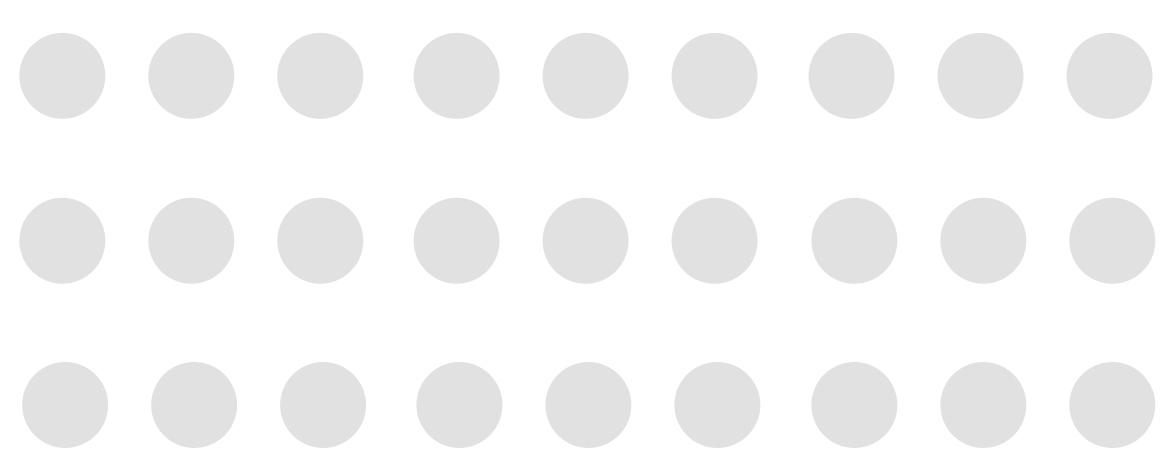




INDIAN INSTITUTE OF MANAGEMENT RANCHI



RESEARCH & PUBLICATION ANNUAL REPORT

April 2024 - March 2025



IIM
RANCHI

बहुमुखविकासो गन्तव्यः



**Prof. Deepak Kumar
Srivastava**



**Director,
Indian Institute of
Management Ranchi**



NOTE

It gives me immense pleasure to present the Annual Research Report of IIM Ranchi, showcasing the scholarly endeavors and intellectual contributions of our vibrant academic community over the past year. The institute's strategic plan, IIMRanchi@2030, outlines four key strategic priorities: Impactful Research, Education, International Collaboration, and Social Impact. Faculty members and doctoral scholars at IIM Ranchi have actively engaged in impactful research by not only publishing in high-quality journals but also addressing the challenges faced by business and society.

Research at IIM Ranchi is deeply reflected in our teaching and curriculum, ensuring that faculty and doctoral students are exposed to contemporary insights, evidence-based thinking, and contextually grounded perspectives. Our classrooms are enriched with case studies, empirical findings, and thought leadership emerging from our own faculty. We have also made significant strides in promoting international collaboration, which strengthens our research ecosystem. Through joint research projects, visiting scholar exchanges, organization of conferences, and participation in global forums, we continue to enhance our international academic presence and foster cross-border learning.

Furthermore, several research projects undertaken at the institute focus on inclusive growth, sustainability, governance, and rural development. These efforts reflect our commitment to social impact and to shaping not only managers but also socially responsible leaders. I would like to congratulate all our faculty, research scholars for their dedication. I encourage everyone to continue pushing the frontiers of knowledge. Let us stay inspired, stay inquisitive, and stay impactful.

Prof. Manish Bansal



**Chairperson,
Research & Publication
Ethics Committee**



NOTE

At IIM Ranchi, research is not just an academic pursuit - it is a reflection of our commitment to creating knowledge that matters. Guided by our institutional values of integrity, innovation, and relevance, we aim to foster a vibrant research ecosystem that addresses real-world business challenges and contributes meaningfully to society. In line with the Institute's strategic priority of Impactful Research (SP2), we focus on conducting research driven by practical business problems (SP2G1) and promoting work with social relevance and policy implications (SP2G2). Between April 2024 and March 2025, our faculty published 133 papers in reputed peer-reviewed journals, 21 articles in magazines and newspapers, and contributed 12 case studies. We also saw the publication of 3 authored books and 7 book chapters, each a testimony to the depth and diversity of our research contributions.

This year, 34 of our publications were aligned with the United Nations Sustainable Development Goals (SDGs), reflecting our growing commitment to socially impactful and sustainable scholarship. IIM Ranchi also hosted 18 international scholars who engaged with our academic community, enriching our global outlook and collaborative spirit. Our doctoral scholars are making strong strides in academic publishing and conference participation, further strengthening the research culture at the Institute. As Chairperson of the Research and Publication Ethics Committee (RPEC), I am proud of the ethical and impactful research being undertaken at IIM Ranchi. I extend my heartfelt appreciation to all faculty members, research scholars, and the RPEC team for their valuable contributions. Together, we continue to build a research identity that is forward-looking, responsible, and globally relevant.

RESEARCH AND PUBLICATIONS TEAM

Chairperson, Research and Publication Ethics Committee (RPEC)

Prof. Manish Bansal

RPEC Members

Prof. Aditya Shankar Mishra

Prof. Aman Kumar

Prof. Anupriya Khan

Prof. Krishna Kumar Dadsena

Prof. Kumar Shaurav

RPEC Office

Mr. Chakra Bhushan Pandey (Administrative Associate)



RESEARCH OUTPUT TABLES

At IIM Ranchi, the academic year 2024-2025 (April 2024 to March 2025) witnessed diverse and impactful research and publication activities by the institute’s faculty and scholars. These contributions span across peer-reviewed journal articles, books, case studies etc. A detailed summary of these scholarly outputs is presented below:

Publications Type	No. of Publications	Page No.
Journal Articles*	133	1-72
• Economics	6	1-3
• Finance and Accounting	9	4-9
• Information Systems and Business Analytics	31	10-25
• Liberal Arts and Sciences	5	26-28
• Marketing	27	29-42
• Organisation Behaviour & Human Resource	19	43-53
• Operations Management	22	54-65
• Strategy and Entrepreneurship	14	65-72
Research Papers on Sustainable Development Goals (SDGs)	34	73-75
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Conference Papers	17	77-78
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PhD Awards	9	88
Conference & Symposium • Doctoral Research Conference (DRC) • Production & Operations Management Society (POMS) • Symposium on the Indian Business System • Social Impact Conference	-	89-91
IIM Ranchi Journal of Management Studies (IRJMS)	-	92

Journal Articles include only those publications that have been assigned both volume and issue numbers by the respective journals; 44% of these fall under A and A categories as per ABDC ranking.

• Economics

1

A convergence analysis of road accidents across Indian states.

Authors: Kumar Shaurav, Pradipta Kumar Sahoo, and Badri Narayan Rath

Journal: The Indian Economic Journal
DOI: <https://doi.org/10.1177/00194662241260813>

Summary: The present study investigates whether there is any evidence of club convergence for incidence of per capita road accidents across Indian states. The study uses the quantitative technique of the Phillips and Sul convergence approach to discover state convergence patterns based on the per capita accident cases. Although the findings suggest a divergence for aggregate panel of states, but there is existence of convergence among few states together as a group. Furthermore, our analysis shows a divergence in the number of road accident cases in both urban and rural areas, but there is evidence of club convergence across states in both urban and rural areas. The divergence finding clearly indicates that traffic accidents occur more often in certain states. The government must pay attention and should come up with more stringent policy to reduce the cases of road accidents in India.

2

Productivity growth convergence across Indian states: a spatial dynamic panel analysis.

Authors: Chhavi Tiwari, Sankalpa Bhattacharjee, Pradeepta Sethi, and Debkumar Chakrabarti

Journal: Journal of the Asia Pacific Economy
DOI: <https://doi.org/10.1080/13547860.2022.2143644>

Summary: The study re-examines convergence among Indian states by estimating their total factor productivity (TFP) for the period 1990/91–2018/19. The novelty of the study is the decomposition of TFP change into efficiency change and technological change using the Malmquist index in a spatial dependence framework to test convergence. Findings reveal that, on average, productivity increased at an aggregate level for the entire period on account of the impressive growth of technological innovation. However, technological growth convergence could not lead to productivity growth convergence in the second sub-period because of no convergence in efficiency growth. Alongside, while we witness significant spatial spillovers in both technology and efficiency, convergence was observed only with respect to technology growth in the second sub-period. The congruence of technological convergence and significant spatial spillovers indicates that while states may be converging in technology, they do not do so independently but display movements similar to their regional neighbours.

Does foreign currency borrowing make firms vulnerable? Experience of emerging India.

Authors: Abhisek Sur, **Amarendu Nandy**, and Partha Ray

Journal: Journal of Policy Modeling

DOI: <https://doi.org/10.1016/j.jpolmod.2024.01.003>

Summary: The Asian Financial Crisis during the late 1990s revealed the fault lines of foreign currency loans of corporates. It starkly demonstrated that a combination of semi-pegged exchange rates and unregulated foreign currency borrowing could expose corporates and, subsequently, the entire economy to heightened vulnerability. To mitigate these risks, implementing certain capital account restrictions emerged as a potential remedy. Against this backdrop, this paper investigates the changing contours of vulnerability arising from the rising foreign currency leverage of 818 non-financial corporates in India during 2004–2022. In particular, this paper examines the impact of exchange rate shocks and changes in certain key macroeconomic policy variables on the financial vulnerabilities of these firms. Our findings unequivocally indicate that during exchange rate depreciation, unhedged exposures significantly amplified the vulnerability of Indian firms. While our study centres on India, the overarching conclusions and insights derived from our analysis possess broader ramifications for emerging economies grappling with capital account restrictions. The policy implications of our research underscore the need to proactively strengthen the macroprudential toolkit to address the risks associated with foreign currency borrowing and ensure more robust risk management practices to prevent the buildup of systemic vulnerabilities.

Do searches on Google help in deterring property crime? Evidence from Indian states.

Authors: Sunny Bhushan, and **Saakshi Jha**

Journal: Quality & Quantity

DOI: <https://doi.org/10.1007/s11135-023-01694-9>

Summary: Crime is a major social problem in most developed and developing countries. It induces a social, economic, and psychological impact on the victim. Over the last few decades, India has also witnessed an increasing trend in crime rates. The majority of these crimes are property-related. This study aims to examine the relationship between online preventive searches on Google and the reduction in property crimes in the states of India. We use Poisson quasi-maximum likelihood estimation to analyze the panel dataset for four states on monthly frequency for the period 2017 to 2020. Our results indicate that preventive searches on Google are significantly related to reduced property crimes like Burglary, Robbery, and Theft. A one percent increase in preventive Google searches reduces property crimes by 0.37–0.60%. “Target Hardening” and “Formal Social Control” appear to be the highly correlated preventive inquiries, while “Surveillance” appear to be the least correlated. Our findings indicate that personal precautions are a much more reliable measure for preventing property-related crime than community-level measures. Our result remains robust for both the socially less progressive and highly progressive states. This study contributes to policy discussions by taking a new perspective, providing novel empirical evidence, and contributing to academia through its quantitative approach.

Fiscal decentralization for the delivery of health and education in Indian states: An ongoing process is more desirable than a policy shift.

Authors: Richa Singh, **Sankalpa Bhattacharjee**, and **Amarendu Nandy**

Journal: Journal of Policy Modeling

DOI: <https://doi.org/10.1016/j.jpolmod.2024.01.006>

Summary: We examine the impact of fiscal decentralization reforms on two central components of public service delivery outcomes, viz., health and education using feasible generalized least squares on a balanced panel of 18 non-special category states of India for the period 2002–2020. Given India's complex decentralization framework, intertwined with dynamic political and socioeconomic dimensions and weak institutional processes, our analysis is critical to examining the efficacy of decentralization as a policy instrument to augment the provision of public services. The novelty of our study stems not only from its longitudinal and multidimensional approach towards analyzing the effectiveness of decentralization reforms but also from its unique construction of an 'institutional quality' index that is critical for ensuring accountability in the decentralization process. Our findings underscore the positive impact of fiscal decentralization as a reformative intervention on public service delivery outcomes, highlighting the role of Indian polity and socioeconomic channels of accountability in shaping those outcomes. The study emphasizes the imperative to augment institutional quality, safeguard press freedom, enhance local government capacity, and delineate distinct functions within key policy domains for successful decentralization reforms.

The never-ending debate: Do FDI promote institutional change? Evidence from India and partner countries.

Authors: Khushboo Kumari, and **Renjith Ramachandran**

Journal: Journal of Policy Modeling

DOI: <https://doi.org/10.1016/j.jpolmod.2023.10.005>

Summary: Institutional quality has been opined as a significant determinant of FDI inflow in international business literature. On the contrary, literature on determinants of institutional quality and how it changes is scant and merits further study. This study analyses the impact of FDI on institutional distance in the context of India and its partner countries, i.e., whether it leads to convergence or divergence of institutional distance. We identified a significantly positive impact of FDI on institutional distance. Further, to capture the heterogeneity among our partner countries, we subdivided our sample based on the partner country's development level and analysed the source of change in institutional distance.

• Finance & Accounting

7

Communicational and demographic influences on M&A abandonments: Informal institutional perspective and evidences from US cross-border M&A deals.

Authors: Deepak Kumar, Keya Sengupta, and Mousumi Bhattacharya

Journal: Australian Journal of Management.
DOI: <https://doi.org/10.1177/03128962241300659>

Summary: This study analyses the impact of bilateral differences in institutions on M&A abandonments. Cross-border M&As involve firms headquartered in two different countries, and the institutions of both countries impact the negotiations. The study uses an institutional framework focusing upon informal institutions (communicational and demographic) and analyzing their impact on country-level M&A abandonment rates. Counterintuitively, the results reveal a proportional decrease in M&A abandonments for greater communicational distance. Cultural differences and social openness should cause difficulties in communicating during negotiations. The results suggest otherwise, higher cultural and connectedness distances lead to lower abandonment ratio. Acquirers may accept greater autonomy of the target in case of higher communication differences making the negotiations more friendly and acceptable to the target firms. The results remain robust when the analysis is done for inbound M&As. Concerns regarding misuse and theft of innovations contribute to increased M&A inbound abandonments, with countries having weaker knowledge institutions. Demographic institutions affect the strategic decision regarding labor and markets, and larger age demographic distances cause increased abandonments of outbound M&As. Informal institutions play a vital role in M&A outcomes and may have different impacts on pre-completion negotiation and post-completion integration phases. The study draws attention to the role of familiarity between acquirer and target country and the tussle during negotiations. The findings imply that potential issues of conflict may go unnoticed in the presence of large communication distances and may lead to future problems. Communication differences may lead to deal completion of potential bad deals. The study suggests greater involvement of internal negotiators along with advisors during the negotiation period.

8

New development: Real-time audit in the public sector - benefits, challenges and a roadmap.

Authors: Reena Kumari, and Jagan Kumar Sur

Journal: Public Money & Management
DOI: <https://doi.org/10.1080/09540962.2024.2448437>

Summary: International accounting and auditing bodies have recognized the importance of agility and responsiveness in the auditing profession, particularly in times of crisis like the Covid 19 pandemic. Real-time audit (RTA) in the public sector has gained significant traction following the Covid 19 pandemic. The supreme audit institution (SAI) plays a pivotal role in overseeing and implementing RTA practices. The literature and practice of RTA remains scant. This article explores the overall benefits and challenges of RTA and provides a roadmap for RTA. RTA provides timely insights, enhances risk management and promotes good governance in the public sector. RTA is more of a preventive audit than corrective audit.

Do shifting practices vary across the firm life cycle?

Author: Manish Bansal

Journal: Australian Journal of Management

DOI: <https://doi.org/10.1177/03128962221131353>

Summary: Prior research documents that managers engage in revenue shifting and expense shifting to report inflated operating performance of firms. This study extends this research in a new direction by investigating the relationship between revenue shifting and expense shifting across the firm life cycle. The study posits and finds that firms during the low life cycle stages (particularly, introductory and growth stage) prefer expense shifting over revenue shifting, whereas firms during the high life cycle stages (particularly, mature and decline stage) prefer revenue shifting over expense shifting for managing earnings, implying that firms choose the shifting tool based on ease, need, and relative advantage of each tool. Our subsequent tests suggest that the effect of expense (revenue) shifting is more pronounced among low (high) life cycle stage firms when they are small (large) and young (old). These results are robust to control for other tools of earnings management, and alternative measures of shifting practices and firm life cycle. The findings aware auditors and analysts of the shifting practices of firms operating at high and low life cycle stages.

Corporate social responsibility – marketing nexus: Evidence from India's Companies Act of 2013.

Authors: Manish Bansal, and Sarath Sastry

Journal: Management Research Review

DOI: <https://doi.org/10.1108/MRR-06-2022-0465>

Summary: The purpose of this study is to empirically examine whether Indian firms use the breadth of corporate social responsibility (CSR) activity as a substitute for their marketing activities under the mandatory norms. Two strategic marketing levers, namely, the firm's advertising and research and development (R&D) intensity, have been used as proxies for a firm's marketing activity. A sample of 389 Bombay Stock Exchange-listed firms from 2016 to 2021 have been examined through a fixed effects regression model to test the hypotheses. Propensity score matching and Heckman's two-stage approach have been used to overcome the problem of endogeneity. The findings deduced from the empirical evidence demonstrate that both the advertising intensity and R&D intensity share a negative relationship with CSR breadth under the mandatory norms, though the relationship between R&D intensity and CSR breadth is not statistically significant. Overall, the findings are consistent with resource dependency and legitimacy theory and imply that firms can gain more exposure and can afford to reduce their advertising spending by focusing more on CSR spending across multiple activities under mandatory norms. The findings deduced from the empirical evidence demonstrate that both the advertising intensity and R&D intensity share a negative relationship with CSR breadth under the mandatory norms, though the relationship between R&D intensity and CSR breadth is not statistically significant. Overall, the findings are consistent with resource dependency and legitimacy theory and imply that firms can gain more exposure and can afford to reduce their advertising spending by focusing more on CSR spending across multiple activities under mandatory norms. Expanding the scope of their CSR efforts enables firms to benefit a wider array of societal sectors through their spending, aligning with the foremost aim of the CSR mandate. This is among the pioneering attempts to examine the CSR-marketing nexus under the mandatory CSR spending norms, concentrating on the focus of CSR activity rather than the amount that firms spend on CSR activity.

Impact of IFRS 16 on dividend payout: Evidence from India.

Authors: Akhil Sharma, and **Manish Banal**

Journal: The Asian Review of Accounting.

DOI: <https://doi.org/10.1108/ARA-09-2024-0289>

Summary: IFRS 16 in India, the authors employed Difference-in-Differences (DiD) methodology for examining the issue on the sample of 29,870 Indian firms' observations over a period of six years commencing from 2017. Robustness checks are conducted using alternative measurement methodologies, including entropy balancing techniques. Our results exhibit the fact that dividend payout ratios of Indian firms have been increased after the adoption of IFRS 16, indicating a reduction in information asymmetry. Further, the impact of IFRS 16 on dividend payouts is more pronounced for lease-intensive firms, aligning with our methodology's focus on lease intensive firms. High-leverage firms exhibit a contrasting trend, where dividend payouts decrease significantly supporting capital structure theory, which emphasizes maintaining a balance between debt and equity. In addition, we find that ownership concentration in few hands dominates this relationship, as we find that relative to non-family firms, the positive impact of IFRS 16 on dividend payout is more pronounced among family firms, indicating that increased transparency under the new standard empowers minority shareholders. This research contributes to the literature by providing empirical evidence on the impact of IFRS 16 adoption on dividend policies within the Indian context. Specifically, it highlights how accounting reforms affect shareholder wealth by showing how firms change dividend policies, particularly in lease-intensive industries. These findings are particularly valuable for shareholders and academics in assessing how financial reporting changes influence corporate payout strategies. In addition, the study highlights the economic consequences of change in accounting standards, offering critical insights into how these changes affect shareholder value and corporate financial management.

Factors affecting the choice of core earnings management tool.

Author: **Manish Bansal**

Journal: Asian Academy of Management Journal

DOI: <https://doi.org/10.21315/aamj2024.29.2.1>

Summary: Prior studies document that managers manipulate core earnings through different methods to favourably influence the perception of stakeholders towards the operating performance of the firm. However, it is of interest to examine which core earnings manipulation method is preferred by firms because each method needs a different set of opportunities and incentives. The current study explores the methods of core earnings manipulation, namely expense misclassification and revenue misclassification in terms of opportunities and incentives. Results show that the choice of method largely depends on the size and age of the firm. In particular, results exhibit that large and old firms prefer revenue misclassification over expense misclassification for managing core earnings. This effect is found to be more pronounced among large older firms. Our subsequent tests suggest that Big Four auditors (Deloitte, Ernst & Young, KPMG, and PricewaterhouseCoopers) have a constraining effect on expense misclassification, however, they are unable to mitigate the corporate misfeasance of revenue misclassification, implying the partial effectiveness of Big Four auditors in curbing classification shifting. These results are robust to the alternative measurement of misclassification practices and endogeneity issues. The findings have important implications for auditors, analysts, and accounting standard-setters.

Earnings management: A three-decade analysis and future prospects.

Author: Manish Bansal

Journal: Journal of Accounting Literature

DOI: <https://doi.org/10.1108/JAL-10-2022-0107>

Summary: This paper undertakes an extensive and systematic review of the literature on earnings management (EM) over the past three decades (1992–2022). Furthermore, the study identifies emerging research themes and proposes future avenues for further investigation in the realm of EM. For this study, a comprehensive collection of 2,775 articles on EM published between 1992 and 2022 was extracted from the Scopus database. The author employed various tools, including Microsoft Excel, R studio, Gephi and visualization of similarities viewer, to conduct bibliometric, content, thematic and cluster analyses. Additionally, the study examined the literature across three distinct periods: prior to the enactment of the Sarbanes-Oxley Act (1992–2001), subsequent to the implementation of the Sarbanes-Oxley Act (2002–2012), and after the adoption of International Financial Reporting Standards (2013–2022) to draw more inferences and insights on EM research. The study identifies three major themes, namely the operationalization of EM constructs, the trade-off between EM tools (accrual EM, real EM and classification shifting) and the role of corporate governance in mitigating EM in emerging markets. Existing literature in these areas presents mixed and inconclusive findings, suggesting the need for further theoretical development. Further, the study findings observe a shift in research focus over time: initially, understanding manipulation techniques, then evaluating regulatory measures, and more recently, investigating the impact of global accounting standards. Several emerging research themes (technology advancements, cross-cultural and cross-national studies, sustainability, behavioral aspects and non-financial indicators of EM) have been identified. This study subsequent analysis reveals an evolving EM landscape, with researchers from disciplines like data science, computer science and engineering applying their analytical expertise to detect EM anomalies. Furthermore, this study offers significant insights into sophisticated EM techniques such as neural networks, machine learning techniques and hidden Markov models, among others, as well as relevant theories including dynamic capabilities theory, learning curve theory, psychological contract theory and normative institutional theory. These techniques and theories demonstrate the need for further advancement in the field of EM. Lastly, the findings shed light on prominent EM journals, authors and countries.

Does integrated reporting offer firms more legitimacy?

Author: Manish Bansal

Journal: Journal of Applied Accounting Research

DOI: <https://doi.org/10.1108/JAAR-08-2023-0242>

Summary: The study delves into the impact of integrating reporting (IR) on three earnings management tools, namely classification shifting (CS), real-based earnings management (REM) and accrual-based earnings management (AEM) under the Indian institutional settings. Design/methodology/approach The data analysis involved the application of panel data regression models. Our dataset comprises 2,244 firm-years listed on the Bombay Stock Exchange spanning over financial years from March 2015 to 2021. To address endogeneity and self-selection bias concerns, a propensity score matching technique has been employed. Findings Our empirical results exhibit that IR-adopting firms are engaged in earnings management. Further, we find that IR-adopting firms have reduced their engagement in AEM and REM, however, their CS practices have been increased, indicating the substitution relationship between earnings management tools after the adoption of IR. It implies that firms shift their preference from more to less observable earnings management tools after the adoption of the IR, which aligns with the idea that firms adopt IR to gain legitimacy, however, their intention to deceive stakeholders through earnings management remains unchanged. The inclination of firms toward CS can be ascribed to its cost-effectiveness, as it leaves net profit unchanged, hence less likelihood of being detected by auditors. Overall, our results align with the principle of legitimacy theory. Research limitations/implications The study focuses exclusively on three primary forms of accounting manipulation and assesses IR holistically, rather than investigating the influence of each capital individually within IR. Practical implications With a shift towards less detectable methods like CS, auditors must adapt their scrutiny and be mindful of their clients' IR adoption. Investors should scrutinize IR-adopting firms' financial disclosures, especially line items, as CS does not impact the net profits. Originality/value It is the pioneering research to thoroughly explore the impact of IR on different earnings management tools and strengthen the conceptual frameworks of legitimacy theory by documenting that firms adopt IR to gain legitimacy, however their intention to engage in earnings management remains intact.

Do CSR practices affect perceived market performance through compliance status? Evidence from a quasi-natural experiment in India.

Author: Manish Bansal

Journal: International Journal of Productivity and Performance Management

DOI: <https://doi.org/10.1108/IJPPM-05-2024-0324>

Summary: The study examines the impact of corporate social responsibility (CSR) non-compliance on firm value. It also investigates the moderating roles of ownership concentration and research and development (R&D) intensity in this relationship. For hypothesis testing, the authors utilized panel data regression models on a dataset comprising 13,760 firm-years listed on the Bombay Stock Exchange, covering a period of nine years following the legislation (from March 2015 to March 2023). Our findings reveal a detrimental effect of mandatory CSR spending on the value of non-compliance firms, consistent with the notion of deterrence theory. Further, we find that the negative impact is more pronounced among widely-held firms compared to closely-held firms, aligning with shareholder activism and information asymmetry theory. Our subsequent tests indicate that R&D intensity mitigates the negative impact, indicating a substitution relationship between CSR and R&D expenditure. Consistent with this finding, we find a lesser negative impact of CSR non-compliance on firm value of widely-held R&D intensified firms. Our findings are robust to the problem of endogeneity and self-selection bias. Our findings highlight practical implications for managers regarding performance management. Managers should recognize that mandatory CSR spending can negatively impact performance, especially in widely-held firms, leading to shareholder dissatisfaction. To mitigate these effects, increasing R&D investment is likely to buffer against the adverse impacts of CSR mandates. Firm managers should align R&D efforts with CSR obligations to counterbalance costs and manage shareholder expectations, thereby maintaining performance and enhancing the perception of innovation among stakeholders. It is the first study to consider the degree of compliance within firms while examining the impact of mandatory CSR spending on firm value. Also, the study is among pioneer attempts to investigate the moderating role of ownership structure and R&D intensity on the relationship.

