



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



**LIBRARY &  
INFORMATION  
CENTRE**

# CURRENT CONTENTS

NOVEMBER 2021



CONTENT  
ISSUE – 89

<u>Name of the Journal</u>	<u>Month &amp; Year</u>	<u>Vol./ Issue</u>	<u>Page No.</u>
<b>Abhigyan</b>	July-Sep 2021	39/02	3
<b>Asian Journal of Management Cases</b>	September 2021	18/02	4
<b>Business Perspective and Research</b>	September 2021	09/03	5
<b>Decision</b>	June 2021	48/02	6
<b>Effective Executive</b>	September 2021	24/03	7
<b>Foreign Trade Review</b>	November 2021	56/04	8
<b>Global Business Review</b>	October 2021	22/05	9-10
<b>Human Resource Development Review</b>	September 2021	20/03	11
<b>India Quarterly</b>	September 2021	77/03	12-13
<b>Indian Economic and Social History Review</b>	July- Sep 2021	58/03	14
<b>Indian Journal of Finance</b>	September 2021	15/09	15
<b>Indian Journal of Gender Studies</b>	October 2021	28/03	16-17
<b>Indian Journal of Industrial Relations</b>	October 2021	57/02	18-19
<b>Indian Journal of Marketing</b>	September 2021	51/09	20
<b>Inform Journal on Applied Analytics</b>	July-Aug 2021	51/04	21
<b>IUP Journal of Brand Management</b>	September 2021	18/03	22
<b>IUP Journal of Corporate Governance</b>	July 2021	20/03	23
<b>Journal of Entrepreneurship, The</b>	September 2021	30/02	24-25
<b>Journal of Human Values</b>	September 2021	27/03	26
<b>Journal of South Asian Development</b>	August 2021	16/02	27-28
<b>Metamorphosis: a Journal of management Research</b>	June 2021	20/01	29
<b>Prabandhan: Indian Journal of Management</b>	September 2021	14/09	30
<b>South Asian Economic Journal</b>	September 2021	22/02	31
<b>South Asian Journal of Macroeconomics and Public Finance</b>	December 2021	10/02	32

# Contents

---

<b>G</b> overnment Policies Towards Businesses During Pandemic: Special Reference to MSMEs.....	01 - 09
- <b>Rashmi Marhas</b>	
- <b>Ashutosh Kumar</b>	

<b>P</b> olicy Response to Post Covid-19: An Analytical Study of Indian Monetary and Fiscal Policies.....	10 - 18
- <b>Sunil Kumar</b>	
- <b>Jyoti Sharma</b>	

<b>M</b> asures Taken by Small and Medium Size Organizations to Manage Performance During Covid Crisis Effectively .....	19- 27
- <b>A. Suresh</b>	
- <b>K.R. Vigneshwar</b>	
- <b>R.G. Priyadarshini</b>	

<b>E</b> mployability Framework in the Post-Covid Scenario - A Literature Review.....	28 - 36
- <b>Shobha C.V.</b>	
- <b>B. Johnson</b>	

<b>A</b> Study of Covid-19 Effects on International Students in Canada .....	37- 48
- <b>Ajay K. Garg</b>	

<b>B</b> ook Scan .....	49- 51
-------------------------	--------

## Contents

Editorial	107
<b>Cases</b>	
Haleeb: Rejuvenating the Market Leader of the Past <i>Umair Usman, Rohail Ashraf and Muhammad Asif Khan</i>	109
The Flipkart Story in India: From the Start to Walmart <i>Thomason Rajan</i>	126
Monetary Policy in a Developing Country: A Case of Pakistan <i>Ummad Mazhar and Fahd Rehman</i>	144
Prince Kola Beverages Limited (PKBL) <i>Shazib E. Shaikh</i>	156
FirstCry: A Hybrid Store Strategy Creating Big Wonders! <i>Roshan Raju, Sagar Bhadange and Sandip Rakshit</i>	160
TECHNO21: Design and Implementation of a New Performance Management System <i>Asfia Obaid, Saman Rahman, Asia Mehmood and Neelab Kayani</i>	169

