

# **CURRENT CONTENTS : SVIM**

**List of Journals Received During the Previous Month**  
**(Bi- Monthly Current Awareness Bulletin)**

Vol.1

Issue.3

May-June - 2023



**Learning Resource Center**

**SHRI VAISHNAV INSTITUTE OF MANAGEMENT**  
**INDORE**



## List of Journals Included

S.No	Particular	Year	Volume & Issue	Pg.No
1	Asian Journal of Mgmt Cases	2023	20(1)	4
2	Foreign Trade Review	2023	58(2)	5
3	Global Business Review	2022	23(6)	6
4	IIM Kozhikode Society and Management Review	2023	12(1)	7
5	International Journal of Rural Management	2022	19(1))	8
6	Journal of Emerging Market Finance	2023	22(1)	9
7	The Journal of Entrepreneurship	2022	31(3)	10
8	Journal of Human Values	2023	29(2)	11
9	Metamorphosis A Journal of Management Research	2022	21(2)	12
10	South Asian Journal of Business and Management Cases	2023	12(1)	13
11	Vikalpa	2022	47(4)	14
12	VISION	2023	27(2)	15
13	Entrepreneurship and Innovation in Emerging Economies	2023	9(1)	16
14	Jindal Journal of Business Research	2022	11(2)	17
15	FIIB Business Review	2022	11(4)	18
16	Operations and Strategic Planning	2022	5(2)	19
17	Business Perspectives and Research	2023	11(2)	20
18	Indian Journal of Corporate Governance	2022	5(2)	21
19	Paradigm: A Management Research Journal	2022	26(2)	22



20	South Asian Journal of HRM	2022	9(2)	23
21	Human Resource Development Review	2022	21(4)	24
22	Journal of Creative Communications	2023	18(1)	25
23	Journal of Management	2023	49(4)	26
24	Abhigyan	2022	XL(3)	27
25	Communicator	2022	LVII(2)	28
26	Decision	2023	50(1)	29
27	Finance India	2022	VOL. XXXVI	30
28	Indian Economic Review	2022	57(2)	31
29	International Journal of Computing and Application	2022	17(2)	32
30	International Journal of Next-Generation Computing	2022	13(4)	33
31	International Journal of Distributed and Cloud Computing	2022	10(1)	34
32	Jims 8M	2022	27(4)	35
33	Kurukshetra	2023	71(6)	36
34	Opsearch	2022	59(4)	37
35	Prajnan	2022	Vol. LI No. 3	38
36	Rajasthan Academy of Physical Sciences	2022	21(1&2)	39
37	Resonance	2023	28(4)	40
38	South Asian Journal of Management	2022	29(5)	41
39	South East Asian Journal of Mathematics and Mathematical Sciences	2022	18(1)	42
40	Yojana	2023	67(7)	43
41	Indian Journal of Training & Development	2021	51(3)	44
42	Management Effigy	2022	XIII(2)	45
43	Aims Journal of Management	2023	8(2)	46
44	JIM Quest	2022	18(2)	47



# Asian Journal of Management Cases

Volume 20 Number 1 March 2023

## Contents

Editorial 7

### Cases

DHFL Meltdown: The Corporate Governance Lapses 9  
*Daitri Tiwary and Arunaditya Sahay*

Selection of Retirement Saving Plan for a Private-sector Employee  
in Pakistan 23  
*Bushra Naqvi, Syed Kumail Abbas Rizvi and Arsalan Shahzad*

Mahindra Electric Cars: Challenges of Driving a Revolution in the  
Indian Market 35  
*Tripti Dhote, Chaitanya P. K. and Juhi Mandot*

Filli Café: Experience Tea and Talk 47  
*Vimi Jham*

An Oil and Fats Manufacturing Company: Assessing Human Resource  
Needs for Corporate Success 59  
*Roziana Shaari, Azlineer Sarip and Zul' Idham Md Noh*

Dr Reddy's Laboratories Ltd: Can It Be An Indian Pharma's  
Bellwether Again? 65  
*Rohit Kumar and Balaji Abraham*



Volume 58 Number 2 May 2023

# Foreign Trade Review

## Contents



## Articles

- The J-Curve Effect in Services Trade: A Disaggregated Analysis 199  
*Ivan D. Trofimov*
- Ex-Ante Evaluation of India's Trade Alliance with Indo-Pacific Region: A General Equilibrium Analysis 220  
*Archana Srivastava, Somesh Kumar Mathur and Prabir De*
- Russia-Ukraine War and WTO's National Security Exception 246  
*Prabhash Ranjan*
- Impact of FDI and Its Absorption Capacity on the National Innovation Ecosystems: Evidence from the Largest FDI Recipient Countries of the World 259  
*Naveed Ul Haq*
- Non-linear Effect of Real Exchange Rate Variability with Macroeconomic Variable on Non-Petroleum Commodities of India-US Trade 289  
*Mohini Gupta and Sakshi Varshney*
- Revisiting the Gravity Model of Migration 329  
*Mohammad Azeem Khan, Zeenat Fatima and Sumbul Fatima*

## Book Review

- Sugata Marjit, Biswajit Mandal, and Noritsugu Nakanishi, *Virtual Trade and Comparative Advantage* 350  
*Lei Yang*



# Global Business Review

Volume 23 Number 6 December 2022

## Contents



**Special Issue:** Sustainable Environmental, Social, and Governance (ESG) Investment, Investors' Sentiment, and Behavioral Finance

**Guest Editors:** Gary Campbell and Kakali Kanjilal

**Editorial** 1279

### Original Articles

Integration and Volatility Spillover Among Environmental, Social and Governance Indices: Evidence from BRICS Countries 1280  
*Satyaban Sahoo and Sanjay Kumar*

The Readiness for ESG among Retail Investors in Central and Eastern Europe. The Example of Poland 1299  
*Janina Petelczyc*

Relationship among Environmental Performance, R&D Expenditure and Financial Performance: Evidence from Indian Manufacturing Firms 1316  
*Ruchita Verma, Dhanraj Sharma and Priyanka*

Do Equity Investors Care about Environment, Social and Governance (ESG) Disclosure Performance? Evidence from India 1336  
*Ketan Mulchandani, Kalyani Mulchandani, Geetha Iyer and Alaknanda Lonare*

Towards a Comprehensive Corporate Sustainability Performance Evaluation in Pakistan. An Investigation into Corporate Sustainability Disclosure Quality and Comparison of GRI and non-GRI Firms 1353  
*Zaheer Alam and Yasir Bin Tariq*

Does it Make You Better Off? Initial Public Offerings (IPOs) and Corporate Sustainability Performance: Empirical Evidence 1375  
*Murad Harasheh*

Time-Varying Risks in ESG Equity Investments during the COVID-19 Pandemic 1388  
*Nayanjyoti Bhattacharjee and Anupam De*

Does Ownership Structure Affect Environmental, Social and Governance Activity? Evidence from the Banking System of an Emerging Economy 1403  
*Paolo Agnese, Francesca Romana Arduino and Luca Secondi*

Corporate Social Responsibility Towards Purchase Intention Across Regional Identity: A Comparison Between South Asia and Southeast Asia During COVID-19 1424  
*H. A. D. M. Arachchi and G. D. Samarasinghe*

The Credit Risk of Sustainable Firms during the Pandemic 1462  
*Giovanni Cardillo and Helen Chiappini*

Does Risk Propensity of Investors Affect the Heuristic Choice of SRI Portfolio Selection?—A Comparison between a Market Portfolio and SRI Portfolio 1481  
*Soma Panja*

Assessment of Social Accountability through SDGs of Corporate Sector during COVID-19 in India 1492  
*Resham Goyal and Ramesh Chandra Dangwal*

Board Diversity, Sustainability Report Disclosure and Firm Value 1520  
*Dian Agustia, Iman Harymawan and Yani Permatasari*

The Influence of Board Factors and Gender Diversity on the ESG Disclosure Score: A Study on Indian Companies 1544  
*Shikha Bhatia and Divya Marwaha*

Are ESG Disclosures Value Relevant? A Panel-Corrected Standard Error (PCSE) Approach 1558  
*Renuka Kumawat and Nikunj Patel*



Volume 12 Number 1  
January 2023

IIM KOZHIKODE  
**SOCIETY &  
MANAGEMENT  
REVIEW**

**CONTENTS**

**Articles**

- 7 Does Financial Mindfulness Make a Difference? A Nexus of Financial Literacy and Behavioural Biases in Women Entrepreneurs  
*Tabira Iram, Ahmad Raza Bilal, Zeshan Ahmad and Shahid Latif*
- 22 Exploring the Relationship between Entrepreneurial Marketing Dimensions, Brand Equity and SME Growth  
*Jalal Rajeh Hanaysha*
- 39 Analyzing Social Media Research: A Data Quality and Research Reproducibility Perspective  
*Amit K. Srivastava and Rajhans Mishra*
- 50 Do the Preceding Self-service Technologies Influence Mobile Banking Adoption?  
*Wajeeha Aslam, Iviane Ramos de Luna, Muhammad Asim and Kashif Farhat*
- 67 Management in the Performing Arts: An Empirical Exploration of Organizational Structures in Indian Theatre  
*Kanika Khurana and Atanu Ghosh*
- 85 Relationship Between Big-Five Personality Traits, Financial Literacy and Risk Propensity: Evidence from India  
*Karthikeyan Shanmugam, Vijayabalu Chidambaram and Satyanarayana Parayitam*
- 102 Revealing Differences in Brand Loyalty and Brand Engagement of Single or no Parented Young Adults  
*Mangirdas Morkūnas*

**Perspective**

- 112 Enjoy Your Favourite Book as a Movie: Using an Experiential Learning Exercise to Improve Student Understanding of Brand Extensions and Marketing Plan Preparation  
*Aravind Reghunathan and Sridhar G*

**Book Review**

- 127 Joao Leitao, Vanessa Ratten and Vitor Braga (Eds), *Latin American and Iberian Entrepreneurship: New Perspectives on Culture, Traditions and Heritage (Management Science)*  
*Naznin Tabassum*

find this journal online  
at <http://journals.sagepub.com/home/ksm>  
ISSN 2277-9752





# International Journal of Rural Management

Volume 19 Number 1 April 2023

## Contents

### Research Articles

- |   |     |
|---|-----|
| Banking or Under-banking: Spatial Role of Financial Inclusion and Exclusion<br><i>Rajat Singh Yadav and Kalluru Siva Reddy</i>  | 7   |
| Spatial Distribution of SDGs Accomplished Under MGNREGA Beyond SDG I<br><i>Stutee Gupta, Shikha Anand, P. Lakshmi Thanmai, K. M. Reddy and T. Ravisankar</i>  | 26  |
| Multidimensional Rural Livelihoods in Indian Sub-Himalaya: Regional Analysis, Households Well-Being and Its Determinants<br><i>Manoranjan Ghosh and Somnath Ghosal</i>  | 45  |
| Collaborative Partnership and New Farm Management for Solving Drought According to Different Geo-Social Environment in the Northeast of Thailand<br><i>Somnuek Panyasing, Sekson Yongvanit, Achmad Nurmandi and Puttharak Prabnok</i> | 64  |
| Inter-state Disparities of Efficiency in Foreshortening Under-five Mortality Rate in Rural India<br><i>Shrabanti Maity and Ummey Rummana Barlaskar</i>  | 89  |
| Factors Contribute to Project Governance Practices: Case Studies in Malaysian Rural Poverty Housing Projects<br><i>Abdul Muhaimin Abdul Latiff, Aini Jaapar and Che Maznah Mat Isa</i>  | 113 |
| The Impact of Joint Liability Group Lending on Lowering the Risk of Farmer and Agriculture Crowdfunding in Indonesia<br><i>Putu Yani Pratiwi</i>  | 130 |
| Conflicts, Confrontations and Conduits in Rural Environments: Is Resilience at Work in Gokwe South Rural District?<br><i>Innocent Chirisa and Verna Nel</i>   | 149 |