What drives MLOps adoption? An analysis using the TOE framework.

Authors: Sibanjan Debeeprasad Das, and Pradip Kumar Bala

Journal: Journal of Decision Systems
DOI: <https://doi.org/10.1080/12460125.2023.2214306>

Summary: : MLOps is essential to streamline the machine learning (ML) development process, ensure ML models stay operational, and provide users with the desired value. MLOps enhances the auditability, dependability, repeatability, and quality of ML data, models, and systems. MLOps technologies tackle several operational difficulties in an ML process. This research used the TOE framework to identify drivers and challenges to adopting MLOps tool. Data were collected from 277 professionals from various industries and AI/ML-related job roles. The responses were analysed using a three-step approach – Data Profiling, Chi-square tests and Logistic regression (LR) model. The analysis uncovered that ML usage, performance drivers, and security drive MLOps adoption, whereas regulatory environment, organizational preparation, and ML infrastructure moderately influence it. The investigation shows that management/leadership needs to be aware of MLOps technologies' benefits. This study provides insights to AI/ML professionals, academics, researchers, and machine learning model users on MLOps adoption.

Supply chain flexibility: Unravelling the research trajectory through citation path analysis.

Authors: Soumya Varma, Nitin Singh, and Ajit Patra

Journal: Global Journal of Flexible Systems Management
DOI: <https://doi.org/10.1007/s40171-024-00382-3>

Summary: To counter the uncertainties encountered within a supply chain and enhance its efficiency, it is imperative for a supply chain to be flexible. This paper aims to investigate the trajectory of development in the field of Supply Chain Flexibility (SCF). We perform citation analysis to understand the evolving trajectory. VOSviewer and Pajek software are used to conduct citation path analysis and keyword co-occurrence analysis in the field of SCF. Subsequently, a meticulous evaluation of papers along citation paths is conducted, accompanied by a comparative analysis between the general corpus and a specialized journal focused on flexible systems, namely the Global Journal of Flexible Systems Management (GJFSM). The main path identifies specific themes: SCF, agility, risk and uncertainties, and a holistic view of the SC. The evolving trajectory has origins in 2011, 2014, 2016, 2017 and 2018. We additionally identify specific clusters of research, highlighting their concentration in areas such as SCF, risk management, performance management, and supply chain uncertainties. The research outcomes indicate a congruence between the studies featured in GJFSM and the broader corpus of SCF. Furthermore, these findings imply that exploring the intersection of Industry 4.0 and SCF presents promising avenues for future research endeavors.

Utilizing online reviews for analyzing digital healthcare consultation services: Examining perspectives of both healthcare customers and healthcare professionals.

Authors: Sreevatsa Bellary, **Pradip Kumar Bala**, and **Shibashish Chakraborty**

Journal: International Journal of Medical Informatics

DOI: <https://doi.org/10.1016/j.ijmedinf.2024.105587>

Summary: Digital healthcare consultation services, also known as telemedicine, have seen a surge in their usage, especially after the COVID-19 pandemic. The purpose of this study is to investigate the satisfaction determinants of healthcare customers (patients) and healthcare professionals (doctors), providing digital healthcare consultation services. Digital healthcare consultation services, also known as telemedicine, have seen a surge in their usage, especially after the COVID-19 pandemic. The purpose of this study is to investigate the satisfaction determinants of healthcare customers (patients) and healthcare professionals (doctors), providing digital healthcare consultation services. The study identified ten determinants of satisfaction from patients' and eight from doctors' perspectives. For patients, 'service variety and quality' ($\beta = 0.5527$) was the top positive determinant, while 'payment disputes' ($\beta = -0.1173$) and 'in-app membership' ($\beta = -0.031$) negatively impacted satisfaction. For doctors, 'patient consultation management' ($\beta = 0.2009$) was the leading positive determinant, with 'profile management' ($\beta = -0.1843$), 'subscription' ($\beta = -0.183$), and 'customer care support' ($\beta = -0.0908$) being the negative ones. The most influential negative emotion for patients, anger, was closely associated with 'customer care service' and 'in-app memberships,' while joy was tied to 'service variety and quality' and 'offers and discounts.' For doctors, anger was associated with 'cost-effectiveness,' and joy with 'app responsiveness.' This study offers new insights by examining patient and doctor determinants at a granular level which can be used by telemedicine app developers and managers to build customer-centric services.

Customer perceptions on open banking apps: Insights using Structural topic modeling.

Authors: Kanti Desiraju, **Arindra Nath Mishra**, and **Pooja Sengupta**

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.104029>

Summary: Open Banking Apps (OBA) are reshaping the financial landscape by blurring the line between technology services and traditional banking. Literature on OBA has overlooked post-adoption experience. We collected 89,788 customer reviews from the Google Play store and employed Structural Topic Modeling (STM) to extract the themes of discussion around OBA. We also explored the determinants of customer satisfaction based on the topics of discussion and review metadata. Our study highlights that Customer Service, Ease of User Interaction, and Digital Support have a positive impact on satisfaction, while Account Navigation and Personalized User Experience have a negative impact. The insights gained will aid business managers of OBA in making strategic decisions to improve customer satisfaction.

Real-time fall detection on roads using transfer learning-based granulated Bi-LSTM.

Authors: Anima Pramanik, Soumick Sarker, **Sobhan Sarkar**, and Sankar K. Pal

Journal: Knowledge-Based Systems.

DOI: <https://doi.org/10.1016/j.knosys.2025.113038>

Summary: In this study, a new deep learning-based model, namely, transfer learning-based granulated Bi-LSTM (TLG-LSTM) is developed for fall detection on roads. The TLG-LSTM can handle the uncertainty issue arising between various ‘Fall’ and ‘No Fall’ events in complex scenarios concerning both indoor (i.e., home) and outdoor (i.e., road) areas. The TLG-LSTM consists of four phases: (i) object detection and tracking, (ii) MoveNet-Lightening and object-level feature(s) computation for all the detected objects, (iii) granule formation using these features, and (iv) temporal self attention mechanism-based Bi-LSTM for granule classification as ‘Fall’ or ‘No Fall’. Unlike state-of-the-art models, TLG-LSTM uses both MoveNet-Lightening and object-level features, enabling better modeling of both indoor and outdoor falls. For each detected object, two MoveNet-Lightening features, namely head-hip distance and hip-ankle distance are defined and used for obtaining a granule, namely pose granule. Whereas, three object-level features, namely change in aspect ratio, speed variation, and change in area are used for obtaining another granule, namely object granule. The commonality between these two granules represents the approximate regions concerning fall scenarios. Instead of the entire frame, these common granules are fed to the Bi-LSTM network for fall classification, thereby increasing speed as well as accuracy. Moreover, temporal self attention mechanism-based transfer learning is used to re-train the Bi-LSTM network, enhances the training speed and accuracy. Characteristics of TLG-LSTM are demonstrated over several real-time traffic videos acquired from ‘YouTube8M’. The superiority of the developed TLG-LSTM is also claimed over several state-of-the-art models.

Thematic exploration and analysis of cybersecurity policies of businesses: An NLP-based approach.

Authors: Abhik Chaudhuri, **Sobhan Sarkar**, and **Pradip Kumar Bala**

Journal: Journal of Organizational Computing and Electronic Commerce

DOI: <https://doi.org/10.1080/10919392.2024.2435115>

Summary: Cybersecurity is a prime concern today for businesses due to the rapid increase in cyber-attacks, inadequate security controls, stricter regulations, and lack of security awareness among the workforce. A robust cybersecurity policy can address the security needs of businesses with directives on acceptable actions and behavior. Developing such a policy for business entities requires adequate skill and knowledge. Reviewing voluminous policy texts to identify best practices is also time-consuming. Therefore, the objective of this study is to provide a natural language processing (NLP)-based methodology that can quickly identify the significant topics and themes from the cybersecurity policies of leading global businesses. Text mining and Latent Dirichlet Allocation-based topic modeling technique have been used on cybersecurity policy-related textual contents obtained from 10 leading Fortune Global 500-listed business organizations and the extracted output is then mapped to the globally popular cybersecurity standard ISO/IEC 27,001:2022 to determine the relevancy. The study reveals significant topics and themes that can be used for the development or enhancement of cybersecurity policies to protect businesses from cyber threats.

Responsible metaverse: Ethical metaverse principles for guiding decision-making and maintaining complex relationships for businesses in 3D virtual spaces.

Authors: Rajat Kumar Behera, Marijn Janssen, Nripendra P. Rana, **Pradip Kumar Bala**, and Debarun Chakraborty

Journal: Decision Support Systems

DOI: <https://doi.org/10.1016/j.dss.2024.114337>

Summary: A metaverse is a three-dimensional virtual space (3D VS) where businesses and individuals worldwide can engage, interact, communicate, transact, and exchange information in real-time through an immersive and collaborative platform. These interactions can create complex relationships influenced by the decision-making processes of businesses. Such complexity can lead to challenges in maintaining relationships, ensuring exclusiveness, preventing misuse, and addressing other ethical issues. Therefore, this study aims to identify ethical principles within the metaverse to guide decision-making and maintain complex relationships between users and businesses. Both qualitative and quantitative data were collected for analysis, and simple random sampling was employed for primary data collection. The empirical analysis was conducted using a mixed-method approach. The study identified four ethical principles that guide complex relationships within the metaverse: business benefit evaluation, fairness, explainability, and reliability principles. These principles positively influence decision-making, which, in turn, positively affects the maintenance of complex relationships within 3D VS.

Factors impacting cybersecurity transformation: An industry 5.0 perspective.

Authors: Abhik Chaudhuri, Rajat Kumar Behera, and **Pradip Kumar Bala**

Journal: Computers & Security

DOI: <https://doi.org/10.1016/j.cose.2024.104267>

Summary: The gamut of emerging technologies from Industry 4.0 provided businesses with potential opportunities to create new models of products and services. However, the cybersecurity discontinuity of Industry 4.0 is a major challenge for businesses due to enhanced cybersecurity risks and attacks resulting from lack of cybersecurity governance and knowledgeable cybersecurity teams. To overcome the cybersecurity challenges of Industry 4.0, the paradigm of Industry 5.0 is considered by businesses. Hence, businesses require transforming their cybersecurity capability. Therefore, this study is undertaken to empirically investigate the factors impacting cybersecurity transformation of businesses in Industry 5.0. An integrated theoretical framework grounded in multiple cybersecurity determinants is proposed. The primary data were collected from 305 respondents, and the analysis was performed using quantitative methodology. The findings reveal that cybersecurity technology, cybersecurity self-efficacy, and cybersecurity process impact the cybersecurity transformation. Therefore, businesses must have a cybersecurity policy and supporting tools to enable the cybersecurity technology. Moreover, cybersecurity governance along with cybersecurity audit plays a crucial role in enhancing the self-efficacy of the workforce. Additionally, businesses must utilize cybersecurity training and threat awareness initiatives to ensure that the cybersecurity processes are as per expectation for the cybersecurity transformation.

News media mining to explore Speed-Crash-Traffic Association During COVID-19.

Authors: Subasish Das, and **Sobhan Sarkar**

Journal: Transportation Research Record

DOI: <https://doi.org/10.1177/03611981221121261>

Summary: The COVID-19 pandemic has affected the lives of everyone from almost every perspective. Research communities from many domains have contributed to quantifying and mitigating the influence of the ongoing pandemic. The public depend on news media for reliable information. At the start of the pandemic in March 2020, many news media articles started to report on quieter roads resulting from travel restriction and work from home mandates, but also more excessive speeding and more traffic fatalities. Although the news media's representation of the crash-speed association is often not based on data-driven safety analysis, the extent to which the media place emphasis on such news content has never been adequately quantified. The current study performed content analysis and text mining (both text network analysis and topic modeling) to explore the representations of speed-crash association in news media (local, national, and international) to provide insights into the generated news content. Findings reveal that topics such as a surge in fatal crashes, careless driving, driving under the influence, law enforcement, and equity issues, as well as impacts on pedestrians and bicyclists, were frequently highlighted by local, national, and international news media during the pandemic era.

Artificial intelligence-driven supply chain resilience in Vietnamese manufacturing small and medium-sized enterprises.

Authors: Prasanta Kumar Dey, Soumyadeb Chowdhury, Amelie Abadie, Emilia Vann Yaroson, and **Sobhan Sarkar**

Journal: International Journal of Production Research

DOI: <https://doi.org/10.1080/00207543.2023.2179859>

Summary: Despite the exponential growth of artificial intelligence (AI) research in operations, supply chain, and productions management literature, empirical insights on how organisational behavioural mechanisms at the human-technology interface will facilitate AI adoption in small- and medium-sized enterprises (SMEs), and subsequent impact of the adoption on sustainable practices and supply chain resilience (SCR) is under-researched. To bridge these gaps, we integrate resource orchestration and knowledge-based view theoretical perspectives to develop a novel structural model examining antecedents to SCR and AI adoption, considering AI adoption as a pivot for facilitating SCR. The structural equation modelling technique was employed on the data collected from 280 Vietnamese manufacturing SMEs' operations managers. Our results demonstrate that leadership will drive AI adoption by creating a data-driven, digital and conducive culture, and strengthening employee skills and competencies. Furthermore, AI adoption positively influences CE practices, SC agility and risk management, which will help to achieve SCR. For managers, the importance of internal organisational employee-centric mechanisms to create value from AI adoption without impeding business value is highlighted. We reveal the enablers that will help in transforming SMEs to become resilient by deriving appropriate responses to unprecedented disruptions through data-driven decision-making leveraging AI adoption

A text mining approach to explore factors influencing consumer intention to use metaverse platform services: Insights from online customer reviews.

Authors: Vandana Kumari, **Pradip Kumar Bala**, and **Shibashish Chakraborty**

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103967>

Summary: Metaverse technology has recreated real-world surroundings into a virtual setting that has caught the attention of many consumers and brands. Metaverse platforms are facilitating brands to sell physical and digital versions of their products, and consumers are eagerly purchasing these products. Owing to this dramatic shift, it is crucial to understand the factors impacting user adoption of metaverse platform services. The present study leverages an LDA-based topic modeling approach to analyze 17136 online user reviews of the Highrise Virtual Metaverse mobile platform. The study revealed ten factors impacting consumer intention to use the metaverse platform services that are asset buy-sell experience, availability of virtual assets, visually appealing virtual environment, enjoyment from virtual events, social interaction, social activity, positive experience with the metaverse ecosystem, mobile app-related issues, user account-related issues, and the feature of watch ad-to earn. Building upon the uses and gratification theory and flow theory, the study explained that consumers gain three major gratifications and experience a flow state while using metaverse platform services. Furthermore, it explores the emotions expressed by users within the metaverse platform. Correspondence analysis is performed to understand the factors leading to positive and negative user experiences with the platform services. The study presents crucial practical implications for brand marketers and metaverse platform developers.

Towards defining a trustworthy artificial intelligence system development maturity model.

Authors: Sibanjan Debeeprasad Das, **Pradip Kumar Bala**, and **Arindra Nath Mishra**

Journal: Journal of Computer Information Systems

DOI: <https://doi.org/10.1080/08874417.2023.2251443>

Summary: The trustworthiness of artificial intelligence (AI) has been challenged for quite some time. The AI results will be trustworthy and reliable if trust-related principles are built into the AI system along with effective AI governance and monitoring. Therefore, this study seeks to define a trustworthy AI system development maturity model to assist firms in understanding where they stand in terms of developing a trustworthy AI platform. Since trust is time-bound, it is difficult to regain once lost, and this maturity model helps to establish robust controls and governance mechanisms in AI systems from their inception to minimize risk and establish trust. Hence, this study starts by defining the trustworthy enhancing techniques (TET) to build a trustworthy AI system, then advances on to the Trustworthy AI system maturity model (TAS-MM). The study's findings include a maturity model with four stages of trustworthy AI system growth and maturity progression.

Risk modeling framework for strategic and operational intervention to enhance the effectiveness of a closed-loop supply chain.

Authors: Shisam Bhattacharyya, **Sobhan Sarkar**, Bishal Dey Sarkar and Ramkrishna Manatkar

Journal: IEEE Transactions on Engineering Management,

DOI: <https://doi.org/10.1109/TEM.2023.3261323>

Summary: In a closed-loop supply chain (CLSC), acquiring end-of-life vehicles (ELVs) and their components from both primary and secondary markets has posed a huge uncertainty and risk. Moreover, the constant supply of ELV components with minimization of cost and exploitation of natural resources is another pressing challenge. To address the issues, the present study has developed a risk simulation framework to study market uncertainty/risk in a CLSC. In the first phase of the framework, a total of 12 important variables are identified from the existing studies. The total interpretive structural model (TISM) is used to develop a causal relationship network among the variables. Then, Matriced Impacts Cruoses Multiplication Applique a un Classement is used for determining the nature of relationships (i.e., driving or dependence power). In the second phase, the relationship of TISM is used to derive a Bayesian belief network model for determining the level of risks (i.e., high, medium, and low) associated with the CLSC through the generation of conditional probabilities across 1) multi-, 2) single-, and 3) without-parent nodes. The study findings will help decision-makers in adopting strategic and operational interventions to increase the effectiveness and resiliency of the network. Furthermore, it will help practitioners to make decisions on change management implementation for stakeholders' performance audits on the attributes of the ELV recovery program and developing resilience in the CLSC network. Overall, the present study holistically contributes to a broader investigation of the implications of strategic decisions in automobile manufacturers and resellers.

BlastAsia - its quest for innovation in enterprise software application development.

Authors: Siddharth Wadehra, and **Ambuj Anand**

Journal: Journal of Information Technology Case and Application Research

DOI: <https://doi.org/10.1080/15228053.2024.2402659>

Summary: The case sheds light on the rapid evolution in the no-code application development space. It presents opportunities for entrepreneurs looking to support customers with their digital transformation journeys. The protagonist of the case, Arup Maity, is the founder of a traditional software development company, BlastAsia. He is contemplating launching a no-code application development platform, given evolving market preferences and customer expectations. The case outlines the emergence of no-code application development platforms as a potent alternative to traditional software development techniques. It highlights exactly how business uncertainty coupled with rapidly evolving technology requirements demands shorter software development lifecycles, which traditional methods might not be able to cater to. It also explores evolving customer and employee expectations to engage in applications which are intuitive, work across devices seamlessly, and deliver real-time project status and data. The case also discusses budgetary considerations, which companies looking to deploy enterprise software have to grapple with. The landscape is further complicated by cutthroat competition in the industry, start-ups offering enhanced value propositions at competitive prices, and black-swan events like the COVID-19 pandemic, which pose existential challenges for organizations.

Leveraging stacking framework for fake review detection in the hospitality sector.

Authors: Syed Abdullah Ashraf , Aariz Faizan Javed, Sreevatsa Bellary, **Pradip Kumar Bala** and Prabin Kumar Panigrahi

Journal: Journal of Theor. Appl. Electron. Commer

DOI: <https://doi.org/10.3390/jtaer19020075>

Summary: : Driven by motives of profit and competition, fake reviews are increasingly used to manipulate product ratings. This trend has caught the attention of academic researchers and international regulatory bodies. Current methods for spotting fake reviews suffer from scalability and interpretability issues. This study focuses on identifying suspected fake reviews in the hospitality sector using a review aggregator platform. By combining features and leveraging various classifiers through a stacking architecture, we improve training outcomes. User-centric traits emerge as crucial in spotting fake reviews. Incorporating SHAP (Shapley Additive Explanations) enhances model interpretability. Our model consistently outperforms existing methods across diverse dataset sizes, proving its adaptable, explainable, and scalable nature. These findings hold implications for review platforms, decision-makers, and users, promoting transparency and reliability in reviews and decisions

Text mining analysis of retail and consumer service leaders' sustainability narratives: Are they actually true?

Authors: Ananya Hadadi Raghavendra, **Pradip Kumar Bala** and **Arindam Mukherjee**

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103921>

Summary: This study investigates the relationship between the sustainability narratives of retail and consumer services leaders and their actual sustainability practices, with a focus on the impact of these narratives on consumer perceptions and engagement. Firm-generated content (FGC) has become a significant factor influencing consumer reactions, especially in the context of sustainability claims within the retail and consumer services sectors. Our research examines the alignment of linguistic and communicative elements in sustainability communications with the actual sustainability performance of companies employing a multifaceted analytical approach including content/theme analysis, sentiment analysis, emotion detection, and readability assessments. The findings reveal that thematic content related to sustainability, emotional engagement strategies, and the clarity of communication are shown to play vital roles in enhancing consumer trust and engagement with retail and consumer services firms. Moreover, readability and polarity are critical in shaping consumer perceptions of authenticity and reliability in sustainability narratives. The study underscores the importance of transparency and authenticity in sustainability communications, demonstrating that effective messaging can significantly influence consumer engagement with retail and consumer services firms. By bridging the gap between sustainability narratives and actual practices, the research contributes to a deeper understanding of strategic communication's role in fostering sustainable consumer behavior and trust in the retail and consumer services sector.

Exploiting user-generated content in product launch videos to compute a launch score.

Authors: Sibanjan Debeeprasad Das, **Pradip Kumar Bala**, and Sukanta Das

Journal: IEEE Access

DOI: <https://doi.org/10.1109/ACCESS.2024.3381541>

Summary: : This study investigated the relationship between the essential aspects of user-generated content (UGC) and product launch videos to derive the product launch score (PLS). This score can be considered a key performance indicator (KPI) to evaluate the performance of product launch videos. The product launch score can provide businesses and marketers with insights into how well the community and audience perceive a product launch on virtual social media platforms such as YouTube. The authors examined 52 product launch videos with a total of 1,11,716 comments on YouTube and analyzed the data to derive various sentimental, emotional, and social networking aspects from the comments on the product launch videos. Furthermore, the relationship between brand and product mentions was evaluated to determine the centrality of the launch activity. The work determined how effectively the community was engaged with the brand and product launch. Finally, relationship analysis and principal component analysis (PCA) were performed to select relevant aspects for calculating the PLS. This KPI provides a holistic view of user engagement in product launch videos.

Prediction of Solar Energy Forecasting by using linear and logistic regression: A review and geographical comparative analysis in the Indian context.

Authors: Siddharth Wadehra, Jagadeesh Varanasi, and **Ambuj Anand**

Journal: Journal of Statistics & Management Systems

DOI: <https://doi.org/10.47974/JSMS-1230>

Summary: Power generation from renewable resources is now-a-days recognized as an necessary basic skill to improve the operation of power system. Forecasting of the renewable energy is the important factor. This study on renewable energy forecasting Techniques gives the more knowledge about how the renewable energy is forecasted and how the renewable energy is converted to the electrical power. And it tells various techniques and methods for the forecasting of renewable energy resources. India is geographically diversified due to its different climatic conditions and we have collected data from solar energy sources from 6 different locations. It comprises the data collected over a period of around one year solar plant output, solar irradiations and temperature of the PV plant. The datasets are considered for training to supervised learning algorithms with linear and logistic regressions by considering short term forecasting and predict immediate next day by using last 28 days data.

Empowering communities: A low-cost approach to land and water management in developing countries.

Authors: Nitin Singh, Angshuman Hazarika, Justin Zuopeng Zhang

Journal: Land Degradation and Development

DOI: <https://doi.org/10.1002/ldr.5489>

Summary: : Access to water is fundamental for life, yet many citizens in developing countries face severe water shortages, exacerbated by recurring droughts, particularly in water-stressed regions. Street-level bureaucrats in these areas encounter the dual challenge of addressing local residents' expectations for relief while operating with constrained resources. This study examines the innovative efforts of local bureaucrats in Banda, a drought-prone and underdeveloped district in the Indian state of Uttar Pradesh, to promote rainwater harvesting and water conservation. By leveraging limited discretionary funds and engaging local stakeholders, these initiatives have demonstrated significant positive impacts. Using on-ground visits and official government data, the study evaluates the effects of these efforts on groundwater levels, agricultural productivity, and related indicators. Findings reveal substantial improvements, including higher groundwater levels, increased agricultural yields, and enhanced water availability for sanitation needs. This research highlights the pivotal role of water conservation initiatives driven by street-level bureaucrats in fostering economic growth and environmental sustainability. The insights from Banda offer valuable lessons for policymakers and bureaucrats in similarly resource-constrained settings in developing countries striving to ensure water access and resilience against drought.

Exploring user adoption of online hotel booking platforms: A text mining approach.

Authors: Ananya Hadadi Raghavendra, Sreevatsa Bellary, **Pradip Kumar Bala**, and **Arindam Mukherjee**

Journal: Procedia Computer Science

DOI: <https://doi.org/10.1016/j.procs.2024.02.157>

Summary: The growing importance of online hotel booking platforms has revolutionized the hospitality industry, generating new business opportunities and intense competition among service providers. This study analyzes user-generated content from online reviews to understand what drives user adoption of online hotel booking platforms. Using topic modeling, categorical principal component analysis, and relative importance ranking, the study identifies key factors like comparison of hotel options and online booking features as crucial for user adoption. Conversely, negative hotel experiences contribute to dissatisfaction. The results offer valuable insights for the hospitality industry, emphasizing the dominance of online booking and price comparison in customer adoption.

Intellectual core in supply chain analytics: Bibliometric analysis and research agenda.

Authors: Nitin Singh, Kee-Hung Lai, and Justin Zuopeng Zhang

Journal: International Journal of Information Technology & Decision Making

DOI: <https://doi.org/10.1142/S0219622023300021>

Summary: Supply chain management has evolved from local and regional purchasing and supply activities prior to the industrial revolution to the current form of technology-led, data-driven, collaborative, and global supply network. Data-driven technologies and applications in supply chain management enable supply chain planning, performance, coordination, and decision-making. Although the literature on procurement, production, logistics, distribution, and other areas within the supply chain is rich in their respective areas, systematic analyses of supply chain analytics are relatively few. Our objective is to examine supply chain analytics research to discover its intellectual core through a detailed bibliometric analysis. Specifically, we adopt citation, cocitation, co-occurrence, and centrality analysis using data obtained from the Web of Science to identify key research themes constituting the intellectual core of supply chain analytics. We find that there has been increasing attention in research circles relating to the relevance of analytics in supply chain management and implementation. We attempt to discover the themes and sub-themes in this research area. We find that the intellectual core of SCA can be classified into three main themes: (i) introduction of big data in the supply chain, (ii) adoption of analytics in different functions of operations management like logistics, pricing and location, and (iii) application of analytics for improving performance and business value. The limitations of this study and related future research directions are also presented.

Transforming cybersecurity for resilient smart services - a case study of the hague.