## Contents

<b>Editorial</b>	351
<b>Articles</b>	
Exploring the Factors Affecting the Behavioral Intention of Visitors in Wine Festival: The Case of China Dalian International Wine and Dine Festival <i>Sajal Kabiraj, Amitabh Upadhyay and Anu Vij</i>	352
Explaining the Growth Potential of a Market Leader and Challenger: Evidence from Japan's Telecommunications Services Industry <i>Mostafa Saidur Rahim Khan and Naheed Rabbani</i>	370
Does Organizational Culture Matter in Managerial Role and High-Performance Achievement? Lessons from Nigeria SMEs <i>Solomon Ozemoyah Ugheoke</i>	385
Does India Want to Invest in Its Daughters: A Critical Analysis of Sukanya Samriddhi Yojana <i>Sonali Bhattacharya and Aradhana Gandhi</i>	399
Psychological Contract for Human Development and Organizational Sustainability <i>Indu Rao</i>	415
Enlivening Workplace Climate Through Strategic Human Resource Management Initiatives: Unleashing Its Efficacy <i>Debarun Chakraborty and Wendrila Biswas</i>	427
Impact of Price Promotion, Corporate Social Responsibility, and Social Media Marketing on Word of Mouth <i>Jalal Rajeh Hanaysha</i>	446



# Decision

## Indian Institute of Management Calcutta

Volume 48 · Number 2 · June 2021

### EDITORIAL

#### Editorial

M. Chakrabarty 127

### RESEARCH ARTICLES

**Is gold an effective hedge and/or safe haven instrument against stocks, rupee-dollar rate and crude: an empirical investigation from India**

R. Shahani · A. Bansal 129

**Corporate CSR practices and corporate performance: managerial implications for sustainable development**

S. Javed · U. Husain 153

**Predicting regime switching in BRICS currency volatility: a Markov switching autoregressive approach**

S. Das · S. Sinha Roy 165

### PERSPECTIVE ARTICLE

**YES Bank fiasco: a corporate governance failure**

R. Deb 181

### RESEARCH ARTICLES

**An empirical examination of beta anomaly in India**

S. Rakhyani 191

**Forecasting the price of crude oil**

R. Bollapragada · A. Mankude · V. Udayabhanu 207

**Meta-study on the relationship between profitability and liquidity of enterprises in macroeconomic and institutional environment**

J. Jaworski · L. Czerwonka 233

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>



A Quarterly Journal from IUP

LIBRARY  
Institute of Management Technology  
Hapur Road, Hapur Nagar  
Ghaziabad-201 001

# Effective Executive

Vol. 24 No. 3

September 2021

## Contents

- Platform** 5
- Business Strategy and an Organization's Culture** 7  
*Michael Walton*
- Responsible Business Strategy and Corporate Leadership** 14  
*Colin Coulson-Thomas*
- Experiences That Cause Diverse Millennial Women to Resign from Organizations – Part I** 39  
*Davina Zietsman and Kurt April*
- Employee Job Satisfaction During Remote Work: The Impact of Transformational Leadership** 65  
*Stephanie Jones and Melina Schöning*

## **Contents**

### **Articles**

- Wage Inequality and Unemployment in the Presence of Imported Intermediate Goods: A Theoretical Analysis 375  
*Priya Brata Dutta and Nirjhar Ghosh*

- Impact of India-ASEAN Free Trade Agreement: An Assessment from the Trade Creation and Trade Diversion Effects 400  
*Loitongbam Bishwanjit Singh*

- The Causal Relationship Between Foreign Debt and Economic Growth: Evidence from Commonwealth Independent States 415  
*Nermin Yasar*

- Evaluating the Effect of Digital Transformation on Improvement of Service Trade in West Africa 430  
*Nnanna P. Azu and Philip A. Nwauko*

- Tracking Greenfield FDI During the COVID-19 Pandemic: Analysis by Sectors 454  
*Nadia Doytch, Nishant Yonzan, Ketan Reddy and Filip De Beule*

- Free Trade vis-à-vis Morality: Revisiting the Public-Morals Exception Clause in the World Trade Organization 476  
*Swargodeep Sarkar*

### **Book Review**

- Rajib Bhattacharyya (Ed.), *The Gains and Pains of Integration and Trade Liberalization: Lessons from Emerging Economies* 491  
*Ranajoy Bhattacharyya*



