



*Contemporary Management Practices*

# PERSPECTIVES IN SUSTAINABLE MANAGEMENT PRACTICES

Edited by

Satyajit Chakrabarti, Soumik Gangopadhyay,  
Isita Lahiri, Soma Sur, Subrata Chattopadhyay  
and Rishi Raj Sharma



---

# Perspectives in Sustainable Management Practices

---

Embracing sustainable management practices is important for businesses and commercial organizations wishing to responsibly contribute to the socio-economic development of societies and communities. This book provides insights into recent trends, issues, and challenges in embracing these practices, while promoting growth and innovation in business.

The COVID-19 pandemic has redefined the necessity of implementing sustainable practices. This book looks at the process, implementation, and evaluation of sustainable practices in the social and commercial sectors in recent years. With case studies from different industries, these chapters explore and document creative applications of effective measures to chart out financial growth for businesses while reducing carbon emissions, focusing on corporate social responsibility, and working toward socio-economic sustainability for workers and communities, among others. They also examine how these innovative strategies can be scaled up and applied across diverse industries, for small and large businesses, and in different economic environments.

Part of the Contemporary Management Practices series, this book will be useful to practising managers, researchers, and students who are interested in business strategy, financial strategy, and social inclusion. It will be especially of use to those working in the areas of corporate governance, corporate social responsibility, green marketing, corporate finance, and organizational performance.

**Satyajit Chakrabarti** is the Director of Institute of Engineering & Management, Kolkata, India. He obtained his PhD in Nanotechnology from the National Institute of Technology and a Master's in Computer Science from the University of British Columbia. He is an avid philanthropist and social entrepreneur. He has published extensively in the fields of artificial intelligence, IOT and data science and has over 20 patents files in various fields of technology. His special expertise includes management consulting, strategic management, technology applications, and problem- solving using innovation and innovative technologies.

**Soumik Gangopadhyay** is Professor of Marketing at the Institute of Engineering and Management, Kolkata, India. He has done Bachelor in Pharmacy, MBA (Mktg.), MBA (HHSM) from BITS-Pilani and Doctor of Philosophy. He has conducted extensive training sessions in the areas of marketing, strategy, and decision making for senior Indian defence personnel and corporate executives such as those of the Indian Oil Corporation, CESC, and Eli Lilly, among others. He has published extensively in several areas of research on management.

**Isita Lahiri** is Professor in the Department of Business Administration, University of Kalyani, West Bengal, India. She has extensive research experience in creating and expanding knowledge in the field of management practices. Her areas of interest are marketing, consumer behaviour, brand management, and marketing research.

**Soma Sur** is Professor and Former Dean of Xavier Business School in St. Xavier's University, Kolkata, India. She is presently the Honorary Director of the Father Lafont Centre for Excellence in Research and Innovation. She has published widely and has experience in training and consultancy. Her teaching and research interests are in the areas of strategic management, marketing management, service marketing, consumer behaviour, customer relationship management, online marketing, green marketing, sustainable development, behavioural finance, and health management.

**Subrata Chattopadhyay** is Professor at the University of Engineering and Management, Kolkata, India. He has published extensively on computation in estate management, transport management, and values and ethics for engineers and managers. He was conferred the prestigious MTC Global Top Thinkers award in 2015. In 2019 he was awarded Mentor of the Year by HRD India.

**Rishi Raj Sharma** is currently associated with the Department of Business Management, and is Associate Dean of, Guru Nanak Dev University RC, Gurdaspur, Punjab, India. His areas of interest are marketing, consumer behaviour, behavioural marketing, social marketing, and digital marketing. He has published books and papers in the areas of general management, marketing, and others. He has received the Gold Medal for the best empirical research paper at a conference hosted by the All India Commerce Association, at Bangalore University (2013), KIIT University (2014), Panjab University (2018) and LPU (2020).