Authors: Abhik Chaudhuri, and Pradip Kumar Bala

Journal: EDPACS

DOI: <https://doi.org/10.1080/07366981.2024.2378929>

Summary: Cyber-attacks and adversarial threats to the digital operations of smart cities is a growing concern globally. To address the cybersecurity transformation needs and challenges of interdependent digital operations, the concept of cyber resilience is becoming increasingly significant. This article provides an insight on the concept of cyber resilience, depicts how urban resilience and cyber resilience are inter-related in the context of smart cities, and discusses the cyber resiliency engineering techniques that the enterprises need to consider for deploying cyber resilience capabilities in their digital operations. Finally, the initiatives at The Hague smart city, a cyber resilience leader, are highlighted as a case study to show how these practices can transform cybersecurity for enhancing resilience in smart services.

Trends in carbon emissions and renewable energy usage.

Authors: Pooja Sengupta, Bhaswati Ganguli, Dasauki Musa, Busayo T Olanrewaju, and Olusanya E. Olubusoye

Journal: Journal of Statistical Research

DOI <https://doi.org/10.3329/jsr.v58i1.75426>

Summary: The purpose of carrying out this study was to explore the trends and inter-linkages between CO₂ emission and RE share of total energy between 1990 and 2015. The United Nations' Sustainable Development Goal 7 is to ensure access to affordable, reliable, sustainable, and modern energy for all. With these targets in mind, we have tried to answer questions like how has the global RE share of total energy changed over time, does the pattern of RE change over time affect CO₂ emissions, and has access to clean energy changed significantly over time? The findings of this study has established that there is a general increasing trend in RE and that is associated with diminished trend in CO₂. Looking at the access to clean energy between rural and urban sectors and they presented starkly different time trend with almost twice as large a percentage of population with access to clean energy in the urban areas than the rural.

What are the significant determinants of helpfulness of online review? An exploration across product-types.

Authors: Boudhayan Ganguly, Pooja Sengupta, Baidyanath Biswas

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103748>

Summary: This paper proposes a novel empirical framework based on Source Credibility Theory and Cognitive Theory of Multimedia Learning to identify the effect of features (such as review text, review title and reviewer attributes) on the perceived helpfulness of an online review in the presence of product type (tangible vs. intangible) as a moderator. In addition, we employed quantile regression as a robustness check. We investigated two sets of hypotheses – first, the direct relationships within each variable and the helpfulness, and second, the moderating effect of product type (tangible vs. intangible) on each relationship. The results show that a more readable review can help the user process information faster. The arousal, star ratings received, and multimedia content positively affect review helpfulness. The practical implications of the paper are as follows. First, it highlights the importance of using multimedia content, such as videos and images that reviewers submit, in addition to regular textual reviews. Second, we propose a customised sorting mechanism based on product type to highlight the significant reviews for a specific product. The theoretical implications of the paper are as follows. The textual and multimedia information represents the fundamental essence of a review. This is part of the essential processing outlined by the Cognitive Theory of Multimedia Learning because the essential processing helps comprehend the message more easily. However, review length had an inverse U-shaped (concave) relationship because a long review increases extraneous processing.

Transforming customer engagement with artificial intelligence E-marketing: an E-retailer perspective in the era of retail 4.0.

Authors: Rajat Kumar Behera, **Pradip Kumar Bala**, Nripendra P. Rana, Raed Salah Algharabat, and Kumod Kumar

Journal: Marketing Intelligence & Planning

DOI: <https://doi.org/10.1108/MIP-04-2023-0145>

Summary: : With the advancement of digital transformation, it is important for e-retailers to use artificial intelligence (AI) for customer engagement (CE), as CE enables e-retail brands to succeed. Essentially, AI e-marketing (AleMktg) is the use of AI technological approaches in e-marketing by blending customer data, and Retail 4.0 is the digitisation of the physical shopping experience. Therefore, in the era of Retail 4.0, this study investigates the factors influencing the use of AleMktg for transforming CE. Design/methodology/approach The primary data were collected from 305 e-retailer customers, and the analysis was performed using a quantitative methodology. Findings The results reveal that AleMktg has tremendous applications in Retail 4.0 for CE. First, it enables marketers to swiftly and responsibly use data to anticipate and predict customer demands and to provide relevant personalised messages and offers with location-based e-marketing. Second, through a continuous feedback loop, AleMktg improves offerings by analysing and incorporating insights from a 360-degree view of CE. Originality/value The main contribution of this study is to provide theoretical underpinnings of CE, AleMktg, factors influencing the use of AleMktg, and customer commitment in the era of Retail 4.0. Subsequently, it builds and validates structural relationships among such theoretical underpinning variables in transforming CE with AleMktg, which is important for customers to expect a different type of shopping experience across digital channels.

Cognitive chatbot for personalised contextual customer service: behind the scene and beyond the hype.

Authors: Rajat Kumar Behera, **Pradip Kumar Bala**, and Arghya Ray

Journal: Information Systems Frontiers

DOI: <https://doi.org/10.1007/s10796-021-10168-y>

Summary: : With the proliferation of the use of chatbots across industries, business-to-business (B2B) businesses have started using cognitive chatbots for improved customer service which signifies our research. By extending the Technology Acceptance Model and Information Systems Success Model, this study examines personalised contextual customer service using cognitive chatbot. A quantitative research method is applied to the primary data collected from 300 respondents of B2B businesses. The study contributes to the limited research on chatbots and suggests improvement in customer service. The findings provide evidence of high value by customers, particularly while checking for real-time information on reliability and accessibility of products/services. The automated answers to repetitive questions on the recurrent issues create a seamless experience for the customers. This research makes significant theoretical contributions by integrating two models into a simplified model in chatbot literature and manifest that trust affects the willingness to use the cognitive chatbot which drives automation.

Machine learning and deep learning-based advanced classification techniques for the detection of major depressive disorder.

Authors: Abhinandan Chatterjee, **Pradip Kumar Bala**, Shruti Gedam, Sanchita Paul, and Nishant Goyal

Journal: Global Journal of Flexible Systems Management

DOI: <https://doi.org/10.1007/s40171-024-00382-3>

Summary: Depression is a mental health problem characterized by a persistent sense of sadness and loss of interest. EEG signals are regarded as the most appropriate instruments for diagnosing depression because they reflect the operating status of the human brain. The purpose of this study is the early detection of depression among people using EEG signals. Artifacts are removed by filtering and linear and non-linear features are extracted; (ii) feature scaling is done using a standard scalar while principal component analysis (PCA) is used for feature reduction; (iii) the linear, non-linear and combination of both (only for those whose accuracy is highest) are taken for further analysis where some ML and DL classifiers are applied for the classification of depression; and (iv) in this study, total 15 distinct ML and DL methods, including KNN, SVM, bagging SVM, RF, GB, Extreme Gradient Boosting, MNB, Adaboost, Bagging RF, BootAgg, Gaussian NB, RNN, 1DCNN, RBFNN and LSTM, that have been effectively utilized as classifiers to handle a variety of real-world issues. Among all, alpha, alpha asymmetry, gamma and gamma asymmetry give the best results in linear features, while RWE, DFA, CD and AE give the best results in non-linear feature. 2. In the linear features, gamma and alpha asymmetry have given 99.98% accuracy for Bagging RF, while gamma asymmetry has given 99.98% accuracy for BootAgg. 3. For non-linear features, it has been shown 99.84% of accuracy for RWE and DFA in RF, 99.97% accuracy for DFA in XGBoost and 99.94% accuracy for RWE in BootAgg. 4. By using DL, in linear features, gamma asymmetry has given more than 96% accuracy in RNN and 91% accuracy in LSTM and for non-linear features, 89% accuracy has been achieved for CD and AE in LSTM. 5. By combining linear and non-linear features, the highest accuracy was achieved in Bagging RF (98.50%) gamma asymmetry + RWE. In DL, Alpha + RWE, Gamma asymmetry + CD and gamma asymmetry + RWE have achieved 98% accuracy in LSTM.

Reaching new heights: investigating adoption factors shaping the moon landing of metaverse tourism.

Authors: Rajat Kumar Behera, **Pradip Kumar Bala**, and Nripendra P. Rana

Journal: Information Technology & Tourism

DOI: <https://doi.org/10.1007/s40558-023-00274-9>

Summary: With the advancement of technology, the metaverse, as the future of the Internet, has gained popularity. As a result, numerous opportunities have been created, and the tourism industry is eager to take advantage of them. While it is critical to understand how the metaverse can influence tourism, tourists also need to be aware of its benefits. Therefore, this study is undertaken to empirically investigate the factors influencing the adoption of the metaverse due to its perceived benefits. To operationalise the constructs, qualitative methodology was performed. Subsequently, the source data were collected from 315 tourists, and the analysis was performed using quantitative methodology. The findings reveal that by virtually visiting hotels and other resources before making a reservation, the metaverse offers new sources of travel inspiration. The booking process is made more enjoyable and engaging by the metaverse. Metaverse-enabled enhanced travel inspiration and booking experiences lead to an increase in booking volume.

Predicting the price of taxicabs using Artificial Intelligence: A hybrid approach based on clustering and ordinal regression models.

Authors: Bhawana Rathore, **Pooja Sengupta**, Baidyanath Biswas, and Ajay Kumar

Journal: Transportation Research Part E: Logistics and Transportation Review

DOI: <https://doi.org/10.1016/j.tre.2024.103530>

Summary: : With increasing popularity of ride-hailing services, it becomes important to build transparent and explainable pricing models using artificial intelligence (AI). While the literature on this domain is growing steadily, the application of AI in pricing prediction is relatively new. We drew upon the New York City Taxi dataset to build pricing prediction models to bridge this gap. Our contributions are as follows. First, we created unique clusters for yellow and app-based cabs, leading to a dynamic pricing mechanism across different zones in New York City. Second, we converted a prediction problem into a classification problem by transforming the prices into four distinct quartiles. Third, we applied variable importance schemes to generate top predictors in each cluster. Fourth, our study reveals that differential effects of each predictor for cab-pricing across different clusters exist. Fifth, the “congestion surcharge” is significant for only a few clusters, and imposing such surcharges could hurt the overall taxicab industry. In this manner, our study contributes to the academic literature on taxicab pricing by offering transparent and actionable insights for stakeholders and policymakers, informed by robust AI-driven pricing models and empirical analyses of real-world data.

Empowering co-creation of services with artificial intelligence: an empirical analysis to examine adoption intention.

Authors: Rajat Kumar Behera, **Pradip Kumar Bala**, Nripendra P. Rana, and Zahir Irani

Journal: Marketing Intelligence and Planning

DOI: <https://doi.org/10.1108/MIP-08-2023-0412>

Summary: Co-creation of services (CCOS) is a collaborative strategy that emphasises customer involvement and their expertise to increase the value of the service experience. In the service ecosystem, artificial intelligence (AI) plays a key role in value co-creation. Therefore, this study is undertaken to empirically uncover how AI can empower CCOS. The source data were collected from 305 service provider respondents and quantitative methodology was applied for data analysis. New service development augmented with AI provides tangible value to service providers while also providing intangible value to supportive customers. With AI, service providers adapt to new innovations and enrich additional information, which eventually outperforms human-created services. AI adoption for CCOS empowerment in service businesses brings “service-market fit”, which represents the significant benefits wherein customers contribute to creativity, intuition, and contextual awareness of services, and AI contributes to large-scale service-related analysis by handling volumes of data, service personalisation, and more time to focus on challenging problems of the market. This study presents theoretical concepts on AI-empowered CCOS, AI technological innovativeness, customer participation in human-AI interaction, AI-powered customer expertise, and perceived benefits in CCOS, and subsequently discusses the CCOS empowerment framework. Then, it proposes a novel conceptual model based on the theoretical concepts and empirically measures and validates the intention to adopt AI for CCOS empowerment. Overall, the study contributes to novel insight on empowering service co-creation with AI.

Exploring cognitive-behavioral drivers impacting consumer continuance intention of fitness apps using a hybrid approach of text mining, sem, and ann.

Authors: Sreevatsa Bellary, **Pradip Kumar Bala**, and **Shibashish Chakraborty**

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.104045>

Summary: Amidst the digital revolution, consumer wellness services have been transformed by the proliferation of health and fitness apps (HFAs). Leveraging the information systems continuance theory, this research investigates three primary cognitive and behavioral drivers involving satisfaction, attitude, and habit that impact continuance intention. It also examines the underlying antecedents of these drivers. The investigation into what shapes users' attitudes incorporates elements from the health belief model and the dual passion theory. Additionally, to determine what drives user satisfaction, the study analyzes online consumer reviews through structural topic modeling. This study utilizes a combination of topic modeling, PLS-SEM, and Artificial Neural Network (ANN) analysis for development and validation of conceptual model. After conducting a survey and analyzing 367 responses via PLS-SEM, the findings indicated that harmonious passion, health consciousness, and perceived disease threat greatly influenced users' attitudes toward these apps. The results emphasized satisfaction, attitude, and habit formation as crucial determinants of continued app use. An additional key contribution to the literature was the exploration of habit as a partial mediator between attitude and satisfaction in determining continued app usage, which has remained unexplored in the HFAs context. A comparison of results between the PLS-SEM and ANN analysis showed that there is a mismatch in the rankings of security and customization on satisfaction. This implies that there are possibly hidden factors that could affect security and customization differently in real-world settings. The study concludes by offering practical recommendations for managers of HFAs to enhance consumer service experiences and drive continuance intention.

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Exploring the reasons for selfie-taking and selfie-posting on social media with its effect on psychological and social lives: A study among indian youths.

Authors: Divya P. Vijayan, Tokani Ghuhato, Eslavath Rajkumar, **Allen Joshua George**, Romate John, and John Abraham

Journal: International Journal of Mental Health Promotion
DOI: <https://doi.org/10.32604/ijmhp.2024.023032>

Summary: ‘Selfie’ taking was introduced to the common people by smartphones and has become a common practice across the globe in no time. With technological advancement and the popularity of smartphones, selfie-taking has grown rapidly within a short time. In light of the new trend set by the generation, this study aimed to explore reasons for selfie-taking and selfie-posting on social media and their effects on the social and psychological lives of young adults. A purposive sampling method was adopted to select 20 Indian citizens, between 18 and 24 years. The data were collected through semi-structured interviews and analysed using thematic analysis. Selfie-taking and posting on social media give positive feelings, and it acts as a mood modifier dependent mostly on the favourability and feedback about the post which in turn affects emotions and self-satisfaction.

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On squared distance matrix of complete multipartite graphs.

Authors: Joyentanuj Das and, **Sumit Mohanty**

Journal: Indian Journal of Pure and Applied Mathematics
DOI: <https://doi.org/10.1007/s13226-023-00386-2>

Summary: Let $G=K_{n_1,n_2,\dots,n_t}$ be a complete t -partite graph on $n=\sum_{i=1}^t n_i$ vertices. The distance between vertices i and j in G , denoted by d_{ij} is defined to be the length of the shortest path between i and j . The squared distance matrix $\Delta(G)$ of G is the $n \times n$ matrix with (i,j) th entry equal to 0 if $i=j$ and equal to d_{ij}^2 if $i \neq j$. We define the squared distance energy $E\Delta(G)$ of G to be the sum of the absolute values of its eigenvalues. We determine the inertia of $\Delta(G)$ and compute the squared distance energy $E\Delta(G)$. More precisely, we prove that if $n_i \geq 2$ for $1 \leq i \leq t$, then $E\Delta(G)=8(n-t)$ and if $h=|\{i:n_i=1\}| \geq 1$, then $8(n-t)+2(h-1) \leq E\Delta(G) < 8(n-t)+2h$. Furthermore, we show that for a fixed value of n and t , both the spectral radius of the squared distance matrix and the squared distance energy of complete t -partite graphs on n vertices are maximal for complete split graph $S_{n,t}$ and minimal for Turán graph $T_{n,t}$.

Unveiling the influence of digital transformation on business model innovation in the digital economy: A systematic literature review.

Authors: Debiprasad Mukherjee, **Allen Joshua George**, and **Rojers P Joseph**

Journal: Northern Economic Review

DOI: <https://nerj.org/article/view/48>

Summary: This study conducts a Systematic Literature Review (SLR) on the impact of Digital Transformation (DT) on Business Model Innovation (BMI) in the digital economy to comprehensively analyze and synthesize the existing research to gather a detailed understanding of the relationship between these two crucial concepts. The review aims to identify the key factors, recent trends, and mechanisms that influence or hinder BMI in the context of DT. The outcome of this review is expected to contribute to a deeper interpretation of how companies can effectively utilize DT to introduce innovative business models and adapt to the rapidly evolving digital economy. **Design:** The study adopts narrative synthesis of the research articles taken from 4 research databases - Scopus, APA PsycNET, SAGE Journals, and Elsevier ScienceDirect. After deduplication using Zotero and conducting manual elimination based on the abstract review and then via detailed review, a final set of 33 relevant papers was considered for final analysis. **Findings/Conclusion:** This review helps further our understanding of the profound influence BMI has on the digitalized economy and the pivotal role DT plays in supporting BMI in today's rapidly evolving landscape. DT is vital in the digital economy, as it empowers organizations to adapt, innovate, and leverage technology-driven opportunities to enhance competitiveness, customer experiences, operational efficiency, and overall business performance. **Originality:** The novelty of this SLR lies in its rigorous and structured approach to gathering and synthesizing information from the existing body of literature with an added layer of critical appraisal of qualitative studies to examine the influence of DT on BMI in the digital economy.

Inverse of the squared distance matrix of a complete multipartite graph.

Authors: Joyentanuj Das and, **Sumit Mohanty**

Journal: The Electronic Journal of Linear Algebra

DOI: <https://doi.org/10.13001/ela.2024.8283>

Summary: Let G be a connected graph on n vertices and d_{ij} be the length of the shortest path between vertices i and j in G . We set $d_{ii}=0$ for every vertex i in G . The squared distance matrix $\Delta(G)$ of G is the $n \times n$ matrix with (i,j) th entry equal to 0 if $i=j$ and equal to d_{ij}^2 if $i \neq j$. For a given complete t -partite graph $K_{n_1, n_2, \dots, n_t}$ on $n = \sum_{i=1}^t n_i$ vertices, under some condition we find the inverse $\Delta(K_{n_1, n_2, \dots, n_t})^{-1}$ as a rank-one perturbation of a symmetric Laplacian-like matrix L with $\text{rank}(L) = n-1$. We also investigate the inertia of L .

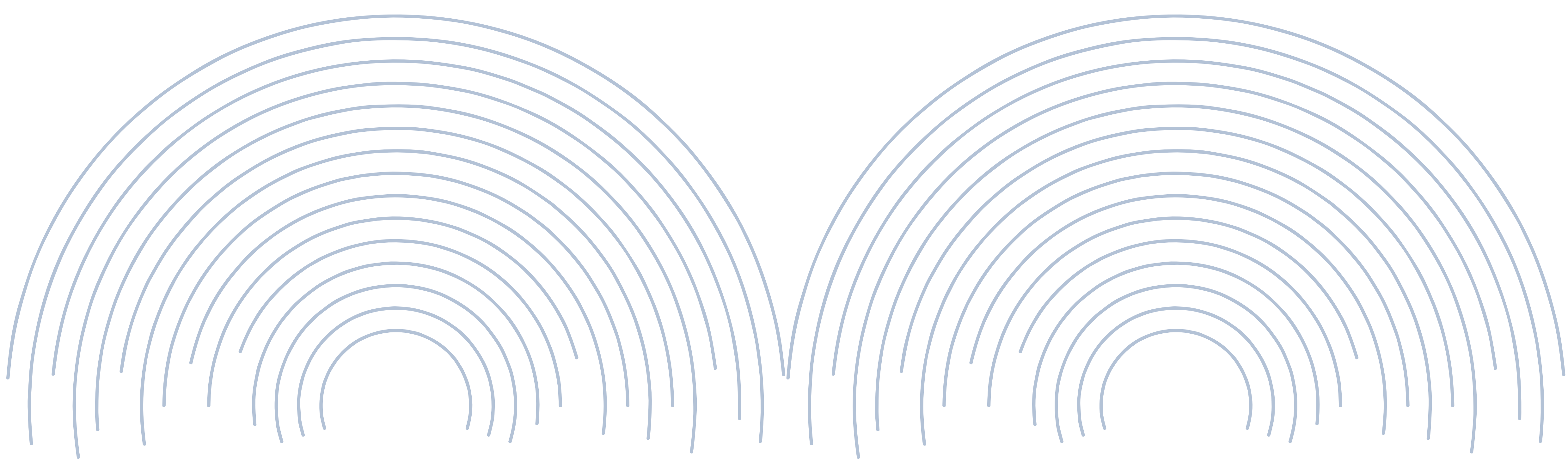
A study of local symmetry of Birkhoff–James orthogonality in Banach spaces

Authors: Divya Khurana

Journal: Linear and Multilinear Algebra.

DOI: <https://doi.org/10.1080/03081087.2023.2198758>

Summary: We present a complete characterization of the right-symmetric points in the one sum of two Banach spaces. We also obtain some basic properties of the left-symmetric (right-symmetric) points in the p sum, $1 \leq p \neq 2 < \infty$ ($1 < p \neq 2 < \infty$), of two Banach spaces. Using these properties we (a) give examples of Banach spaces which do not have any non-zero left-symmetric points and (b) prove a complete characterization of those left-symmetric and right-symmetric points in the p sum, $1 < p \neq 2 < \infty$, of two Banach spaces, whose components satisfy an additional norm assumption. We give examples of Banach spaces where all non-zero left-symmetric or right-symmetric points satisfy this additional norm assumption. We also present an alternative proof of the recently obtained characterization of the left-symmetric and the right-symmetric points in ℓ_{np} , $n \geq 3$, and ℓ_p , $1 \leq p \neq 2 < \infty$.



Generative artificial intelligence (GenAI) revolution: A deep dive into GenAI adoption.

Authors: Aman Kumar, Amit Shankar, Linda D. Hollebeek, Abhishek Behl, and Weng Marc Lim

Journal: Journal of Business Research
DOI: <https://doi.org/10.1016/j.jbusres.2024.115160>

Summary: This study examines key reasons (for and against) that influence business-to-business (B2B) managers' intention to adopt generative artificial intelligence (GenAI). We also investigate how GenAI adoption influences firm performance, along with the moderating effect of ethical leadership. Study 1 undertakes a series of in-depth interviews, yielding a set of hypotheses that are tested in Study 2. A total of 277 responses was collected from respondents in the USA, the UK, Canada, India, Australia, Malaysia, and Japan to test the proposed model using structural equation modeling. The findings highlight that need for uniqueness, information completeness, convenience, and deceptiveness significantly impact GenAI adoption. The results also highlight that GenAI adoption boosts firm performance. Finally, ethical leadership was found to moderate the effect of GenAI adoption on firm performance. This study enriches the GenAI, technology adoption, and behavioral reasoning theory literatures while also providing pertinent insights for firms intending to adopt GenAI.

Implementing enterprise metaverse as a means of enhancing growth hacking performance: Will adopting the metaverse be a success in organizations?

Authors: Aman Kumar, Amit Shankar, Abhishek Behl, Vijay Pereira, Payal Kapoor, and Armando Papa

Journal: Journal of Business Research
DOI: <https://doi.org/10.1016/j.jbusres.2024.115079>

Summary: This study examines the factors influencing the implementation of the enterprise metaverse within organisations and aims to define how this implementation can assist organisations in achieving growth hacking. The study employed a mixed-methods research design, utilising structural equation modelling (SEM) and artificial neural network (ANN) techniques to analyse the framework. The results show that real-time analytics capability, operational excellence, industry pressure, and stakeholder pressure are significantly associated with enterprise metaverse implementation. The results also reveal that the success or failure of an enterprise metaverse largely depends on how it is implemented. In addition, potential and realised absorptive capacity are identified as significant moderators. This study provides a deeper understanding of organisational behavioural intentions towards the enterprise metaverse using the underpinnings of institutional theory.

Grandiose or vulnerable? Narcissism subtype differentiates materialistic pursuit.

Authors: Ankur Jha, Sujit Sekhar, and Nishant Uppal

Journal: Personality and Individual Differences

DOI: <https://doi.org/10.1016/j.paid.2024.112896>

Summary: The study sought to unravel the differential materialistic tendencies of narcissists as a function of their grandiosity and vulnerability (GN and VN). We propose that self-esteem lies at the core of materialistic behavior and hypothesize that any differential GN/VN and materialism relationship is influenced by the nature of association between self-esteem and GN/VN. Two empirical studies were conducted. Study – 1 examined the mediating role of self-esteem among working managers (n = 327). Further, in Study – 2, the shopping cart of a large group (n = 233) of regular Amazon shoppers was profiled for purchase patterns in an online shopping task. In Study – 1, it was observed that self-esteem significantly mediated the effects of the grandiose and vulnerable narcissism onto materialism. Further, in Study – 2, it was observed that, grandiose (vulnerable) narcissists primarily purchased branded (trendy) products, of higher (lower) average price per product, and spent a larger (smaller) proportion of their money in buying costly products. The research summarizes self-esteem related differences between grandiose and vulnerable narcissists and sheds light on the different motivational basis to this materialistic tendency. The findings further challenge extant ideas concerning the relationship between narcissists and their association with prominent brands.

Celebrity co-creator or celebrity endorser? Exploring mediating and moderating factors in Marcom decision.

Authors: Subhadip Roy, Aditya Shankar Mishra, and Ainsworth Anthony Bailey

Journal: Psychology & Marketing

DOI: <https://doi.org/10.1002/mar.21952>

Summary: The present research delves into the concept of celebrity co-creation from the consumer behavior perspective. It explores the impact of the degree of a celebrity's involvement with a brand (celebrity as an endorser vs. celebrity as a co-creator) on consumers' advertisement and brand-based evaluations (Study 1) and purchase behavior (Study 2). The research subsequently incorporates the mediating effects of consumers' perceived risk (Study 3) and the moderating effect of celebrity expertise (Study 4) in the relationships. Three of the four studies were controlled experiments among nonstudent samples (combined n=486), while one was a field study. Major findings indicate that a celebrity co-creator is more effective than a celebrity endorser, but both cases of celebrity presence are more effective than the control (Studies 1 and 2). This effect is observed to be mediated by the consumers' perceived risk (Study 3) and moderated by the celebrity's expertise (Study 4). The present research provides a new direction to value co-creation research from the communications perspective and adds to the literature on celebrity endorsements.

Evaluating the millennial mothers' relationship building process with baby care brands across two emerging economies.

Authors: Debajani Sahoo, **Aditya Shankar Mishra**, and Hima Bindhu Vannem Reddy

Journal: Journal of Indian Business Research

DOI: <https://doi.org/10.1016/j.jretconser.2024.103765>

Summary: Interactive marketing (IM) can be used by e-commerce businesses to provide interactive and personalised experiences to e-customers by building sustainable relationships and delivering value. Computational intelligence (CI) is the ability of a machine to learn specific tasks via data or experimental observation for understanding and analysing customer behavioural patterns. Thus, this study explores how e-customers may intend to adopt CI in e-commerce within the boundaries of IM. Using online surveys, the primary data were collected from 315 e-customers of e-commerce businesses. Subsequently, the quantitative approach was used to analyse the data. The finding reveals that using a variety of techniques such as fuzzy logic, learning theory, evolutionary computation, genetic algorithms, and deep learning, CI predicts e-customer behaviour in a changing environment. Such a prediction results in desirable impacts, including more successful IM campaigns and retention actions. Further, CI uses a computational thinking approach, including the specification of the problem, algorithmic expression, solution implementation, and solution evaluation, for the identification and classification of stock-keeping units. This allows e-customers to compare the attributes of similar products.