## Contents

### Article

- Trade Openness and Economic Growth: Empirical Evidence from Lesotho 1103  
*Malefa R. Malefane and Nicholas M. Odhiambo*
- The Effects of Life Expectancy and Financial Crisis on the Stock Market Development in Africa 1120  
*Bamanga Umar and Sabri Nayan*
- Stock Returns and Asymmetric Volatility Spillover Dynamics Between Asian Emerging Markets 1131  
*Umm E Habiba, Shen Peilong, Kashif Hamid and Farrukh Shahzad*
- Decoding User Interaction Dynamics on Facebook Fan Page: A Sentiment Mining Approach 1146  
*Shabana Chandrasekaran and Supriya Kumar De*
- Measuring the Barriers to Trade in Financial Services in BRICS Economies: Commitments and Current Practices Under the General Agreement on Trade in Services (GATS) 1160  
*Rabia Khatun, Arindam Banik and Pradip K. Bhaumik*
- Does Inward FDI Lead to Export Performance in India? An Empirical Investigation 1174  
*Saileja Mohanty and Narayan Sethi*
- Agricultural Commodities and FMCG Stock Prices in India: Evidence from the ARDL Bound Test and the Toda and Yamamoto Causality Analysis 1190  
*Gursimran Kaur and Babli Dhimani*
- Determinants of Excess and Deficit Cash Holdings of Firms: Evidence from Emerging Market 1202  
*Santanu Das and Utkarsh Goel*
- Drivers of Brand Engagement: The Role of Brand Communities 1216  
*Sumanjit Dass, Rahul Sethi, Sapna Popli and V. N. Saxena*

Some Recent Cases in the Bottom of the Pyramid Concept: Lessons from India <i>Ananda Das Gupta</i>	1232
Inter-district Analysis of Credit Convergence: Outlooks from Neoclassical Growth and Panel Unit Root Models for West Bengal, India <i>Ramesh Chandra Das, Bankim Chandra Ghosh and Indrani Basu</i>	1244
Rahul Gandhi on Twitter: An Analysis of Brand Building Through Twitter by the Leader of the Main Opposition Party in India <i>Anjuman Antil and Harsh V. Verma</i>	1258
Ownership Concentration and Dividend Payout in Emerging Markets: Evidence from India <i>Ravinder Kumar Arora and Aman Srivastava</i>	1276
Nowcasting Indian GDP in Real Time Using Factor Bridge Model and Factor VAR <i>Alok Yadav</i>	1289
Do Audit Fees Adjust Quickly?—Evidence from India <i>Shreya Biswas</i>	1301

## Contents

### Editorial

- Why Do We Desk-Reject? 279  
*Yonjoo Cho*

### Guest Editorial

- Action Learning as a Human Resource Development Resource to  
Realize Collective Leadership 282  
*Joe Raelin*

### Theory and Conceptual Articles

- A Model of Caring in Organizations for Human Resource Development 289  
*Alan M. Saks*
- Becoming a Leader: Emergence of Leadership Style and Identity 322  
*Manuel London and Gary D. Sherman*
- Contesting "Authenticity" in Authentic Leadership through a Mad Studies Lens 345  
*Greg Procknow and Tonette S. Rocco*

### Instructor's Corner

- The Ten Research Questions: An Analytic Tool for Critiquing Empirical  
Studies and Teaching Research Rigor 374  
*Thomas G. Reio, Jr.*

## **Contents**

**Editorial** 327

### **Articles**

India's Interplay with Liberal International Order: Potentials  
and Constraints 329  
*Johnson Singh Chandam*

Racing Against the Tide? A Critique of Nigeria's Quest for  
Membership of the United Nations Security Council 346  
*Sunday Omotuyi*

From Kyoto to Paris and Beyond: The Emerging Politics of  
Climate Change 366  
*Saurabh Thakur*

The Role of Regional Organisations in Economic Growth  
Among Developing Countries: A Case of the AfDB 384  
*Israel Nyaburi Nyadera, Uğur Yasin Asal and Billy Agwanda*

Exploring the Impacts of Economic Corridors on South Asian  
Countries 404  
*Srimal Fernando and Pankaj Jha*

'Made in China 2025': Poised for Success? 424  
*Nitin Agarwala and Rana Divyank Chaudhary*

Beijing Raising the Ante in the Natunas: The Next Flash Point in  
the South China Sea? 462  
*Munmun Majumdar*

The New Baloch Militancy: Drivers and Dynamics 479  
*Shakeer Ahmad Wani*



## **Review Essay**

- Debating the Relevance of Non-alignment in Indian Diplomacy 501  
Vinay Kaura

## **Book Reviews**

- Narayan, S., & Datta, S. (Eds.), *Bangladesh at 50: Development and Challenges* 507  
ASM Ali Ashraf
- Rasheed, Adil, *Countering the Radical Narrative* 509  
Ambreen Agha
- Jayaram, Dhanasree, *Climate Diplomacy and Emerging Economies: India as a Case Study* 513  
Aanehi Mundra

