYRAMID CUSTOMERS IN INDIA

- Bishwajit Nayak, Som Sekhar Bhattacharya, **Bala Krishnamoorthy**, (2019-20), Application of digital technologies in health insurance for social good of bottom of pyramid customers in India, International Journal of Sociology and Social Policy, Emerald Publishing Limited, Vol. 39 No. 9/10, pp. 752-772, 0144-333X, **ABDC 'B', Scopus, Web of Science**

Abstract

Purpose Social health insurance framework of any country is the national identifier of the country's policy for taking care of its population which cannot access or afford quality healthcare. The purpose of this paper is to highlight the strategic imperatives of digital technology for the inclusive social health models for the BoP customers. **Design/methodology/approach** A qualitative exploratory study using in-depth personal interviews with 53 Indian health insurance CXOs was conducted with a semi-structured questionnaire. Using MaxQDA software, the interview transcripts were analyzed by means of thematic content analysis technique and patterns identified based on the expert opinions. **Findings** A

framework for the strategic imperatives of digital technology in social health insurance emerged from the study highlighting three key themes for technology implementation in the social health insurance sector – analytics for risk management, cost optimization for operations and enhancement of customer experience. The study results provide key insights about how insurers can enhance the coverage of BoP population by leveraging technology. Social implications The framework would help health insurers and policymakers to select strategic choices related to technology that would enable creation of inclusive health insurance models for BoP customers. Originality/value The absence of specific studies highlighting the strategic digital imperatives in social health insurance creates a unique value proposition for this framework which can help health insurers in developing a convergence in their risk management and customer delight objectives and assist the government in the formulation of a sustainable social health insurance framework

ABDC ‘B’, Scopus, UGC

THE VOLATILITY EFFECT ACROSS SIZE BUCKETS: EVIDENCE FROM THE INDIAN STOCK MARKET

- Shilpa Peswani, Mayank Joshipura, (2019-20), The Volatility effect across size buckets: Evidence from the Indian Stock Market, Investment Management and Financial Innovations, Business Perspectives Ltd, Vol. 16, Issue 3, pp. 62-72, (P) 1810-4967, (O) 1812-9358, **ABDC ‘B’, Scopus, UGC**

Abstract

The portfolio of low-volatility stocks earns high risk-adjusted returns over a full market cycle. The annual alpha spread of low versus high-volatility quintile portfolios is 25.53% in the Indian equity market for the period from January 2000 to September 2018. The low-volatility (LV) effect is not an overlap of other established factors such as size, value or momentum. The effect persists across various size buckets (market capitalization). The performance of the low-volatility effect within various size buckets is analyzed using three different portfolio formation methods. Irrespective of the method of portfolio construction, the low-volatility effect exists and it also generates economically and statistically significant risk-adjusted returns. The long-short portfolios

across the study deliver exceptionally high and statistically significant returns accompanied by negative beta. The low-volatility effect is not restricted to small or illiquid stocks. The effect delivers the highest risk-adjusted returns for the portfolio consisting of largecap stocks. Though the returns of the portfolio comprising of large-cap LV stocks are lower than the returns of the portfolio comprising of small-cap LV stocks, its Sharpe ratio is higher because of less risky nature of large-cap stocks as compared to small-cap stocks. The LV portfolio majorly comprises of large-cap, growth and winner stocks. But within size buckets, large-cap and mid-cap low LV picks growth and winner stocks, while small-cap LV picks value stocks.

ABDC ‘B’, Scopus, UGC, Web of Science

STOCK PLEDGING AND EARNINGS MANAGEMENT: AN EMPIRICAL ANALYSIS

- Sandhya Bhatia, Sangita Choudhary, Amish Dugar, **Smita Mazumdar**, (2019-20), Stock Pledging and Earnings Management: An Empirical Analysis , Asian review of Accounting , Emerald Group Publishing Ltd , Vol. 27 No. 3, pp. 350-372, (P) 1321-7348 (O) 1758-8863, **ABDC ‘B’, Scopus, UGC, Web of Science**

Abstract

Purpose The purpose of this paper is to investigate the impact of agency risk implied in case of personal debt obtained by promoters through pledging of their stock on accrual and real earnings management practices. **Design/methodology/approach** In this paper abnormal accruals, as suggested in Dechow et al. (1995), and the real earnings management proxies as indicated in Dechow et al. (1998) and Roychowdhury (2006) are used. OLS regression is run over 29,054 firm-years of Indian companies starting from the year 2008 to 2016. Then the occurrence of earnings management is tested in firms in year t where promoters pledge/release their holdings from the pledge in year $t + 1$. **Findings** The findings suggest that earnings management increases in the prior year with an increase in the proportion of promoters’ stock pledge in the subsequent year. The authors find evidence for increased earnings management through accruals

and also for real earnings management using abnormal cash flows and abnormal discretionary expenses. However, the authors do not find real earnings management using abnormal production cost as a measure. Practical implications The paper has considerable implications on managerial behavior toward earnings management because of the flexibility managers have in applying accounting policies and authority in operating decisions under domestic GAAP, and IFRS and earnings are prone to management tactics, fostering agency risk when they relate to the welfare of decision makers. Originality/value This paper addresses the consequences of individual borrowing of promoters collateralized by their stake in the firm, which is a global phenomenon, on reporting quality.