Examining the influence of source factors and content characteristics of influencers' post on consumer engagement and purchase intention: A moderated analysis.

Authors: Sainaz Sardar, **T. Sai Vijay**, and **Subhro Sarkar**

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103888>

Summary: The current research investigates the impact of fashion influencers on consumer engagement and purchase intention. Guided by the heuristic systematic model (HSM), this paper identifies heuristic and systematic factors of an influencer's post that contributes to consumer engagement and purchase intention. Data collected from 471 respondents was studied through path analysis. The results reveal that consumer engagement mediates between source credibility, content characteristics and purchase intention. Furthermore, the findings indicate that product involvement moderates the relationship between source factors, content characteristics and consumer engagement. The study adds to the extant literature and provides managerial insights for the fashion industry by suggesting ways to choose the right influencer and build stronger relationships with consumers..

Embedding the UN SDGs into a marketing elective on base-of-the-pyramid markets: An experiential learning approach.

Authors: Satyam, and Rajesh K. Aithal

Journal: Journal of Marketing Education

DOI: <https://doi.org/10.1177/02734753231222588>

Summary: The role and importance of sustainability are increasing multi-fold, and responsible organizations across the globe are aligning with the United Nations (UN) Sustainable Development Goals (SDGs). Integrating the UN SDGs into marketing education, especially curriculum, has received scant attention in the marketing education literature, even though 880 business schools have become Principles for Responsible Management Education (PRME) signatories. This exploratory study attempts to address the gap. It describes an instructor's attempt to integrate two SDGs, 8 and 12, into a marketing elective course, BoP & Rural Markets, using an experiential rural market project. The students were asked to use the lens of SDG 8 and 12 to understand the rural marketplace and its stakeholders during their field visit. This article describes the rural market project, spread across four experiential learning stages, and assesses its impact on sensitizing the students about SDGs. The whole experience, with its challenges and potential areas for improvement, is shared, and some lessons for marketing educators are identified. Finally, this article highlights some limitations of the approach and pinpoints directions for future work. In sum, this experiential project, a unique pedagogical intervention, helped increase the participants' awareness and encouraged them to come up with possible recommendations for the issues around the two SDGs.

The bold decision to go “all in”: Understanding the reasons behind consumers' willingness to migrate to the metaverse.

Authors: Aman Kumar, and Amit Shankar

Journal: Psychology & Marketing

DOI: <https://doi.org/10.1002/mar.22009>

Summary: The study explores the reasons that drive and hinder consumers' willingness to migrate to the metaverse. To determine them, a mixed-methods approach is used: phase 1 (qualitative) involves conceptual development of a model based on in-depth consumer interviews, and in phase 2, the conceptual model is empirically tested via structural equation modeling. Results show that social presence is a crucial enabler, while realistic and symbolic threats are significant inhibitors of the willingness to migrate. Preusage cognitive dissonance significantly mediates the relationships between social escapism, social pressure, realistic threat, symbolic threat, and willingness to migrate. Specifically, the mediating influence between empowerment and willingness to migrate is higher for individuals with low metaverse anxiety. Results of the artificial neural network technique indicate that social presence is the most significant antecedent of willingness to migrate, and results of the fuzzy-set qualitative comparative analysis highlight the presence of six distinct configurations that indicate a high willingness to migrate. This study enriches the behavioral reasoning theory by examining the interplay of the reasons influencing the willingness to migrate. Further, it contributes to the intergroup threat theory by investigating the potential link between willingness to migrate and the presence of realistic and symbolic threats.

Why do consumers choose online food delivery services? A meta-analytic review.

Authors: Amit Shankar, Charles Jebarajakirthy, Haroon Iqbal Maseeh, Preeti Nayal, **Aman Kumar**, and Chitra Krishnan

Journal: International Journal of Hospitality Management

DOI: <https://doi.org/10.1016/j.ijhm.2024.103921>

Summary: This study proposes a meta-analytic framework with the underpinnings of unified theory of acceptance and use of technology, value-based adoption model, and brand relationship quality theory to summarise online food delivery (OFD) literature. Meta-analytic bivariate analysis was used to test the relationships in the proposed model. Further, by performing moderation analysis, this meta-analysis resolves inconsistencies in the findings reported in the domain's literature. Performance expectancy, effort expectancy, social influence, facilitating conditions, and perceived risk determine perceived value, while perceived value has a significant positive impact on usage behaviour which in turn triggers satisfaction, trust, and loyalty. Moderation analysis indicates that these effects can vary in the OFD literature depending on various contextual and methodological moderators. This review, being the pioneer meta-analysis in OFD domain, advances the domain's literature. Practically, the findings provide several implications for enhancing consumers' perceived value and customer responses to OFD services.

Building a sustainable future with enterprise metaverse in a data-driven era: A Technology-Organization-Environment (TOE) perspective.

Authors: **Aman Kumar**, and Amit Shankar

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103986>

Summary: This research explores organizations' inclination towards adopting the enterprise metaverse using the TOE framework. The outcome of this research reveals that technology roadmapping, organizational fit, and competitive pressure significantly influence enterprise metaverse adoption. Further, enterprise metaverse adoption is also significantly associated with the sustainable performance (environmental, social, economic) of the firm. Moreover, the results highlight that the association between technology roadmapping, organizational fit, competitive pressure, and trading partner readiness towards enterprise metaverse adoption are stronger for organizations having low technology turbulence. Further, the impact of automated decision-making on enterprise metaverse adoption is moderated by leadership support. The findings of this research will enhance the metaverse literature by providing insights into how businesses integrate this technology, shedding light on the technological, organizational and environmental factors crucial for the adoption. Further, this study will provide insights into how businesses can leverage enterprise metaverse capabilities in their organizations, further enhancing overall sustainability

A model for understanding the customer experience landscape from business-to-business context: theorisation from the journey of Indian service technology firms.

Authors: Krishanu Bhattacharyya, Bikash Ranjan Debata, and **Rajeev Verma**

Journal: International Journal of Internet Marketing and Advertising

DOI: <https://doi.org/10.1504/IJIMA.2023.10058898>

Summary: Customer experience (CX) refers to the overall holistic perception of the brand in the mind of the customers. According to reputed research firm IDC, the spending in CX grew approximately from \$550 billion in 2019 to \$640 billion by 2022 (Ross, 2019). Even in 2023, majority of the companies are expected to spend higher amount in CX related spent by an average of 24% compared to last year (Gareiss, 2022). However, the recent hype cycle report from Gartner has highlighted the fact that the priorities for CX landscape are changing drastically (Davis, 2022). This paper adopts a focus group methodology and studies the concept, barriers and opportunities of CX in the B2B context of Indian service technology firms. The findings of this paper reveal that usage of right form of data clubbed with technology enablers can aid towards the positive CX experience.

Do retail evolution theories explain wholesalers' responses in emerging economies? Evidence from a wholesale market in northern India.

Authors: Rajesh K. Aithal, Harshit Maurya, and **Satyam**

Journal: IIM Kozhikode Society & Management Review

DOI: <https://doi.org/10.1177/22779752231170920>

Summary: Traditional retail markets, such as wholesale markets, continue to be a significant distribution channel across emerging economies. These channel intermediaries are facing unprecedented changes in their retail environments and responding to them to endure. However, these responses are not adequately captured in the extant literature. This study attempts to fill this gap by documenting the responses of wholesalers in one of the oldest markets in northern India and mapping their responses to theories of retail change. The study uses a qualitative approach consisting of in-depth, semi-structured interviews and direct observations. Five themes, that is, the business-mix shift, business expansion and diversification, additional services, improved infrastructure and use of technology, emerged from the wholesalers' responses to the changes in the retail environment. These responses can be mapped back to four popular retail change theories. Cumulatively, these theories can explain all the responses by wholesalers; however, none of the retail change theories in isolation is sufficient to explain all responses. This study contributes to understanding the evolution and change of a traditional retail marketing system. It also presents a few interesting questions for future research.

Stepping into the metaverse and unlocking the power of interactivity: Examining the impact of metaverse platform attributes on user engagement.

Authors: Aman Kumar, Amit Shankar, Abhishek Behl, and Justin Zuopeng Zhang

Journal: AIS Transactions on Human-Computer Interaction

DOI: <https://doi.org/10.17705/1thci.00215>

Summary: In this research, we examine user engagement with the metaverse platform using the stimulus-organism-response theory. We used a mixed-methods approach that involved a qualitative study and a quantitative study to answer several research questions. We found that immersiveness, personalization, and homophily are associated with user engagement in the metaverse. We also found that parasocial interaction meditates the relationships from control, immersiveness, personalization, and homophily to user engagement in the metaverse. Self-platform connection plays a crucial moderating role in the mediating effect of parasocial interaction for immersiveness and homophily. This research contributes to the existing literature on metaverse interactivity and user engagement while offering valuable insights into consumer behavior in virtual environments. This study can help organizations enhance their metaverse platforms to increase user engagement in the metaverse.

Exploring the adoption of enterprise metaverse in Business-to-Business (B2B) organisations.

Authors: Amit Shankar, Rohit Gupta, Aman Kumar, Baidyanath Biswas, and Bhawana Rathore

Journal: Industrial Marketing Management

DOI: <https://doi.org/10.1016/j.indmarman.2024.11.017>

Summary: The present study investigates the propensity of organisations to adopt the Enterprise Metaverse. This research reveals that organisational readiness, facilitating conditions, performance expectancy, and normative and mimetic pressures are significantly associated with adopting the Enterprise Metaverse. Additionally, trust significantly mediates the relationship between organisational competency, organisational complexity, performance expectancy, effort expectancy, mimetic pressures and adopting the Enterprise Metaverse. Also, the findings reveal that trust and management support play a crucial mediating and moderating role in the present context. Finally, the Artificial Neural Network (ANN) results indicate normative pressures as the most important predictor of adopting the Enterprise Metaverse. The study's outcomes are set to enhance the Metaverse literature significantly. Moreover, it aims to deepen the comprehension of B2B technology adoption, drawing from the theoretical foundations of the Unified Theory of Acceptance and Use of Technology (UTAUT), the Technology-organisation-environment (TOE) framework, and institutional theory. This research offers organisations valuable insights into the determinants linked to integrating the Enterprise Metaverse.

Do you believe in the metaverse NFTs? Understanding the value proposition of NFTs in the metaverse.

Authors: Aman Kumar, Amit Shankar, Abhishek Behl, and Samuel Fosso Wamba

Journal: Technological Forecasting and Social Change

DOI: <https://doi.org/10.1016/j.techfore.2024.123880>

Summary: This study investigates consumer intention to purchase NFTs in the metaverse using the underpinnings of the theory of consumption values (TCV). This study uses a sequential mixed-methods approach (qualitative + quantitative) to explore and examine the influence of consumption values on NFT purchase intentions. The findings of the qualitative study revealed five crucial consumption values (functional, emotional, experiential, altruistic, and symbolic) driving the NFT purchase intentions in the metaverse. However, the findings of the quantitative study revealed that only four consumption values i.e., emotional value, experiential value, altruistic value, and symbolic value are significantly and positively associated with NFTs purchase intention in the metaverse. Further, consumer inspiration towards NFTs significantly mediates the association between emotional value, symbolic value, and NFTs purchase intention in the metaverse. Also, trend affinity moderates the mediating effect of consumer inspiration on the relationship between emotional value, symbolic value, and NFTs purchase intention in the metaverse. This research makes a substantial contribution to the growing body of literature concerning the metaverse and NFTs. Additionally, it enhances our comprehension of consumer behaviour within the metaverse context. Also, this study provides several implications for marketers and organizations

Workforce service quality in the post-COVID-19 era: From the perspective of organisation data-driven competency.

Authors: Sheshadri Chatterjee, Ranjan Chaudhuri, Demetris Vrontis, and Alkis Thrassou

Journal: Production Planning & Control

DOI: <https://doi.org/10.1080/09537287.2022.206552962>

Summary: Workforce management is an important aspect for any organisation's operations. All aspects of workforce operations are being influenced by technological innovation including the workforce service quality. The COVID-19 pandemic has been a tremendous challenge to workforce operations, as most employees started working from remote locations. This is the first study to examine the impacts of workforce service quality in the post-COVID-19 era from the technological aspect, especially from an organisational data-driven competency perspective. With the help of literature and theories a conceptual model has been developed, which has been validated using partial least square structural equation modelling with 317 respondents from various organisations in India. The study reveals a significant impact of organisation data-driven competency on the workforce service quality in the post-COVID-19 era. The study also finds that top management team support has a significant moderating impact on the relationship between workforce service quality and the organisation's sustainable competitive advantage

Understanding the role of corporate governance in business model innovation.

Authors: Rajeev Verma

Journal: IUP Journal of Corporate Governance

DOI: <https://doi.org/10.71329/IUPJCG/2025.24.1.89-106>

Summary: Firms ensure accountability, fairness, and transparency in their operations by establishing formal corporate governance structures. While these structures are critical for organizations' proper functioning and sustainability, they face several challenges in translating their interventions into measurable firm outcomes. Firms often use strategic flexibility as a tool to overcome such challenges. Ensuring corporate governance for business model innovation involves several key aspects that help sustainable growth. With technological changes and unexpected crises like Covid-19, corporate governance readiness has garnered huge attention from academics and practitioners in the last few years. However, very few empirical studies have been conducted to understand the role of corporate governance in explaining business models. Therefore, this study explores the role of strategic flexibility and digital transformation in translating corporate governance readiness into business model innovation in the context of Indian banks. For this study, data was collected from 171 banking professionals. The data analysis was done using Smart-PLS 3.3. The findings indicate that strategic flexibility and digital transformation are crucial in translating corporate governance into business model innovation by providing a framework for decision-making and accountability.

Exploring the impacts of knowledge infrastructure, dynamic capability, and customer relationship management ability on business value of a firm.

Authors: Sheshadri Chatterjee, **Ranjan Chaudhari**, and Riad Shams

Journal: IEEE Transactions on Engineering Management,

DOI: <https://doi.org/10.1109/TEM.2022.3214469>

Summary: The dynamic capability of a firm is the ability to combine, develop, and reconfigure the external as well as internal expertise to respond to the changing business environment in a faster manner. A firm's knowledge infrastructure capability includes structural ability, technological ability, and human resource ability to meet the changing business requirements for the firm to manage its knowledge base. Also, the customer relationship management (CRM) ability of a firm helps it to engage with customers to meet their dynamically changing requirements. Studies show how these capabilities can enhance business value. But there is no study which investigated the combined impacts of a firm's knowledge infrastructure, dynamic capability, and CRM capability on creating business value. Therefore, this study aims to close this gap. With the help of dynamic capability view and resource-based view theory along with literature, we prepared a theoretical model. Later, we validated the model using partial least square structural equation modeling technique with 317 responses from India. The study finds that there is a significant and positive combined impact of a firm's knowledge infrastructure, dynamic capability, and CRM capability on the value creation for the firm, which in turn significantly and positively impacts firm performance.

Examining the dimensions of adopting natural language processing and big data analytics applications in firms.

Authors: Sheshadri Chatterjee, **Ranjan Chaudhuri**, and Patrick Mikalef

Journal: IEEE Transactions on Engineering Management

DOI: <https://doi.org/10.1109/TEM.2022.3202871>

Summary: Big data analytics (BDA) is an advanced analytic technique used with very large and diverse sets of data from different sources. Natural language processing (NLP) is a technology that interfaces with different fields such as computer science, linguistics, and human-computer interactions. Over the past few years, there is a growing number of firms, which are using different BDA and NLP applications in their businesses. Only a few of the research have investigated different dimensions of NLP and BDA and their impacts on the overall organizational performance. There is a growing interest among researchers and practitioners in understanding the consequences for firms that adopt BDA and NLP applications. In this context, the aim of this article is to determine the factors for the usage of BDA and NLP applications in business. With the help of dynamic capability view theory and existing literature, a theoretical model was developed conceptually. Later, the model was validated using structural equation modeling approach considering 1287 samples from 23 firms, primarily based in Asia and Europe, which use NLP and BDA applications. The article finds that NLP and BDA applications help the firms to improve their operational efficiency, which in turn improves the overall firm performance.

Applications of Industry 4.0 for pandemic responses and business continuity: A TOE-DCV integrated approach.

Authors: Sheshadri Chatterjee, **Ranjan Chaudhari**, and Riad Shams

Journal: IEEE Transactions on Engineering Management

DOI: <https://doi.org/10.1109/TEM.2023.3250587>

Summary: The fourth industrial revolution, also known as Industry 4.0, covers a broad range of technologies. The applications of Industry 4.0 help in interconnectivity as well as automation process and support seamless operations. Not many studies have taken place to examine how different applications of Industry 4.0 could help in turbulent situations or in crises like COVID-19 pandemic. Thus, there is a research gap. In such background, the aim of this study is to investigate how different applications of Industry 4.0 could help to respond to such turbulent situation and help in business continuity and sustainability of operations. The present study develops a theoretical model combining technology–organization–environment framework and dynamic capability view to examine the role of Industry 4.0 applications for business continuity and sustainability of business operations especially for managing any turbulent situation like COVID-19 pandemic. The theoretical model was validated using partial least square structural equation modeling technique considering 338 respondents from different industries. The study found that there is a greater need to adopt Industry 4.0 applications for managing business operations during any turbulent situation. The study also found that there is a significant moderating impact of corporate governance in adopting Industry 4.0 applications to manage business operations especially during crisis.

Unveiling the dark and scary side of metaverse: An in-depth qualitative investigation.

Authors: Aman Kumar, Amit Shankar, Ankit Mehrotra, Muhammad Zafar, and Yaqub, Ebtesam Abdullah A. Alzeiby

Journal: Journal of Enterprise Information Management

DOI: <https://doi.org/10.1108/JEIM-04-2024-0195>

Summary: Metaverse is one of the decade's most exciting and transformative technological innovations. While the metaverse holds immense promise, it has potential risks and dark sides. This research aims to investigate and identify the crucial dark dimensions associated with the metaverse platforms. Employing a qualitative phenomenological methodology, the authors interviewed 45 metaverse users to unravel dark dimensions related to the metaverse. Analyzing the themes extracted from the participants' insights revealed an alignment with the underpinnings of the Technology Threat Avoidance (TTA) theory. The findings of this study revealed seven major dark dimensions: addiction and dependency, isolation and loneliness, mental health issues, privacy and security, cyberbullying and harassment, digital identity theft and financial exploitation. The study helps organizations and metaverse platforms understand the crucial dark dimensions of the metaverse. This study concludes by synthesizing prevalent themes and proposing propositions, offering insights for practical application and policy considerations. This study provides a deeper understanding of the dark side of the metaverse environment from a user perspective using the underpinnings of TTA theory.

Investigating the role of metaverse influencers' attributes for the next generation of services.

Authors: Aman Kumar, and Amit Shankar

Journal: Journal of Services Marketing

DOI: <https://doi.org/10.1108/JSM-09-2023-0320>

Summary: The purpose of this research is to identify the most important attributes of metaverse influencers and examine their impact on customer engagement and social glue. Three studies (one qualitative and two quantitative) were conducted to understand the phenomenon better. The qualitative study (Study 1) was conducted to identify the antecedents of the theoretical model, which was tested in Study 2 using the covariance-based structural equation modelling (CB-SEM) technique. Study 3 then divided the respondents based on the metaverse influencer attribute preferences. Results of Study 1 revealed the six most influential attributes of metaverse influencers: physical attractiveness, social attractiveness, perceived credibility, metaverse-influencer fit, intimacy and attitude homophily. Further, Study 2 validated that attractiveness and perceived credibility enhance engagement. Also, the results revealed that intimacy, perceived credibility and homophily enhance social glue. Moreover, parasocial relationships mediate the association between intimacy, attitude homophily, perceived credibility and (engagement and social glue). The conditional indirect effect of physical attractiveness, social attractiveness and metaverse-influencer fit on (engagement and social glue) via parasocial relationships at different high and low levels of self-discrepancy was significant. Finally, Study 3 used latent class analysis to reveal different clusters of metaverse users. This research enriches our understanding of metaverse influencers, contributing to the influencer marketing literature. It offers actionable insights for marketers by elucidating key influencer attributes, aiding in enhancing engagement and social glue.

Examining the relationship between organizational capabilities and business sustainability among start-ups: A dynamic capability view.

Authors: Avi Karan, Jyoti Verma, and **Rajeev Verma**

Journal: Journal of Indian Business Research

DOI: <https://doi.org/10.1108/JIBR-04-2023-0124>

Summary: Start-ups require a competitive advantage to integrate sustainable practices and develop organizational capabilities to thrive in dynamic business environments. However, implementation of these practices presents several ethical challenges. This study aims to quantify the influence of organizational capabilities (information technology capabilities and organizational virtues) on start-ups' competitive advantage and readiness to implement environmental, social and governance practices. This study employed a survey design, and data were collected from 320 start-up founders and/or managers in India. The data were analyzed using Smart PLS 4.0. The findings suggest that organizational capabilities, including information technology capabilities and organizational virtues, play an important role in enhancing start-ups' competitive advantage and readiness to implement sustainable practices. Dynamic capability mediates these relationships, while entrepreneurial orientation moderates the relationship between organizational virtues and dynamic capability. This study has significant implications for organizations implementing sustainable business practices through the development and nurturance of organizational virtues and information technology capabilities. The study is also useful for leaders, managers and entrepreneurs in training and development, managing tradeoffs and maintaining important organizational capabilities to establish a balance between people's concerns, the environment and profits. Few studies have examined the role of organizational capabilities, sustainable business practices and competitive advantage in the context of start-ups. This study contributes to the literature on sustainable entrepreneurship and organizational capabilities.

Understanding e-retailer characteristics and post-purchase behaviour: Moderating role of confirmation.

Authors: Tata Sai Vijay, Sanjeev Prashar, and **Shiwangi Singh**

Journal: International Journal of Retail & Distribution Management

DOI: <https://doi.org/10.1108/IJRDM-03-2024-0106>

Summary: Existing studies have focused on shoppers' characteristics, highlighting a gap in research in terms of considering e-retailers' characteristics. Accordingly, this study aims to map e-retailer characteristics and their effect on (a) satisfaction and regret and (b) the intentions to write a review and repurchase intention. Moreover, this research also explores the role of confirmation as a moderator. The present paper utilises a hierarchical regression technique and structured equation modelling to test the conceptual framework with 400 responses. The hypotheses were tested with shoppers of two leading e-commerce firms, namely Amazon and Flipkart. This study highlights several differences in the characteristics of e-retailers and their impact on buyers' satisfaction and regret. Furthermore, a few discrepancies are observed in the case of shoppers' post-purchase behavioural intentions to write reviews and repurchase intention. Based on the findings, the research presents implications for e-retailers, including Amazon and Flipkart.

Digital resilience and new business models in the post-COVID-19 scenario: from B2B perspective in the era of knowledge economy.

Authors: Sheshadri Chatterjee, **Ranjan Chaudhuri**, Demetris Vrontis

Journal: Journal of Enterprise Information Management

DOI: <https://doi.org/10.1108/JEIM-10-2022-0383>

Summary: The purpose of this study is to examine how the pandemic impacted on business-to-business (B2B) cooperation and coordination, as well as on firms' financial and operational performance, from the B2B context in the era of knowledge economy. With the help of social network theory, coordination theory and existing literature, a theoretical model was developed conceptually. Later, the conceptual model was validated using structural equation modelling technique with consideration of 712 respondents from different firms who are engaged in managing B2B relationships on behalf of their firms. The study found that the COVID-19 pandemic has had a considerable moderating impact on the relationship between B2B cooperation and coordination with B2B relationship satisfaction. The study also highlighted that there is a degradation of financial and operational performance of firms due to the impact of COVID-19 pandemic on their B2B relationship management. There is a challenging and ever-evolving global economy caused by the COVID-19 pandemic. Although it is argued that the pandemic has accelerated the growth of some online firms, it has also had a catastrophic effect, culminating in many firms failing. This study has developed a new business model which helps in improving financial as well as operational performance of the firms in post COVID-19 scenario, especially in the era of knowledge economy. This is a unique study as this study (1) develops a unique theoretical model with high explanative power, (2) demonstrates how digital reliance and new business model help the firms in post COVID-19 pandemic and (3) adds to the body of literature in the domain of digital reliance, knowledge economy and B2B relationship management.

Influence of jugaad culture on business sustainability in India.

Authors: Sheshadri Chatterjee, **Ranjan Chaudhuri**, and Demetris Vrontis

Journal: Asian Business & Management

DOI: <https://doi.org/10.1057/s41291-023-00229-2>

Summary: India has a unique, localized, as well as diverse business culture. In India, both multinational enterprises and local organizations follow jugaad culture to achieve better business value. Jugaad is a flexible, problem-solving approach that uses limited resources. It is also an innovative cultural approach that many local Indian organizations use for business sustainability. This study explores how Indian jugaad culture supports business sustainability for organizations operating in India. With the help of literature reviews and theories, we developed a conceptual model and validated it using PLS-SEM with 378 respondents from different organizations based in India. Coordination and cooperation have been used as mediating variables. The study shows that there is considerable impact of jugaad culture on business sustainability in India. We conclude with a discussion on how jugaad culture influences business sustainability of both local organizations and multinational enterprises operating in India.

Digital transformation using Industry 4.0 technology by food and beverage companies in post COVID-19 period: From DCV and IDT perspective.

Authors: Sheshadri Chatterjee, **Ranjan Chaudhuri**, Demetris Vrontis, Antonino Galati

Journal: European Journal of Innovation Management

DOI: <https://doi.org/10.1108/EJIM-07-2022-0374>

Summary: This study aims to understand the influence of digital transformation, using Industry 4.0 technology, on food and beverage companies in the post-COVID-19 period. To achieve the aim of this study, the authors have used innovation diffusion theory (IDT), dynamic capability view (DCV) theory and relevant literature, to develop a conceptual model. For the data, we surveyed 14, different sized food and beverage companies in India and the authors took inputs from 312 respondents at those companies to validate the conceptual model using the PLS-SEM approach. The results from this study suggest that there is a considerable appetite for food and beverage companies to use Industry 4.0 technologies, as a part of their digital transformation journey in the post-COVID-19 scenario. Food and beverage companies are going through a digital transformation process, which has been accelerated after the COVID-19 pandemic. Managers and leaders of the food and beverage companies need to support activities to adopt Industry 4.0 technologies. Moreover, the leaders should sponsor various readiness and training programs so that their employees successfully adopt these modern technologies. This is a primary study on food and beverage companies that are using Industry 4.0 technologies or are in the process of digital transformation. The usage of both IDT and DCV to develop the unique conceptual model is an important contribution to the body of knowledge. Moreover, the proposed model has a high explanatory power, which makes the model effective.