## **List of Contributors**

516

# *The Indian Economic and Social History Review*

Volume LVIII

Number 3

July–September 2021

## CONTENTS



### Articles

- MILAN BALABAN, JAN HERMAN AND DALIBOR Savić/ **The early decades of the Bata Shoe Company in India: From establishment to economic and social integration** 297
- LOURENS VAN HAAFTEN/ **Management science and nation building: The sociotechnical imaginary behind the making of the Indian Institute of Management in Ahmedabad** 333
- EZRA D. RASHKOW/ **Wilding the domestic: Camp servants and glamping in British India** 361
- DIKSHIT SARMA BHAGABATI, PRITHVI SINHA, AND SNEHA GARG/ **Baptising Pandita Ramabai: Faith and religiosity in the nineteenth-century social reform movements of colonial India** 393

### Book Reviews

- Osmund Bopearachchi and Suchandra Ghosh, eds, *Early Indian History and Beyond: Essays in Honour of B. D. Chattopadhyaya* by **Daud Ali** 425
- Jyoti Gulati Balachandran, *Narrative Pasts: The Making of a Muslim Community in Gujarat, C. 1400–1650* by **Manan Ahmed Asif** 427
- Kaveh Yazdani and Dilip M. Menon, eds, *Capitalisms: Towards a Global History* by **Jairus Banaji** 430
- Ryosuke Furui, *Land and Society in Early South Asia: Eastern India 400–1250 AD* by **Bhairabi Prasad Sahu** 432



# INDIAN JOURNAL OF FINANCE

VOLUME : 15

ISSUE NUMBER : 9

₹ 350/-

SEPTEMBER 2021

## CONTENTS

**A Study of Determinants and Their Impact  
on Bank Debt Restructuring in Indian Banks**

**Tabassum 8**  
**Sarveshwar Pande**

**An Examination of the Weekdays' Anomaly  
in the Trading Behavior of Institutional  
Investors in the Post-Demonetization  
and GST Regime in India**

**Razia Sehdev 24**

**Prominence and Impact of the  
*Indian Journal of Finance* During 2013 – 2019  
Using Scientometric Methods**

**Mallikarjun Kappi 41**  
**Chaman Sab M.**  
**Kumaraswamy B. H.**  
**Vitthal T. Bagalkoti**

## **Contents**

### **Remembrance**

- Malathi de Alwis (1963–2021) 343  
*Mary E. John*

### **Articles**

- Prioritising Quantity over Quality: Lopsided Approach to  
Girl Child Education in the Bihar Government's Schemes 346  
*Nishant Kumar*
- Chick Lit in India: A Step Towards Power Feminism 369  
*Sugandha S. Singh and Abha Shukla Kaushik*
- Spouses of Student Mothers in the United Arab Emirates:  
Enablers or Constraints to Their Pursuit of Higher Education? 385  
*Martina Dickson and Lilly Tennant*
- Exclusion of Women Beneath Patriarchal Enclaves in  
Participatory Irrigation Management in South India 408  
*K. Gulam Dasthagir*

### **Research Notes**

- Women's Struggle for a Voice in Local Governance: Challenges  
for Veiled Women in Haryana, India 426  
*Saroj Rani*
- Self-Expression in the Cyber World: Challenges for a Woman 440  
*Nasrina Siddiqi*



Media Sensitivity Towards Cybercrimes Against Women <i>Subhanil Banerjee and Anukriti Singh</i>	453
--	-----

## Book Reviews

Geraldine Forbes, <i>Lost Letters and Feminist History: The Political Friendship of Mohandas K. Gandhi and Sarala Devi Chaudhurani</i> <i>Rajmohan Gandhi</i>	462
--	-----

Annie Devenish, <i>Debating Women's Citizenship in India 1930–1960</i> <i>Rachana Chakraborty</i>	465
--	-----

Maroona Murmu, <i>Words of Her Own: Women Authors in Nineteenth-Century Bengal</i> <i>Debarati Bandyopadhyay</i>	469
---	-----

Roli Misra (ed.), <i>Migration, Trafficking and Gender Construction: Women in Transition</i> <i>Nilanjana Ray</i>	473
--	-----