**Taylor & Francis**

Taylor & Francis Group

<http://taylorandfrancis.com>

---

## Contemporary Management Practices

*Series editors: Dipak Saha, Department of Management, Institute of Engineering and Management, Kolkata, India; Rabin Mazumder, Department of Management, Institute of Engineering and Management, Kolkata, India*

---

This series explores the latest and most effective methods, techniques, and strategies used by modern managers to achieve organizational goals and objectives. These methods are influenced by business environment, technology, and globalization, and are constantly evolving to meet the changing needs of organizations. The strength of the books in the “Contemporary Management Practices” series rests in the diversity of their viewpoints, since they include essays on various conventional and unconventional management approaches, scholarly concepts, and exploratory and analytical-based studies. This series will encourage practising researchers to formulate and implement innovative ideas in the field of social sciences. The series discusses the most pertinent themes in management and systematically highlights different functional areas of management including finance and digital transformations in business; marketing, innovation and strategy; sustainable management practices; and human resource management. The series provides guidelines and case studies for academics, researchers and practitioners to explore and implement best practices in these fields as well as in developing new and sustainable solutions on top of existing methods.

### **Perspectives in Marketing, Innovation and Strategy**

*Edited by Philip Kotler, Subhadip Roy, Satyajit Chakrabarti, Dipak Saha and Rabin Mazumder*

### **Perspectives in Sustainable Management Practices**

*Edited By Satyajit Chakrabarti, Soumik Gangopadhyay, Isita Lahiri, Soma Sur, Subrata Chattopadhyay and Rishi Raj Sharma*

### **Perspectives in Human Resources**

*Edited By Satyajit Chakrabarti, Ashutosh Muduli, Saikat Chakrabarti, Anirban Sarkar, Mrinal Das and Avijit Brahmachary*

For more information about this series, please visit: [www.routledge.com/Contemporary-Management-Practices/book-series/CMP](http://www.routledge.com/Contemporary-Management-Practices/book-series/CMP)

---

# Perspectives in Sustainable Management Practices

---

Edited by Satyajit Chakrabarti,  
Soumik Gangopadhyay, Isita Lahiri,  
Soma Sur, Subrata Chattopadhyay  
and Rishi Raj Sharma

First published 2024  
by Routledge  
4 Park Square, Milton Park, Abingdon, Oxon OX14 4RN  
and by Routledge  
605 Third Avenue, New York, NY 10158

*Routledge is an imprint of the Taylor & Francis Group, an informa business*

© 2024 selection and editorial matter, Satyajit Chakrabarti, Soumik Gangopadhyay, Isita Lahiri, Soma Sur, Subrata Chattopadhyay and Rishi Raj Sharma; individual chapters, the contributors

The right of Satyajit Chakrabarti, Soumik Gangopadhyay, Isita Lahiri, Soma Sur, Subrata Chattopadhyay and Rishi Raj Sharma to be identified as the authors of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this book may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

*Trademark notice:* Product or corporate names may be trademarks or registered trademarks, and are used only for identification and explanation without intent to infringe.

*British Library Cataloguing-in-Publication Data*

A catalogue record for this book is available from the British Library

ISBN: 978-1-032-44002-6 (hbk)

ISBN: 978-1-032-64196-6 (pbk)

ISBN: 978-1-032-64048-8 (ebk)