Determinants of students' enrolment intention of higher education in foreign universities: an empirical study using stimulus-organism-response (SOR) model.

Authors: K. Ravishankar, A.K. Subramani, N. Akbar Jan, and Rajasekhar David

Journal: International Journal of Management in Education
DOI: <https://doi.org/10.1504/IJMIE.2024.138238>

Summary: This research aims to examine the key determinants influencing the students' enrolment intention of higher education in foreign universities using the Stimulus-Organism-Response (SOR) Model. The information was gathered by delivering a questionnaire via online Google Forms using a snowball sampling technique. The questionnaire links were shared with higher secondary school students (10+2) from Tamil Nadu state. 412 valid responses were collected and analysed using Partial Least Square Structural Equation Modelling (PLS-SEM). The results of the study indicate that Institution Quality and Institution Facilities significantly positively affect the Institution's Image, Cognitive Attitude and Affective Attitude of the students. Further, the Institution's Image has a strong positive influence on the Cognitive Attitude and Affective Attitude of the students. The outcome of the study also indicates that Cognitive Attitude and Affective Attitudes have a significant positive effect on the enrolment intention of the students.

The moderating effects of perceived social worth and organizational virtuousness on the relationship between emotional labor, precarious work, and organizational commitment among ASHA workers in India.

Authors: Akbar Jan N, Rajasekhar David, Subramani A. K., Sharda Singh, and Utkarsh Nigoti

Journal: Acta Psychologica
DOI: <https://doi.org/10.1016/j.actpsy.2024.104384>

Summary: Accredited Social Health Activists (ASHAs) in India are the subjects of this study, which explores the complex relationships between emotional labor (EL) and unstable work environments and how these relationships affect organizational commitment (OC). The study also looked at how organizational virtuousness (OV) and perceived social value mediated the relationship between precarious work (PW), EL, and OC. This study included a total sample size of N = 467 ASHA personnel from a variety of healthcare settings. Hierarchical regression analysis was used to look at the moderating effects using the Hayes Process Macro. The findings suggest that there are noteworthy negative associations between EL, PW, and the OC of ASHA workers. Nevertheless, OV and perceived social worth (PSW) emerged as significant moderators. More precisely, elevated levels of PSW and OV mitigated the adverse effects of PW and EL on the OC of ASHA workers.

Fostering innovative work behaviour in Indian IT firms: the mediating influence of employee psychological capital in the context of transformational leadership.

Authors: A.K. Subramani, N. Akbar Jan, Siji Joseph, and **Rajasekhar David**

Journal: International Journal of Work Innovation

DOI: <https://doi.org/10.1504/IJWI.2024.142024>

Summary: This empirical study investigates the mediating role of two components of psychological capital (PsyCap), namely self-efficacy and optimism, in the context of the relationship between transformational leadership (TL), work engagement (WE), and innovative work behaviour (IWB). The study was conducted among IT professionals with a minimum of three years of experience employed in Chennai, India. Data collection was executed using a Google Form, and both measurement and structural models were examined using SPSS 25.0 and AMOS 23.0. The findings of this study reveal several significant relationships. Firstly, transformational leadership (TL) demonstrates a robust positive association with work engagement (WE). Furthermore, work engagement (WE) positively correlates substantially with innovative work behaviour (IWB). Notably, the study underscores that two crucial components of psychological capital, specifically self-efficacy and optimism, mediate the relationship between transformational leadership (TL) and work engagement (WE). These findings carry valuable implications for IT company managers. Recognising that transformational leadership positively influences both work engagement and employees' innovative work behaviour highlights the pivotal role of leaders in fostering a productive and innovative work environment within IT organisations.

Enhancing transfer of training in a power major in India.

Authors: Ragini, **Piyali Ghosh**, and Senthil Kumar Shanmugam

Journal: Acta Psychologica

DOI: <https://doi.org/10.1016/j.actpsy.2024.104384>

Summary: This study has applied the model by Baldwin and Ford (1988) to empirically examine the influence of select trainee characteristics (i.e. instrumentality and motivation to transfer) and transfer design as a training design factor on the transfer of training to work. It also investigates the possible mediating role of the motivation to transfer and the moderating role of social support at work (comprising supervisor and peer support) in the transfer mechanism. A self-reported questionnaire was used to survey employees working in a power major in India. In the first stage, we selected one geographical region of the organization using judgmental sampling. In the next stage, executives and non-executives from all five coal-based power stations in that region were selected using systematic sampling. Responses from 411 such employees were analyzed using PROCESS Macro in SPSS. A mediation analysis was done using Model 4, while the moderated mediation hypotheses were tested using Model 7 in PROCESS Macro. Instrumentality and transfer design were found to impact training transfer through motivation to transfer. While supervisor support moderated the mediational impact of both predictors through transfer motivation, peer support moderated only the impact of instrumentality on transfer through transfer motivation. This is the first empirical work that has integrated important predictors at trainee, training design, and work environment levels based on the perspective of factors an organization can control. Besides, establishing supervisor and peer support as contextual factors adds to the celebrated model by Baldwin and Ford.

A moderated-mediation model of training transfer from leadership intervention.

Authors: Yasmin Yaqub, **Tanusree Dutta**, and Swati Dhir

Journal: International Journal of Educational Management

DOI: <https://doi.org/10.1108/IJEM-06-2023-0281>

Summary: Grounding on the goal-setting theory and flow theory, this study explored the mechanism underlying the association between transfer design (TD); identical elements and training transfer (TT). Specifically, the authors explored a moderated mediation process of trainer performance and motivation to improve work through learning (MTIWL) that has received less consideration in the TT literature. Data were collected using the retro-perspective survey method. The first survey was administered offline (t1: the day when leadership intervention was completed. Subsequently, trainees were requested to participate in an online survey (t2: 12–14 weeks later). In all, 355 executives participated. The results of structural equation modeling (SEM) analyses suggested that trainees' MTIWL mediational impact between leadership intervention triggers (transfer design and identical elements), and TT was supported. In addition, the indirect impact of these variables on TT was found to be significant when the trainer had high performance than when it was low. This confirmed the trainer's performance as a potential moderator in the TT process. This study is limited to the exploration of leadership intervention variables on TT. The findings have implications for leadership professionals and scholars who use leadership intervention and motivation metrics to predict TT. This study offers a moderated mediation mechanism for enhancing TT through leadership intervention triggers. The proposed conceptual model included MTIWL as mediator and trainer performance during leadership intervention as moderator.

Extending training predictors link with training transfer through mediation of motivation.

Authors: Yasmin Yaqub, **Tanusree Dutta**, Arun Kumar Singh, and Abhaya Ranjan Srivastava

Journal: Evidence-based HRM

DOI: <https://doi.org/10.1108/EBHRM-08-2022-0188>

Summary: The study proposes to empirically test a model that illustrates how identical elements (IEs), transfer design and trainer performance as training predictors affect trainees' motivation to improve work through learning (MTIWL) and training transfer (TT) in the Indian context. An online survey was conducted to validate the study model. The quantitative data collected from 360 executives and managers were analyzed using the covariance-based structural equation modeling (CB-SEM) technique. The study finds that trainees' MTIWL has a full mediation impact between transfer design, trainer performance and TT. However, a partial mediating impact of MTIWL was found between IEs and TT. This is the first study that empirically explores the mediating mechanism of MTIWL between IEs, transfer design, trainer performance and TT. This study extends the current understanding of trainees' MTIWL that links the cumulative influence of training predictors to TT.

Does flexibility really matter to employees? A mixed methods investigation of factors driving turnover intention in the context of the great resignation.

Authors: Utkarsh Nigoti, **Rajasekhar David**, Sharda Singh, Rajesh Jain, and Nitin Madan Kulkarni

Journal: Global Journal of Flexible Systems Management

DOI: <https://doi.org/10.1007/s40171-024-00436-6>

Summary: The phenomenon of the Great Resignation during the COVID-19 pandemic has reshaped workforce dynamics as the priorities of employees gradually changed after the pandemic. This study adopts an exploratory sequential mixed-method approach to identify the key factors driving employee turnover among Indian employees of the information technology sector during the Great Resignation. Study 1 employs a qualitative approach utilizing thematic analysis to explore the underlying drivers of employee voluntary turnover during the Great Resignation. For a quantitative analysis, Study 2 applies structural equation modeling to the data from the qualitative study to validate and examine the impact of abusive leadership, work role overload, and temporal flexibility on turnover intention during the Great Resignation. The findings of Study 1 reveal three primary factors driving employee voluntary turnover during the Great Resignation: work environment & culture, generational cohorts & workforce dynamics, and work flexibility & career satisfaction. Study 2 confirms a positive association between abusive leadership, work role overload, and turnover intention, with temporal flexibility moderating and reducing the effect of work role overload on turnover intention. Our findings extend the applicability of the conservation of resources theory and social exchange theory to understand turnover intention during the Great Resignation. The practical implications suggest measures fostering inclusive workplace cultures, implementing flexible work arrangements, and addressing abusive leadership and work role overload to reduce turnover intention, while the policy implications indicate the need for legislative support for flexible work and industry-wide standards to enhance workforce resilience and adaptability during the Great Resignation.

Authentic leadership and employee creativity: An Indian it context.

Authors: Rashmi Jha, **Manish Kumar**, and Shailendra Singh

Journal: Empirical Economics Letters

DOI: <https://doi.org/10.5281/zenodo.14230263>

Summary: This conceptual paper proposes a study to explore the moderating roles of perceived leader support and willingness to take risks in the relationship between authentic leadership and creativity, both directly and indirectly via intrinsic motivation. Drawing on interactionist theory and trait activation theory, the study aims to investigate how perceived leader support can enhance the impact of authentic leadership on creativity, and how willingness to take risks might serve as a boundary condition for this relationship. This study provides valuable insights for industry leaders by developing a novel framework to understand the mediating and moderating effects influencing creativity in organizational settings.

Are consumers ready to adopt electric vehicles? Analyzing the barriers and motivators associated with electric vehicle adoption in India: Policy implications for various stakeholders.

Authors: Rambalak Yadav, and **Radha Yadav**

Journal: Energy Policy

DOI: <https://doi.org/10.1016/j.enpol.2024.114173>

Summary: The present research explores motivators and barriers associated with adopting electric vehicles (EVs) among Indian consumers by examining the relationship among consumers' values, attitudes, reasoning, and intention to buy EVs using the Behavioral Reasoning Theory (BRT) framework. We used a mixed-method approach to conduct this study in two phases. In the first phase, qualitative research (interview methods) with 18 respondents helps to explore the perceived barriers and motivators among consumers while buying EVs. In the second phase, qualitative research findings were used as input to quantitative research (questionnaire survey with 338 respondents). The qualitative study identified the 'reason for' (subsidies, environmental self-image, trend, and environmental concern) and 'reason against' (trust issues, lack of infrastructure, range anxiety, and high initial cost) of using EVs. The survey findings reported that personal and social values significantly influenced consumers' reasoning and attitude toward the adoption of EVs. The findings also confirmed that environmental knowledge moderated the association between attitude and intention. The study has included values, motivators, and barriers in one framework, adopting BRT that will help to provide a better perspective of the subject under investigation. The findings will give insights to businesses for the faster adoption of EVs in the Indian market.

Enforced work-from-home and its impact on psychological conditions: A qualitative investigation in India.

Authors: Amitabh Bhattcharjee, Shreyashi Chakraborty, and **Varun Elembilassery**

Journal: Journal of Asia Business Studies

DOI: <https://doi.org/10.1108/JABS-09-2023-0386>

Summary: Enforced work-from-home (EWFH) was the norm during the COVID-19 pandemic and continues to be implemented by many organizations owing to its long-term financial benefits. This study aims to understand the consequences of EWFH on the three psychological conditions of employee engagement: psychological safety, psychological availability and psychological meaningfulness. Semi-structured interviews were conducted with 21 employees from different Indian companies. Thematic analysis was adopted to understand the consequences of EWFH on employee psychological safety, availability and meaningfulness. The findings demonstrated that psychological meaningfulness, availability and safety were adversely impacted owing to limited choice and autonomy in EWFH. This study contributes to the literature by examining the concept of EWFH in relation to psychological conditions, which is novel and relevant. Also, the job demands and resources framework and the COR theory are used together to explain the findings, which strengthens the concept of EWFH. Organizations should consider various aspects of EWFH and make decisions to improve employees' engagement at work. This study focuses on an unexplored area and facilitates a better understanding of the concept of EWFH and its impact on employees' psychological conditions. This study is valuable for both management professionals and organizations considering the continuation of EWFH after the pandemic. It also offers new avenues for future research.

Does intercultural communication competence, cultural sensitivity, and temporal flexibility related to employee engagement? Moderation of negative emotions with COVID-19.

Authors: Rajasekhar David, Utkarsh Nigoti, and Sharda Singh

Journal: International Journal of Intercultural Relations

DOI: <https://doi.org/10.1016/j.ijintrel.2024.102098>

Summary: The present study investigated the intercultural interactions among Indian IT professionals who collaborated remotely with international teams in response to the significant shift prompted by the COVID-19 pandemic. Understanding these factors is crucial for fostering successful collaborations and sustaining high levels of employee engagement in an increasingly virtual workplace. Data were obtained from Indian IT sector employees who collaborated with international teams or clients during the pandemic and were working remotely from their homes while communicating with intercultural teams and clients. The study analyzed data from a sample of 305 employees using structural equation modeling. The results revealed significant positive associations between intercultural communication competence, cultural sensitivity, and temporal flexibility with employee engagement. The results suggest that negative emotions during the pandemic weakened the positive relationship between intercultural communicative competence and employee engagement. Navigating the difficulties of remote IT work during the pandemic necessitates prioritizing intercultural competencies and acknowledging the substantial association of negative emotions. Our findings offer practical recommendations for IT managers seeking to improve team dynamics and foster employee involvement in intercultural work settings with a rapidly changing work environment.

Does empowering leadership enhance employee agility? A serial mediation model.

Authors: Mohammad Faraz Naim, Shikha Sahai, and Varun Elembilassery

Journal: Evidence-Based HRM: A Global Forum for Empirical Scholarship

DOI: <https://doi.org/10.1108/EBHRM-08-2022-0197>

Summary: Organizational success in a dynamic environment demands leadership and agility. The extant literature on employee agility needs more empirical evidence and appropriate theoretical explanations. This study aims to contribute to the literature by bringing empirical evidence to understand the intervening mechanisms through which empowering leadership influences employee agility and to suggest alternate theoretical explanations. The mediating role of knowledge-sharing behavior and psychological safety is examined using quantitative data from a sample of 924 employees working in India's information technology industry. Findings reveal that empowering leadership contributes to psychological safety at the workplace, promoting employees' knowledge-sharing behavior and leading to employee agility. The findings are globally relevant and theoretically consistent. The phenomenon is explained in two ways. Firstly, by combining the structural empowerment and motivation perspectives, and secondly, by combining the conservation of resources and social exchange perspectives. The findings imply that psychological safety and knowledge-sharing behavior can be used as leading indicators to prepare the organization for success in a dynamic and volatile environment.

Impact of transformational leadership on service delivery behaviours of frontline service employees.

Authors: Hemang Jauhari, **Manish Kumar**, and Jayesh Pandey

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103816>

Summary: This study examines how transformational leadership translates into critical service behaviours of FSEs in a B2B services context. A sequential mixed-method approach has been employed to formulate and examine the research questions. Semi-structured interviews of FSEs (N = 25) have been analyzed using the Gioia method – a variant of grounded theory. Based on the findings of study 1, a conceptual model has been developed and tested quantitatively employing PLS-SEM in study 2 (N = 469). Recommended robustness checks and guidelines have been followed to report accurate findings. The higher-order themes identified from the Gioia method reveal that transformational leadership influences the prescribed service delivery behaviour (PSDB) and proactive customer service behaviour (PCSB) of FSEs. The findings also suggest a potential influence of affective commitment and role-breadth self-efficacy (RBSE) on FSE behaviours. The quantitative study results suggest that transformational leadership's influence on PSDB is partially mediated by affective commitment, and the influence of transformational leadership on PCSB is fully mediated by affective commitment and RBSE. This study examines the effect of transformational leadership on FSE behaviours in the B2B services sector of India which is growing remarkably in the global landscape. The study has undertaken a more contemporary approach towards the conceptualization of transformational leadership. Additionally, the mixed-method approach enhances the reliability and validity of the research.

When the dark one negotiates: Sacrificing relations at the altar of money.

Authors: Mohammad Faraz Naim, Shikha Sahai, and **Varun Elembilassery**

Journal: Evidence-Based HRM: A Global Forum for Empirical Scholarship

DOI: <https://doi.org/10.1108/EBHRM-08-2022-0197>

Summary: While evidence suggests the significant role played by personality traits in affecting the usage of inappropriate and unethical negotiation strategies, studies have rarely examined the dark core. Considering, negotiation frequently involves choosing between economic outcomes and relational gains, this research primarily examines the effect of dark core and the mediating role of relational interdependent self-construal (RISC) in affecting the usage of inappropriate negotiation strategies (SINS), at the person level (Study – 1) (n = 283, managers, India). Further, it evaluates the individual and interactive effect of dark core with two situation level variables, namely, Interdependence and Incentives in a dictator game design (Study – 2) (n = 221, business school postgraduates, India). It was observed that, while at the person level, the effects of dark core were significantly mediated by RISC, at the situational level, the increasing degree of interdependence with the actor and the additional economic incentives offered, significantly interacted with dark core to predict the endorsement of a variety of inappropriate negotiation strategies. In summary, the study examines the role of dark core, clarifies its self – interested nature, propensity for favouring economic gains at the cost of deteriorated relationships and highlights the role of two important situational elements in negotiation.

Spokesperson effectiveness in B2B advertising: spokesperson characteristics and posture using eye-tracking.

Authors: Tanusree Dutta, Subhadip Roy, Soumya Sarkar, and Sudipa Nag

Journal: Journal of Business & Industrial Marketing

DOI: <https://doi.org/10.1108/JBIM-06-2023-0344>

Summary: This study aims to investigate the nuances of celebrity spokesperson effectiveness in business-to-business (B2B) advertising. Specifically, the study addresses the question of endorser effectiveness in the presence of product complexity (high vs low) and how this effect is moderated by endorser gender. In addition, the study also explores whether the way an endorser is placed in the advertisement (product-facing vs audience-facing) would have differential effects on the buyer. The present study uses experimental design to fulfil the study objectives. Two experiments are conducted (total n = 201) on employees in a purchasing role in organisations, with the dependent variable being dwell time (captured using an eye-tracking device). Major findings indicate that celebrity gender has a moderating effect depending on the product complexity. Results also indicate a significant effect of how the celebrity is placed in the advertisement on the buyer. The findings emphasise the role of the spokesperson in B2B advertising using neuro-behavioural data. It also contributes to the theoretical nuances of spokesperson gender in B2B advertising and the role of kinesics in advertising using spokespersons. The study provides guidelines on the choice of the spokesperson and their physical posture in the advertisement for B2B advertisers that may lead to communication effectiveness. The present study is in a domain that is scarcely researched in B2B and adds novelty as it uses physiological data instead of self-reported measures.

A positive psychological approach for improving the well-being and performance of employees.

Authors: Rajasekhar David, Sharda Singh, Sitamma Mikkilineni, and Neuza Ribeiro

Journal: International Journal of Productivity and Performance Management

DOI: <https://doi.org/10.1108/IJPPM-12-2022-0618>

Summary: Today's competitive business world presents unanticipated challenges to enterprises worldwide. So, the well-being of the employees may be a sustained competitive edge for corporations in improving employee performance. Positive psychology served as the foundation for this study, investigating the interplay between employee well-being and task performance by incorporating organizational-specific factors like organizational virtuousness (OV) and individual-specific factors such as Psychological Capital (PsyCap). In total, 639 dyadic responses were gathered from the banking sector, encompassing employees in both private and public banks in India, along with their immediate supervisors. The hypotheses were subsequently examined by applying Structural Equation Modeling (SEM). OV and PsyCap are considerably associated with the well-being of employees and task performance, according to the findings. Employee well-being mediates the relationships between the perceptions of Organizational Virtuousness (OV) and task performance, as well as between PsyCap and task performance. The intense competition and series of scandals in Indian banks urge the introduction of some behavioral precautionary measures. Banks need to understand and intervene in positive organizational behavior and help the employees build strong PsyCap to enhance their well-being and task performance to gain a competitive edge. The present study integrated Positive Organizational Behavior (POB) and Positive Organizational Scholarship (POS) to enhance work performance.

Technostress at workplace: Antecedents, Decisions and Outcomes (ADO) and future research pathways through a systematic literature review.

Authors: Sweta Jain, **Virajanand Varma**, **Tata Sai Vijay**, and Clement Cabral

Journal: Asian Journal of Business Research.

DOI: <https://doi.org/10.14707/ajbr.240182>

Summary: The COVID-19 pandemic has accentuated the proliferation of Information and Communications Technologies (ICTs) at the workplace as organisations adopt teleworking, causing stress in employees, termed technostress. The authors aim to conduct an in-depth systematic literature review on technostress by adopting the fourstage “preferred reporting items for systematic reviews and meta-analyses” (PRISMA) protocol for article retrieval and selection. Only technostress-related studies were chosen from peer-reviewed journal articles from two prominent databases: Scopus and Web of Science. We focused on studies published in journals with high rankings to enhance the review quality. We conducted this by selecting only those studies published in journals classified as “A*” and “A” according to the Australian Business Deans Council (ABDC) journal ranking list. This yielded 73 high-quality studies for the systematic review. The antecedents, decisions, and outcomes (ADO) framework was leveraged to conduct a scientific review. This is one of the pioneering studies to conduct an ADO framework-based technostress review and formally report the Decisions related to the technostress process, namely a) challenge and hindrance technostressors, b) challenge and hindrance coping responses. Research is moving towards studying new technological and non-work life-related antecedents (e.g., cyberbullying) and outcomes (e.g., loneliness). Considering the changing workplace realities after the COVID-19 pandemic, sixteen future research objectives have been put forward based on three research pathways: advancing conceptual robustness, contextual novelty, and methodological rigour. Organisations can leverage insights on key sources, outcomes, and mitigation measures of technostress to develop human resource strategies, as well as training plans to maximise the benefits of their ICT initiatives.

Spotlighting employee-organization relationships: The role of organizational respect and psychological capital in organizational performance through organization-based self-esteem and perceived organizational membership.

Authors: Rambalak Yadav, and **Radha Yadav**

Journal: Energy Policy

DOI: <https://doi.org/10.1016/j.enpol.2024.114173>

Summary: This research examines the function of organizational respect and psychological capital in influencing performance through organization-based self-esteem and perceived organizational membership as mediators. We gathered data from 240 working executives from different industries and employed partial least squares structural equation modeling to test hypotheses. We comprehensively tested the measurement and structural models to understand the relationships among the constructs. We find that organizational respect has a positive impact on organization-based self-esteem and perceived organizational membership and impacts organizational performance positively. Perceived organizational membership partially mediates the relationship between organizational respect and organizational performance. Organization-based self-esteem partially mediates the relationship between respect and perceived organizational membership. Employee's psychological capital facilitates organization-based self-esteem. This study highlights the importance of organizational respect in developing organization-based self-esteem and perceived organizational membership leading to performance. Psychological capital also plays a significant role in enhancing self-esteem and perceived organizational membership. We contribute by presenting one of the first studies establishing the role of organizational respect in enhancing performance through organization-based self-esteem and perceived organizational membership. We highlight that organizations should invest in developing strong employee-organization relationships through respect. This will enable them to cultivate a robust perception of sense of community and belongingness, enhance employees' self-esteem, promote cooperative behaviors and improve collective performance. They should also support the development of psychological capital through developmental training toward the same ends.

Organizational ethical climate: Influence on employee meaning and well-being.

Authors: Jayesh Pandey, **Manish Kumar**, and Shailendra Singh

Journal: Management Decision

DOI: <https://doi.org/10.1108/MD-10-2023-1823>

Summary: The organizational environment can influence how employees experience meaningfulness. This study examines the mediating role of meaningful work between organizational ethical climates and the affective well-being of employees. We also test for the moderating role of self-regulatory traits in this relationship. Partial least squares – structural equation modelling (PLS-SEM) was employed to test the hypothesized model using responses from 430 working professionals. Recommended robustness checks were conducted before model assessment and hypotheses testing. The findings suggest that a caring ethical climate is positively related to affective well-being. Meaningful work dimensions, i.e. unity with others, inspiration and balancing tensions partially mediate the relationship between the caring climate and affective well-being. Integrity with self and balancing tensions fully mediate the negative effect of an instrumental climate on affective well-being. Positive mediation of unity with others and negative mediation of reality were observed between a law and code climate and affective well-being. Moderating effects of self- and other-orientation and self-monitoring were also observed. The study presents significant insights, however, a few limitations must be discussed. The study has relied on cross-sectional data which may be addressed in future studies. In times when organizations are spending in large amounts in ensuring meaningful work and employee well-being, this study suggests internal mechanisms that can bring positive impact in employees' work life. Leaders should assess how employees perceive the ethical climate of the organization in order to provide better meaningful work opportunities to the workforce. Having meaningful work and experiencing affective well-being are significant for a collective betterment of society. Meaningful work encourages individuals in identifying how their work is affecting the society. A affectively happy workforce is essential in building a mentally healthy society. This study contributes to the investigation of organizational factors that help employees find meaning in their work. Based on ethical climate theory, this study highlights how organizations can redesign and modify their ethical climates to provide opportunities for employees to experience meaningful work and improve their affective well-being.

Disaster supply chain with information and digital technology integrated in its institutional framework.

Authors: Bishnu Prasad Dash, and Vijaya Dixit

Journal: International Journal of Production Research

DOI: <https://doi.org/10.1080/00207543.2022.2042612>

Summary: The Indian subcontinent is highly susceptible to natural disasters. To abate the effect of the disasters, the government emanates institutional mechanisms and strategies for disaster preparedness, mitigation and response. Although there is well-established institutional framework in India for disaster management, there is no study that proposes a disaster supply chain structure under the institutional framework and integrates information and digital technologies (IDT) of industry 4.0 within it. The present study overcomes this research gap. It introduces an IDT structure within the institutional framework of India for multi-agency information sharing, coordination and decision making. It formulates a mathematical model and analyses the impact of IDT on the total response time through three scenarios. The results of scenario analysis reveal the significance of IDT on the disaster supply chains and its capability to handle information delays and IDT failure. The present study can be adopted by disaster management institutions to construct and implement better response practices at the operational, planning and strategic levels. Furthermore, the proposed model in the study can be used for vaccination planning, which includes vaccine distribution, monitoring, regulation and effective implementation as a response against the current pandemic situation caused due to SARS-CoV-2.