ABDC ‘B’

FRIENDSHIP IN MARKETING: A TAXONOMY AND FUTURE RESEARCH DIRECTIONS

- Diptiman Banerji, Ramendra Singh, **Prashant Mishra**, (2019), Friendship in marketing: a taxonomy and future research directions, AMS Review, Springer International Publishing, ISSN: 1869-814X, 1869-8182, 10, pp. 223–243, **ABDC ‘B’**

Abstract

The concept of friendship remains important from societal, academic, and practitioner perspectives. We find that there is a proliferation of research in the marketing discipline on the utilization and applicability of the concept of friendship, but the literature is fragmented. By fragmentation, we refer to the fact that the notion of friendship is tapped in multiple, independent research streams. As a result, there is a lack of an organized and holistic view of friendship-related research in the marketing domain. Drawing on an extensive literature review of 130 papers in more than 30 peer-reviewed scholarly journals across a 37-years time span (1980–2017), this paper synthesizes the extant friendship research in the domain of marketing through a taxonomy, which categorizes the different types of friendship conceptualizations based on two underlying characteristics, or dimensions, the formation of friendship, and consumption timeline. The proposed taxonomy shows the differences as well as the interrelationships

between the different publications, giving a systematic view of the research landscape. We suggest future research avenues as well, for further research in the area of marketing-related friendships and highlight why the research is relevant from a real-world perspective.

ABDC 'B', Scopus, UGC

108 IN CRISIS COMPLACENCY AND COMPROMISE UNDERMINE EMERGENCY SERVICES' POTENTIAL

- **Subramania Raju Rajasulochana**, Daya Shankar Maurya, (2018 -19), 108 in Crisis: Complacency and Compromise Undermine Emergency Services' Potential, Economic & Political Weekly, Sameeksha Trust, ISSN: 0012-9976, 2349-8846, Vol. 53, Issue No. 25, 23 Jun, 2018 **ABDC 'B', Scopus, UGC**

Abstract

The 108 service has been regarded as a successful public private partnership project for handling medical, police, and fire emergencies. However, the service is marred with irregularities and frequent disruptions. This article reflects on the current realities surrounding the service by revisiting key theoretical concepts and principles. Moving forward, the effective organisation and delivery of emergency ambulance services would require inbuilt accountability and transparency mechanisms

ABDC 'B', Scopus

DETERMINANTS AND EFFICIENCY OF STAMP DUTY REVENUE COLLECTION EVIDENCE FROM WEST BENGAL

- Vivekananda Mukherjee **Paramita Mukherjee** (2018-2019), Determinants and Efficiency of Stamp Duty Revenue Collection: Evidence from West Bengal Economic and Political Weekly, Vol. 53, Issue No. 23, 09 Jun, 2018, **ABDC 'B', Scopus**

Abstract

The determinants of stamp duty revenue collection (income, tax rate) in West Bengal are studied using a unique panel data set of the state's 19 districts from 2002–03 to 2010–11. The role of efficiency-improving conditions imposed on stamp duty revenue collection under the Jawaharlal Nehru National Urban Renewal Mission is studied. A Laffer Curve relation is found for stamp duty revenue collection. Though revenue collection fell due to the rate cut, there was an efficiency gain because avoidance in the housing market dropped, valuation software was implemented, and the circulation of fake stamp papers was prevented.

ABDC 'B'

THE NEXUS BETWEEN CARBON EMISSION, ENERGY CONSUMPTION, ECONOMIC GROWTH AND CHANGING ECONOMIC STRUCTURE IN INDIA: A MULTIVARIATE COINTEGRATION APPROACH

- **Chandrima Sikdar** , (2018 - 19), The Nexus between Carbon Emission, Energy Consumption, Economic Growth and Changing Economic Structure in India: A Multivariate Cointegration Approach, The Journal of Developing Areas, Tennessee State University,(P) 0022-037X (O) 1548-2278,Vol. 52, No.3, Page.67-83 **ABDC 'B'**