DOI: 10.4324/9781032640488

Typeset in Sabon  
by Deanta Global Publishing Services, Chennai, India

---

# Contents

---

<i>List of Figures</i>	<i>xi</i>
<i>List of Tables</i>	<i>xiii</i>
<i>List of Contributors</i>	<i>xv</i>
<i>Series Editors' Preface</i>	<i>xxvii</i>
<i>Acknowledgements</i>	<i>xxviii</i>
Introduction	1
<b>PART 1</b>	
<b>Social Sustainability</b>	<b>9</b>
1 Rethinking the Environmental Kuznets Curve: Quantity Growth vs. Quality Growth AYHAN KULOĞLU AND MERT TOPCU	11
2 Model framework characterizing long term sustainable and successful social enterprises: A case of Greenway Appliances SMITA MEHENDALEC AND LALITPRAKASH BARAIK	19
3 Employment versus Unemployment: A Study on Psychological Distress During COVID-19 SHREYA BHATTACHARJEE AND ROOPREKHA BAKSI	27
4 Corporate Social Responsibility Practices in Small and Medium Indian Enterprises KALYANI GOHAIN	35
5 Green Finance – Integral Adaptation to Climate Change AJANTA GHOSH AND SUJIT DUTTA	42

6	Impact of the MGNREGA on Women’s Empowerment in the Light of Social Sustainability – A Study on Selective Areas of West Bengal in India	52
	MOHUA DAS MAZUMDAR AND SAJAL MONDAL	
7	Impact of the COVID-19 Pandemic on the Migratory Behaviour of the Workers of Rural India: An Empirical Analysis	62
	SUBRATO ADHIKARI, ANIRBAN MANDAL, AND SAIKAT CHAKRABARTI	
8	Forms of Online Lectures: A Key Factor in Making Online Education a Sustainable Future Option for Lifelong Learning	70
	LALIMA MUKHERJEE, SMITA DATTA	
9	Influencers of Online Education and Social Sustainability of Blended Learning	77
	ARIJIT GHOSH, ANIRBAN SARKAR, AND SUCHITRA KUMARI	
10	Two-Part Public Policy to Balance Technological External Diseconomies: A normative approach	85
	RABIN MAZUMDER	
<b>PART 2</b>		
<b>Economic Sustainability</b>		<b>95</b>
11	Socio-economic Repercussions of COVID-19 and Economic Sustainability in the Aftermath: An Indian Perspective	97
	AMITAVA BASU, SUGATO BANERJEE, AMALENDU SAMANTA, SUBHAMAY PANDA, AND RAKHI CHOWDHURY	
12	Toward Sustainable Livelihood Promotion for Artisans – A Holistic Marketing Framework for Improving the Indian Handicraft Sector	111
	ARUNAVA DALAL, SUBRATA CHATTOPADHYAY, AND SUBHAJIT BHATTACHARYA	
13	Perceptions of Financial Literacy among Students in Higher Education	120
	GARGI DAS BHATTACHARYA AND ANIRBAN SARKAR	

14	Impact of COVID-19 on the Share Prices of Life Insurance Companies: A Case of Economic Sustainability in India SHALINI SINGH, BHAVNA SHARMA, AND GARIMA MADAN DUA	129
15	Sustainable Agronomic Practices: India's Efforts Toward Booming Agricultural Growth SWATI MISHRA AND MANJULA UPADHYAY	139
16	Is Health Insurance a Sustainable Strategy for achieving Universal Health Coverage in India? ARCHANA BAKSHI	153
<b>PART 3</b>		
<b>Strategic Sustainability</b>		<b>163</b>
17	Inorganic Modes – An Inevitable Choice for the Sustainable Growth of RIL During the COVID-19 Pandemic MANISH SHARMA, KOMAL MISHRA, DINESH SHARMA, AND AKRITI SRIVASTAVA	165
18	Is the Premier League Really Balanced? Evidence From Multiple Measures MITHUN KUMAR GUHA AND SOMROOP SIDDHANTA	176
19	Innovative Strategies in the Hospitality Industry: A Systematic Literature Review PRATIM CHATTERJEE AND SMITA DATTA	185
20	Strategic Handling of the COVID-19 Crisis in the Christian Medical College, Vellore – A Case Study SAMUEL NJ DAVID, R. RAGHUNATHAN, SONIA VALAS, JOY MAMMEN, ABIMANESH S, KRUPA GEORGE, ARUN BENNET SAMUEL, AND PRABAKARAN RAVINDRAN	193
21	Determinants of Brand Loyalty and Purchase Intention for FMCG Products in the Days of COVID-19 MRINAL KANTI DAS, SOUMYA MUKHERJEE, AND DIPAK SAHA	204