Tumpa Mukherjee, <i>Women in Police in India : A Journey from Periphery to Core</i> <i>Tuktuk Ghosh</i>	477
--	-----

Rimple Mehta, <i>Women, Mobility and Incarceration: Love and Recasting of Self Across the Bangladesh–India Border</i> <i>Debdatta Chowdhury</i>	480
--	-----

## New Resources

<i>Madhu Shree and Akhlak Ahmad</i>	484
-------------------------------------	-----

Visit <http://journals.sagepub.com/home/ijg>  
Free access to tables of contents and abstracts

# The Indian Journal of Industrial Relations

## A Review of Economic & Social Development

VOLUME 57

NUMBER 2

OCTOBER 2021

### Contents

LIBRARY  
Institute of Management Technology  
Plot Road, Raj Nagar  
Ghaziabad 201 001

#### Articles

- |   |   |            |
|---|---|------------|
| <b>Role of Stakeholders in Socially Responsible Business Practices: A Review on Indian SME Clusters</b>                 | <i>Arindam Laha &amp; Santanu Kumar Ghosh</i>   | <b>171</b> |
| <b>A Comparative Analysis of Employment Intensity of Growth in South Asian Countries</b>                                | <i>Sanjeev Kumar, Falguni Pattanaik, Ajay K. Singh &amp; Manas Kumar Pedi</i>         | <b>189</b> |
| <b>Organizational Factors Influencing Internationalization of Indian Manufacturing Companies: An Empirical Analysis</b> | <i>Ramakrishnan Ramamurthi, Rajan Saxena, Bala Krishnamoorthi &amp; Gordhan Saini</i> | <b>205</b> |
| <b>An Exploration into the Decline &amp; Fall of Tech Start-ups</b>   | <i>Ashutosh Bishnu Murti</i>  | <b>226</b> |
| <b>Types, Antecedents &amp; Outcomes of Organizational Dysfunctional Behaviors – A Review</b>                           | <i>Aditya Agrawal &amp; Ashish Pandey</i>   | <b>239</b> |
| <b>Healer Vs Leader –Determinants &amp; Deterrents of Clinician Leadership in Indian Healthcare</b>                     | <i>Prageetha G Raju</i>   | <b>253</b> |
| <b>Salespeople Performance Evaluation Criteria in India</b>   | <i>Ram Kumar Dhurkari</i>   | <b>271</b> |
| <b>Voicing the Voiceless: Experiences of Indian Women Trade Union Leaders</b>   | <i>Rashmi Maini &amp; Mahima Thakur</i>   | <b>285</b> |
| <b>From Destructive Leadership to Destructive Followership: A Conceptual Model</b>                                      | <i>Sweta Singh</i>  | <b>294</b> |

**Shared Identity & Work-life Roles:  
A Study of Dual Career Couples**

*Tanvi Paras Kothari &  
Sameer Pingle* **307**

**Social Intelligence Amongst Undergraduate  
Management Students: An Exploratory Study**

*Manisha Singhai,  
Shaan Malhotra &  
Ranjana Patel* **319**

**Adoption of Artificial Intelligence in Human  
Resource Management: A Conceptual Model**

*Mandeep Kaur,  
Rekha A G & Sona Vikas* **331**

### **Book Review**

**The Psychology of Money**

*Vinit Singh Chauhan* **343**

**SRC**

### **Important Announcement**

Editorial correspondence to be addressed to:  
[ijir@srcirhr.com](mailto:ijir@srcirhr.com)

**IJIR announces the release of its back volumes (1965 onwards) in  
JSTOR Archive as part of the Arts & Science IX Collection.**

**To view the journal online please visit:**

**<http://www.jstor.org/action/showPublication?journalCode=indijindurela>**

**IJIR online [www.irhrjournal.com](http://www.irhrjournal.com)**





# INDIAN JOURNAL OF MARKETING

VOLUME : 51

ISSUE NUMBER : 9

₹ 350/-

SEPTEMBER 2021

## CONTENTS

**Profile Centric Community Awareness and  
Engagement for Adolescent Girls : An  
Empirical Study on Early Marriage in India**

**Charru Hasti 8**  
**Sonal Arora**  
**Amit Mehndiratta**  
**Mahim Sagar**  
**Harish Chaudhry**

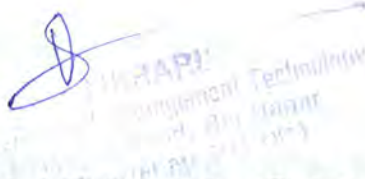
**Influence of Social Media Marketing  
Efforts on Brand Equity and Consumer  
Response to Branded Shoes in India**