# Journal of Emerging Market Finance

Volume 22 Number 1 March 2023

## Contents

### Original Articles

- Does Difference in Environmental Standard Influence India's  
Bilateral IIT Flows? Evidence from GMM Results 7  
*Sakshi Aggarwal, Debashis Chakraborty and Nilanjan Banik*
- Auditor Exits and Firm Performance: Is There a Link? 31  
*Saibal Ghosh*
- Systemic Risk Transmission from the United States to  
Asian Economies During the COVID-19 Period 57  
*Shivani Narayan and Dilip Kumar*
- Investor Attention and Global Stock Market Volatility:  
Evidence from COVID-19 85  
*Chaiyuth Padungsaksawasdi and Sirimon Treepongkaruna*



**The Journal of  
Entrepreneurship**

Volume 31 Number 3 November 2022

## Contents

### Articles

- Organizational Antecedents of Corporate Entrepreneurship:  
A Quantitative Investigation from Portugal 483  
*Luís Marques, João J. Ferreira, Sascha Kraus and Raj Mahto*
- Influence of Entrepreneurship Manifestation Factor on  
Organisational Innovation: The Role of Corporate  
Entrepreneurship and Imperative Innovation Culture 514  
*Jiyeon Kim and Min Jae Park*
- Entrepreneurship and Culture: What Determines  
the Differences Within Switzerland? 546  
*Anneli Kaasa and Rico Baldegger*
- A Machine Learning Assisted Study Exploring Hormonal  
Influences on Entrepreneurial Opportunity Behaviour 575  
*Tahseen Anwer Arshi, Asfia Ambrin, Venkoba Rao,  
Swapnil Morande and Kanwal Gul*
- Using Meta-Analytic Structural Equation Modelling to  
Advance Entrepreneurship Research: A Study on  
the Liabilities of Newness and Smallness 603  
*Luiz Antonio de Camargo Guerrazzi, Fernando Antonio Ribeiro Serra,  
Manuel Portugal Ferreira and Vanessa Vasconcelos Scaziotta*
- The Nonlinear Relationship Between Entrepreneurship  
and Natural Resource Rents 632  
*Canh Phuc Nguyen, Sangho Kim and Thanh Dinh Su*



# Journal of Human Values

Volume 29 Number 2 May 2023

**Special Issue:** Sustainability, Ethics and CSR Practices in Post-pandemic Times

**Guest Editors:** C. B. Bhattacharya and Ramendra Singh



## Contents

### Editorial

Special Issue on Sustainability, Ethics and CSR Practices in Post-pandemic Times 103

### Articles

Business in a Post-COVID World: The Move to Stakeholder Capitalism 105  
*R. Edward Freeman and Ben Freeman*

Insights from India's Encounters with COVID-19 115  
*M.V. Rajeev Gowda and Fiza Thakur*

The Importance of the Authentic Virtuous Employee in the Search for  
Meaningfulness in Work 122  
*Raymond D. Smith and Subodh P. Kulkarni*

Mindfulness and Diversity Acceptance as Indicators of Frugality-linked Sustainability  
Behaviour During COVID-19: Mediating Role of Happiness 137  
*Parul Rishi, Pavan BK, Soumya Gupta and Shruti Sinha*

Impact of COVID-19 on the Income of Entrepreneurs Who Borrowed from SHG 153  
*Nishi Malhotra and Pankaj Kumar Baag*





Volume 21 Number 2 December 2022

# Metamorphosis

## A Journal of Management Research

### Contents

#### Research Articles

- Exploring the Impact of Social Media Marketing Features on Purchase Intention in the Fast-Food Industry 75  
*Jalal Rajeh Hanaysha*
- Do Job Autonomy Influence Employee Engagement? Examining the Mediating Role of Employee Voice in the Indian Service Sector 86  
*Neha Sheoran, Richa Goyal and Himani Sharma*
- Estimation of Insurer's Managerial Ability: A Goal Programming Approach 98  
*Ram Pratap Sinha and Bahareh Vaisi*
- Economic Determinants of Changing Integration: A Study on India and Its Major Trading Partners 106  
*Samiran Jana*
- A Research-based Approach to Identify the Health-conscious Consumers in India 118  
*Sindhu R. Menon and Chandan A. Chavadi*
- Factors Influencing the AI Adoption in Organizations 129  
*Sreejith Kurup and Vivek Gupta*

#### Review Article

- Challenges of Sustainability Reporting from Managerial Perspective: A Review and Future Agenda 140  
*Karishma Jain and P. S. Tripathi*

#### Book Reviews

- Dave Chatterjee. 2021. *Cybersecurity Readiness: A Holistic and High-Performance Approach* 152  
 Reviewed by Akshay Aggarwal and Shashi Kant Srivastava
- H. A. Poniachek (Ed.). 2019. *Mergers & Acquisitions: A Practitioner's Guide to Successful Deals* 153  
 Reviewed by Ashutosh Kumar Sinha
- Kala S. Sridhar and George Mavrotas, eds. 2022. *Urbanization in the Global South: Perspectives and Challenges* 155  
 Reviewed by Sanjay Kumar Singh and Sarthak Agarwal



# SOUTH ASIAN JOURNAL OF BUSINESS AND MANAGEMENT CASES

**Volume 12 Number 1**  
**April 2023**

**Special Issue:** Social Sustainability, Leadership  
and Human Resource Management

## CONTENTS

### Editorial

Social Sustainability, Leadership and Human Resource Management  
*Anna-Maija Lämsä, Suvi Heikkinen and Raminta Pučėlaitė*

### Research Cases

Social Sustainability, Leadership and Human Resource Management:  
Microentrepreneurs as Socially Responsible Leaders  
*Anna-Mari Simunaniemi, Mira Valkjärvi, Riikka Franzén, Sari Liikala,  
Jaana Tähtinen, Kati Suomi and Jaana Jeminen*

Practices of Sustainable Human Resource Management in Three Finnish  
Companies: Comparative Case Study  
*Maria Järström, Essi Saru and Aino Pekkarinen*

Sustainability Project Champions as Environmental Leaders in a City  
Organization: Driving the Urban Circular Economy  
*Jatta Pitkänen, Hanna Lehtimäki and Ari Jokinen*

Collaborative Leadership in the Institution of Higher Education: A Sociocultural  
Context of Pakistan  
*Shabnam A. Shaikh, Anna-Maija Lämsä and Suvi Heikkinen*

Creating Social Sustainability Through Distributing Leadership and  
Co-Responsibility in Corporate Volunteering  
*Akram Hatami, Jan Hermes, Anne Keränen and Pauliina Ulkuniemi*

Social Networks of Women in Organizations: Evolution of Research and Future  
Research Agenda  
*Mukhammad Yusuf Shaymardanov, Suvi Heikkinen and Anna-Maija  
Lämsä*

find this journal online  
at <http://journals.sagepub.com/home/bmc>  
ISSN 2277-9779





## Contents

## PERSPECTIVES

## Multi-Level Marketing in India: Business Prospect Versus Social Interactions?

Some Identified Research Issues for Marketers

Anindam Banerjee and Tanushri Banerjee

255

**Abstract:** This paper provides a perspective on the less researched domain of multi-level marketing (MLM) in India and identifies some contradictions in the marketing channel. It uses a limited market survey and some analytical modelling to establish possible optimal scenarios for this kind of Marketing activity to flourish. Specifically, it highlights the need to design an optimal compensation structure for direct selling and downline channel management in alignment with consultant competency to ensure that adequate market coverage is achieved for MLM organisations and concurrently optimise on consultant payouts. Additionally, the unique notion of branding in MLM is discussed.

**Keywords:** Network Marketing, MLM, Pyramid Marketing, Multi Level Marketing

## RESEARCH

## The Quest for Competitive Advantage: The Role of Technology Depth and Breadth at the Customer Interface

Som Sekhar Bhattacharyya, Arvind Sahay and Arunaditya Sahay

274

**Abstract:** We theorise about an effective approach to managing technology resource and capability deployed by a firm in the context of firm-customer interface. We consider two firm capabilities: technology resource breadth utilisation (TRBU) and technology resource depth utilisation (TRDU). We use customer low involvement purchase context during the pre-purchase and purchase stages. We build arguments on the relationship between the level of deployment of TRDU and TRBU and attainment of competitive advantage (CA) under different conditions. We propose testable propositions between TRBU and TRDU levels with CA attained, having different relationships (positive, negative and inverted U).

**Keywords:** Firm Customer Interface, Technology capability Utilization, Competitive Advantage, Purchase stages.

## The Mediating Role of Relational and Transactional Psychological Contract Fulfilment on the Relationship between Strength of the HR Signals and Job Satisfaction

Chiradip Bandyopadhyay and Kailash B. L. Srivastava

288

**Abstract:** The study examines the relationship between the strength of HR signals and job satisfaction, with psychological contract fulfilment types as intervening variables, and the differences in the mediating ability of relational versus transactional psychological contract fulfilment. The data were collected from 460 managers belonging to the manufacturing sector. The results show a differential mediating role of relational and transactional psychological contract fulfilment. The study provides insights by stressing the need to fulfil employees' psychological contracts (transactional and relational components) and consider human resource (HR) as signals emanating from management to employees for improved job satisfaction.

**Keywords:** HR Signal, Relational Psychological Contract, Fulfilment, Transactional Psychological Contract, Fulfilment, Job Satisfaction

## MANAGEMENT CASE

To R<sub>x</sub> or Not: Mainstreaming Informal Providers

Althaf Shajahan and Arnab Mukherji

303

**Abstract:** Studies estimate that an estimated 1.6 million informal providers (IPs) provide essential doorstep healthcare services to rural Indian households. This case adopts a narrative storyline to describe the ground scenario of rural healthcare provision in India. Through the personal journey of the protagonist (a health economist) over the years, the case narrates the paradigm shift in the policy response towards IPs from outright rejection to co-option. Against the larger backdrop of a research push for mainstreaming informal providers in the supply deficient rural health markets, the case proposes a digital training platform as a win-win deal in training the rural health workforce.