Circular economy integration in oil and gas sector: Case of MENA countries.

Authors: Shikhar Dua, and Krishna Kumar Dadsena

Journal: International Journal of Sustainable Development

DOI: <https://doi.org/10.1504/IJSD.2025.143127>

Summary: One of the world's major concerns is the impact of climate change. This case study aims to use a qualitative approach to examine how the oil and gas industry in the Middle East and North African (MENA) countries has embraced the circular economy (CE) concept. Thematic analysis was adopted as the research method in this study. A purposeful intensity sampling method was adopted. Responses were obtained from fifteen oil and gas industry experts working in MENA countries through one on one interviews. The analysis of the interaction involving the adoption of the circular economy in the oil and gas industry in MENA countries revealed three main themes: 1) the organisation's inclination towards CE; 2) innovations in CE adoption; 3) external pressure to adopt CE. The results show that the MENA countries' oil and gas industries are making good progress toward adopting CE.

The energy efficiency paradox in electric vehicle adoption: Estimating the internal discount rate and the influences of behavioural factors.

Authors: Rajeev Ranjan Kumar, Alok Raj, and J. Ajith Kumar

Journal: Transportation Research Part A: Policy and Practice

DOI: <https://doi.org/10.1016/j.tra.2024.104367>

Summary: The adoption of electric vehicles (EV) has increased significantly in countries such as China and Norway. Yet, it is still a concern in countries such as India, where the demand for EVs is lower than that for gasoline vehicles (GV), despite the EVs' greater long-run operational cost-effectiveness. A plausible factor is the trade-off that consumers face in an EV vs. GV purchase between EVs' near-term higher upfront costs and their long-term lower operational costs. We investigate this by estimating the internal discount rate, which captures consumers' preference for immediate benefits over future gains. In doing so, we invoke the "energy efficiency paradox," which refers to consumers' reluctance to adopt an energy-efficient technology despite its long-run cost-effectiveness. We also study the roles played by consumer inattention, risk aversion, and subjective norm in low EV uptake. We design and conduct an experimental survey of over 600 Indian consumers, and using a combination of empirical estimation techniques, we arrive at multiple results. We find that the internal discount rate is nearly 60%, suggesting that consumers underestimate future benefits from EV usage too heavily. Our results also show that an increase in the perceived annual savings by US \$1,370 is highly likely to increase consumer EV adoption likelihood by 6.8% and inattentive consumers are 10.4% less likely to adopt an EV as compared to attentive consumers. Our findings contribute to a nuanced understanding of why consumers hesitate to adopt the EV and generate insights that can have prolonged implications for practitioners and academia.

Evaluating the barriers to E-waste closed-loop supply chain adoption.

Authors: Imnatila Pongen, Pritee Ray, and Rohit Gupta

Journal: Benchmarking: An International Journal

DOI: <https://doi.org/10.1108/BIJ-01-2023-0032>

Summary: Rapid innovation and developments in personal electronic technology have encouraged users to change users' devices more frequently than ever, which has resulted in creating a massive increase in the amount of electronic waste. The study focuses on identifying the barriers to closed-loop supply chain (CLSC) in the electronic industry. A framework for analyzing the relationships among CLSC adoption barriers is designed. The authors adopted the decision-making trial and evaluation laboratory (DEMATEL) technique to determine the critical barriers of electronic CLSC from the opinion of experts in the field. The outcome from the analysis suggests that cost barriers, financial barrier, processbarriers and supplier-side barriers are the main causal factors that prevent the adoption and implementation of e-waste CLSC. The causal relationship indicates that financial barrier is the most influential factor, while phycological barrier is the most flexible barrier to the adoption of e-waste CLSC. This study is restricted to CLSC adoption barriers in the electronic industry by evaluating 36 sub-barriers grouped into 8 main dimensions related to different members of the supply chain. Closed-loop adoption barriers have been proposed to understand the crucial barriers to implementation of CLSC in the electronic industry. The cause-and-effect relationship indicates the critical factors to be improved to increase adoption of e-waste CLSC, helping managers and regulatory bodies to mitigate the problem areas. This study contributes to the literature on CLSC by adopting a multi-criteria decision-making (MCDM) technique which captures the critical barriers of e-waste CLSC adoption in Indian scenario.

Identification, assessment, and quantification of new risks for Logistics 4.0.

Authors: Vijaya Dixit, Verma, and Priyanka

Journal: International Journal of Logistics Research and Applications

DOI: <https://doi.org/10.1080/13675567.2022.2100331>

Summary: Logistics 4.0 brands the specific application of Industry 4.0 technologies. Although it is considered to be a significant innovation, contemporary research has raised concerns regarding the potential challenges for its implementation. To our knowledge, no study has conducted an extensive quantitative risk analysis to avoid these new risks and overcome barriers to the adoption of Industry 4.0 in the logistics context. Moreover, a comprehensive study on the implementation of each Industry 4.0 technology at each sub-activity level of the logistics structure is still warranted. This study addresses the aforementioned research gaps. The results of this study reveal that activity Inventory management had the highest drop in performance for most of the companies. Industry 4.0 technologies, such as autonomous robots, simulation, system integration and big data analytics were in the advanced stage of in-process implementation. However, Industry 4.0 technologies, including cyber physical system, internet of things and cloud computing, were in the initial stage of implementation. Technological infrastructure risk was found to have a significant impact on all Industry 4.0 technologies regardless of their maturation stage. The insights drawn through the result analyses and discussion can be used by managers to address new risks to successfully implement Industry 4.0 in logistics.

Antecedents and outcomes of big data adoption in supply chain: A meta-analytic investigation.

Authors: Alok Raj, Rajeev Ranjan Kumar, and Anand Jeyaraj

Journal: American Business Review

DOI: <https://doi.org/10.37625/abr.27.2.775-797>

Summary: This paper aims to provide a comprehensive understanding of the big data–performance relationship based on the existing empirical evidence. Using a meta-analysis approach, big data adoption (BDA) related 446 effect sizes reported in 133 prior empirical studies were gathered from 118848 informants in more than 30 countries. Results confirm ten significant antecedents and eight outcomes of BDA based on identified literature. We further estimate the heterogeneity based on subgroup analysis by considering two types of moderators as (a) economic regions (developed vs developing), and (b) type of industry. We find that organizations in developed countries adopt big data largely due to environmental and organizational factors. Further, developed countries can harness the potential of big data for better performance (e.g., supply chain integration, collaboration, customer relationship management, and innovation). This study provides multifaceted insights for practitioners and academia alike regarding the use of big data.

Driving electric mobility considering manufacturers' power asymmetry in the presence of the Government's policy instruments.

Authors: Rajeev Ranjan Kumar, Felix T. S. Chan, Abhishek Chakraborty, and Mohit Goswami

Journal: IEEE Transactions on Engineering Management

DOI: <https://doi.org/10.1109/TEM.2023.3290944>

Summary: With electric mobility gaining traction worldwide, manufacturers are constantly aligning their strategies in line with the government's policy interventions. Therefore, we consider a supply chain wherein a manufacturer sells gasoline vehicles (GVs), and another manufacturer sells electric vehicles (EV) exclusively. We investigate the competition among vehicle manufacturers vis-à-vis their relative positioning in the presence of government policy instruments. We develop a stylized game-theoretic model, wherein the government is the leader, and manufacturers are the followers. We examine three distinct supply chain structures by varying strategic positioning of the manufacturers: 1) no dominance by either manufacturer, 2) EV manufacturer's dominance, and 3) the GV manufacturer's dominance. This article is the first to include manufacturer's power asymmetry in the EV supply chain and subsequently generates multifaceted insights for the government, manufacturers, and consumers. For instance, in the case of nondominance, higher social welfare is generated when either tax or subsidy is deployed as a policy instrument. We find that supply chain profit is highest for the EV dominance case, followed by the GV dominance case for low values of the EV's cost-coefficient. Similarly, we find important thresholds regarding the environmental impact of vehicles and consumer hassle depending on the manufacturer's power asymmetry.

Understanding and enhancing electric vehicle adoption in india: A practice-oriented approach.

Authors: Alok Raj, and Rajeev Ranjan Kumar

Journal: IEEE Engineering Management Review

DOI: <https://doi.org/10.1109/EMR.2024.3453554>

Summary: This study examines the factors affecting electric vehicle (EV) adoption among Indian consumers, focusing on purchase price, annual savings, and consumer heterogeneity considering age and marital status. Using an ordered probit model on data from over 700 respondents, the result shows that willingness to buy EVs increases with decrease in purchase prices and increase in annual savings. The result also highlights that risk-averse individuals are less likely to adopt EVs, while younger and married consumers are more inclined. These insights can be valuable for policymakers and marketers promoting sustainable transportation.

Examining consumers' m-wallet service brand choice decisions at the post-adoption stage: An empirical investigation.

Authors: Subhajit Bhattacharya, and **Sasadhar Bera**

Journal: Journal of Financial Services Marketing, Palgrave Macmillan

DOI: <https://doi.org/10.1057/s41264-024-00272-w>

Summary: In recent years, the mobile wallet has changed the traditional payment landscape due to the growing popularity of smartphone use and the mass adoption of mobile wallets in emerging markets. The existing literature related to mobile wallet services is primarily focused on various aspects such as product adoption and technology acceptance, consumer satisfaction, behavioral issues, buying intention, etc. The researchers have examined service convenience, service quality, social media influence, risk, privacy, and trust issues. However, existing literature has not explored much on mobile wallet brand choice behavior. There is also a lack of empirical study on consumer-based brand choice modeling backed by the utility maximization theory in the mobile wallet service domain. A total of 474 online samples of m-wallet users were gathered using a brand choice scale. We have used the multinomial logit modeling approach to investigate the consumers' mobile wallet brand selection behavior, considering the different brand dimensions and brand outcomes and the users' demographic information. This study has suggested that the users' expectation fulfilment, satisfaction, and trust are essential to interpreting the mobile wallet service brand choice behavior, wherein demographic variables also play a vital role.

Creating a sustainable closed-loop supply chain: An incentive-based contract with a third-party E-waste collector.

Authors: Imnatila Pongen, **Pritee Ray**, and Kannan Govindan

Journal: Journal of Cleaner Production

DOI: <https://doi.org/10.1016/j.jclepro.2024.142351>

Summary: This paper proposes a closed-loop supply chain model to study the impact of product returns and awareness program on e-waste supply chain. The study focuses on the sustainability aspects of e-waste management and the effects such initiatives bring about to the environment at large. Reusing and recycling of collected products in manufacturing will improve the supply of scarce resources and reduce reliance on virgin raw materials. Engaging in CLSC can enhance brand reputation and competitiveness through sustainability while reducing the health risks to informal recycling workers by formalizing practices. The proposed model consists of a manufacturer, retailer, and third-party collector (TPC) under wholesale price and incentive contracts with deterministic demand. From the analysis it is observed that integrating a third-party collector with higher recycling rate boosts the total profit of the decentralized setting with a TPC. The centralized model, with a single decision maker, results in lower retail prices and higher collection rates compared to the decentralized models thereby commanding a higher overall profit..

Antecedents and consequents of circular economy adoption: A meta-analytic investigation.

Authors: Gourav Tiwari, Rajeev **Ranjan Kumar**, Alok Raj, and Cyril R H Foroapon

Journal: Journal of Environmental Management

DOI: <https://doi.org/10.1016/j.jenvman.2024.121912>

Summary: This paper aims to integrate and empirically assess the antecedents and consequents of circular economy (CE) adoption to remove ambiguity existing in the literature and clarify divergent views. This study uses meta-analysis methodology to validate the research framework, considering 106 empirical studies with 210 effect sizes. Based on these studies, we establish twelve antecedents and three consequents related to CE. Antecedents are categorized in a technological-organizational-environmental framework and consequents in the sustainability outcomes. The result suggests that organisational factors are more prominent in driving CE practices, followed by environmental and technological factors. In the organisational category, the three most influencing factors are managing product returns, green manufacturing, and environmental strategy. In the environmental category, coercive pressure is the most influential factor, followed by mimetic and social pressures. Emerging I4.0 technologies are the most prominent factor in the technological category. Our study suggests that CE helps to achieve sustainable performance by significantly enabling economic, environmental, and social outcomes. This study further analyses how contextual factors such as national culture (masculinity) and economic regions influence the various relationships with CE using subgroup analysis. The moderation results show that low masculine culture and developing economies are more effectively using the I4.0 technologies to drive CE adoption than high masculine culture and developed economies. Additionally, different dimensions of sustainability are also influenced by the variations in masculinity and economic regions

Price or quality? Consumers' preferences and Willingness to Pay (WTP) for online food delivery services in the COVID-19 era.

Authors: Satender Pal Singh, Bishnu Prasad Dash, **Amit Sachan**, and **Arnab Adhikari**

Journal: The TQM Journal

DOI: <https://doi.org/10.1108/TQM-04-2023-0112>

Summary: This article investigates the impact of the COVID-19 pandemic on the consumer preference for the attributes of online food delivery (OFD) services in India. It also shows how the order size influences the consumer's willingness to pay (WTP) for the attributes of OFD services. This work incorporates a conjoint analysis-based approach to determine the consumer preference for the attributes of OFDs such as price, delivery time, restaurant rating and packing quality during the COVID-19 pandemic. The fractional factorial design is applied for the data collection. The relative importance of the attributes and the part-worth utility of the attributes' levels have been determined. Further, the utility associated with the attributes' levels is used to find the consumer's WTP for different attributes. The COVID-19 pandemic has changed consumer preference from price to food and packing quality in India. When the order is small, consumers exhibit a higher preference to the delivery time than packing quality. In contrast, consumers show a higher preference to packing quality than delivery time with the increase in order size. The consumer's WTP attains the highest level in case of food quality, followed by convenience and packing quality. The WTP for the attributes rises with the increase in order size. The insights highlight the need for the online food delivery industry to redesign the business framework in the post-pandemic era. The hygiene and safety measures maintained by the consumers during the pandemic have significantly changed their purchasing behaviour, raising their preference for service quality (food and packing quality) of the OFD services apart from price. This work determines the consumers' utility for each attribute level of OFDs, along with their relative importance. Moreover, this study contributes to the existing literature by exhibiting the impact of the COVID-19 pandemic on the consumer preference and order size on consumer's WTP for the attributes.

Overcoming strategies for supply chain digitization barriers: Implications for sustainable development goals.

Authors: Krishna Kumar Dadsena, Pushpesh Pant, Sanjoy Kumar Paul, and Saurabh Pratap

Journal: Business Strategy and the Environment

DOI: <https://doi.org/10.1002/bse.3681>

Summary: This paper examines barriers to supply chain digitization (SCD) and offers mitigation strategies, focusing on sustainable development goals (SDGs), technological adoption, and financial constraints. A hybrid research approach, combining qualitative and quantitative methods, has been used to analyze significant SCD barriers and strategies under budget constraints. According to the findings, “lack of proper research and development facility” is the most influential barrier to SCD. The overcoming strategies are then ranked by how likely they are to be implemented in response to barriers. From a sustainability perspective, “improving privacy and security” is identified as the most important strategy. Further, a mathematical model is developed to facilitate investment-related decision-making by determining the most suitable overcoming strategies under budget constraints. The proposed mathematical model is evaluated across a range of investments and for a set of overcoming strategies within a given scenario. The findings demonstrate that optimal investments of \$1.78 million can cover the top two overcoming strategies for implementation. Furthermore, the results indicate that a minimum investment of \$1.9 million is required to adopt all 10 overcoming strategies.

Perceived service process in e-service delivery system: B2C online retailers performance ranking by TOPSIS.

Authors: Piyush Gupta, Amit Sachan, and Vivek Mishra

Journal: International Journal of Services Technology and Management

DOI: <https://doi.org/10.1504/IJSTM.2024.138237>

Summary: Significant work in service domain has focused on customer journey within e-service delivery system process (e-SDSP). Few studies have focused on process-centric approach to customer journey during delivery of e-services. This study aims to investigate the performance assessment of three online retailers (alternatives) using perceived service process during different stages of e-SDSP as a criterion for decision-making. TOPSIS is used in this paper to rate and evaluate multiple online retailers. Based on perceived service process as the criterion, results show that online retailer-2 outperforms other two online retailers. This study is one of the first to rate online retailers by utilising customer-perceived service process (latent variables) as a decision-making criterion throughout e-SDSP. The finding suggests that perceived searching process is the most essential criterion for decision-making, followed by the perceived after-sales service process, the perceived agreement process, and the perceived fulfilment process. Implications, limitations, and future scope are also discussed.

Heterogeneity in electric vehicle adoption: Indian consumer preferences.

Authors: Rajeev Ranjan Kumar, Alok Raj, and Prateek Sharma

Journal: IEEE Transactions on Engineering Management

DOI: <https://doi.org/10.1109/TEM.2024.3404787>

Summary: This article aims to explain the heterogeneity in individual purchasing decisions toward electric vehicles (EVs). To achieve this, we conducted a stated preference experiment among Indian consumers regarding EV adoption, using a two-stage integrated choice and latent variable model. Neoclassical and lifestyle theory is employed to examine consumers' purchasing decisions. Our findings indicate that consumers place more emphasis on the purchase price of EVs rather than the annual savings accrued from EV usage. Additionally, we observe that risk-averse behavior is negatively, while social influence is positively associated with the consumer's likelihood toward EVs. We categorize consumers into three segments: "conservative," "indifferent," and "enthusiast," to explain the heterogeneity in their preferences based on the charging station availability, annual usage, and household income. The article reveals that consumers in regions with fewer charging stations or those with low vehicle usage are more risk-averse compared to those in regions with a higher density of charging stations or higher vehicle usage. Regarding demographics, younger consumers and those with prior car experience are more inclined to adopt EVs. This article provides valuable insights that could assist governments and policymakers in formulating strategies to facilitate the adoption of EVs.

Influenza vaccine contracts in developing nations-Coordination, flexibility, and vaccine coverage.

Authors: Raunak Joshi, Sumanta Basu, Claudia Rosales, and **Arnab Adhikari**

Journal: Decision Sciences

DOI: <https://doi.org/10.1111/deci.12615>

Summary: We study different contract mechanisms between a vaccine manufacturer (VM) and a vaccine procurement agency (VPA) to coordinate the two-peak influenza vaccine supply chain. Motivated by the prevalent industry contracts, we study two hybrid contracts under budget constraints, which allow flexibility in deciding the contractual parameters between the VM and the VPA. We consider the case of both private (for-profit) and public (not-for-profit) VPA and the impact of different objectives, such as profit and vaccine coverage, on contract choice. We show that for public VPAs or for private VPAs with low available budget, both hybrid contracts are equally preferred by VM and VPA. However, under high budget, the preferences of VPA and VM will differ. We then extend our models to consider the case of both private and public VPA coexisting in the market under both budget and vaccine availability constraints. Contrary to intuition, we find that the vaccine coverage provided by the public VPA is not always higher than the vaccine coverage provided by the private VPA, with the private VPA providing greater vaccine coverage under conditions of low budget and low vaccine availability. Our findings have important policy implications for governments of emerging economies with limited budget for mass vaccination programs.

Collaboration and coordination strategies for a multi-level AI-enabled healthcare supply chain under disaster.

Authors: Arnab Adhikari, Raunak Joshi, and Sumanta Basu

Journal: International Journal of Production Research

DOI: <https://doi.org/10.1080/00207543.2023.2252933>

Summary: Artificial Intelligence (AI)-based applications have been rising across the healthcare supply chain. Successful AI implementation requires proper collaboration among healthcare supply chain members. However, high investment associated with AI innovation often impedes collaboration. In this context, disruption caused by the disasters like pandemics and epidemics can add more complexity. This issue has not received substantial scholarly attention. Here, we design a multi-level AI-enabled healthcare supply chain by incorporating a three-level supply chain structure with a healthcare product manufacturer, a distributor, and a procurement agency, where the manufacturer and distributor invest in AI innovation. Here, we adopt wholesale price (W) and cost-sharing (C) contracts-based mechanisms considering four scenarios WW, WC, CW, and CC, to devise the three-level AI-enabled healthcare supply chain members' collaboration and coordination strategies with and without disruption. Adopting a Stackelberg game-theoretic approach, we determine the supply chain members' optimal AI innovation efforts, prices, and profits for all scenarios. We demonstrate the dominance of one scenario over other for the supply chain members' decisions and profits and propose a scenario ranking framework. We also investigate the impact of the disruption cost-sharing between the manufacturer and retailer, the disruption probabilities, and AI innovation success on the supply chain decisions

Modelling driver's reactive strategies in e-hailing platforms: An agent-based simulation model and an approximate analytical model.

Authors: Arulanantha Prabu Ponnachiyur Maruthasalam, Debjit Roy, and Prahalad Venkateshan

Journal: International Journal of Production Research

DOI: <https://doi.org/10.1080/00207543.2021.1987554>

Summary: For an e-hailing taxi operation, we analyse a driver's profit-maximising reactive strategy (to either accept or refuse a ride request) in response to the ride request broadcast by the platform. We analyse four operating modes, each of which is a combination of either of two reactive strategies: no refusal and refusal based on proximity, and either of two broadcasting methods. In an operating mode, our objective is to evaluate the expected total profit in a shift. We adopt a two-stage methodology to answer the research questions. In the first stage, we develop an agent-based simulation model to capture the effect of multiple taxis on driver's reactive strategy. Using real trip data, we find that a driver could follow a strategy of refusal based on proximity and earn approximately 25% more than the baseline no refusal strategy. In the second stage, we develop an approximate analytical model for a single taxi operation and compare the performance against the agent-based simulation model. We develop closed-form expressions of the expected total profit for each operating mode and topology of the service region. We find that our approximate analytical model provides an upper bound, and the profit deviation lies within 20% of the agent-based simulation model.

Reverse knowledge transfer: making sense of two decades of academic research.

Authors: Nivisha Singh, Ritesh Pandey, **Rohit Gupta**, Baidyanath Biswas, and Shubhi Gupta

Journal: VINE Journal of Information and Knowledge Management Systems

DOI: <https://doi.org/10.1108/VJIKMS-08-2021-0155>

Summary: This study aims to synthesize extant literature on the concept of reverse knowledge transfer (RKT) built up over the past two decades with the help of bibliometric analysis and also to suggest promising new areas for research in this field. The study adopts a literature review methodology combined with bibliometric and network analysis based on 117 papers identified from the Scopus database. In particular, this study has tried to identify and capture themes not previously fully captured or evaluated by other reviews on this topic. The authors have identified research themes and research gaps in the area of RKT. Overall, the review shows the main outlets that have published papers on RKT and the theoretical background this research is built on. This study exhibits core themes in this area that have persisted and grown consistently such as the subsidiary's role in RKT. In addition, the review highlights less researched themes such as role of boundary spanning in RKT, which open exciting avenues for new research opportunities. This study finds that RKT research has experienced remarkable growth from a complete viewpoint in recent years. There was a surge in publications in the area from 2008 onwards, and many of its influential papers seemed to have been published between 2013 and 2018. Prominent themes in this body of research have been identified and potential for future studies has been explored. To the best of the authors' knowledge, this is the first study to map, synthesize and discuss the literature concerning RKT.

Working capital and firm performance: Role of COVID-19 disruption.

Authors: Pushpesh Pant, Pradeep Rathore, **Krishna Kumar Dadsena**, and Bhaskar Shandilya

Journal: International Journal of Productivity and Performance Management

DOI: <https://doi.org/10.1108/IJPPM-07-2022-0328>

Summary: This study examines the performance effect of working capital for a large sample of Indian manufacturing firms in light of supply chain disruption, i.e. the COVID-19 pandemic. This study is based on secondary data collected from the Prowess database on Indian manufacturing firms listed on the Bombay Stock Exchange (BSE) 500. Panel data regression analyses are used to estimate all models. Moreover, this study has employed robust standard errors to consider for heteroscedasticity concerns. The results challenge the current notion of working capital investment and reveal that higher working capital has a positive and significant impact on firm performance. Further, it highlights that Indian manufacturing firms suffered financially post-COVID-19 as they significantly lack the working capital to run day-to-day operations. This research contributes to the scant literature by examining the association between working capital financing and firm performance in light of the COVID-19 pandemic, representing typical developing economies like India.

Big data adoption and performance: Mediating mechanisms of innovation, supply chain integration and resilience.

Authors: Rajeev Ranjan Kumar, and Alok Raj

Journal: Supply Chain Management: An International Journal

DOI: <https://doi.org/10.1108/SCM-03-2024-0186>

Summary: This study aims to examine how big data adoption (BA) helps to improve innovation capability, supply chain integration, resilience and organizational performance through direct and mediating mechanisms. This study uses a combination of meta-analytic approaches (meta-structural equation modeling and meta-regression) using 205 effect sizes from 76 prior empirical studies. It leverages the organization information processing theory as a theoretical lens to analyze the proposed relationships. This study estimates heterogeneity in the relationship between BA and innovation capability based on the meta-regression by considering different types of moderators: digital competitiveness score (DCS), national culture, type of economies and gross domestic product (GDP) per capita. The findings indicate that BA improves the innovation capability of the organization, supply chain integration and resilience, which consequently drives organizational performance. The results show that the innovation capability mediating effect is higher between BA and supply chain integration than between BA and supply chain resilience link. However, supply chain resilience and integration are equally effective in translating innovation capability influence to organizational performance. The authors find that developing countries reap more benefits from BA in driving innovation, and country culture plays a vital role in driving innovations. This is one of the early studies that examine the underlying mechanisms of innovation capability, supply chain integration and resilience between BA and organizational performance. Moderation analysis with a DCS, national culture, type of economies and GDP per capita explains the heterogeneity between the BA and innovation capability relationship.

Evaluating the inhibitors in the growth of high-speed railway in India: A multi-stakeholder perspective.

Authors: Arindam Debroy, **Krishna Kumar Dadsena**, Pushparenu Bhattacharjee, Anuj Verma, and Meenakshi Verma

Journal: Transport Policy

DOI: <https://doi.org/10.1016/j.tranpol.2024.05.029>

Summary: The expansion of the high speed railway (HSR) network has made vital contributions in improving intercity travel around the globe. Despite being promoted by governments across the globe, multiplicity of barriers has prevented the penetration of HSR services in developing economies apart from China. Many studies have emphasized on the advantages of HSR services but have failed to highlight the challenges in developing an efficient HSR network. This study aims to identify and develop interrelationships between the major inhibitors in the growth of HSR in a developing economy such as India considering the perspective of multiple stakeholders. The stakeholders considered for the present study are academic researchers, Indian railway officials and ancillary companies involved in the construction of HSR. Thirteen major inhibitors are identified after consulting all the stakeholders and a blended methodology consisting of Fuzzy theory as well as decision-making trial and evaluation laboratory method (Fuzzy-DEMATEL) is used to develop the inter-relationships. All stakeholders highlighted some common inhibitors such as financial viability of the HSR project, financial health of Indian Railways and the existing infrastructure as the major challenges in growth of HSR in India. Furthermore, strategies have been identified to mitigate these inhibitors to help the policy makers. Strategies have been proposed and a relationship (inhibitor-strategy) matrix has been developed to understand the acceptability of these strategies. The major contribution of the present study is that no study has considered different stakeholder's perspectives in identifying the inhibitors. Furthermore, the policy makers can directly use the findings of this study for HSR growth in developing economies

Sustainable development goals and business model innovation- 10 commandments of design considerations.

