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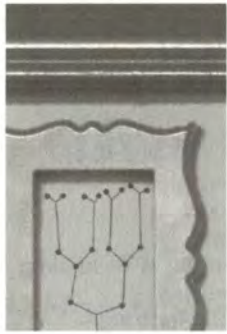
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# DECISION ANALYSIS

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Multi-Level Marketing in India: Business Prospect Versus Social Interactions?  
Some Identified Research Issues for Marketers

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**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

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The Quest for Competitive Advantage: The Role of Technology Depth  
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*Som Sekhar Bhattacharyya, Arvind Sahay and Arunaditya Sahay*

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**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 Fulfillment  
on the Relationship between Strength of the HR Signals and Job Satisfaction

*Chiradip Bandyopadhyay and Kailash B. L. Srivastava*

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**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

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

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