**Keywords:** Healthcare, Informal providers, Rural India, Digital Platforms, Bottom of Pyramid

## DIAGNOSES

To R<sub>x</sub> or Not: Mainstreaming Informal Providers

Vanita Singh

314

## BOOK REVIEW

## The Weirdest People in the World: How the West Became Psychologically Peculiar and Particularly Prosperous

Sujoy Chakravarty

317



## Contents



### Review Articles

- A Bibliometric Review of the Knowledge Base on Capital Structure Decisions  
P. K. Priyan, Wakara Ibrahim Nyabakora and Geoffrey Rwezimula 155
- Agile Supply Chain in Manufacturing and Service Industry: Bibliometric and Content Analysis  
Disha Gawade 167

### Research Articles

- Customer Incivility and Service Recovery Performance: Job Crafting as a Buffer  
Adil Zahoor and Mushtaq Ahmad Siddiqi 178
- Motivations and Constraints of Collaborative Consumption, Testing the Mediating Role of Attitude and nature of Trust  
Saubhagya Bhalla 189
- Attention to the Fads and Fashions in the Indian Stock Markets During COVID-19  
Paritosh Chandra Sinha 202
- Identification of Priority Areas of Improvement for Small Passenger Car Segment in Indian Market  
Reema Bera and Bhargab Maitra 225
- Financial Performance and Gender Diversity: The Moderating and Mediating Effect of CSR Disclosure and Expenditure of Listed Firms in India  
Kofi Mintah Oware and T. Mallikarjunappa 243
- The Efficacy of Fiscal Vs Monetary Policies in the Asia-Pacific Region: The St. Louis Equation Revisited  
Ghanashyama Mahanty, Dwijendra Nath Dwivedi and Badri Narayanan Gopalakrishnan 256
- Stock Market Reaction on Green-Bond Issue: Evidence from Indian Green-Bond Issuers  
Rakesh Kumar Verma and Rohit Bansal 264

### Management Case

- Not a Penny off the Pay, Not a Second on the Day: Long-term Wage Settlement at Hindustan Aeronautics Limited  
Girish Balasubramanian and Lalatendu Kesari Jena 273

### Case Analyses

- Case Analysis I: Not a Penny off the Pay, Not a Second on the Day: Long Term Wage Settlement at Hindustan Aeronautics Limited  
Varun Elembilassery 281
- Case Analysis II: Not a Penny off the Pay, Not a Second on the Day: Long-Term Wage Settlement at Hindustan Aeronautics Limited  
Debaraj Das 283

### Book Review

- Anil K. Khandelwal, *Transformational Leadership in Banking: Challenges of Governance, Leadership and HR in a Digital and Disruptive World*  
Reviewed by Jyotsna Bhatnagar 285



# Journal of Entrepreneurship and Innovation in Emerging Economies

Volume 9 Issue 1 January 2023

## Contents

<b>Editorial</b>	7
<b>Research Articles</b>	
Can Entrepreneurship Enable Economic and Social Integration of Refugees? A Comparison of the Economic, Social and Policy Context for Refugee Entrepreneurship in the UK and Germany <i>Marilena Schmich and Jay Mitra</i>	9
Meeting the Challenge of Entrepreneurship with Social Media: The Case of Tunisian Women Entrepreneurs <i>Hajer Chaker and Samia Zouaoui</i>	33
Factors Driving Venture Capital Investments in India <i>M. Tanzeem Raza and P. Natarajan</i>	62
Aligning Talent and Business: A Key for Sustainable HRM in SMEs <i>Vinutha Kandukuri</i>	80
<b>Point of View</b>	
Decarbonisation of Global Economies; Is Net Zero Emission Achievable? The Case for Hydrogen and Fuel Cell Technology for Innovative Futures <i>Hassan Naeem Khokhar</i>	92
<b>Case Study</b>	
Go Green Textiles: A Case of Social Entrepreneurship in India <i>Sona Vikas and Ashish Mathur</i>	131
<b>Book Review</b>	
Rajeev Roy, Entrepreneurship. New Delhi: Oxford University Press <i>Isaac Kazungu</i>	144
<b>Special Issue Notice</b>	
Special Issue Notice on 'Uncertainty, Social Entrepreneurship and Role of Technology' <i>Archana Singh and Samapti Guha</i>	149



# Jindal Journal of Business Research

Volume 11 Number 2 December 2022

## Contents

### Articles

- |   |     |
|---|-----|
| Factors Effecting Private Consumption in India: An ARDL Approach<br><i>Amit Banerji and Anand Gaurav Chandravanshi</i>  | 107 |
| Comparative Analysis Study on the Traditional and Modern Methods of Performance Appraisal in the Service Industries of Goa<br><i>Nigel Barreto, Cedric Thomas Silveira and Valerie Carvalho</i> | 123 |
| Can CSR Impact the Reputation of a Company? From the Eyes of Different Stakeholders<br><i>Loopamudra Baruah and N.M. Panda</i>  | 133 |
| Turnover Intentions of IT Repatriates in India: Exploring the Role of Organizational Commitment<br><i>Manisha Saxena and Sudeep Kumar Das</i>   | 145 |
| Turnaround of a Multi-Unit Indian Hospital: A Study on Its Interventions<br><i>Prasanjit Dasgupta</i>   | 162 |
| Impact of COVID-19 on the Performance of Indian Stock Market: An Empirical Analysis<br><i>Manu K. S. and A. Shivakanth Shetty</i>   | 175 |
| Role of Outward Foreign Direct Investment in Economic Growth of India: Evidence from Non-linear ARDL Approach<br><i>Naresh Kumar and Nidhi Singhal</i>  | 187 |
| Technology Adoption and Usage by the Public During the COVID-19 Pandemic<br><i>Ram Mishra and Monica Sainy</i>  | 205 |



## Contents

### Editorial

- Do You Struggle to Share Your Industry Experiences with Academic Journals?  
Suggestions and Way Forward 367  
*Sudhir Rana*

### Perspective

- Resolving the Covid Vaccination Debate by Understanding Diversity and Standardization 371  
*Shaomin Li and David Selover*

### Case

- Managing the Crisis: Learnings from 'Zero Risque' 376  
*Sapna U. Malya*

### Review

- Trends in Multidiscipline Management Research: Past, Present and  
Future of FIIB Business Review 382  
*Rahul Pratap Singh Kaurav and Piyush Gupta*

### Research

- Forecasting Buying Intention Through Artificial Neural Network: An Algorithmic  
Solution on Direct-to-Consumer Brands 405  
*Bikram Prasad and Indrajit Ghosal*
- Factors Affecting the Adoption of Social Media in Marketing of Higher Education:  
An Empirical Analysis 422  
*Surej P John, Richard Walford and Joseph Purayidathil*
- Analysing the Adoption of Intelligent Agent Technology in Food Supply Chain  
Management: An Empirical Evidence 438  
*Subhodeep Mukherjee and Venkataiah Chittipaka*
- The Impact of Dynamic Capability on Business Sustainability of Organizations 455  
*Sheshadri Chatterjee, Ranjan Chaudhuri, Demetris Vrontis and Sumana Chaudhuri*



# Journal of Operations and Strategic Planning

Volume 5 Issue 2 December 2022

## Contents

### Original Research Articles

- COVID-19 Supply Chain Risks and Environmental Impact Assessment  
*Titus De Silva Q.S.M* 109
- Facilities Planning in the Dynamic Environment in  
Tanzanian Public Primary Schools  
*Hirst Herman Ndisa* 123
- Identification and Ranking of the Critical Success Factors for the  
Achievement of Operational Excellence in the Sudanese Aviation Industry  
*Mohamed Ibrahim Osman Abdelgadir and Roslina Mohammad* 144

### Case Study

- Transforming the Academic System into a Trimester System in  
Higher Education: Case Study at KAU  
*Shada Almarghalani, Arwa Alqahtani, Shahad Alzahrani,  
Haya Alqahtani and Salma Elhag* 173



# Business Perspectives and Research

Volume 11 Number 2 May 2023

## Contents



**Special issue:** Recent Trends In Finance and Economics

**Editorial** 171

## Articles

Impact of Sustainable Tourism on Tourist's Satisfaction: Evidence from India 173  
*Sahil Singh Jasrotia, Manoj Kumar Kamila, and Mand Vinod Kumar Patel*

Does Credit Rating Revisions Affect the Price of Common  
Stock: A Study of Indian Capital Market 190  
*Gaurav Dawar, Shivangi Bhatia and Jai Parkash Bindal*

Factors Determining the Exchange Rate Exposure of Firms:  
Evidence from India 210  
*Zakiya Begum Sayed and J. Gayathri*

COVID-19 Lockdown Restrictions and Small Business  
Survival Strategy: Government Supporting Schemes 227  
*Minyahil Assefa*

Corporate Social Responsibility Practices: A Strategy for  
Indian Startups to Sustain 246  
*Rashi Malpani and Anupam Ghosh*

Assessment, Interaction and the Transmission Process of  
Twin deficit Hypothesis: Fresh Evidence from India 269  
*Neeraj Nautiyal, Shweta Belwal and Rakesh Belwal*



# Indian Journal of Corporate Governance

Volume 15 Issue 2 December 2022

## Contents



Editorial	147
Impact of Corporate Hedging and ESG on Stock Price Crash Risk: Evidence from Indonesian Energy Firms <i>Febiriyanti Ayu Octaviani and Cynthia Afriani Utama</i>	149
Effects of Corporate Governance Mechanisms on Climate Change Disclosures: Evidence from Listed Banks in an Emerging Economy <i>Md. Shajul Islam and Mohammad Kamal Hossain</i>	170
Does Ownership Structure Influence Dividend Distribution Policy in India? Evidence Using Panel Data Analysis <i>Geetanjali Pinto, Shailesh Rastogi and Jagjeevan Kanoujiya</i>	197
Corporate Governance and Risk Management: A Bibliometric Mapping for Future Research Agenda <i>Shubham Singhania, Reetesh Kumar Singh, Amit Kumar Singh and Varda Sardana</i>	223
Board Gender Diversity and the Indian Banking Sector: A Bibliometric Analysis <i>Monika Bhatia, Pritpal Singh Bhullar, Dipayan Roy and Deepak Tandon</i>	256
The Digitisation of a Firm Process and Its Impact on Corporate Governance <i>Matthews Seete</i>	280
Measuring Corporate Social Responsibility in India: A Composite Indicator Model <i>Francis Kuriakose</i>	295
Effective Marketing and Corporate Governance Contribute to Entrepreneurial Success: Case Study of India's Most Trusted Diagnostics—Healthians <i>Akshat Jain and Prateek Jain</i>	321





# Paradigm: A Management Research Journal

Volume 26 Issue 2 December 2022

## Contents

### Articles

Impact of Environmental and Social Reporting and Performance  
on Financial Performance of a Firm: An Indian Study 99  
*Varsha Sehgal, Naval Garg and Jagvinder Singh*

Do Destination Identity, Memorable Experiences and Perceived Risks  
Matter to Revisit a Destination in the Age of Global Pandemic? 119  
*Sita Mishra, Gunjan Malhotra, Vibha Arora and Shalini Rahul Tiwari*

Importance of Socioemotional Wealth in Indian Family Business Group:  
The Case of Tata Group 138  
*S. Subramanian*

Investigating the Dynamic Relationship Between Social  
Distancing Restrictions and the Adoption of Mobile Money  
Services in the Middle East: A Panel Data Analysis 155  
*Ahmed Taher Esawe*

### Industry Insight

*Supply Chain Management: The Key to an Enthralling  
Customer Experience* 174  
*Dharmil Sheth*

### Book Review

*Rachel Lawes, Using Semiotics in Retail: Leverage Consumer Insights to  
Engage Shoppers and Boost Sales, Kogan Page, 2022* 181  
*Reviewed by Tapas Ranjan Moharana*