Abstract

India, one of the fastest growing economies of the world is also one of the largest CO₂ emitters in the world. Challenge before the country is to reduce this alarming emission levels without hindering its growth prospects. Against this backdrop, the present paper studies the dynamic causal relationships between India's CO₂ emission, energy consumption, GDP growth and changing economic structure. The study uses cointegration and causality analysis for the same. ARDL bound testing approach along with Johansen-Juselius maximum likelihood procedure is applied to examine the existence of long run equilibrium relationship among the variables. Causal linkages between the variables are studied using Granger causality test in Vector Error Correction model framework. For this the study uses data on India for-CO₂ emissions, primary energy consumption, GDP per capita and structural variables like, agriculture and service value added, urbanization, production of capital and intermediate goods and employment. Primary energy

consumption, per capita GDP and trade openness explain variations in CO₂ emissions over long run. Elasticity of CO₂ emission with respect to energy consumption is 2 percent in long run and 1.8 per cent in short run. CO₂ emissions are less responsive to changes in per capita GDP (0.52) and trade openness (0.10). Both trade openness and GDP per capita growth lower emissions by producing and exporting more labor-intensive environment friendly goods. Causality analysis shows that trade openness Granger causes CO₂ emission both in short run and in long run while CO₂ emission Granger causes service value added and production of capital and intermediate goods in the short run. Output in these sectors in turn Granger cause employment in the long run. Given the nature of causality, there is no way that India can reduce energy consumption in service sector or in capital and intermediate goods sector. Thus, faced with growing concern over rising emission levels and requirements to meet its growth potentials, India should take policies aiming at greater investment in and usage of cleaner energy, conservation of energy and improving energy efficiency. This way it can strike a balance between reducing its emission levels while maintaining its current growth momentum.

ABDC 'B', Scopus, UGC, Web of Science**THE RELATIONSHIP BETWEEN WORKPLACE SPIRITUALITY, JOB SATISFACTION AND ORGANIZATIONAL CITIZENSHIP BEHAVIOURS**

- Shibani Belwalkar, **Veena Vohra**, Ashish Pandey, (2018-19), The Relationship between Workplace Spirituality, Job Satisfaction and Organizational Citizenship Behaviors, Social Responsibility Journal, Emerald Publishing Limited, Vol 14, Issue 2, pp 410-430, (P) 1747-1117, (O) 1758-857X, **ABDC 'B', Scopus, UGC, Web of Science**

Abstract**Purpose**

This study aims to investigate the relationships between workplace spirituality, job satisfaction and organizational citizenship behaviors (OCBs). It examines the relationship between the three workplace spirituality components – meaning and purpose in work, recognition of an inner life or spirit and interconnectedness with OCBs, mediated by the job satisfaction experienced by the employees, in the context of an Indian private sector bank. A sample consisting of 613 banking

employees is studied. The results provide considerable support for all except one of the hypothesized relationships between workplace spirituality components and OCBs. Workplace spirituality components also all led to job satisfaction in employees, and job satisfaction tested positive for a relationship with OCBs. This study can provide significant inputs to promote managerial effectiveness and change management, leadership and holistic performance and growth of organizations, through environments that promote workplace spirituality.

Design/methodology/approach

The objective of this research is the study of the relationship between the constructs, a spirituality at work, i.e. the independent variable, and OCBs (OCBs), i.e. the dependent variable, and to explore the possibility of the mediating effects of job satisfaction. As the nature of this empirical study is rigorous, and one which will pave the way toward theory building, this research adopts a positivist orientation quantitative method throughout because it is deemed most suitable as it allows testing the validity of the main measure (the integration profile) and the theory using hypotheses and establishing relationships, and at the same time, it allows the researcher to remain independent from the research participants (Reswell, 1994). Consequently, the findings will be very useful to answer the most important research question of this study, which is to inform managers and employers whether workplace spirituality affects employees' job satisfaction and OCBs.

Findings

Using the SPSS statistical package and the partial least square structured equation modeling analysis software tool, the research data have been analyzed both quantitatively and qualitatively. The quantitative results suggest that there is a positive relationship between the dependent variable, OCBs, and the independent variables, meaning and purpose and interconnectedness. The inner life dimension of workplace spirituality did to correlate to the single factor of OCB analyzed, but individually inner life had a significant positive relationship with the individual components of OCB – altruism, civic virtue, courtesy and sportsmanship, except conscientiousness. The correlations established the relationships, and the regression analysis identified the relevant factors that had causal relationship. The 163 validity and reliability of the measurement instruments were confirmed by the high internal consistency.