22	Customers' Attitudes to Using Artificial Intelligence-Enabled Applications for Internet-Based Home Services in their Daily Lives	219
	PRITHAGHOSH AND RABINMAZUMDER	
	<i>Index</i>	229

---

# Figures

---

1.1	Aggregation Process of Quality Growth Index	13
2.1	A model framework for long-term sustainable success of an SE	23
3.1	Mean of employed and unemployed male and female sample	31
3.2	Standard Deviation of employed and unemployed male and female sample	32
5.1	A forecast of Green Bond issuance to reach 1 Trillion by 2023 (Amount in US\$ Billion)	46
10.1	Isoquant of the firm	88
10.2	Iso-cost line	91
10.3	Contract curve	92
10.4	Equilibrium without Pareto optimal	93
10.5	Pareto optimal	93
11.1	Trend in annual GDP growth percentage and the percentage of annual change of GDP growth	98
11.2	GVA by Agriculture, Forestry Fishing	99
11.3	Rate of growth of GVA	99
11.4	Gross and sector-wise performance of the industrial sector of the Indian economy	100
11.5	Performance of the service sector of the Indian economy	101
11.6	Trends in private final consumption, gross fixed capital formation, and the export and import of goods	101
11.7	Holistic strategies and economic sustainability	106
12.1	Four Bs to five Rs model	115
12.2	The operational model	116
14.1	Percentage Growth in Premiums during April–May 2021	130
14.2	New Business Premiums 2019–2020 (Rs ‘000 crore)	131
15.1	Sustainable Agriculture gives equal weight to environmental, social, and economic concerns in agriculture	142
15.2	Agricultural waste management functions	145
16.1	Domestic Health Expenditure of India (%age of Current Health Expenditure), 2015	154

17.1	Stake Sale in RIL Jio in 2020	168
17.2	RIL retail segment growth in comparison with Avenue Supermarket	170
17.3	Market shares of key service providers	171
17.4	BPCL & RIL Comparative	171
17.5	Value Creation through Innovation and R&D	173
20.1	COVID 19 Management – The CMC Model	196
20.2	CMC Training Initiatives	200
21.1	Proposed Conceptual Model	206
21.2	Structural Model Assessments with Control Variables	211
21.3	Adjusted Importance Performance Matrix for Purchase Intention	214
22.1	Conceptual model	226

---

## Tables

---

1.1	Quality Growth Index Components	14
1.2	Unit Root Results	15
1.3	Regression Results	15
3.1	Showing Level of Psychological Distress	30
3.2	Showing Nature of Employment	30
3.3	Showing Level of Psychological Distress in male sample	31
3.4	Showing Level of Psychological Distress in Female Population	31
4.1	Classification of MSMEs	37
4.2	Estimated Number of MSMEs in India (by activity) According to the MSME Annual Report FY 2019-20	37
4.3	Distribution of Enterprises by Category	37
4.4	Distribution of Estimated Number of MSMEs by State	38
5.1	Some of the Issuers who Have Issued Green Bonds with a Maturity Period of Ten Years or More	46
5.2	List of Indian Cities that have Issued Municipal Bonds	48
6.1	The Dimension of Economic Empowerment as Compared between Beneficiaries and Non- Beneficiaries	56
6.2	The Dimension of Financial Empowerment as Compared between Beneficiaries and Non- Beneficiaries	57
6.3	The Dimension of Social Empowerment as Compared between Beneficiaries and Non- Beneficiaries	58
7.1	Descriptive Statistics	66
7.2	Correlation Matrix of Independent Variables	66
7.3	Model Fit	66
7.4	Regression Model	67
8.1	Results of Tukey Honest Significance Difference Test	73
9.1	KMO and Bartlett's Test	80
9.2	Total Variance Explained	81
9.3	Rotated Component Matrix	82
9.4	Hosmer and Lemeshow Test	82
9.5	Classification	82
13.1	Reliability Statistics	123
13.2	KMO and Bartlett's Test	123