# South Asian Journal of Human Resources Management

Volume 9 Issue 2 December 2022

**Special Issue:** HRM in Bangladesh: Past, Present and Future

**Guest Editors:** Monowar Mahmood, Sudhir Saha and Mir Mohammed Nurul Absar

## Contents

### Guest Editorial

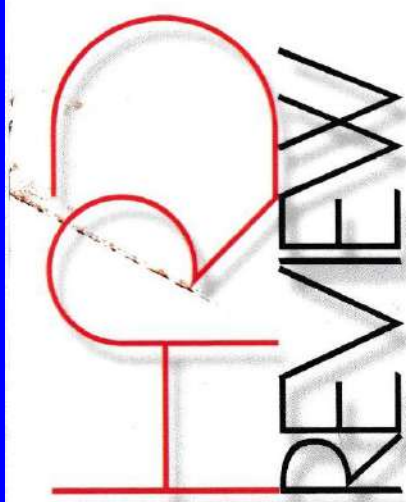
- HRM in Bangladesh: Past, Present and Future 189  
*Monowar Mahmood, Sudhir Saha and Mir Mohammed Nurul Absar*

### Research Articles

- A Systematic Review of 50 Years of Human Resource Management  
Research in Bangladesh: Retrospective Reflections and Forward  
Trajectories 196  
*M. Nazmul Islam, Mir Mohammed Nurul Absar and Monowar Mahmood*
- Person–Organisation Fit and Occupation Selection in Bangladesh:  
A Study on Bangladesh Civil Service Applicants 225  
*Md Sohel Chowdhury and Dae-seok Kang*
- Advancing Public Service Innovation Through Empathy: An Analysis  
of Bangladesh's Intrepid Approach 250  
*Shah Md Azimul Ehsan, Farhad Hossain, Derek Eldridge  
and Shahjahan Bhuiyan*
- The Influence of Organisational Culture on Employee Commitment:  
An Empirical Study on Civil Service Officials in Bangladesh 271  
*Iffat Jahan, Thanh Huynh and Gideon Mass*
- Human Resource Management Practices of Foreign Manufacturing  
Companies in Bangladesh: A Comparative Study 301  
*Mohammad Khasro Miah, Mashita Khasro Sarah and Yoshi Takahashi*
- Technology Adoption and Human Resource Management Practices:  
The Use of Artificial Intelligence for Recruitment in Bangladesh 324  
*Muhammadul Islam, Abdullah Al Mamun, Samina Afrin,  
G. M. Azmal Ali Quasor and Md. Aftab Uddin*
- Linking Safety Climate and Safety Citizenship Behaviour in the  
Bangladeshi Garment Industry: Role of Employees' Prosocial  
Motivation 350  
*Munmun Rahaman and Md. Shamsul Arefin*







# HUMAN RESOURCE DEVELOPMENT REVIEW

Volume 21 Number 4 December 2022

## CONTENTS

### Editor's Note

- 371 Editor's Note  
*Yanjoo Cho*

### Editorial

- 374 Indigenous Research in HRD: Perspectives and a Call  
for Contributions  
*K. Peter Kuchinke, Yanjoo Cho, Oliver S. Crocco, Maria Cseh,  
Heeyoung Han, and Gary N. McLean*

### Guest Editorial

- 391 The Value of Sophisticated Indigenous Ways of Being-Knowing-Doing  
Towards Transforming Human Resource Development in Ways  
that Contribute to Organizations Thriving and Addressing Our  
Existential Crises  
*Petra T. Buergeit, Löwumpa Elaine Mahypilama, and Douglas Paton*

### Theory and Conceptual Article

- 410 Theorizing Human Resource Development Practices in Extended Contexts  
*Greg G. Wang and D. Harold Doty*

### Debate and Dialogues

- 442 Theorizing Human Resource Development Practices in Extended  
Contexts: Invited Reaction 1  
*Darlene F. Russ-Eft*
- 448 Theorizing Human Resource Development Practices in Extended  
Contexts: Invited Reaction 2  
*Hyung Joan Yoon*
- 454 Response to Invited Reaction Articles 1 and 2  
*Greg G. Wang and D. Harold Doty*
- 465 Human Resource Development Should Aim to Make Closed Contexts  
More Open: A Meta Reaction to Wang and Doty, Russ-Eft, and Yoon  
*Rob F. Poell*

### Integrative Literature Review

- 473 Antecedents and Outcomes of Work-Life Balance While  
Working from Home: A Review of the Research Conducted  
During the COVID-19 Pandemic  
*Melika Shirmohammadi, Wee Chan Au, and Mina Beigi*

### Instructor's Corner

- 517 Applying Mixed Methods Research to Conduct Human  
Resources Development Inquiry: An Update  
*John H. Hitchcock*



# Journal of Creative Communications

Volume 18 Number 1 March 2023

## Contents

### Original Articles

- |  |     |
|--|-----|
| It Is Probably Fake but Let Us Share It! Role of Analytical Thinking, Overclaiming and Social Approval in Sharing Fake News<br><i>Emad Rahmanian and Mohammad Rahim Esfidani</i>                                   | 7   |
| An Experimental Study of the Effectiveness of Negative Campaign Messaging: Will Outcome Framing Work for Partisans in Polarised Politics?<br><i>Kenneth E. Kim and Lori M. McKinnon</i>                            | 26  |
| Augmented Reality Advertising in Entertainment Programming: An Exploration Across Cultures<br><i>Hui-Fei Lin, Hsin-yi Sandy Tsai and Benjamin Yeo</i>  | 40  |
| Effects of Exposure to Medical Model and Social Model Online Constructions of Disability on Attitudes Toward Wheelchair Users: Results from an Online Experiment<br><i>Rafael Sofokleous and Stelios Stylianou</i> | 61  |
| Mental Imagery, Product Involvement and Presence at Virtual Reality Supermarket<br><i>Sandra Maria Correia Loureiro, Carolina Correia and João Guerreiro</i>   | 79  |
| TAM Constructs Predicting the Use of Mainstream Social Networking Sites by College Students in Kuwait<br><i>Hesham Mesbah and Yousef Alfailakawi</i>   | 93  |
| Materiality and Discursivity of Cyber Violence Against Women in India<br><i>Sahana Sarkar and Benson Rajan</i>   | 109 |



# JOM

## Journal of Management

Volume 49 Number 4 April 2023

### CONTENTS



#### Original Research

- Who's in the Driver's Seat? Exploring Firm-Level vs. CEO-Level Effects on Problemistic Search** 1187

*Songcui Hu, Richard J. Gentry, Timothy J. Quigley, and Steven Boivie*

- Media Coverage of Earnings Announcements: How Newsworthiness Shapes Media Volume and Tone** 1213

*Abbie Griffith Oliver, Robert Campbell, Scott Graffin, and Jonathan Bundy*

- Perceived Benefits and Costs of Empowerment: Conceptualization, Measure Development, and Its Impact on Empowering Leadership** 1246

*Soojung Han, Crystal M. Harold, Joseph K. Kim and Ryan M. Vogel*

- When Is Less More? Boundary Conditions of Effective Entrepreneurial Bricolage** 1277

*Paul Richard Steffens, Ted Baker, Per Davidsson and Julianne Marie Senyard*

- Setting the Stage for Success: How Participation Diversity Can Help Teams Leverage Racioethnic Diversity** 1312

*Derek R. Avery, Lauren A. Rhue, and Patrick F. McKay*

- Faults and Faultlines: The Effects of Board Faultlines on CEO Dismissal** 1344

*Taekjin Shin and Jihae You*

- Does an Employee-Experienced Crisis Help or Hinder Creativity? An Integration of Threat-Rigidity and Implicit Theories** 1394

*Inseong Jeong, Yaping Gong, and Bijuan Zhong*

- The Interplay Between Supplier-Specific Investments and Supplier Dependence: Do Two Pluses Make a Minus?** 1430

*Niels J. Pulles, Chris Ellegaard, and Jasper Veldman*

- Addressing Endogeneity Without Instrumental Variables: An Evaluation of the Gaussian Copula Approach for Management Research** 1460

*Christine Eckert and Jan Hohberger*



## Contents

<i>F</i> actors Impacting Sustainability of Microfinance Institutions .....	01 - 11
- Nishi Malhotra	
- Pankaj Kumar Baag	
<i>C</i> onquering the Employability Conundrum among Business Graduates in India .....	12 - 25
- Sini V. Pillai	
- Jnaneswar K.	
- Dhanya J. S.	
- Suresh Subramoniam	
<i>W</i> omen and Rural Development Schemes in North India .....	26 - 34
- Hartipat Kaur	
- Navkiranjit Kaur Dhaliwal	
<i>A</i> griculture Policy, Farmers' Protest and Strategies for Agri-Reform: An Analysis .....	35 - 46
- Shrawan Kumar Singh	
<i>A</i> n Analytical Study of Business Risk and Financial Risk of Selected Industries in India .....	47 - 54
- T. Muthukumaran	
- S. Natarajan	
- S. Kumar	
<i>B</i> ook Scan .....	55- 56





# COMMUNICATOR

A JOURNAL OF THE INDIAN INSTITUTE OF MASS COMMUNICATION

Volume LVII(2)

ISSN: 0588-8093

April-June 2022

## Contents

1. Use of Sustaining Innovative Technologies for Training During COVID-19: A Descriptive Study of IGNOU's First Online Faculty Development Programme <i>Shikha Rai &amp; Sanjay Agrawal</i>	1
2. Understanding Binge-watching Phenomenon on OTT Platforms: A Study of the Evolving Media Consumption Patterns on Television <i>Yashavika Yadav &amp; Manukonda Rabindranath</i>	10
3. Content Analysis of the Coverage of the Health and Environmental News Stories in English and Urdu Dailies Published from Hyderabad, Telangana State <i>Mohammed Airaj Tanveer Siddiqi &amp; Ehtesham Ahmad Khan</i>	18
4. Covid-19 Pandemic and Advertising Industry in India <i>Rubaid Ashfaq, Ujjval Chandra Das &amp; Gaurav Chhabra</i>	27
5. Job Satisfaction of Indian Media Educators: A Study of Intrinsic and Extrinsic Factors <i>Surbhi Dahiya &amp; Sunil Kumar Dahiya</i>	39
6. Non-verbal Communication in Cinema: A Study of the First Three National Award-winning Hindi Movies <i>Urvashi Parmar &amp; Sheuli De Sarkar</i>	51
7. Role of Media in Sensitizing Masses on Water Conservation <i>Mukesh Kumar, Ramesh Yadav, Parmod Kumar, P. Vijayakumar &amp; Deepshikha</i>	62
8. Community Radio and Social Media Network: Pioneering a Paradigm Change in India <i>Rinku Pegu</i>	68
9. Social Capital and Democracy: Role of Social Media <i>Nisha Bakshi</i>	74
10. Media in J&K and the Indian Freedom Movement <i>Pramod Kumar</i>	82
11. Emerging technologies changing shapes of print and digital communication <i>V.K. Bharti &amp; Sanjay</i>	89
12. Book Review: The Decolonial Turn in Media Studies in Africa and the Global South <i>Hazeena T</i>	94
13. Book Review: Indian Media Giants <i>Mrinal Chatterjee</i>	97
14. Book Review: IIMC Shukrawar Samwad 2020-21 <i>Nandini Sinha</i>	99





## Decision

Indian Institute of Management Calcutta

Volume 50 · Number 1 · March 2023

### EDITORIAL

**Celebrating 50 years of DECISION**

P. Seetharaman 1

### RESEARCH ARTICLES

**'An Infinite Deal of Nothing': critical ruminations on ChatGPT and the politics of language**

N. Roy · M. Maity 11

**The impact of personal sense of power on unethical decision-making: a moderated mediation model of love of money motive and power distance orientation**

D.M.S. Dissanayake · A.K.L. Jayawardana 19

**Managerial decisions and new product development in the circular economy model enterprise: absorptive capacity and a mediating role of strategic orientation**