**P. Balakrishnan Menon 24**

**Relevance of Financial Service Advertisements  
in Investment Decisions and Purchase of  
Financial Products: Evidence from the  
Indian Insurance Sector**

**Sarfraz Javed 41**  
**Uvesh Husain**  
**Namrata Pathak**





# INFORMS JOURNAL ON APPLIED ANALYTICS

Volume 51 • Number 4 • July-August 2021

<https://pubsonline.informs.org/journal/inte>

## 245 Contextual Complications in Analytical Modeling: When the Problem is Not the Problem

Michael F. Gorman

It is my hypothesis that the standard problem formulation, assumptions, and solution approach so prevalent in the classroom and research is inadequate. The "problem" cannot be fully understood, adequately solved, and most importantly, applied, without some understanding of its context. *That context is the business setting in which the problem resides.* Ignoring that context is the root cause of the gap between research and practice.

## 262 Portfolio-Wide Optimization of Pharmaceutical R&D Activities Using Mathematical Programming

Hua Wang, Jon Dieringer, Steve Guntz, Shankarraman Vaidyaraman, Shekhar Viswanath, Nikolaos H. Lappas, Sal Garcia-Munoz, Chrysanthos E. Gounaris

The portfolio-wide planning of the R&D activities in a large research pharmaceutical company can be a very challenging task, due to the large number of drug compounds that are simultaneously under development, the intricacies of the various development paths that those have to undertake, and the pressing deadlines associated with upcoming clinical trials and anticipated product launch targets. This paper discusses the implementation of a decision support system based on mixed-integer linear optimization to assist planners with efficient resource allocations, elucidating how cost and time savings can be realized in this context.

## 280 Limousine Service Management: Capacity Planning with Predictive Analytics and Optimization

Peng Liu, Ying Chen, Chung-Piaw Teo

A transformational journey to manage the limousine service provisioning problem for a major hotel in Singapore, resulting in seven-figure savings (in SGD) with improved service level, through demand forecasting, shift schedule, and process automation.

## 297 Dynamic Inventory Allocation for Seasonal Merchandise at Dillard's

Junxuan Li, Alejandro Toriello, He Wang, Seth Borin, Christina Gallarno

Managing inventory in retail is challenging, and especially so for seasonal goods: retailers must place orders with suppliers far in advance because of long lead times, and demand is quite unpredictable because trends, customer preferences, and the goods themselves change from season to season. This paper develops a data-driven inventory allocation policy for seasonal goods at Dillard's, using a mix of inventory theory and statistical learning. Dillard's is implementing these techniques to support inventory management of all seasonal goods, which account for 20%-30% of their revenue.

## 312 Seasonal Inventory Management Model for Raw Materials in Steel Industry

Kosuke Kawakami, Hirokazu Kobayashi, Kazuhide Nakata

Nippon Steel developed a new method for obtaining the optimal season-based inventory levels for raw materials, such as iron ore and coal. In the proposed method, we divide the shipping operations into two distinct models—arrival at all mills and arrival at each mill—by analyzing the relevant shipping operations. Our proposed model significantly reduced the inventory levels by 14% in summer and 6% in winter.

## 325 Book Reviews

Wenjing Shen



# The IUP Journal of Brand Management

LIBRARY  
Institute of Management Technology  
Hapur Road, Raj Nagar  
Ghaziabad-201 001

Vol. 18

No. 3

September 2021

## Contents

Focus 5

Corporate Branding in Higher Education 7  
*Jose Mathews*

Green Branding Initiatives of Patanjali  
Hair Care Products in the Guwahati Market: A Study 29  
*Dipti Sitola and Smritishikha Choudhury*

Online Shopping Intentions of Generation X, Y  
and Z Consumers During the Covid-19 Pandemic in India 45  
*Brijesh Awasthi and Masuma Mehta*

Case Study  
Tesla's Competitive Strategies and Emerging Markets Challenges 57  
*Nitu Saxena and Siddhi Vibhandik*





