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Pursuing Digital Marketing and Sales Transformation in an Emerging Market: Lessons from India's Tata Steel 197
Peeyush Gupta, Michelle Steward, Jim Narus and D.V.R. Seshadri

Digital transformation for mature industries can be challenging. This article describes a path for older firms in traditional industries in emerging markets to digitally transform long-standing marketing and sales practices to capitalize on changing market conditions. The article focuses on a particular global company, Tata Steel, to illustrate the transformation. The company's evolution suggests the following four lessons for successful digital transformation: focus on customer needs and not on digital technologies, prioritize high-potential opportunities, invest in digital capabilities and technology savvy personnel and consultants, follow agile principles for quick deliveries, numerous small successes, low risk of failure, and quick turnaround.

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Akhilesh Prasad and Arumugam Seetharaman

Predicting stock movements are challenging. In recent times, researchers have developed numerous algorithms to predict these. The authors reviewed over 50 papers on various algorithms. They found that though the performance of models measured by root-mean-square error (RMSE) for regression and accuracy score for classification models varied greatly, long-short term memory (LSTM) model displayed higher accuracy amongst the machine and deep learning models reviewed. However, reinforcement learning algorithm performance measured by profitability and Sharpe ratio outperformed all. Hence, studying machine, deep and reinforcement learning algorithms is vital for traders and investors. These findings were based on the literature review consolidated in the result section.

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Dimple Dhiman and Himani Sharma

The study examines the direct effect of employees' perception towards corporate social responsibility (CSR) on organisational citizenship behaviour (OCB). It also measures the indirect effect through organisational trust (OT). Data from 446 employees from the service and manufacturing sector of India was collected through convenience random sampling technique and analysed. To test the measurement and structural model, partial least square based structural equation modelling (PLS-SEM) has been applied. The SEM results confirmed that employees' perception of CSR positively and significantly affects OT and OCB. Moreover, the findings also observed that the relationship between CSR and OCB is partially mediated by OT.

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Richa Saxena, Sapna Popli and Abhishek

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