M. Stelmaszczyk · A. Pierscieniak · D. Abrudan 35

**A multi-item scale for open strategy measurement**

J. Radoska · A. Szpulak · P. Wołczek 51

**How can we improve tourism service experiences: insights from multi-stakeholders' interaction**

A.K. Kar · S.K. Choudhary · P.V. Ilavarasan 73

**Signals influencing corporate credit ratings—a systematic literature review**

J. Kaur · M. Vij · A.K. Chauhan 91

**Hub location-allocation for combined fixed-wireless and wireline broadband access networks**

R. Bollapragada · U.S. Rao · J. Wu 115

### CASE STUDY

**Novolutions in Covid-19: a Mocktail of decision dilemmas a live case analysis**

K.P. Wasdani · M.J. Manimala 129

Further articles can be found at

<http://link.springer.com/journal/40622>

Indexed in Google Scholar, EBSCO, ProQuest, CSA Environmental Sciences, OCLC, Summon by Serial Solutions

Instructions for Authors for *Decision* are available at <http://www.springer.com/40622>





## FINANCE INDIA

VOL XXXVI NO. 4 DECEMBER 2022 ISSN 0970 - 3772

## ARTICLES

- RANKING WORLD ECONOMIES BASED ON FINTECH VERTICAL OPPORTUNITY INDEX (FVOI) 1173  
J.D. Agarwal, Yamini Agarwal and Aman Agarwal
- LONG RUN RELATIONSHIP BETWEEN MONETARY POLICY AND INFLATION IN INDIA 1193  
Amrendra Pandey and Jagadish Shettigar
- ASSET SECURITISATION : A CONTEMPORARY PRACTICE IN BANKING SECTOR – AN EMPIRICAL STUDY IN BANKS OF INDIA 1205  
Parmjit Kaur and Garima Khanna
- EARNINGS MANAGEMENT AROUND INITIAL PUBLIC OFFERINGS (IPO) : IMPACT ON POST ISSUE STOCK PERFORMANCE IN INDIA 1245  
Deepa Mangala and Mamta Dhanda
- SUPPLY CHAIN FINANCING : IMPLEMENTATION AND WAY FORWARD IN INDIAN AUTOMOBILE SECTOR 1273  
Aarti Patki
- RANDOM WALK IN CRYPTOCURRENCY PRICES 1293  
Anjitha Ajith and S. Santhosh Kumari
- AN EMPIRICAL STUDY ON REDUCING STRESS BY IMPROVING EMOTIONAL INTELLIGENCE AMONG THE EMPLOYEES OF BANKING SECTORS IN INDIA 1305  
Pranali Madhur
- EVALUATION OF LEVERAGE EFFECT AND SPILLOVER EFFECT OF INDIAN BROAD INDEX EXCHANGE TRADED FUNDS 1315  
Marvin Sabu and Sajimon Abraham
- STUDY OF VOLATILITY DYNAMICS BETWEEN EMERGING STOCK MARKET INDEX AND US OIL PRICE INDEX : MGARCH MODELLING APPROACH 1325  
Kirti Arekar, Rinku Jain and Surender Kumar
- OWNERSHIP CONCENTRATION AND ITS IMPACT ON TRANSPARENCY AND DISCLOSURES OF LISTED FIRMS IN BSE 1339  
Venkata Mrudula Bhimavarapu and Shailesh Rastogi
- A STUDY OF SPILLOVERS IN BANKING INDICES OF INDIA AND THE US USING VAR-M-GARCH APPROACH 1361  
Tushar R. Panigrahi, Sunita Mall and Prasad Patil
- DEPENDENCE BETWEEN SUGAR INDUSTRY SPECIFIC FACTORS AND SUGAR COMPANIES SHARE PRICES : EVIDENCE FROM INDIA 1381  
Muhammadiyah Faniband, Parashram Patil, Toufik Naykawade and Karthigai Prakasam Chellaswamy

- A QUALITATIVE STUDY OF INVESTORS' BEHAVIOUR DURING THE GREAT PANDEMIC OF 2020 : EVIDENCE FROM BRICS NATIONS 1395  
Ashima Verma and Rachna Agrawal

- AN EMPIRICAL STUDY OF THE MERGERS AND ACQUISITIONS IMPACT ON WORK CULTURE IN INDIAN BANKING SECTOR 1411  
Anshuja Tiwari and Rakhi Tiwari

- ABSTRACT OF D. LITT / DOCTORAL DISSERTATIONS  
IMPACT OF SERVICE QUALITY ON CUSTOMERS' SATISFACTION TOWARDS REMOTE BANKING : A STUDY IN RURAL TAMIL NADU 1419  
B. Senthil

- ABSTRACT OF RESEARCH BOOK  
E-SERVICES IN BANKS CUSTOMER PERCEPTION : LEVEL OF AWARENESS AND CONSUMER PROTECTION IN E-AGE 1429  
Rajinder Kumar Uppal

## CONFERENCE PAPERS

- REVIEWING PRE AND POST GST IMPLICATION THROUGH CROSS INDUSTRY METRICS ANALYSIS 1441  
Supriya Srivastava, Himanshu Rastogi, Alpana Srivastava and Naela Rushdi

- REFERENCE GROUP : KEY CHALLENGE FOR INDIAN RURAL CONSUMER'S BUYING PATTERNS FOR HEALTH AND HYGIENE PRODUCT (HANDWASH) 1471  
Ali Abbas Rizvi, Arun Bhadauria and Bimal Jaiswal

- EFFECT OF FINANCIAL DEVELOPMENT ON NON-PERFORMING ASSETS : EVIDENCE FROM DEVELOPING ASIAN COUNTRIES 1493  
Shikha Goyal, Jaya Mamta Prasad and Nikita Singhal

- CONTENTS OF FINANCE INDIA VOL. XXXVI NO. 1 - 4 1515



# Indian Economic Review

18/4/2023

Journal of Delhi School of Economics

## ARTICLES

**The health benefits of air pollution control in India**

M. Cropper · Y. Park 245

**Inflation targeting and price behaviour: evidence from India**

A. Dubey · J. Lohani 265

**Private provision of public goods: a general equilibrium analysis**

D. Mondal · M.R. Gupta 285

**A microeconomic analysis of subsistence**

M. Mitra · D. Sen 301

**Reverse migration and exports at extensive margin: case of a small dependent economy**

S. Ganguly 321

**Risk factors, uncertainty, and investment decision: evidence from mutual fund flows from India**

E. Nedumparambil · A.K. Bhandari 349

**Tariff differential subsidy (TDS) effects and welfare gains in Pakistan**

G. Samad · N. Faraz · H.S. Awan 373

**Impact of foreign ownership on firm's performance: a study of Indian manufacturing industry**

D. Srivastava 393

**Estimation of VAT compliance costs of unincorporated enterprises in India: unit-level analysis**

S. Mukherjee · S. Badola 421

**Youth dependency ratio and total factor productivity: a study on Indian States**

N. Roy 443

**Effects of diversification on firm performance: an analysis of Indian firms**

Z. Mitra Bose · I. Chakraborty 469

**Geographical concentration of knowledge and technology-intensive industries in India: empirical evidence from establishment-level analysis**

S. Agarwal · S.R. Behera 513

**Informal input sector and its impact on output market competitiveness**

P. Bhattacharjee · B. Mandal · R. Radhakrishnan 553

## POLICY REVIEW

**Industrial policy in India since independence**

A. Bhattacharjee 565

## BOOK REVIEW

**P. G. Babu (ed.): economic policy in COVID-19 times · Orient BlackSwan, 2022; ISBN: 9789354422904**

C. Rangarajan 599

## CORRECTION

**Correction to: Informal input sector and its impact on output market competitiveness**

P. Bhattacharjee · B. Mandal · R. Radhakrishnan 603

For circulation in India only



# INTERNATIONAL JOURNAL OF COMPUTING AND APPLICATIONS

Volume 17

Number 2

December-2022

## CONTENT

1. Survey on Various Aggregation Mechanism in Continuous Query Plan.....77-81  
*M. Madhankumar and C. Suresh Gnana Dhas*
2. Transmitting Urgent Data Using ANKM Method .....83-90  
*A.S. Devarz, G.K. Moban and Mayuri Gade*
3. Adaptation of the General Maturity Model of Knowledge Management.....91-96  
(G-KMMM)  
*Luis Montañez-Carrilloa, Jenny-Paula Lis-Gutiérrezb, Janitza Ariza-Salazar, Amelec Viloriad, Mercedes Gaitán-Angulo and Manuel-Ignacio Balaguera-Jiménez*
4. Making Interoperation on Multiple Different Mobile Cross Platforms .....97-102  
using LCIM Model  
*C. Shanthi, M.S. Josephine and V. Jeyabala Raja*
5. A Single Phase Modified H-Bridge Seven Level Inverter with Reduced ..... 103-113  
Power Electronics Switches  
*T. Sreedhar, K. Udhayakumar, E. Aswini and T. Ramachandran*
6. Bibliometric Review on Management of Innovation and Family Enterprise ..... 115-121  
*Mercedes Gaitán-Angulo, Amelec Viloria,  
Paula Robayo-Acuña and Jenny-Paula Lis-Gutiérrez*
7. Mathematical and Algorithmic Foundations of Resource Allocation..... 123-130  
upon Parallel Development  
*Sergey Alekseevich Barkalov, Oleg Jakovlevich Kravets, Pavel Nikolaevich Kurochka,  
Tatyana Vladimirovna Nasonova and Alla Ivanovna Polovinkina*
8. Energy Efficient Scheduling Technique for Minimizing Data Collection ..... 131-145  
Delay of Multiple Sink in WSNs  
*Venu Madhav Kuthadi, Rajalakshmi Selvaraj and Tshilidzi Marwala*





# TABLE OF CONTENTS

<i>Message from the Editor-in-Chief</i>	<b>i</b>
A Comprehensive Review on Deep Learning Algorithms for Wind Power Prediction <i>Geetika Sharma, Madan Lal and Kanwal Preet Singh Attwal</i>	<b>829</b>
An Effective Approach to Scramble Multiple Diagnostic Imageries Using Chaos-Based Cryptography <i>Chandra Sekhar Sanaboina and Tejaswini Yadla</i>	<b>851</b>
Behavior of Dynamic Routing Protocol for Disaster Area Scenario <i>Walunjkar Gajanan Madhavrao and V Srinivasa Rao</i>	<b>862</b>
Comparative Study on Image Captioning <i>Hardik K Patel and Jagdish M Rathod</i>	<b>874</b>
Enhancement of Drone-as-a-Service Using Blockchain and AI <i>Dharna Nar and Radhika Kotecha</i>	<b>885</b>
Ensemble of Bio-inspired Algorithm with Statistical Measures for Feature Selection to Design a Flow-Based Intrusion Detection System <i>Rahul B Adhao and Vinod Pachghare</i>	<b>901</b>
A Neoteric Procedure for Spotting and Segregation of Ailments in Medicative Plants using Image Processing Techniques <i>Ankit Kumar, Santosh Kumar Shukla, Eram Fatima and Rakesh Kumar Yadav</i>	<b>913</b>





**International Journal of Distributed and Cloud Computing**

Volume 10 Issue 1 2022

ISSN: 2321-6840

1. **An Approach Towards the Fog Computing: Stretching Cloud Computing and Internet of Things**  
*Bhoomi Shah and Hetal Bhavsar* 1-7
2. **Optimal Processing Time for B2C Electronic Commerce Architecture in a Cloud Computing Environment**  
*Ritesh Srivastava* 8-12
3. **Privacy-Preservation in Collaborative Association Rule Mining for Outsourced Data**  
*Khushbu Agrawal and Vandan Tewari* 13-18
4. **Mapping Cloud-based Facilities for Academic Use**  
*M. N. Qadri and S. M. K. Quadri* 19-28
5. **Collection Management and the Challenges of Library Users: A Descriptive Study**  
*Christopher Kwame Filson* 29-38

IJDCC is available online at [www.publishingindia.com](http://www.publishingindia.com)





# The Journal of Indian Management & Strategy

"J-Gate, EBSCO Discovery, Summon (Proquest), Google Scholar, Indian Science Abstracts, Indian Citation Index (RII) 0.016, InfoBase Index (IB Factor 2016 - 2.6), SJIF Impact Factor 2016 - 4.756, Cosmos Impact Factor, Emerging Sources Citation Index (Thomson Reuters), Web of Science."