# The IUP Journal of Corporate Governance

LIBRARY

Institute of Management Technology  
Hapur Road, Raj Nagar  
Ghaziabad-201 001

Vol. 20 No. 3

July 2021

## Contents

### Focus

5

### Do Corporate Governance Variables Impact Firm Performance?

#### Evidence from Indian Family Business

7

*Suraj Kumar Swain and Deviprasad Kar*

### Corporate Governance and Organizational Performance:

#### Evidence from Indian Hospitality Industry

22

*Rinkesh Kumar and Dinabandhu Mukhopadhyay*

### Evaluating the Impact of Corporate Governance Determinants

#### on Risk and Profitability of Indian Firms

44

*Anirban Ghatak and Satish Chandra Tiwari*

## Contents

### Articles

- When the Quest for the Best Pays Off: How Maximising  
Entrepreneurs Improve Performance by Creating Entrepreneurial  
and Market Oriented Businesses 223  
*Brandon William Soltwisch*
- Making Entrepreneurs? Makerspaces and Entrepreneurial  
Intent Among High School Students 249  
*Eric Joseph van Holm*
- Do Entrepreneurship Skills Improve Project Performance?  
A Project-Based Learning Perspective 267  
*Mansoor Shekarian and Mahour Parast*
- Entrepreneurial Finance in the Twenty-first Century, a Review of  
Factors Influencing Venture Capitalist's Decision 306  
*Ashish Vazirani and Titas Bhattacharjee*
- The Role of Entrepreneurial Finance in Corporate Social  
Responsibility and New Venture Performance in an Emerging  
Market 336  
*Muhammad Suleh Khattak, Muhammad Anwar and Thomas Clauß*
- Attitude and Alertness in Personality Traits: A Pathway to  
Building Entrepreneurial Intentions Among University Students 367  
*Abhijeet Biswas and Rohit Kumar Verma*



## Book Reviews

Mohammad Mustafa. *Demystifying Venture Capital: How it Works and How to Get It* 397  
Reviewed by Amit Kumar Dwivedi and Sanjay Kumar Randhar

John Chambers and Diane Brady. *Connecting the Dots: Lessons for Leadership in a Start-up World* 401  
Reviewed by Ajay Arora

Visit [journals.sagepub.com/home/joe](http://journals.sagepub.com/home/joe)  
Free access to tables of contents and abstracts.

## Contents

Editorial	203
-----------	-----

## Articles

Legislating Right, Contemplating Duty: Parliamentary Debate on RTE Second Amendment Bill <i>Manoj Kumar and Ronita Sharma</i>	204
--	-----

Fatherland or Livelihood: Value Orientations Among Tibetan Soldiers in the Indian Army <i>Joanna Pereira Coelho and Ganesha Somayaji</i>	225
---	-----

Living with Barren Truths: A Tale of Triumphalism and Tribulations of a Technology <i>Sital Mohanty, Subhasis Sahoo and Pranay Kumar Swain</i>	234
---	-----

Whistleblowing and the 'Person-Situation' Conundrum: What Matters More? <i>Meenal Gakhar and Zubin R. Mulla</i>	247
--	-----

The Sacred and the Profane: Menstrual Flow and Religious Values <i>Shefali Kamat and Koshy Tharakan</i>	261
--	-----

## Book Reviews

Gopal Guru and Sundar Sarukkai, <i>Experience, Caste and Everyday Social</i> <i>Reviewed by Dev Nath Pathak</i>	269
--	-----

Pillavsky, A. (Ed.), <i>Nobody's People: Hierarchy as Hope in a Society of Thieves</i> <i>Reviewed by Diksha Narang</i>	271
--	-----

## **Contents**

### **Research Articles**

- Using Farmers' Risk Tolerance to Explain Variations in Adoption  
of Improved Rice Varieties in Nepal 171  
*Toritseju Begho*
- Land Acquisition, Markets and Political Networks: Evidence from  
the Indian Sundarbans 194  
*Prasenjit Sarkhel and Anirban Mukherjee*
- Politics of Development in Pakistan: From the Post-Independence  
Modernization Project to 'Vision 2025' 220  
*Aliya Abbasi*
- Shadow Education in India: Participation and Socioeconomic  
Determinants 244  
*Indal Kumar and Indrani Roy Chowdhury*
- Exploring the Origins of Bhutan's Gross National Happiness 273  
*Katsu Masaki and Jit Tshering*
- Exports and Inequality: Evidence from the Highly Concentrated Textile  
and Garment Sector of Bangladesh 293  
*Md. Iqbal Bhuyan and Keun-Yeob Oh*