---

13.3	Total Variance Explained	124
13.4	Rotated Component Matrix Depicting Factor Loading	125
13.5	Omnibus Tests of Model Coefficients	126
13.6	Hosmer and Lemeshow Test	126
13.7	Classification Table	126
13.8	Variables in the Equation	127
14.1	Regression Result of SBI Life on a Constant (general buy and sell strategy) Dependent Variable: SBI Life	133
14.2	Regression of SBI Life Based on the Trading Rule	134
14.3	Regression Result of HDFC Life on a Constant (general buy and sell strategy) Dependent Variable: HDFC life	134
14.4	Regression of HDFC Life Based on the Trading Rule	134
14.5	Regression Result of ICICIPRU on a Constant (general buy and sell strategy) Dependent Variable: ICICIPRU	135
14.6	Regression of ICICIPRU Based on the Trading Rule	135
15.1	Trap Crops for Managing Insect and Pest Damage	144
15.2	Medicinal and Aromatic Plants Cultivated in Few Regions of Uttar Pradesh under Crop Cluster	148
16.1	Population Coverage under Health Insurance (in millions)	158
16.2	Population Coverage under Different Categories of Health Insurance Business (in lakh)	159
17.1	RIL Technological Advancements and their Applications	169
17.2	Reliance Retails Store and EBITDA (in Rs. crores)	170
17.3	Comparison of Cash Flow Yields	174
18.1	Rank Correlation Values Calculated S-O-S	179
18.2	Noll-Scully Ratio Value Calculated S-O-S	180
18.3	ANOVA Calculation	180
18.4	C5 Index Ratio	181
18.5	K5 Rating Calculation	182
20.1	PEST and SWOT Analyses of the COVID-19 Situation	195
20.2	Statistics of Training Conducted	198
20.3	Strategic Lessons Learnt during Pandemic	203
21.1	Demographic Profile of Respondents	207
21.2	Quality Criterion for Reflective Model Assessments and Composite Model	208
21.3	Discriminant Validity Assessments	209
21.4	HTMT Ratio of Correlations for Discriminant Validity Assessments	210
21.5	Structural Model Assessment	212
21.6	Importance – Performance Map (Construct Wise Unstandardized Effects)	213
21A.1	Measurement Scales Used	218
22.1	Demographic Profile of the Total Sample	223
22.2	Categorization of Themes and Subtheme	224

---

## Contributors

---

**Abi Manesh M.** is Associate Professor of Infectious Diseases, working in the Department of Medical Oncology in Christian Medical College Vellore. He has been instrumental and actively involved in development and dissemination of training programmes for core care teams in the institution throughout the COVID pandemic period. He continues to serve as one of the members of the COVID Command Centre of the institution.

**Ajanta Ghosh** is an Assistant Professor of Finance and Assistant Head of the Department of Business Administration of the Institute of Engineering and Management, Kolkata, India. She is also a research scholar at St. Xavier's University, Kolkata, India. She has over nine years of corporate experience of working with a leading bank and in the management accounting team of a leading publishing house in Kolkata, India. Her areas of interest are finance, particularly green finance, credit rating, stock pricing, and management accounting. She has a postgraduate in Commerce from the University of Calcutta, India and also a postgraduate in Management from the University of Calcutta, India.

**Akriti Srivastava** is a research scholar in the domain of Finance at Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh. She has qualified with a UGC – NET (December 2022). She has qualified with an MBA with Honours in Finance from the Institute of Engineering and Technology, Lucknow. She has published five research articles including journal articles, edited book chapters and conference proceedings. She has won the Late B.H Agalgatti Memorial Best Research Paper Award at the IIMS, Pune and the Best Research Paper Award at Osmania University.