Approved by UGC-Care (Group-II)

A Bibliometric Analysis Of Role Of ICT In Sustainable Development Goals <i>Jyoti Paul</i>	4
Working Capital Management, Liquidity And Profitability Relationship In Indian Realty Sector- A VECM Approach <i>Shivakumar</i>	12
Evaluating The Credit Risk Of SMEs Using Mixed Method Approach: Evidence From India <i>Vandana Gupta</i>	18
Determinants Of Success In The Equity Derivatives Market: An Empirical Study <i>Deepika S.R, Sathish Pachiyappan</i>	27
Cryptocurrency And Stock Market: Interdependence <i>Prabhjot Kaur, Mukesh Kumar Meena</i>	33
Determinants Of Stock Returns Of Indian Banks: An Evidence Of Balanced Panel Regression <i>Miklesh Prasad Yadav, Aastha Khera, Neelam Dhanda</i>	38
An Empirical Analysis Of Employees' Quality Of Work Life In A Tannery Of South Tamil Nadu <i>Clayton Michael Fonseca, Lisa Elango, Monisha F</i>	47
Management Of Personal Financial Practices Among Scholars: Do They Really Know What They Are Doing And What They Need To Improve During Covid-19? <i>Mekuanint AberaTimbula, Chetana Marvadi</i>	53
Titan: "Transformational Leadership" <i>Arul Senthilkumar S, Punitha N</i>	62

◀ Research

◀ Case Study



Jagannath International Management School  
&  
Jagan Institute of Management Studies



# Kurukshetra

A Journal on Rural Development

Vol. 71 | No. 6 | Pages 56 | April 2023



## CHIEF EDITOR

Manogyan Rani Pal

## EDITOR

Shiela Chaudhary

## JOINT DIRECTOR (PRODUCTION)

D.K.C. Hrudhainath

## COVER DESIGN

Rajender Kumar

## EDITORIAL OFFICE

Room No. 653,  
Publications Division,  
Soochna Bhawan, C.G.O. Complex,  
Lodhi Road, New Delhi-110003  
Phone : 011-24362859  
Email : kurukshetrajournal@gmail.com

For Subscription Enquiries,  
Grievances, Renewals and Agency  
Information, Please Contact:

## Journals Unit

Publications Division, Room No. 779,  
Soochna Bhawan, C.G.O. Complex,  
Lodhi Road, New Delhi-110003  
(Monday-Friday, 9:30 AM-6:00 PM)  
Phone : 24367453, FAX: 24365610  
Email : pdjucir@gmail.com  
Website : publicationsdivision.nic.in

@publicationsdivision

@DPD\_India

@dpd\_india

For Online Sale, please log on to  
bharatkosh.gov.in/product, and for  
e-books, please visit Google Play,  
Kobo or Amazon.

## Subscription

1 Year : ₹ 230

## CONTENTS

- **Empowering Panchayati Raj Institutions**  
Giriraj Singh 5



- **e-GramSwaraj**  
Ishita G. Tripathy 11



- **Good Governance at Grass-root Level**  
Bhuwan Bhaskar 17

- **SVAMITVA Scheme for Providing  
Property Validation**  
Dr. Namrata Singh Panwar 22



- **Women Empowerment**  
Dr. Mahi Pal 26



- **2030 Agenda for Sustainable  
Development**  
Manjula Wadhwa 34

- **Water Management through  
Panchayats**  
Dr. Jagdeep Saxena 40



- **Human Development through  
Panchayati Raj Institution**  
Debabrata Samanta 46

- **Universal Health Coverage with Ayushman  
Bharat Health and Wellness Centres**  
Dr. Manisha Verma 51

**Sales Emporia :** • **Delhi** - BM (I/c), Publications Division, CGO Complex, Soochna Bhawan, Lodhi Road, New Delhi-110003 (011-24365609); Hall No.196, Old Secretariat, Delhi 110054 (011-23890205) • **Kolkata** - BM (I/c), Publications Division, 8, Esplanade East, Kolkata-700069 (033-22482576) • **Mumbai** - BM (I/c), Publications Division, 701, C-Wing, 7<sup>th</sup> Floor, Kendriya Sadan, Belapur, Navi Mumbai-400614 (022-27570686) • **Chennai** - BM (I/c), Publications Division, A' Wing, Rajaji Bhawan, Besant Nagar, Chennai - 600090 (044-24917673) • **Thiruvananthapuram** - BM, Publications Division, Press Road, Near Govt. Press, Thiruvananthapuram - 6950001 (0471-2330650) • **Hyderabad** - BM, Publications Division, Room No. 204, 2<sup>nd</sup> Floor, C.G.O. Towers, Kavadi Guda, Hyderabad-500080 (040-27535383) • **Bengaluru** - BM (I/c), Sales Unit, Floor, 'F' Wing, Kendriya Sadan, Koramangala, Bengaluru - 560034 (080-25537244) • **Patna** - BM, Publications Division, Bihar State Co-operative, Bank Building, Ashoka Rajpath, Patna-800004 (0612-2675823) • **Lucknow** - BM, Publications Division, Half No. 1, 2<sup>nd</sup> Floor, Kendriya Bhawan, sector - H, Aliganj, Lucknow - 226024 (0522-2325455) • **Ahmedabad** - Sales Unit, Publications Division, 4-C, Neptune Tower, 4<sup>th</sup> Floor, Nr HP Petrol Pump, Nehru Bridge Corner, Ashram Road, Ahmedabad Gujarat-380009 (079-26588669)

Kurukshetra seeks to carry the message of Rural Development to all people. It serves as a forum for free, frank and serious discussion on the problems of Rural Development with special focus on Rural Uplift.

The views expressed by the authors in the articles are their own. They do not necessarily reflect the views of the Government or the organisations they work for.

The readers are requested to verify the claims in the advertisements regarding career guidance books/institutions. Kurukshetra does not own responsibility. Maps used are for illustration & study purpose and may not strictly conform to the official map. Images, graphics and illustrations, wherever used, are mostly sourced from government channels and are indicative in nature. Final Editing rights will vest with Kurukshetra Team.



## OPSEARCH

### CONTENTS

Volume 59 | Number 4 | Oct-Dec 2022

#### *Application Articles*

1. An EOQ inventory model for non-instantaneous deteriorating item with constant demand under progressive financial trade credit facility 1215  
**M. Tripathy, G. Sharma and A.K. Sharma**
2. Multi-objective model for perishable food logistics networks design considering availability and access 1244  
**J.A. Orjuela-Castro, J.P. Orejuela-Cabrera and W. Adarme-Jaimes**

#### *Theoretical Articles*

3. Modeling of critical success factors for adoption of smart manufacturing system in Indian SMEs: an integrated approach 1271  
**M. Shukla and R. Shankar**
4. An accelerated Benders decomposition algorithm for stochastic power system expansion planning using sample average approximation 1304  
**M. Jenabi, S.M.T. Fatemi Ghomi, S.A. Torabi and M. Sammak Jalali**
5. Approximations of availability function using phase type distribution 1337  
**Y. Sarada and R. Shenbagam**
6. Discussion on the transient solution of single server Markovian multiple variant vacation queues with disasters 1352  
**M. Vadivukarasi and K. Kalidass**
7. The analysis of fatal aviation accidents more than 100 dead passengers: an application of machine learning 1377  
**T.T. İnan and N. Gökmen İnan**
8. A fuzzy programming approach to neutrosophic complex nonlinear programming problem of real functions in complex variables via lexicographic order 1396  
**H.A.E.-W. Khalifa and P. Kumar**





# PRAJNAN

## Journal of Social and Management Sciences

ISSN 0970 – 8448

प्रज्ञान

Vol. LI No. 3

October – December 2022

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

प्रज्ञान

**Linking Risk Appetite to Limits:  
A Quantitative Approach for Practitioners**

*Goutam Sanyal*

*Srishti Mukherji*

**Policy Transmission in Indian Money Markets Role of  
Announcement Effect and Liquidity Effect**

*Suvojit Lahiri Chakravarty*

*Sonia Goel*

**Credit Risk Measurement in Commercial Bank Lending to  
Mid-Corporates: An Indian Study**

*Renu Arora*

**Emotional Intelligence of Investors:  
Role of Investment Decisions and Risk Tolerance**

*Saloni Raheja*

**Brief Article**

**Emerging Market Economies Under Global Liquidity**

*S Krishnakumar*



**National Institute of Bank Management**



*Journal of*

ISSN : 0972-6306

**Rajasthan Academy of Physical Sciences****Volume 21 Number 1 & 2, January-June 2022****CONTENTS**

Viscous Bianchi Type I Universe with Cosmological Term <b>Abhay Singh, Prashant S. Baghel and J. P. Singh</b>	1-18
Elliptic WP-Bailey Transform and Theta Hypergeometric Series <b>Ravindra Kumar Yadav</b>	19-32
Bilinear and Bilateral Generating Relations of Generalized Hypergeometric Polynomials <b>Chaudhary Wali Mohd., Jahan Ara and M.I. Qureshi</b>	33-44
Energy Efficient Coverage and Detection in WSN's Using a Designed Model <b>Rajiv Ranjan Tewari and Snehi Saraswati</b>	45-56
Studies on Nonlinear Behavior of Semiconductor for the Realization of Doping Concentration Sensor <b>Bhukya Arun Kumar, Sanjay Kumar Sahu, Gopinath Palai, Sarada Prasad Mohanty<sup>4</sup></b>	57-64
Coefficient Inequality for a Combined Subclass of Various Classes of Regular Functions <b>Gurmeet Singh, Harjinder Singh and Misha Rani</b>	65-70
Magnetic Field Effect on Nanofluid Flow Towards a Stretch Sheet Filled in Porous Medium <b>NVN Babu, Murali G, Sanjay Ch and Chandu. M. Koli</b>	71-82
Irreversibility Analysis for Non Newtonian Fluidics Inside a Channel: Differential Transform Method <b>Paresh Vyas, Manvi Adha and Gajanand</b>	83-100
Certain Results on Multiparameter S-K-Mittag-Leffler Function <b>Kuldeep Singh Gehlot, Madan Lal and Rajeev Kumar Gupta</b>	101-110
Some Properties of Analytic Functions Defined by Gegenbaur Polynomials <b>K.C. Deshmukh, Rajkumar N. Ingle and P. Thirupathi Reddy</b>	111-120