Research limitations/implications

Improving organizational citizenship is one of the lowest costs and best ways to encourage organizational effectiveness. This research is important for businesses that want to create competence and organizational effectiveness. Indian contextual studies (non-Western context) on both workplace spirituality and organizational outcomes are few and keeping in mind the growth of Indian industry, the evolving workforce and demands being made on workplaces, a study like this is significant. The studies stated that businesses should act as agents of national progress and development and as socially responsible citizens contributing to the environment and influencing well-being. This would require a strong and hard look at current management practices. Allio (2011) stated that as a result of the consequences of questionable and corrupt corporate practices, there is a strong need felt to articulate a new sense of purpose of the firm, corporate character and culture, survival, sustainability and innovation. Thaker (2011) advocated the same view as he stated that the current management and organizational policies, principles and practices are focused on a view of self-interest. This results in socially and environmentally dysfunctional organizations. An alternative approach is workplace spirituality (Al-Qutop and Harrim, 2014).

Practical implications

Strategic implementation of workplace spirituality is an upcoming focus and priority area of work for human resource managers (Marques, 2005). The human resource department's role in designing and developing strategies that embrace spirituality, with the intention of developing a culture aimed toward the successful achievement of both business and individual or personal goals, is very critical for the management. By using statistical analysis to demonstrate whether or not a relationship exists between one or more of the determinants of spirituality and one or more of the determinants of job satisfaction, leaders may be better able to understand why certain individuals are able to remain passionate about their work. Leaders can integrate the appropriate determinants that may correlate to job satisfaction into the organizational culture, resulting in improved job satisfaction for all within the organization. The outcomes can provide a significant contribution to the body of knowledge for spirituality within

organizations, as well as knowledge of factors that influence job satisfaction and motivation.

Social implications

The inherent nature of this study is intimately connected to its objective, purpose and significance. It is also based on the fundamental realization that managers and leaders today have a larger responsibility in society, one that extends beyond their routine functions and basic tasks of running a business. Leadership decisions can and do have a profound lasting effect on the larger community and society within which they operate. This study and the methods that have been adopted for this research are intended to add to the growing body of knowledge on managerial perceptions, and implications of the process of introducing and practicing workplace spirituality.

ABDC ‘B’

RETURNS TO LOW RISK INVESTMENT STRATEGY

- **Mayank Joshipura**, Shilpa Peshwani, (2017-18), Returns to Low Risk Investment Strategy, Applied Finance Letters, Auckland Centre for Financial Research, Vol.6, Issue 1, pp. 1-14, (P)2253-5799, (O)2253-5802, **ABDC ‘B’**.

Abstract

The paper studies the low risk anomaly in the Indian equity market represented by stocks listed on National Stock Exchange (NSE) for the period January 2001 to June 2016. The study provides evidence that low risk portfolio returns are robust across various risk measures as well as market cap buckets though the intensity of the returns differs. The returns from low risk investment are not only economically but also statistically significant. They outperform the high risk portfolio as well as the benchmark portfolio. They deliver higher returns even after controlling for the well-known size, value and momentum factors. The returns are highest for low risk large cap stocks portfolio sorted for stock volatility as a risk measure. Most of the low risk portfolios consist of growth and winner stocks. The study provides a framework for an implementable low risk investing strategy.

ABDC ‘B’, Scopus, UGC

CUSTOMER EXPERIENCE IN ONLINE SHOPPING: A STRUCTURAL MODELLING APPROACH

- Arijit Bhattacharya, **Manjari Srivastava**, Sanjeev Verma, (2017-18), Customer Experience in Online shopping: A structural Modeling Approach, Journal of Global Marketing, Routledge Taylor & Francis Group, (P) 0891-1762, (O) 1528-6975, **ABDC ‘B’, Scopus, UGC**

Abstract

Online retail's rapid growth in India has triggered both untapped growth opportunities and challenges to maintain consumer “stickiness” to retailer websites. In this context, online customer experience (OCE) has emerged as a strategic differentiator for sustainable competitive edge. However, there is a paucity of empirical research in this field. Therefore, drawing on extant literature and qualitative research of online shoppers, this study proposes an integrated model of OCE with antecedents, components, and outcome variables. Data for this study were collected from Indian online shoppers; the data are empirically tested along with the moderating effect of time availability on OCE. Results of the study largely support the model and contribute to knowledge creation on OCE in the Indian context and to strategy development for online retailers.

- **Samveg Patel**, (2022 - 23), Stock Market Assessment: Invest Now or Later, Journal of Investing, **ABDC ‘B’**
- **Ramesh Bhat**, (2019 - 20), National Health Policy 2017: Through the Accountability Lens, Economic & Political Weekly, Sameeksha Trust, ISSN: 0012-9976, 2349-8846, pp. 210 – 221 **ABDC ‘B’, Scopus, UGC**