**Amitava Basu** became Assistant Professor at Banwarilal Bhalotia College in 2002 and completed his PhD in 2004. He has published many research papers in journals of national and international repute. He has also completed a UGC research project and has acted as research supervisor to PhD students who have successfully completed their research under his guidance. Amitava Basu is currently the Principal of the prestigious Banwarilal

Bhalotia College, Asansol with more than 7000 enrolled students per academic session. In a short span of time, he has taken the College to new heights with his exemplary leadership and administrative prowess. He is also involved in community service and different social projects.

**Amalendu Samanta** is Assistant Professor in the Department of Commerce in Banwarilal Bhalotia College, Asansol. He graduated from St. Xavier's College, Kolkata and obtained his master's degree from the University of Burdwan. He was awarded a PhD in Business Administration by the University of Burdwan in 2015. He has a vast experience of teaching at undergraduate level. He regularly presents his research papers in different seminars. His research articles have been published in different national and international journals and edited volumes. He has worked as an editor for edited volumes of research articles and also authored an accounting textbook.

**Anirban Sarkar**, MCom, MBA, MPhil, PhD, is Professor of Marketing in the Department of Management and Marketing at West Bengal State University. He completed his MPhil and PhD at the University of Calcutta. He is currently the Head of the Department of Management and Marketing. In addition, he is the Director of the Centre for Management Studies, the Chairperson of the Undergraduate and Postgraduate Board of Studies, and also the Convener of the Board of Research Studies of the Department of Management and Marketing. He has published several papers in national and international journals of repute. His area of interest is in social science research.

**Anirban Mandal** is currently working as a Faculty Member at ICFAI Business School, Kolkata. He has worked as an Associate Professor and Head of the Department in the School of Management and Commerce at Brainware University. He completed his PhD at KIIT University, Bhubaneswar, India. He has more than 16 years of teaching experience in different renowned colleges and institutions across West Bengal. He was a Visiting Faculty member at Pelita Harapan University, Jakarta, Indonesia. He has authored many research papers in national and international journals of repute. He has acted as a resource person in different national and international seminars.

**Archana Bakshi** is Assistant Professor at the PG Department of Economics, Mehr Chand Mahajan DAV College for Women, sector 36, Chandigarh. She has more than 20 years of teaching experience. Her areas of interest are industrial economics and health economics. She has published 15 research papers in international journals and contributed seven chapters to edited books. She has also presented ten papers at national and international conferences. She is a Life Member of the Indian Economic

---

Association and was a Member of the PG Board of Studies in Economics, Panjab University, Chandigarh (2019-2021).

**Arijit Ghosh**, M.Sc.NET, MBA, Ph.D., is Assistant Professor of Mathematics at St. Xavier's College (Autonomous), Kolkata. He received his PhD (Science) from Jadavpur University, Kolkata for his contribution to the field of Optimization. His current research is focused on the application of optimization techniques in the field of finance. With an overall teaching experience spanning two decades in higher education, Dr Ghosh has been associated as an accomplished Professor of Applied Mathematics, Statistics, Research Methodology and Operation Research in St. Xavier's College (Autonomous), Kolkata and served as a resource person in other institutes of repute. He has published several research papers in various national and international peer-reviewed refereed journals of repute and has supervised PhD students.

**Arunava Dalal** holds a BE from NIT Durgapur and a PGDM from Symbiosis, Pune. Professor Dalal has over 16 years of industry experience in the marketing of products, new product development, and the leading and managing of channel sales. He has organized market studies, analysed competitive moves and developed counters, reformed product packaging based on market needs, campaigned and enhanced brand visibility, resulting in enhanced market shares, and handled product management. He is presently pursuing his PhD and has joined academics due to his passion for teaching. His interest areas are service marketing, consumer behaviour, and areas related to sustainable marketing.