Authors: Debiprasad Mukherjee, and **Rojers P Joseph**

Journal: Korea Review of International Studies
DOI: <https://kristudies.org/volume-17-issue-64-november/>

Summary: Achieving Sustainable Development Goals (SDGs) is a critical agenda for businesses globally, and Business Model Innovation (BMI) plays a key role in integrating sustainability into core operations. This paper examines design considerations for BMI aimed at achieving SDGs, providing a framework for balancing economic growth, environmental stewardship, and social equity. The study outlines the theoretical foundations of BMI and its relevance to sustainable development, identifying essential elements such as value proposition, value creation, and value capture mechanisms that must be realigned with SDG targets. It underscores the importance of stakeholder engagement, highlighting collaboration with governments, NGOs, and communities in developing sustainable business models. Additionally, it emphasizes the integration of advanced technologies and digital transformation to boost efficiency and transparency in sustainability initiatives. Findings indicate that businesses prioritizing sustainability not only comply with regulations but also gain competitive advantages and long-term resilience. The paper offers practical recommendations, advocating for a systemic perspective in innovation processes and continuous learning and adaptation. It stresses the use of metrics aligned with SDGs to measure progress and drive improvement. Ultimately, this research underscores the strategic importance of BMI in guiding businesses toward a sustainable future, benefiting both society and the planet.

Exploring the impact of digital transformation through D'aveni's new 7s framework - a case analysis.

Authors: Debiprasad Mukherjee, and **Rojers P Joseph**

Journal: The Spanish Review of Financial Economics
Link: <https://srfe.journals.es/wp-content/uploads/2024/05/SRFE240501.pdf>

Summary: In the contemporary hypercompetitive business landscape, companies are relentlessly pursuing innovative strategies to establish a competitive advantage in the face of intense rivalry. Digital transformation (DT) emerges as a powerful tool, enabling organizations to drive innovation, optimize operational efficiency, automate critical processes, and provide unparalleled customer experiences through the integration of digital technologies. Richard D'Aveni's groundbreaking concept, the New 7S Hyper Framework, introduces pivotal elements that sustain competitiveness (Chen, Lin & Michel, 2010), expand market presence, and capture emerging opportunities. This study critically assesses the influence of DT on each component of the 7S Framework, offering a comprehensive analysis of its impact on overall business performance and the evolution of competitive strategies.

Future-proofing through sustainability: A comprehensive review and analysis of business model innovation and transformation strategies.

Authors: Debiprasad Mukherjee, **Santosh Kumar Prusty**, and **Rojers P Joseph**

Journal: Academy of Marketing Studies Journal

Link: <https://www.abacademies.org/journals-vol-28-issue-6-journal-amsj-past-issue.html>

Summary: This scholarly analysis investigates the interdependent nexus among sustainability, business model innovation, and transformation. Through a comprehensive analysis of varied viewpoints, it elucidates the strategic realignment of business models to integrate ecological and social dimensions. Emphasizing the crucial harmonization of economic objectives with responsible environmental and societal stewardship, this research stands at the crossroads of critical business decisions, aiming to enrich the ongoing dialogue on sustainable practices and their fundamental role in fortifying organizational resilience and prosperity. **Design/ Methodology/ Approach –** This scholarly investigation conducts an extensive literature review, analyzing how organizations formulate and conceptualize their business model strategies with a focus on sustainability. Motivated by environmental necessities, shifting consumer preferences, and regulatory demands, the study scrutinizes over 130 articles from Scopus, JSTOR, Emerald Insight, SAGE, and Google Scholar. Examining Business Model Innovation through a strategic management lens, the analysis seeks to comprehensively understand, evaluate, and synthesize insights on diverse dimensions and factors influencing organizational sustainability goals, thereby shaping the strategic orientation and conceptualization of business models. **Findings –** This study underscores the profound impact of diverse factors, including environmental consciousness, financial performance, innovation, and strategic leadership, on organizational business model innovation, particularly in pursuit of sustainability goals. It advocates strategic realignment, emphasizing sustainability as a pivotal driver for enduring success, ethical resilience, and heightened competitiveness within contemporary business models. The paper positions sustainability as integral to innovation and transformation, rooted in societal principles of environmental integrity, social equity, and economic prosperity.

How entrepreneurial orientation improves new-venture performance: the mediating role of innovation ambidexterity.

Authors: **Shiwangi Singh**, and Mamta Singh

Journal: Journal of Research in Marketing and Entrepreneurship

DOI: <https://doi.org/10.1108/JRME-03-2024-0058>

Summary: This study aims to examine various facets of entrepreneurial orientation (EO), including innovativeness, proactiveness and risk-taking. It investigates their linkage to the performance of new ventures. It further analyzes the mediating role of innovation ambidexterity. The study uses a judgmental sampling technique to gather data from 342 new ventures. The analysis is conducted using PLS-SEM to predict the potential consequences of EO on new venture performance (NVP) through ambidextrous innovation. The results show that innovation ambidexterity mediates between EO and NVP. New ventures should explore new opportunities for long-term growth while exploiting the existing opportunities for short-term growth and survival. The research focuses on interpreting how different EO components are related to innovation ambidexterity. It also investigates what role of innovation ambidexterity plays as a mediator in the correlation of EO–NVP. It expands the current discussion on EO–venture performance plus innovation ambidexterity considering new ventures in emerging economies.

Self-quantification and consumer well-being: A meta-analytic review.

Authors: Anuj Jain, Debasis Pradhan, Abhisek Kuanr, and **Shiwangi Singh**

Journal: Psychology & Marketing

DOI: <https://doi.org/10.1002/mar.22141>

Summary: Self-quantification technology is increasingly and irrevocably transforming consumers' relationships with their own minds and bodies. However, existing research findings on the contribution of self-quantification to consumer well-being are disparate. Given the popularity of self-quantification technology among consumers in the post-pandemic era and its inherent transformative nature, it is surprising that this gap remains unaddressed. To resolve this inconsistency and to examine how and when self-quantification influences consumer well-being, we conduct a meta-analysis of consumer well-being in the context of self-quantification technology. Our findings reveal that self-quantification positively influences consumer well-being. However, self-quantification also negatively affects consumer well-being through body image and self-esteem. The systematic moderation effects of cultural dimensions (e.g., uncertainty avoidance and individualism), prior experience, data sharing, and sample characteristics on the relationship between self-quantification and consumer well-being are also confirmed. While uncertainty avoidance, prior experience, and data sharing accentuate the positive effects of self-quantification on consumer well-being, an individualistic culture attenuates this influence. This study contributes to the consumer well-being literature and extends objectification theory in the context of self-quantification. These findings will guide practitioners and policymakers in devising strategies and policies to allow self-quantification technology to be used in a way that enhances consumers' health and well-being.

Characterizing generative artificial intelligence applications: Text-mining-enabled technology roadmapping.

Authors: **Shiwangi Singh**, Surabhi Singh, Sascha Kraus, Anuj Sharma, and Sanjay Dhir

Journal: Journal of Innovation & Knowledge

DOI: <https://doi.org/10.1016/j.jik.2024.100531>

Summary: This study aims to identify generative AI (GenAI) applications and develop a roadmap for the near, mid, and far future. Structural topic modeling (STM) is used to discover latent semantic patterns and identify the key application areas from a text corpus comprising 2,398 patents published between 2017 and 2023. The study identifies six latent topics of GenAI application, including object detection and identification; medical applications; intelligent conversational agents; image generation and processing; financial and information security applications; and cyber-physical systems. Emergent topic terms are listed for each topic, and inter-topic correlations are explored to understand the thematic structures and summarize the semantic relationships among GenAI application areas. Finally, a technology roadmap is developed for each identified application area for the near, mid, and far future. This study provides valuable insights into the evolving GenAI landscape and helps practitioners make strategic business decisions based on the GenAI roadmap.

Technology roadmapping for the e-commerce sector: A text-mining approach.

Authors: Shiwangi Singh, and T. Sai Vijay

Journal: Journal of Retailing and Consumer Services

DOI: <https://doi.org/10.1016/j.jretconser.2024.103977>

Summary: Due to rapid technological advancements and shifting consumer dynamics, the e-commerce industry has undergone rapid transformation. Further, emerging technologies, including artificial intelligence, blockchain, and augmented reality, have the ability to revolutionize the e-commerce landscape. However, limited studies have mapped the technological evolution in the e-commerce sector. Therefore, this study offers a multi-faceted forecast of e-commerce technologies by combining patent analysis, semantic network analysis, and topic modelling approaches. The study analyzes 4113 patents and categorizes them into two time periods: 2001–2012 and 2013–2023. This study constructs co-word maps, defines the relationships between the words, and examines how the co-word relationships have changed over the time period. In the period between 2001 and 2012, the patents are categorized into four clusters: information processing and communication technologies, product purchase and sale management, e-commerce systems, and digital transaction and security management. For the period spanning between 2013 and 2023, the patents are classified into seven clusters: user experience, integrating devices, product information management, e-commerce infrastructure, advanced e-commerce authentication, pricing and payment solution, platform development, and e-commerce optimization. It aims to bridge theory and practice by developing a roadmap of near-, mid-, and far-future e-commerce technologies. The study highlights implications for practice and theory.

Workplace spirituality: A meta-analysis of conceptualisation of constructs.

Authors: Swati Dhir, and Shiwangi Singh

Journal: International Journal of Business and Emerging Markets

DOI: <https://doi.org/10.1504/IJBEM.2024.139423>

Summary: Workplace spirituality has gained huge importance in organisational studies in the past few years. This study analyses the dimensions of the workplace spirituality construct and provides updated knowledge on its significance. It also summarises the empirical findings of existing literature and enhances the understanding about the constructs of workplace spirituality. The meta-analysis is used to find the homogenous and heterogeneous views about the dimensions of workplace spirituality. The documents were searched in Scopus, WoS, and EBSCO databases. Twenty quantitative studies were identified for the data extraction. The analysis was conducted using Comprehensive Meta-analysis Software. Workplace spirituality has become one of the most important and significant workplace attitudes in the emerging economies. The study comprehensively summarises the empirical research on various dimensions of workplace spirituality. The study provides direction for future researchers to explore the existing constructs in different contexts.

Whether technological development and progress in industrial ecosystem can lead to sustainable social development: A study in the context of indian iron and steel industry.

Authors: Himanshu S. Nayak, Amar KJR Nayak, **Santosh K Prusty**, Sunil Bagade, Sudhir Das

Journal: International Journal of Scientific Research in Engineering and Management

DOI: <https://doi.org/10.55041/IJSREM38247>

Summary: Metal processing technology, especially steel making technology is synonymous with the progress of human civilization in the last two millenniums. The phenomena observed in steel industry of few countries indicated that growth of steel industry which was aided by deployment of new technology, contributed to social value creation that has led to long term social upliftment. However the question remains that, once the industry attains maturity, what happens to social value creation and the long term sustainable social performance ? Data collected from three different firms of Indian iron and steel industry was analysed to understand this phenomena. It is observed that there is a significant relationship between a few variables of flexibility of steel making technology and social contribution rate which represents the social value created by firms in the “Indian Iron and Steel Industry (IISI) in their operational Ecosystem”. Also few variables exhibit no significant relationship between the flexibility of steel making technology and social contribution rate. Hence it can’t be inferred with certainty that a significant relationship exists between flexibility of technology and social value created by firms. This study can be further extended to develop a deeper understanding between social value creation and flexibility of technology. The outcome of this study can help firms in understanding the impact of their operation on the social Ecosystem in which they operate. Considering the focus of the companies to become responsible corporate citizens, companies can formulate their technology strategy to improve their long term social performance.

Wockhardt Ltd.: Will the strategic change work?

Authors: Esha Upadhyay and Rohit Kumar

Journal: IIM Ranchi Journal of Management Studies,

DOI: <https://doi.org/10.1108/IRJMS-11-2023-0080>

Summary: Wockhardt Ltd. is a global, research-based pharmaceuticals and biotechnology company headquartered in India. The company went through an ambitious period of growth, mainly using acquisitions as its primary inorganic growth strategy until the 2008 financial crisis. This period saw Wockhardt struggling to meet its financial obligations while at the same time confronting legal and regulatory challenges. Post this period, the company executed several strategic changes to its businesses to facilitate a recovery. The case asks students to assess Wockhardt’s strategic response to the crisis and its future success as a pharmaceutical company in an industry marked by intense competition.

Critical success factors for emerging technology adoption, strategic flexibility, and competitiveness: an evidence-based Total Interpretive Structural Modeling approach (TISM-E).

Authors: Surabhi Singh, **Shiwangi Singh**, Mayur Chikhale and Sanjay Dhir

Journal: Global Journal of Flexible Systems Management.

DOI: <https://doi.org/10.1007/s40171-024-00408-w>

Summary: : In the dynamic business environment, firms can adopt emerging technologies to remain relevant and effectively meet changing customer demands. The adoption of these technologies, however, is a complex process that requires strategic flexibility if businesses are to be able to adapt to the changing technology landscape and remain competitive. This study aims to identify critical success factors (CSFs) of emerging technology adoption and strategic flexibility and develop a hierarchical model using evidence data from Twitter (now known as X). A total of 1,76,248 tweets were collected, yielding a sample set of 102,100 unique tweets following the removal of duplicates. This study uses evidence-based total interpretative structural modeling (TISM-E) to develop a hierarchical interrelationship between the CSFs of emerging technology adoption, strategic flexibility, and firm competitiveness. Additionally, this study utilizes UTAUT to explore emerging technology adoption behaviors and understand a firm's perspective on technology acceptance. The resulting six-level hierarchical model can be used in strategic decision-making to achieve firm competitiveness. The findings of this study are important for practitioners and academicians seeking to understand the critical factors that drive technology adoption, strategic flexibility, and firm competitiveness in the changing business landscape. This study helps practitioners understand the relevance of identified CSFs and their interrelationships using a TISM-E approach and evidence data.

The case study of Zara vs. Uniqlo: How to make fast-fashion sustainable?

Authors: Rohit Kumar

Journal: AIMS Journal of Management

Link: Article

Summary: As 2024 dawns, the fast fashion industry stands at a critical crossroads. For decades, the sector's breakneck pace of production and consumption has fueled a global craze for cheap, trendy clothing. But the industry's relentless pursuit of speed and low costs has come at a devastating environmental and social cost - one that can no longer be ignored. While the path to true sustainability remains fraught with challenges, the industry is beginning to take tentative steps towards a more ecologically responsible, ethically conscious future. Companies like H&M, Zara, and Uniqlo have rolled out dedicated "conscious" clothing lines, featuring organic cotton, Tencel, and other environmentally-friendly textiles. By 2024 and beyond, the fast fashion industry's sustainability reckoning will only intensify. Pioneering brands that have invested early in circular, low-impact business models are likely to gain a competitive edge. Meanwhile, laggards that cling to outdated, extractive practices may find themselves rapidly losing market share to more ethically-minded competitors.

Are you really satisfied in life? Developing a scale on life satisfaction.

Authors: Swati Dhir, **Shiwangi Singh**, and Lata Bajpai Singh

Journal: Journal of Indian Business Research

DOI: <https://doi.org/10.1108/JIBR-08-2022-0200>

Summary: This study attempted to measure life satisfaction and developed a scale to measure its dimensions with the required psychometric properties (validity and reliability). In today's scenario, organizations are focusing on life satisfaction by helping employees to maintain their work-life balance. Therefore, this paper aims to develop a robust scale of life satisfaction. The methodology consists of three broad stages: item generation, scale development, and validity. Using the sample of 198 working executives, this study used the exploratory factor analysis (EFA) and concluded the four dimensions of life satisfaction: work satisfaction, family satisfaction, societal satisfaction and self-satisfaction. The results provide academicians and practitioners with new insight and dimensions of life satisfaction. The result of this study shows that life satisfaction has societal satisfaction, family satisfaction, job satisfaction and self-satisfaction dimensions. This study will provide practitioners with new dimensions to measure life satisfaction. They can help employees achieve life satisfaction across four different factors. This will enable more employee satisfaction, an increase in retention rate and an increase in employee performance. Furthermore, this study provides implications from a policy perspective to design the business policy by considering life satisfaction as an important part of formulating and implementing human resource policies. This study is unique in terms of exploring the dimensions of life satisfaction in a structured manner and establishing the psychometric properties as construct, content, and criterion validity along with reliability. This scale can be further used in future research to measure the life satisfaction construct.

Interaction of corporate social responsibility and attractiveness of organization to job seekers.

Authors: Esrafil Ali, Biswajit Satpathy, and **Santosh Kumar Prusty**

Journal: Journal of Modelling in Management

DOI: <https://doi.org/10.1108/JM2-11-2023-0274>

Summary: This paper aims to understand the two-way interaction between corporate social responsibility (CSR) and the attractiveness of organization to job seekers (AOJS). A system dynamics model is developed in the form of a causal loop diagram (CLD) that explains the CSR-AOJS interaction dynamically. To test the credibility of the developed model, the survey data are used to validate the causal relationships in the CLD. This study found that developing an effective strategy or tool by capturing various essential CSR elements can attract potential job seekers. The developed model is relevant to policymakers, decision-makers and managers when strategizing the CSR plan to attract potential job seekers.

RESEARCH PAPERS ON SUSTAINABLE DEVELOPMENT GOALS (SDGS)

Sl. no.	Publication details 2024-25 (APA Format)	SDGs Numbers
1	Sarkar, S. , Pramanik, A., & Maiti, J. (2023). An Integrated Approach using Rough Set Theory, ANFIS, and Z-number in Occupational Risk Prediction. Engineering Applications of Artificial Intelligence.	SDG 3
2	Dey, P., Chowdhury, S., Abadie, A.,Vann Yaroson, E., & Sarkar, S. (2023). Artificial intelligence-driven supply chain resilience in Vietnamese manufacturing small- and medium-sized enterprises. International Journal of Production Research.	SDG 9
3	Bhattacharyya, S., Sarkar, S. , Sarkar, B., & Manatkar, R. (2023). Risk modeling framework for strategic and operational intervention to enhance the effectiveness of a closed-loop supply chain. IEEE Transactions on Engineering Management.	SDG 9
4	Bag, S., Golder, R., Sarkar, S. , & Maity, S. (2023). SENE: A Novel Manifold Learning Approach for Distracted Driving Analysis with Spatio-Temporal and Driver Praxeological Features. Engineering Applications of Artificial Intelligence.	SDG 3
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6	Sarkar, S. , Paramanik, A. R., & Mahanty, B. (2024). A Z-Number Slacks-Based Measure DEA model-based Framework for Sustainable Supplier Selection with Imprecise Information. Journal of Cleaner Production	SDG 11
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12	David, R., Nigoti, U., & Singh, S. (2025). Does intercultural communication competence, cultural sensitivity, and temporal flexibility related to employee engagement? Moderation of negative emotions with COVID-19. International Journal of Intercultural Relations.	SDG 16
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17	Singh, S., Subramani, A. K., David, R., & Jan, N. A. (2024). Workplace ostracism influencing turnover intentions: Moderating roles of perceptions of organizational virtuousness and authentic leadership. <i>Acta Psychologica</i> .	SDG 16
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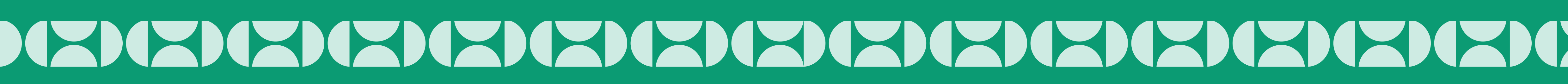
Sl. no.	Publication details 2024-25 (APA Format)	SDGs Numbers
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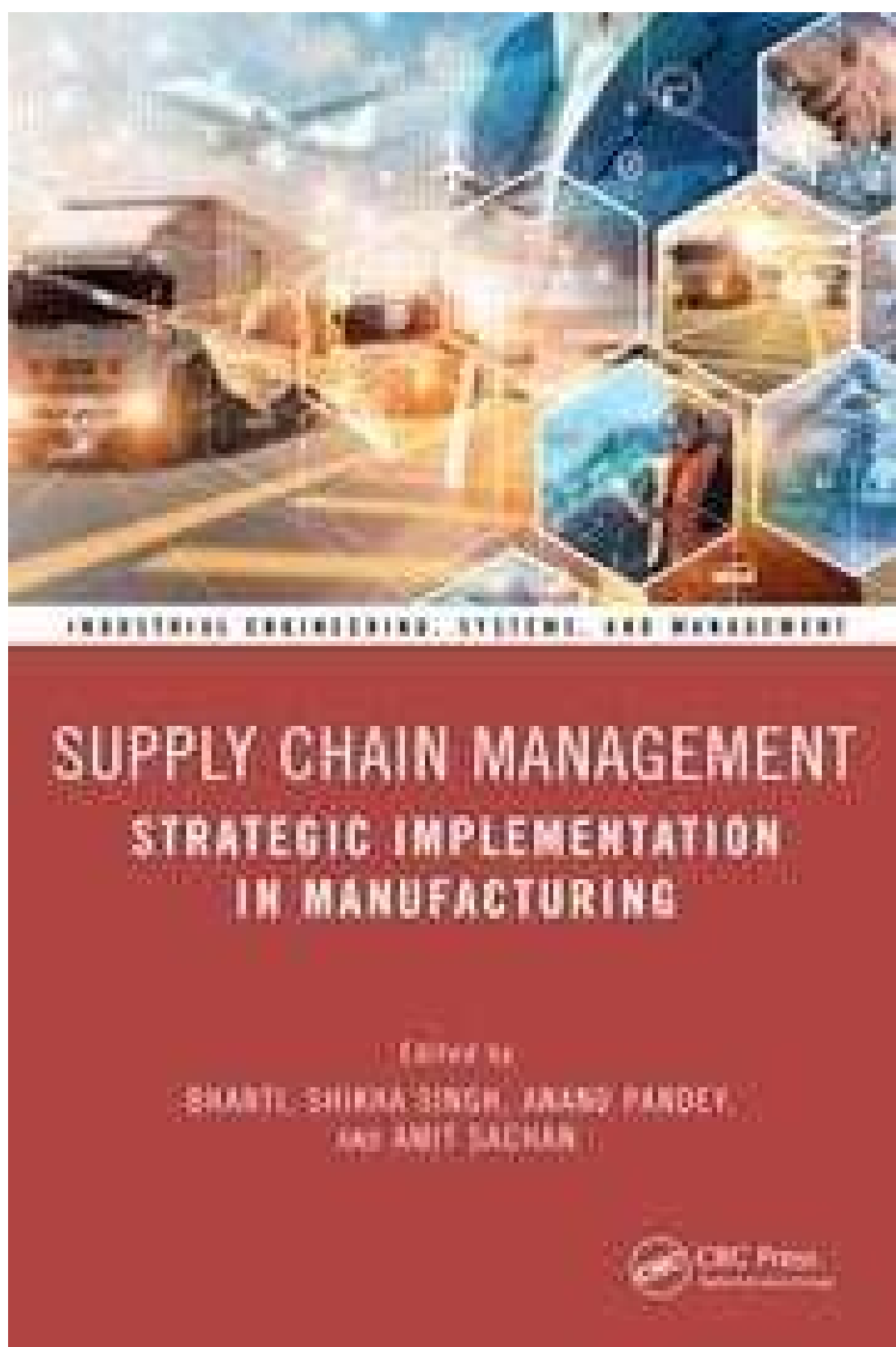
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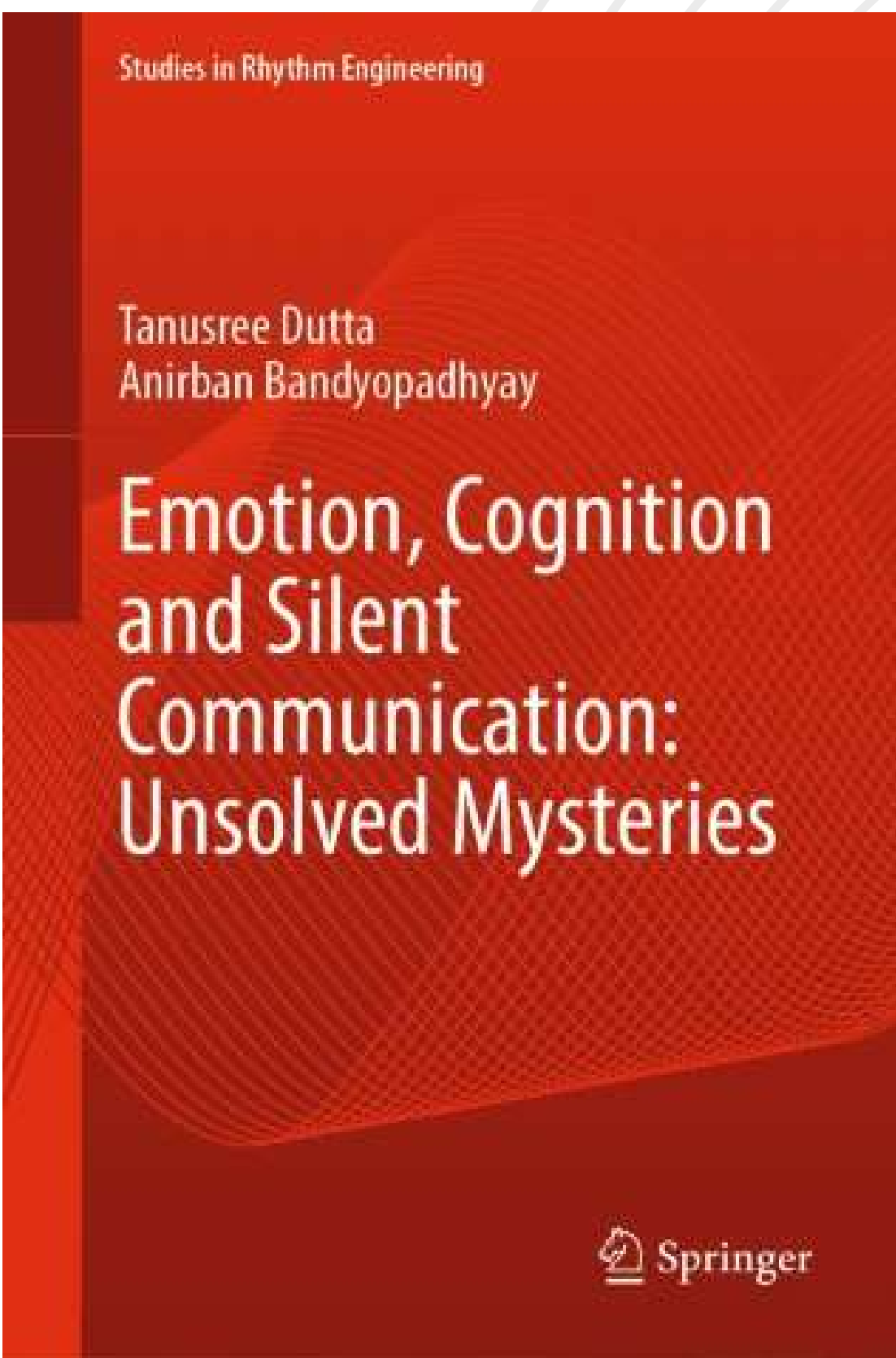
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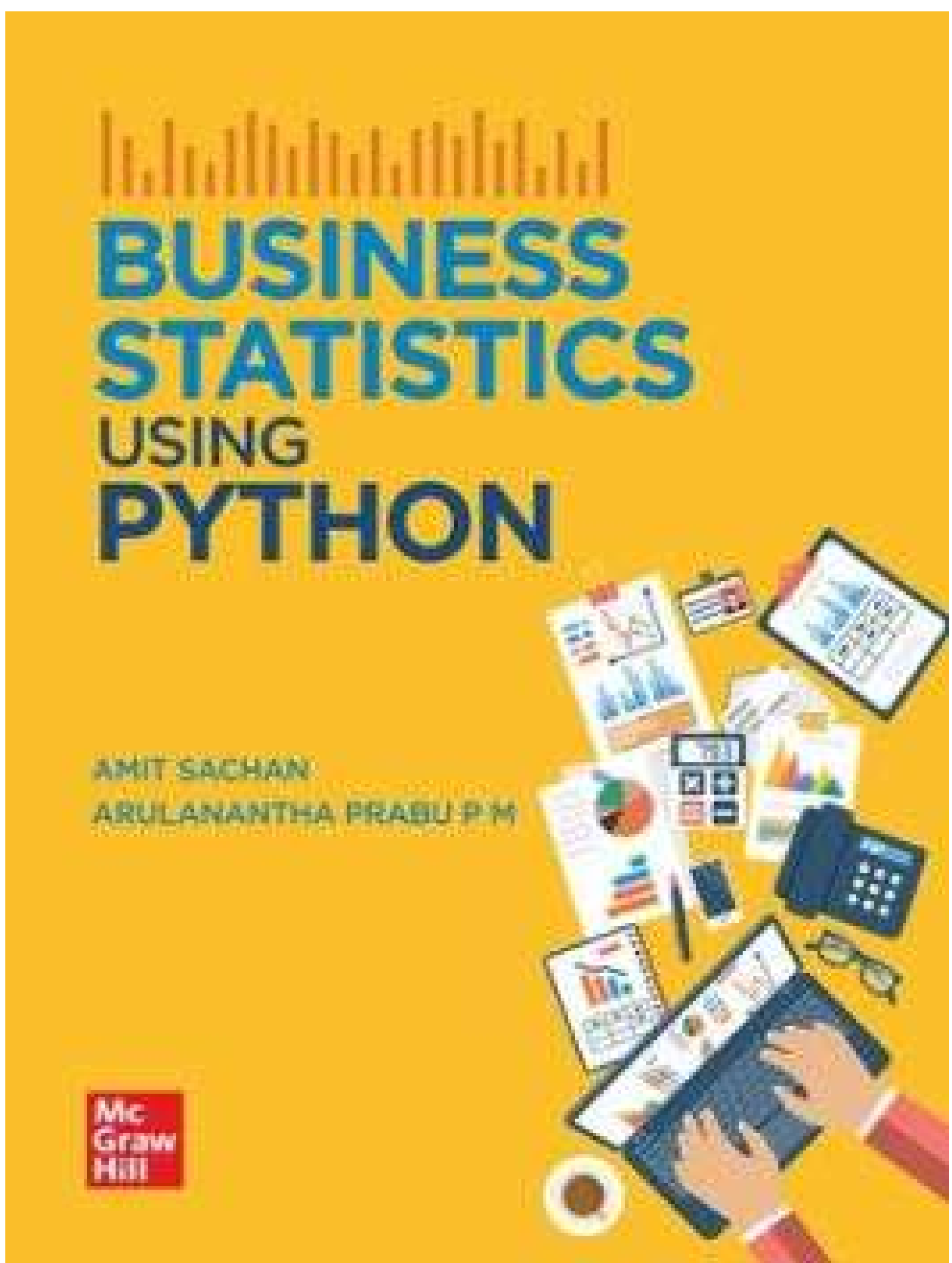
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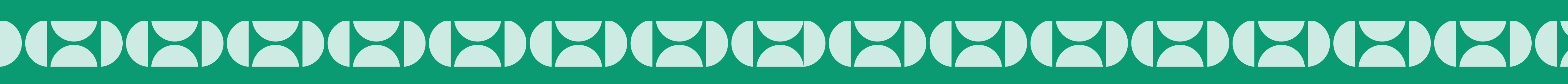
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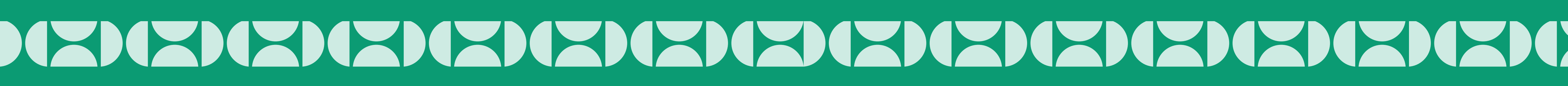
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THURSDAY SEMINAR SERIES