**Issued In July 2022**

Laser-Typesetting & Printing  
Kudiwal Typing Institute

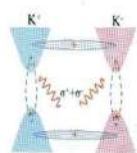


**Resonance** journal of science education

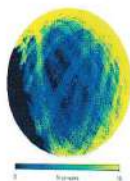
April 2023 Volume 28 Number 4

## GENERAL ARTICLES

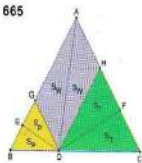
537



547



665



- 513 **August Weismann and the Growth of Biological Under standing Between Darwin and the Rediscovery of Mendel**  
Amitabh Joshi

- 527 **Generating Planar Diffracting Apertures and Fraunhofer Diffraction Patterns Using Discrete Convolution and Fast Fourier Transform Techniques – Part I**  
Pragati Ashdhir, Anshika, Jyoti Arya, Chaudhary Eksha Rani

- 537 **Valleytronics**  
*A New Way to Communicate With Electrons*  
Jayakrishna Khateel, Babila Ojha and D. Samal

- 547 **Dark Skies and Bright Satellites**  
*The Threat to Ground-based Astronomy*  
Priya Hasan

- 567 **Frontier – World's First ExaFLOPS Supercomputer**  
V. Rajaraman

- 577 **Indispensable Assets for Rechargeable World**  
*Lithium-ion Batteries*  
Pappu Naskar, Subhrajyoti Debnath, Nimadhab Mukherjee and Anjan Banerjee

- 597 **Commuting Probability of Finite Groups**  
Snehinh Sen

- 613 **Bitesize Epidemiology for General Awareness of All Students – II**  
Shinini Bandopadhyay, Angana Das Gupta, Aresh Banerjee and Prabuddha Gupta

- 633 **Research Work: Accidental, Repetitive or Fundamental?**  
*In the Light of Benzoin Condensation: Part I*  
Ahana Saha, Chandan Saha and Suchandra Chakraborty

- 653 **Linear Maps Between the Sequence Spaces  $c$  and  $c_0$**   
Subiman Kundu and Manisha Aggarwal



## Classroom

- Writing Electronic Configuration: An Easy Approach** 659  
Gnanamani Simiyon G

- Proof Without Words but With Colors** 665  
David Fraivert and Moshe Stupel



## Information and Announcements

- Science Academies' Refresher Course on 'Quantum Chemistry' (28 August to 12 September 2023)

## Front Cover



Starlink Initial Phase: 1584 satellites into 72 orbital planes of 22 satellites each.  
(Image Credit: Wikipedia. For details, see pp.547–565)

## Back Cover



August Weismann  
(1834–1914)  
Illustration: Subhankar Biswas

## DEPARTMENTS



**Editorial**  
T N C Vidya 503



**Science Smiles** 505  
Ayan Guha

**Article-in-a-Box** 509  
August Friedrich  
Leopold Weismann  
Amitabh Joshi

**Crossword** 668

**Birds in the Backyard**

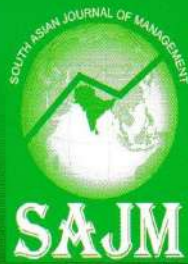
Follow us

Facebook:

@Resonance.IASc.Bng

Twitter: @IAScResonance





Vol. 29 (2022), Issue No. 5

ISSN: 0971-5428

# SOUTH ASIAN JOURNAL OF MANAGEMENT

**SPECIAL ISSUE ON**  
The 2nd edition of  
Universal Business  
School International  
Research Conference  
& Workshop, Karjat  
Maharashtra,  
24-26, March, 2022

**Guest Editors:**  
Tarun Anand  
Asha Bhatia



- |  |            |
|--|------------|
| <b>M Guruprasad, Sanskar Bansal and Marudhappan K</b>  | <b>10</b>  |
| Environmental Awareness in India: Inferences Based on a Limited-Sample Investigation   |            |
| <b>K Logasakthi, M Prakash and Pragati Singh</b>   | <b>28</b>  |
| Impact of Employees' Emotional Intelligence on Sustainable Organizational Development: Mediating Role of Organizational Resilience |            |
| <b>Brinda Anthathi, GPS Cheema, Kamlesh Yadav and Siddhi Amrale</b>  | <b>46</b>  |
| Sustainability through Spirituality: Exploring the Influence of the Ancient Indian Concept of Interconnectedness                   |            |
| <b>Thomas Waheeda, Gor Het, Padaliya Preyash and Shah Naitik</b>   | <b>69</b>  |
| Green Hydrogen and its Contribution to Sustainable Energy and Environmental Solutions (UN_SDG-7): Problems and Prospects in India  |            |
| <b>Asha Bhatia</b>   | <b>95</b>  |
| Cryptocurrency Mining Using Alternative Sustainable Energy: A Perspective on India's Readiness                                     |            |
| <b>Mohamed Aadil Dalvi, Kothapalli Bhuvaneswari and Sweet Singh</b>  | <b>110</b> |
| E-Vehicles as a Sustainability-Tool: Exploring the Awareness, Perceptions and Purchase-Intentions of Potential Consumers           |            |
| <b>Ansari Sarwar Alam, Aayushi Goenka and Dilip Nandkeolyar</b>  | <b>148</b> |
| Sustainable Clothing: Exploring the Awareness, Attitudes and Purchase-Behavior of Indian Consumers                                 |            |
| <b>Najib H S Farhan, Waleed M Al-ahdal, Asha Bhatia and Umar Ahmed</b>   | <b>164</b> |
| Impact of CSR Spending on the Financial Performance of Indian Manufacturing Firms  |            |
| <b>K Logasakthi and Indrajit Goswami</b>   | <b>184</b> |
| Pedagogical Changes During Covid Times and Their Impact on Learning Outcomes and Employment Prospects: Perceptions of PG Students  |            |



**SOUTH EAST ASIAN JOURNAL OF MATHEMATICS AND MATHEMATICAL SCIENCES**

Vol. 18, No. 1, April, 2022

ISSN : 0972-7752 (Print), 2582-0850 (Online)

**CONTENTS**

1. A Cryptographic Scheme with Laplace-Carson Transform and Sandip's Method - Sandip M. Sonawane and S.B. Kiwne	01-10
2. A Note on Type 2 Degenerate Daehee Polynomials and Numbers of the Second Kind - Waseem A. Khan and M. Kamarujjama	11-26
3. On Non-Homogeneous Quinary Quintic Equation $(x^4 - y^4) = 125(z^4 - w^4)p^4$ - Vijayasankar A., Sharadha Kumar and Gopalan M.A.	27-34
4. Automata Rings - Mridul Dutta and Helen K Saikia	35-48
5. Intuitionistic Fuzzy Characteristic Ideal of a $\Gamma$ -Ring - P.K. Sharma and Hem Lata	49-70
6. More Conditions on a $\Gamma$ -Semiring and Ideals of a Izuka and Boume Factor $\Gamma$ -Semiring - Tilak Raj Sharma and Hitesh Kumar Ranote	71-84
7. The Structure of the unit group of a group Algebra of a group of Order 37 - Nikita Srivastava, Harish Chandra and Suchi Bhatt	85-96
8. On Some Reverses of Minkowski's, Hölder's and Hardy's Type Inequalities using $\psi$ -Fractional Integral Operators - Bhagwat R. Yewale and Deepak B. Pachpatte	97-112
9. Existence of Upper Solution of FIE Involving Generalized Mittag-Leffler Function - Govind P. Kamble and Mohammed Mazhar Ul-Haque	113-128
10. An Efficient Computational Technique for Solving Generalized Time-Fractional Biological Population Model - R.K. Bairwa, Ajay Kumar and Karan Singh	129-146
11. An Efficient Fractional Integration Operational Matrix of the Chebyshev Wavelets and its Applications For Multi-order Fractional Differential Equations - R. Aruldoss and R. Anusuya Devi	147-158
12. Philos-Type Oscillation Criteria for Fractional Differential Equations with Impulsive Conditions - Abdur Raheem, Asma Afreen and Areefa Khatoon	159-178
13. Some Transformations For Goursat's Function $f_2(z)$ - M.I. Qureshi, Chaudhary Wali Mohd. and M. Kashif Khan	179-190
14. Bailey's Transform and Karlsson-Minton Formula - Chandan Kumar Singh, G.S. Pant and Sunil Singh	191-196
15. Bessel Type Transform and Related Results - B.B. Waphare and Yashodha S. Sindhe	197-204

16. Common Fixed Point Theorems for Converse Commuting Mappings in Bicomplex Valued Metric Spaces - Sanjib Kumar Datta, Rakesh Sarkar, Jayanta Saha and Tandra Sarkar	205-214
17. Common Fixed Point Theorems of Almost Suzuki Type Contractions in Bi Complex Valued b-Metric Spaces - M. Madhuri and M V R Kameswari	215-234
18. Common Fixed Point Theorems in Right Complete Dislocated Quasi G-Fuzzy Metric Spaces - D. Poovaragavan and M. Jeyaraman	235-246
19. Common Fixed Point Theorems for Non Compatible Mappings in G-Metric Space - Reena and Balbir Singh	247-256
20. $\delta^*$ -Closure Operator in Fuzzy Setting - Anjana Bhattacharyya	257-266
21. Pairwise Bicompleteness in Bispace and Product of Bispace - Amar Kumar Banerjee and Rahul Mondal	267-276
22. A New Approach of Iterative Methods for Solving Non-linear Equations Using Boole's Quadrature - Tusar Singh and Dwiti Krushna Behera	277-286
23. Axially Symmetric Flow in Two Space Dimensions for Nonideal Gases - B.S. Desale and N.B. Potadar	287-294
24. Special Solutions to the Flow of Incompressible Fluids Coupling with Magnetic Field - B.S. Desale and S.D. Shendage	295-308
25. Multiplicative Versions of Banhatti Indices - T.V. Asha, V.R. Kulli and B. Chaluvraju	309-324
26. Some Results on Atom Graph of the Lattices - Amit C. Dabhole, Kirtiwant P. Ghadle and Ganesh L. Rokade	325-332
27. Optimal Layout of Embedding Generalized Petersen Graph $P(n, m)$ into Cycle of Triangle - Arul Jeya Shalini and E. Parkavi	333-340
28. Degree Sequences on Line Graph of R-Corona Graphs - Veeresh S.M., Manjunath Muddalapuram and Pralahad M.	341-350
29. Common Multiples of Path, Star and Cycle with Complete Bipartite Graphs - Reji T. and Saritha Chandran C.	351-362
30. PCCP of Circular Graph Family with a Fan Graph - A.A. Bhangre and H.R. Bhapkar	363-372



## SPECIAL ISSUE

JULY 2023

Volume-67  
No. 07

YOJANA

Since 1957 A DEVELOPMENT MONTHLY

Let noble thoughts come to us from all sides.  
Rig VedaCHIEF EDITOR  
MANOGYAN RANI PALEDITOR  
SHUCHITA CHATURVEDI

## OUR REPRESENTATIVES

Ahmedabad: Sumanben A Machhar, Bengaluru: Yashwant Shehnai, Bhubaneswar: Itishree Singh Rathaur, Chennai: Sanjay Ghosh, Guwahati: Maruf Alam, Hyderabad: Krishna Vandana P, Jalandhar: Gagandeep Kaur Devgan, Kolkata: Sumita Chakraborty, Mumbai: Sangeeta Godbole, Thiruvananthapuram: Sudha S Namboothiry.