### **Book Reviews**

- Maria Rashid. 2020. *Dying to Serve: Militarism, Affect and the Politics  
of Sacrifice in the Pakistan Army* 310  
Reviewed by Sanaullah Khan

Tom Barnes. 2018. *Making Cars in the New India: Industry, Precarity and Informality* 313  
Reviewed by Andrew Sanchez

Debojyoti Das. 2018. *The Politics of Swidden Farming: Environment and Development in Eastern India* 315  
Reviewed by Felix Padel



### Contents

#### Articles

- Linkage Between Road Safety and Economic Development: A Case Study of India 7  
*Anshul Sinha, Sanjay Kumar Singh and VijayLakshmi Singh*
- Country of Origin Effect on Purchase Intention Towards Italian Luxury Fashion: Mediating Role of Brand Perception and Social Status 16  
*Sandeep Kumar and Amit Gautam*
- Knowledge Management Initiatives for Tackling the COVID-19 Pandemic in India 25  
*Shakti Chaturvedi and Tushar Singh*
- Do People Choose Life Insurance for Protection or for Saving? 35  
*Rajat Deb, Kanchan Kumar Nath, Mukesh Nepal, Sourav Chakraborty and Kiran Sankar Chakraborty*

#### Book Review

- Daniel Susskind. 2020. *A World Without Work: Technology, Automation and How We Should Respond* 45  
Reviewed by *Samir K Srivastava*



# **PRABANDHAN : INDIAN JOURNAL OF MANAGEMENT**

**VOLUME : 14**

**ISSUE NUMBER : 9**

**₹ 350/-**

**SEPTEMBER 2021**

## **CONTENTS**

- |  |   |          |
|--|---|----------|
| <b>Standing in My Way Nine to Five : Investigating Bullying Behaviours Prevalent Among IT Professionals in India</b> | <b>Vaishali Trivedi<br/>Tanuja Agarwala</b> | <b>8</b> |
|--|---|----------|

- |  |   |           |
|--|---|-----------|
| <b>Work from Home (WFH), COVID-19, and Its Impact on Women</b> | <b>Debarun Chakraborty<br/>Shrirang Altekar</b> | <b>22</b> |
|--|---|-----------|

- |   |   |           |
|---|---|-----------|
| <b>Perception Analysis on COVID-19 Vaccination: An Online Cross-Sectional Study</b> | <b>Amit Kumar Arora<br/>Sapna Yadav</b> | <b>30</b> |
|---|---|-----------|

## **Contents**

### **Research Articles**

- Demystifying Blue Box Support to Agriculture Under the WTO:  
Implications for Developing Countries 161  
*Sachin Kumar Sharma, Adeet Dobhal, Surabhi Agrawal and Abhijit Das*
- Productive Efficiency and Non-performing Assets of Indian Banks  
in the Post-global Financial Crisis Period 186  
*Karan Singh Khati and Deep Mukherjee*
- Dynamics of Youth and Gender Divide in Technology in Bangladesh 205  
*Selim Raihan, Mahtab Uddin and Sakil Ahmmed*
- An Analysis of Impact of Anti-dumping Duties on India–China Trade 233  
*Ashwani Mahajan, Phool Chand and Harsha Vardhan Pasumarthi*

### **Book Reviews**

- Rashed Al Mahmud Titumir, *Numbers and Narratives in Bangladesh's  
Economic Development* 250  
Reviewed by *Saleh Shahriar*
- Pankaj Sekhsaria, *Nanoscale: Society's Deep Impact on Science,  
Technology and Innovation in India* 253  
Reviewed by *Amit Kumar*

# South Asian Journal of Macroeconomics and Public Finance

Volume 10 Issue 2 December 2021

---

## Contents

### Articles

- Money Multiplier Bias Due to Informal Sector:  
An Extension of the Existing Money Multiplier 139  
*Khurram S. Mughal, Friedrich G. Schneider, Faheem Aslam and  
Alishba Tahir*
- Exchange Rate Crises: Experiences of Latin America,  
East Asia and India 158  
*Manmohan Agarwal and Vandana T. R.*
- Output-inflation Trade-off in the Presence of Foreign  
Capital: Evidence for Vietnam 179  
*Ly Dai Hung*
- The Optimal Distribution Rule of Federal Funds to  
States in India: A Suggested Methodology 193  
*Ajitava Raychaudhuri and Poulomi Roy*