The Research and Publications Committee at IIM Ranchi organizes the Thursday Seminar Series as a platform to promote a culture of academic inquiry and interdisciplinary dialogue. Faculty members and doctoral scholars present their research on diverse and contemporary topics. These weekly seminars encourage critical discussions and knowledge sharing among the academic community. Below are the details of the Thursday Seminar Series conducted during the academic year 2024–2025

A GLIMPSE INTO CUTTING-EDGE SCHOLARLY CONVERSATIONS AT IIM RANCHI

Sl. No.	Date	Faculty Name	Topic
1	25.07.2024	Prof. Rajasekhar David	Does flexibility really matter to employees? A Mixed Methods Investigation of Factors Driving Great Resignation
2	25.07.2024	Prof. Rohit Kumar	Is Fast Fashion Sustainable? Exploring the Role of Technology and Business Model Innovation
3	01.08.2024	Prof. Swarup Kr. Dutta	Moving beyond ESG reporting to an outcome based approach- A comparative analysis of leading Indian Aluminium Companies
4	08.08.2024	Prof. Shibashish Chakraborty	An NLP- based approach to study impact of multi-channel strategy on brand positioning effectiveness and competitive landscape of Grocery Retailers
5	22.08.2024	Prof. Anupriya Khan	Can E-Government Influence Well-Being? An Empirical Investigation.
6	29.08.2024	Prof. Viraj Varma	Inclusive leadership and employee outcomes - The mediating roles of psychological safety and workplace inclusion
7	05.09.2024	Prof. Sumit Mohanty	Existence of Characteristic like Vertices on Trees with Matrix Weights
8	12.09.2024	Prof. Bright Akwasi Gyamfi	Towards clean cooking fuel transition in BRICS and MINT economies: The relevance of Energy Financialization.
9	19.09.2024	Prof. Santosh Kumar Prusty	Exploration into Interaction of CSR Activities and Attractiveness of Organization to Job Seekers
10	26.09.2024	Prof. Prasenjit Chakrabarti	Recapitalization Experience of Indian Banks
11	03.10.2024	Prof. Divya Khurana	On the Local symmetry of Birkhoff-James orthogonality in some Banach spaces.
12	03.10.2024	Prof Anupriya Khan	The Relationship between E-government and Corruption: A Panel Data Study
13	10.10.2024	Prof. Kamran Quddus	Econometrics of Event Study

Sl. No.	Date	Faculty Name	Topic
14	17.10.2024	Prof. Rajeev Ranjan Kumar	Antecedents and Consequents of Circular Economy Adoption: A Meta-Analytic Investigation
15	24.10.2024	Prof. Prashant Maurya	Auschwitz as ultimate otherness: Reading survivor memoirs
16	24.10.2024	Prof. Sobhan Sarkar	OptiTrackEx: A Deep Learning Approach to Real-Time Vehicle Collision Detection
17	07.11.2024	Prof. Shiwangi Singh	How Antecedents of Digital Innovation Implementation Influence Firm Performance? A Dynamic Capability Perspective using Mixed-Method Approach
18	14.11.2024	Prof. Ankur Jha	Antecedents of Customer Satisfaction in Quick Commerce: Insights using Text Mining
19	21.11.2024	Prof Ankur Jha	The relationship between store mix elements and store brand equity: An evidence from electronic retail chain
20	06.12.2024	Sh. Somenath Chaterjee	A study on the valuation of Indian hospitals
21	12.12.2024	Prof. Aditya Shankar Mishra	How to write a good research paper
22	16.01.2025	Prof. Manish Bansal	CSR - firm value Nexus: Evidence from India's CSR mandate
23	20.02.2025	Prof. Rohit Kumar	ESG Triple Helix: Decoding with Materiality and Institutional Logic
24	27.02.2025	Prof. Sudhanshu Shekhar	Exogenous Shock and cluster change in Howrah Foundries: Dynamics of conflict and fragmentation
25	27.02.2025	Prof. Radha Yadav	ESG Practices for Sustainable Business: A literature review based on Bibliometric Analysis
26	13.03.2025	Prof. Saakshi	Is Geopolitical Risk Always Detrimental to Economic Growth?
27	20.03.2025	Prof. Aditya Shankar Mishra	Consumer-specific drivers and moderators of COBRAs
28	27.03.2025	Prof. Sasadhar Bera	Users' Perception of Digitalization in Pandemic Immunization Programs: A Machine Learning Based Empirical Investigation

GUEST SEMINAR SERIES

As part of its commitment to fostering academic excellence and industry engagement, IIM Ranchi hosted a series of Guest Seminars between February and April 2025. This vibrant series brought together distinguished national and international speakers, including eminent academics, researchers, and industry experts, to share their insights on a diverse range of contemporary topics. Themes covered during the sessions included publishing in FT50 journals, sustainability, research methodology, artificial intelligence in research, management education, media awareness, and doctoral research competencies. The seminar series served as an enriching platform for faculty members, doctoral scholars, and students to interact with thought leaders, gain exposure to global perspectives, and enhance their understanding of emerging trends in research and practice

GUEST SEMINAR SERIES (FEB-APR 2025): INSIGHTS FROM ACADEMIA AND INDUSTRY ON RESEARCH, INNOVATION, AND PRACTICE

Sr. No.	Date	Name	Industry/College	Broad Topic
1	11.02.25	Pro. Payal Kumar	Academics	Publishing in FT50
2	12.02.25	Prof. Janat Shah	Retired Ex-director IIM Udaipur, ex-prof. IIM B	Management Education- the road ahead
3	22.02.25	Prof. Sachin Kumar Mangla	Jindal Global Business School	Research Excellence
4	07.03.25	Prof. Christine Farias	Associate Professor at City University of New York, US	Sustainability and economics
5	07.03.25	Prof. Gerard Farias	Fairleigh Dickinson University, US	Sustainability and economics
6	13.03.25	Dr. Shiva Kakkar	Jaipuria (PhD IIM A)	AI tools in research
8	25.03.25	Jibendu Mazumder	Industry	AI workshop
7	24.03.25 & 25.03.25	Amritendu Mukherjee	Industry	AI workshop
9	28.03.25	Shishir Sinha	Media (Hindu)	Media Awareness
10	07.04.25	Prof.SomayaJulu Garimella	Academics	Competencies for PhD
11	21.04.25	Dr. Abhishek Sheetal	The Hong Kong Polytechnic University	PhD student collaboration and interaction
12	21.04.25	Krishna Savani	The Hong Kong Polytechnic University	FT editor (editor's view on paper)
13	24.04.25	Dulini Fernando	Aston University, UK	Qualitative Research Methodology in High high-quality journal
14	28.04.25	Ajeet Mathur		Mysteries in Management

RESEARCH METHODOLOGY SERIES

To strengthen methodological rigour and promote research excellence, IIM Ranchi conducted the Research Methodology Series 2024–25, featuring a lineup of expert-led sessions on diverse analytical and philosophical approaches. The series covered advanced topics such as fsQCA, quantile regression, bibliometric analysis, experimental design, spatial regression, and convergence analysis, alongside philosophical frameworks and hands-on training in tools like R Studio. Designed for faculty and doctoral scholars, these sessions offered valuable insights into both qualitative and quantitative research techniques, fostering a deeper understanding of contemporary research methodologies.

RESEARCH METHODOLOGY SERIES (2024–25): ENHANCING RESEARCH RIGOR THROUGH DIVERSE ANALYTICAL AND PHILOSOPHICAL APPROACHES

Sl. No.	Date	Faculty	Methodology Topic
1	28.08.24	Prof. Pavel Reyes Mercado	Tales of fsQCA: Unveiling Hidden Stories in Your Data
2	30.08.24	Prof. Bright Akwasi Gyamfi	Quantile Regression
3	06.09.24	Prof Rakhi Singh	Conducting a systematic literature review using Bibliometrics
4	13.09.24	Prof. Radha Yadav	Hands-on session on R Studio - Biblioshiny
5	18.09.24	Prof. Lucas Thorpe	Methodology in Philosophy: From Foundationalism to Coherentism and Reflective Equilibrium.
6	20.09.24	Prof Aman Kumar	Using Crowdsourcing Platforms for Primary Data Collection
7	23.09.24	Dr. Mounisai Siddartha Middela	Spatial Regression Models
8	21.10.24	Prof. Priya Premi	Basics of Experimental Design
9	30.10.24	Prof. Kumar Shaurav	Convergence Analysis

PHD AND PHD (EXECUTIVE) DEGREES AWARDED IN 2024-25

Scholar Name	Batch	PhD/EPHD	Title of the Thesis
Manasj jyoti Borah	2018-22	PhD	Essays on the impact of entrepreneurial ecosystem on female entrepreneurial motivation
Neeraj Kumar khesarbani	2018-22	PhD	Synthesizing Research Approach addressing Strategic Management Fragmentation: Analytic And Empirical Investigations
Sayed Abdulla ashraf	2018-22	PhD	NLP and Deep Learning-Based Approaches for Fraud Review Detection in Hospitality Domain
Ananya Ray	2019-23	PhD	An NLP-based approach to explore the adoption of newer technologies in the hospitality and tourism industry
Anjali Srivastava	2019-23	PhD	Essays on the Role of Corporate Disclosures in Financial Markets
Santushti Gupta	2020-24	PhD	Essays on the Risk and Reward of ESG information: Implications from ESG regulations and voluntary disclosures
Snehal Chandra	2020-24	PhD	Exploring Factors Influencing IT Employees' Intention to Stay: A Moderated-Mediation Approach
Chahat Maru	2020-24	PhD	Analyzing the predictors of Online Brand Advocacy: The Impact of Brand Attachment, Brand Congruence, and Perceived Justice on Consumers
Balaji Abraham	2018-22	EPHD	Customer Experience in B2B Knowledge Markets: Perspectives on Selling Center and Social Buying

DOCTORAL RESEARCH CONFERENCE 2024

OVERVIEW

The Doctoral Research Conference (DRC) 2024, organized by the Indian Institute of Management Ranchi, brought together doctoral scholars from across the country to engage in a scholarly exchange of ideas and showcase their ongoing research. The DRC is a flagship event that reflects IIM Ranchi’s commitment to advancing doctoral education, interdisciplinary scholarship, and academic collaboration. The Book of Abstracts from DRC 2024 documents a wide range of research studies reflecting methodological rigor, theoretical innovation, and practical relevance. The conference served as a forum for intellectual discourse and constructive feedback from senior faculty and peers.

PARTICIPATION AND THEMES

DRC 2024 witnessed enthusiastic participation from doctoral scholars representing several top-tier management institutions in India. The submissions covered a wide array of research domains, including but not limited to:

- Organizational Behavior & Human Resource Management: Exploring themes like workplace well-being, leadership behavior, psychological contract breach, and employee engagement.
- Marketing: Research on digital consumer behavior, brand experience, sensory marketing, and neuromarketing strategies.
- Finance and Economics: Studies focusing on investor sentiment, market efficiency, behavioral biases, and economic resilience.
- Operations and Decision Sciences: Research contributions in supply chain resilience, sustainable operations, and decision-making under uncertainty.
- Information Systems and Strategy: Insights on digital transformation, platform ecosystems, and strategic agility in volatile markets.

Each abstract reflected a commitment to producing research that is grounded in sound methodology and relevant to contemporary managerial challenges

ACADEMIC CONTRIBUTIONS

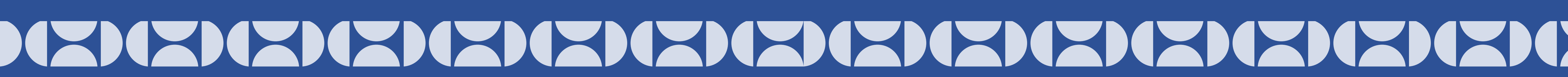
The DRC 2024 has contributed significantly to strengthening the culture of research within IIM Ranchi and the broader academic community. It has enabled scholars to:

- Present their work-in-progress in a scholarly setting,
- Receive valuable feedback for improving their research,
- Network with fellow researchers and experts,
- Stay updated on emerging themes and methods in management research.

The high quality of submissions underscores the scholarly potential of doctoral researchers and reaffirms IIM Ranchi’s role as a hub for nurturing future academics.

CONCLUSION

The Doctoral Research Conference (DRC) 2024, organized by the Indian Institute of Management Ranchi, brought together doctoral scholars from across the country to engage in a scholarly exchange of ideas and showcase their ongoing research. The DRC is a flagship event that reflects IIM Ranchi’s commitment to advancing doctoral education, interdisciplinary scholarship, and academic collaboration. The Book of Abstracts from DRC 2024 documents a wide range of research studies reflecting methodological rigor, theoretical innovation, and practical relevance. The conference served as a forum for intellectual discourse and constructive feedback from senior faculty and peers.



POMS INDIA INTERNATIONAL CONFERENCE 2024

REIMAGINING FUTURE OF OPERATIONS FOR RESILIENCE AND SUSTAINABILITY IN A DIGITAL WORLD

The Production & Operations Management Society (POMS) India International Conference 2024, hosted by Indian Institute of Management (IIM) Ranchi from December 04–06, 2024, brought together leading scholars, industry experts, and practitioners under the central theme “Reimagining the Future of Operations for Resilience and Sustainability in a Digital World.” This prestigious event served as a dynamic platform for exchanging innovative research, emerging trends, and best practices in operations and supply chain management, with a special emphasis on digital transformation, sustainability, and post-pandemic resilience. IIM Ranchi, known for its academic rigor and industry engagement, provided an intellectually vibrant setting for meaningful discussions, collaborative networking, and strategic insights that are shaping the future of operations management in India and beyond.

We are happy to share the key highlights of our conference. This year, we received 324 abstracts from close to 700 authors. We have crossed 330 participant registrations from over 21 countries such as the USA, UK, Canada, Australia, China, Portugal, Italy, and Singapore, to name a few. We received submissions from almost all IIMs and IITs and management schools in India and close to 80 submissions from foreign institutions such as Georgia Institute of Technology, University of Minnesota, University of Texas ,Ivey Business School , Institute of Transport Economics, Birmingham City University, University of Sydney. In addition to academia, we have a noteworthy participation from industry professionals coming from SAIL, Micron Technologies, TATA Motors, Hitachi, ACIES Innovations, Indian Railways, John Deere, and Vitesco Technologies Germany.

SYMPOSIUM ON INDIAN BUSINESS SYSTEM 2025

India is emerging as a global economic power, prompting exploration of alternate business approaches in the new social, economic, and environmental world order. At this juncture, it's essential to discuss the values, principles, and practices of the Indian way of business existing across various clusters and communities of India. The establishment of a locally relevant and globally adaptable Indian Business System theory is essential for solving Indian and global challenges. IIM Ranchi organized a one-day symposium on Saturday, March 22, 2025, where experts shared views on "Indian Business System" towards establishing a locally relevant and globally adaptable framework building on India's traditional business knowledge integrated with contemporary practices. The event featured distinguished speakers from academia and industry, engaging 150+ participants. The keynote speaker was Mr. Nayan Parikh, CEO of Nayan Parikh & Consultancy. Other speakers included Prof. Ashish Pandey from IIT Bombay and Associate Prof. Kumar Alok from XLRI Jamshedpur.

Prof. Deepak Srivastava, Director of IIM Ranchi, emphasized integrating practical knowledge into theoretical curriculum through continuous research. He highlighted three-dimensional aspects of the Indian Business System—Social and Institutional Fabric, Principle-based operations, and Knowledge of the self. He noted India's unique problem-solving tradition through Jugaad (innovative improvisation) and how many Indian businesses have thrived across generations by operationalizing Indian knowledge, connecting to spirituality, and adhering to core Indian values.

Prof. Santosh Kumar Prusty, Co-ordinator of the symposium, pointed out that business discussions in India revolve around dominant world business systems evolved in different national contexts. To understand the Indian way of business, there's a need to examine diverse Indian business practices, societal fabric, business history, and knowledge systems through an Indian lens.

Mr. Nayan Parikh advised entrepreneurs to build trust and personal connections, upholding principles of sincerity, excellence, and social service rather than solely chasing profits. Prof. Kumar Alok highlighted that 85% of startups fail within three years due to profit-focused approaches, while traditional Indian practices emphasizing ethical decision-making, mutual support, and trust-building have thrived for generations. Prof. Ashish Pandey discussed how conduct and ethics determine business sustainability, emphasizing that business should benefit society beyond achieving specific results.

The symposium concluded with a panel discussion on the need for Indian Business System concepts and management education's role in establishing this knowledge. A need for establishing Bharatiya Vyapar Sutra (BHAVYA) emerged from the symposium.

SOCIAL IMPACT CONFERENCE 2025

DESIGNING THE FUTURE WITH EMPATHY, INQUIRY, AND TRUST

The Social Impact Conference 2025 at IIM Ranchi opened with an atmosphere of warmth and creativity, reflecting the essence of its core theme—living and leading by values. The day began with an outdoor icebreaker session, where participants, faculty, and guest speakers known as Value Incubators gathered informally, sipping nimbu pani and folding origami. These simple, joyful activities set a tone of shared space, openness, and emotional connection—principles that carried through every segment of the day.

OPENING CEREMONY & VALUE KEYNOTES

The formal sessions began with a musical performance by students, followed by an opening address from Prof. Gaurav Marathe, Chairperson of the Social and Ethical Development Committee (SEDC). Prof. Marathe introduced the Value Incubators—speakers who each represented and embodied a distinct value through their life’s work. The keynote address was delivered by Prof. Deepak Kumar Srivastava, Director of IIM Ranchi, as the Value Incubator of Trusteeship. Prof. Srivastava emphasized the importance of responsible governance, ethical leadership, and a human-centric institutional culture. His vision of creating “Happiness Corners” across the campus highlighted a commitment to student well-being, mental health, and moral development.

EXPERIENTIAL LEARNING & COMMUNITY CELEBRATION

Following the thought-provoking sessions, the closing ceremony encouraged collective reflection and gratitude. This seamlessly transitioned into a Community Kitchen lunch—a student-led initiative where food was prepared and served with love and care. Far from a standard catered event, it embodied values of dignity, service, and shared labor. The conference moved from thought to rhythm with the Drum Circle—a collective musical experience where participants co-created beats in joyful synchrony. It was an expression of unity through sound, dissolving boundaries between age, background, and role. The day culminated in the Soul Carnival—a trust-based, non-commercial space where attendees exchanged handmade gifts, stories, art, and ideas. No money changed hands—only meaning, joy, and authenticity. It stood as a living metaphor for a gift economy, anchored in mutual respect, gratitude, and human connection.

CONCLUSION

The Social Impact Conference 2025 at IIM Ranchi was more than a traditional academic gathering—it was a transformational experience rooted in values. Each moment, from an origami-folded greeting to a soulful beat of the drum, reinforced the belief that social impact is not just about outcomes, but about how we relate, lead, and live. The conference inspired students, faculty, and speakers alike to reimagine leadership and research not only as intellectual pursuits but as acts of care, inquiry, and service. It was a powerful step forward in IIM Ranchi’s commitment to ethical, value-based education and public engagement.



IRJMS

IIM Ranchi Journal of Management Studies (IRJMS) is an academic, peer-reviewed journal publishing research on all aspects of management. Published open access by Emerald on behalf of the Indian Institute of Management Ranchi.

The IRJMS is a bi-annual international journal for publishing the finest peer-reviewed, original research in all fields of management and the related areas such as economics and psychology. Critical review articles and application-oriented cases are also welcome. Manuscripts with originality, importance, interdisciplinary interest, sound research methodology and industry-relevant conclusions are strongly encouraged for submission to this journal. As the management area is continuously evolving, this journal provides a forum for the discussion on present condition, opportunities, challenges and issues concerning the management-related fields

The IRJMS is aimed not only at students, researchers and practitioners, but also at anyone concerned with the management-related issues. The main themes include but are not limited to general management, strategic management, marketing, advertising, human resources management, organizational studies, information management, industrial management, entrepreneurship and innovation, small and family business management, financial management, accounting, operations management, managing global and international business, managing supply chain, managing e-business practices, social media etc.

PERFORMANCE IN THE CALENDAR YEAR 2024

In comparison of year 2023,the submissions have grown more than 100%. It is 162 in comparison with the last year (2023), which was at 74 submissions. The reach of the journal in terms of submissions has crossed borders. Submission has been received from India, Sri Lanka, Bangladesh, Various African countries, Romania, Korea etc. On downloads, IRJMS crossed the landmark 1,00,000 since its inception. The top countries in downloads are India, Indonesia, Malaysia, china, UK, USA etc. IRJMS has crossed 300 citations in its short period of functioning. The editorial board of the IRJMS is having representation from various countries, such as India, UK, USA, Hong Kong, Poland, UAE etc.

THE ROAD AHEAD

For any journal, indexing in a reputed index is an objective. It doesn't only show the quality of the journal; this also attracts more submissions. IRJMS has been indexed in the UGC-CARE last year. The journal will try to get indexed in other reputed indices as well. Along with, we will try to further improve submissions, downloads, citations, global representation, etc.

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