JOINT DIRECTOR, PRODUCTION  
D K C HRUDHAINATHCOVER DESIGN  
BINDU VERMA

Yojana (English): Room No. 647, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110 003.  
E-mail (Editorial): sec-yojanaeng-moib@gov.in

YOJANA, a development monthly published since 1957, is a theme-based journal providing in-depth analyses and views on socio-economic issues in the broader framework of government policies. Although published by the Ministry of Information and Broadcasting, Yojana is not restricted to expressing the official point of view.

## DISCLAIMER

- The views expressed in various articles are those of the authors and they do not necessarily reflect the views of the Government or the organisation/s they work for.
- Maps/flags used in the articles are only indicative and they do not reflect the political map or legal representation of the flag of India/any other country.
- The infographics/figures are provided by the authors through their reliable sources and Yojana claims no responsibility for the same.
- Images, graphics and illustrations, wherever used, are mostly sourced from government channels and are indicative in nature.
- Yojana does not own responsibility regarding the contents of the advertisements. The readers are requested to verify the claims made in the advertisements regarding courses, career-guidance books or institutions.
- Yojana doesn't endorse or promote any brands or private entities presented as case studies in any of the articles.

## SUBSCRIPTION/GRIEVANCES

Email: pdjucir@gmail.com

Phone: 011-24367453

(Monday-Friday, 9:30 am- 6:00 pm)

Postal Address: Abhishek Chaturvedi, Editor, Journals Unit, Publications Division, Room No. 779, Soochna Bhawan, CGO Complex, Lodhi Road, New Delhi-110 003.

Please note that it will take at least eight weeks to start your subscription. Kindly raise your queries/grievances about non receipt of the journals only after this period.

## IN THIS ISSUE

## LEAD ARTICLE

6 SAHAKAR SE SAMRIDHI  
FROM PLANNING TO  
REALISATION

AMIT SHAH



## FOCUS

17 STRATEGIC DIVERSIFICATION  
OF COOPERATIVES AND  
BUSINESS COMPETITIVENESS

Dr Manisha Paliwal



## SPECIAL ARTICLE

24 EMPOWERING AGRICULTURE  
CREDIT COOPERATIVES THROUGH  
DIGITISATION

Anshu Singh

31 DEVELOPMENT PATHWAYS FOR  
NON-CREDIT COOPERATIVESDr Ishita G Tripathy  
Nitisha Mann39 COOPERATIVE ENTREPRENEURSHIPS  
FOR ECONOMIC DEVELOPMENT

Sagar Kisan Wadkar

47 ATMANIRBHAR BHARAT  
THROUGH COOPERATIVES

Dina Nath Thakur

53 INNOVATION AND TECHNOLOGY FOR  
FUTURE-READY COOPERATIVES

Prof Harekrishna Misra

60 FISHERY COOPERATIVES  
A BLUE OCEAN FOR ECONOMIC  
DEVELOPMENT

B K Mishra

69 ONE PACS ONE DRONE  
TRANSFORMING COOPERATIVE  
SECTOR THROUGH TECHNOLOGY

Sachin Kumar

76 REGENERATIVE AGRI-SUPPLY  
CHAIN MANAGEMENT

Sneha Kumari



## REGULARS

C-2 DO YOU KNOW ?  
COOPERATIVES BASICS: FAQsC-3 DEVELOPMENT ROADMAP  
WORLD'S LARGEST GRAIN STORAGE PLAN

## UPCOMING ISSUE:

AZADI KA AMRIT MAHOTSAV

Number of pages: 84

Details of the Sales Outlets of the Publications Division on Page 35

YOJANA is published in Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Tamil, Telugu, and Urdu.



# Indian Journal of Training and Development

Volume 51 No. 3  
July-September, 2021

## RESEARCH PAPERS

An Innovative Blended Educational Learning and Augmented Training Approach (BELATA) for Engineering and Vocational Education – *K. James Mathai*

Understanding Learning Behaviours and Design of a Reward Model for Enhancing the Depth Dimension of Learning – *Harini Sreenivasan, Sahil Nayar*

Feedback and Quality of Action: The Mediating Role of Interpersonal Communication  
*Deepam Seth, Santosh Rangnekar*

Organisational Culture as Determinant of Employee Engagement for Agile Workforce: A Theoretical Underpinning – *Shelfali Nandan, Jyoti*

Influencing Role of Resilience on Employee Engagement—  
An Investigative Study – *Polumuri Lova Kumar, V. Tulasi Das*

Behavioural Economics of Safety Culture Management in Companies – *Harbans Lal Kaila*

## PRACTITIONER'S PERSPECTIVE

Critical Needs of Social Science Based Capacity Building for Sustainable Agriculture Development in India  
*Vijay Avinashilingam, P.C. Meena, V.V. Sumant Kumar, Yashavanth B.S.*

## CASE STUDY

Performance Related Pay – A Tool for Rewarding Excellence in Central Public Sector Enterprises in India  
*Nishdeep Singh, Amit Madan*

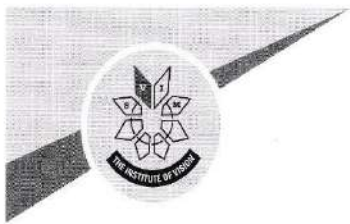
## BOOK REVIEW

Role of Boards: Building Sustainable Competitive Edge  
By *Pritam Singh, Asha Bhandarker, Subir Verma*  
Reviewed by *Naipal Singh*



Indian Society for  
Training and Development





July - December 2022

# CONTENTS



THE ERA OF ARTIFICIAL INTELLIGENCE IN EDUCATION FROM A TEACHER AND A STUDENT APPROACH <b>Pooja Sachdeva, Muskan Sachdeva, Aayushi Namdeo</b>	01
A STUDY ON FINANCIAL PLANNING AND POLICIES OF WORKING WOMEN IN EDUCATION SECTOR <b>Jayesh Upadhyay, Amaan Khan, Khushit Mehta</b>	13
SOCIAL MEDIA AS A GATEWAY FOR ADVANCING WOMEN EMPOWERMENT TOWARDS WOMEN ENTREPRENEURSHIP <b>Bharti Agrawal, Ruchira Muchhal, Kshama Paithankar</b>	23
<b>CASE STUDY</b> A MILLION DOLLAR DREAM <b>Digamber Negi, Gunjali Trivedi, M. S. Vasu, S. Kamalakar Rao, Priyanshi Joshi, Kirti Sharma</b>	27
<b>CASE STUDY</b> JOURNEY FROM CLEANING SERVICES TO TOTAL FACILITY MANAGEMENT SOLUTIONS <b>Deepa Joshi, Anjani Kumar, Gajendra Narang, Ashutosh Vyas, Ashish Upadhyay</b>	31
<b>BOOK REVIEW</b> RICH DAD POOR DAD - By Robert Kiyosaki <b>Garima Dubey</b>	39



## Contents



<b>Editorial</b>	i
<b>Articles</b>	
<b>Rajat Deb</b>	295
Accounting Policy Relevance Revisited: Evidence from Retail Investors	
<b>Pravin Chandra Singh, Amit Gautam</b>	320
Assessing the Attitude of Consumers towards Mobile Advertisements	
<b>Manisha Pallavi Chauhan, Roshan Raj Prajapati, S. S. Prasada Rao</b>	335
A Study of Merger & Acquisition on the Performance of a Firm: Evidence of Indian Companies across Diversified Industries	
<b>J. Heartwin Mary Jebamony, Florence John</b>	356
Highbrow Thoughts in an Organisation for Competitive World	
<b>Samiksha Bhatt, Upinder Dhar</b>	372
Impact of Gender and Work Experience on Managerial Creativity of Animation Professionals	
<b>Muthiyalu Prasad, Ananchaperumal Muthumoni</b>	388
Nonperforming Assets of Scheduled Commercial Banks: A Study	
<b>Neelam Tandon, Aman Gaur, Deepak Tandon</b>	409
Saffola Oil: An Edge in the Marketing Strategy amidst Covid Times	
<b>Lakshmi Srikanth N., Tulasi Rao G.</b>	418
Status of Municipal Solid Waste Management Practices in India	
<b>Anand Jayant Mayee</b>	427
Success in the Delivery of Management Courses: ADRI Model	
<b>Thota Prameela, Salini Rosaline</b>	432
Supportive Environment and Innovative Work Behaviour: A Conceptual Framework	
<b>Case Studies</b>	
Forging Value during Hyperinflation	447
A Transformation Journey of a Rating Company	461
Business Development Strategy at Tools Cast India Pvt Ltd	470
Relationship Matters – A Reflection from H.R. Manager	479
Effective use of ADR at Laxmi Textiles	487
Entrepreneurship-Start Up without Looking Like an Amateur	495
Inclusive Hiring at Wkitoi	506
Bouncing Back to Normalcy	516
Saraswathi University – Testing Waters Overseas	529
Project Overrun: Getting it on Track	540
<b>Book Review</b>	
<b>Santosh Dhar, Upinder Dhar</b>	
Project Management: The Management Process	549
Guidelines for Authors	552



ISSN No. 0975-6280

• Vol. 18 • No. 2 • July -December 2022



# JIM QUEST

*Journal of Management and Technology*



UGC Care List

INDEX COPERNICUS  
INTERNATIONAL

EBSCOhost



INSTITUTION'S  
INNOVATION  
COUNCIL  
(Ministry of Education Initiative)



Accredited by NAAC with  
Grade 'A'

A Bi-annual Refereed Research Journal of Jaipuria Institute of Management, Indirapuram, Ghaziabad

**A Review of Government Policy for the Indian Handicrafts Development**

*Akanksha Choudhary, Dr. Poonam Mishra*

**An Analysis of Revenue of Urban Local Bodies in Rajasthan:**

**A Case Study of Jaipur Municipal Corporation**

*Dr. Meenu Maheshwari, Mrs. Hemlata Tak*

**Ethical Positioning: Impact on Sales**

*Prof. Harsh Dwivedi, Silki Khanna*

**Risk and Reliability Assessment Factors of Failure of Smoke Control Systems in the Buildings**

*Kuldeep Kumar, Dr. (Prof) Virendra Kumar Paul*

**The Effectiveness of Measurement of Volatility Through Moving Average Envelope and Bollinger Bands in Stock Price Movements in Indian Market**

*Arkaprava Chakrabarty, Dr. Ayan Majumdar*

**A Study on the Various Factors Influencing Consumer Behaviour while Procuring Various Products Through Traditional Brick & Mortar Stores and E-Commerce**

*Dr. Kavita. A. Jain, Ashish Sangwan*

**Non-performing Assets Crisis In The Indian Banking Industry-**

**An Analysis of Recent Trends In Selected Banks**

*Dr. Ajay Jain, Shruti Bansal, Dr. Shobha Bhardwaj*

**Use of Multisensory Marketing by Retailers to Engage Shoppers**

*Dr. Rupa Rathee, Dr. Pallavi Rajain*

**Research On Idiosyncratic Deals: Bibliometric Analysis And Future Research Avenues**

*Bhawna, Prof. Sanjeev Kumar Sharma, Prof. Prashant Kumar Gautam\*\*\**

**Study of Website Attributes Impacting Apparel Purchase Intentions from Favourite Website**

*Vaishali Pardeshi, Dr. Vandana T. Khanna*



JAIPURIA INSTITUTE  
OF MANAGEMENT

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD



Great Place  
To Work

Certified

## JAIPURIA INSTITUTE OF MANAGEMENT

Indirapuram, Ghaziabad









[Click Here](#)

**For Feedback**



[Click Here](#)

Thank You