**Arun Bennet Samuel** is a PhD and Fellowship in Hospital Administration graduate, currently working as the Course Coordinator in the Department of Hospital Management Studies and Staff Training and Development. He is involved in academic aspects of the department including preparation of reports and papers toward publication.

**Ayhan Kuloğlu** is an Assistant Professor of Economics at Nevşehir Hacı Bektaş Veli University, Turkey. He completed his master's and doctoral degrees in the field of Economic Theory at Erciyes University, Turkey. The subject of his master's thesis is the analysis of the dynamics of energy demand, while his PhD thesis is on sectoral competitiveness analysis within the scope of the Porter Diamond model. His main research interests are quality growth and renewable energy. He has published several articles in a range of high-quality journals including, Energy, Economic Research – Ekonomiska Istraživanja, Economic Computation, and Economic Cybernetics Studies and Research, among others.

**Bhavna Sharma** has a BCom, MBA, UGC-NET, and a PhD in Finance with 12 years of teaching and research experience, with a specialization

in Accounting and Finance. She is a Member of the Editorial Board of the Journal of Isabela State University, Philippines, and a reviewer with the Journal of Social Science, Economics and Management, Indonesia. She has to her credit 2 patents, 6 chapters, and 13 papers published in Scopus indexed, UGC Care and other reputed journals. She has presented 25 papers in various national and international conferences organized by reputed institutions like IIM-Ahmedabad, University of Mumbai, University of Delhi, etc. She has also reviewed various papers, taken guest lectures, organized various workshops, done online courses, short-term training programs, and attended FDPs and workshops. She also developed 3 e-contents for the BCom course.

**Dinesh Sharma** is a Professor in the Department of Commerce, University of Lucknow. His qualifications include a Master's in Commerce and a PhD in HRD and Psychology. He was first elected as Mayor of Lucknow in 2006. Presently he is serving as Minister of Secondary and Higher Education and Deputy Chief Minister of the state of Uttar Pradesh, India, since March 2017. He has around two dozen PhD supervisions to his name. He has publications in national and international journals. He has authored books in the field of Commerce.

**Dipak Saha** is currently Professor in the Department of Management of the Institute of Engineering and Management, Kolkata, and has over 17 years of corporate and academic experience. He obtained his PhD from the University of North Bengal. He has published several articles in reputed and renowned scholarly journals, indexed in ABDC and Scopus, and UGC listed. He is the co-author of the textbook *Marketing: A Conceptual Framework*. He is a consultant and trainer in the fields of Critical Thinking in the Workplace and Strategic Management Decisions. He is the recipient of the AMP Academic Excellence Award 2020 from the Academy of Management Professionals, India. His areas of interest are marketing analytics, consumer behaviour and brand management.

**Gargi Das**, MCom, CA, is Lecturer in Finance at the Department of Commerce (Afternoon and Evening Section) of the Bhawanipur Education Society College. She completed her MCom with Accounts and Finance Specialization from Calcutta University in 2009. She is a member of the Institute of Chartered Accountants of India. She has a teaching experience of 10 years at the UG and PG levels. Her area of interest is in social science research.

**Garima Madaan Dua** was awarded a PhD in 2017 and holds a Master's degree in Management with a specialization in Finance. She has over 14 years' work experience, including three years of experience in the corporate sector. Dr. Garima has a keen interest in investment management, security analysis, management of financial services, financial reporting and

analysis, financial accounting, and management accounting. She has previously worked with the School of Business Studies at Sharda University, as an Assistant Professor. Currently, she is working in an administrative role at Denmark Technical University, Denmark.

**Joy Mammen** is Professor of Transfusion Medicine in the Department of immunohaematology at the Christian Medical College Vellore. He is also a Post-Doctoral Fellow in Pathology and Laboratory Medicine. He has been instrumental and actively involved in the development and dissemination of training programmes for core care teams in the institution throughout the COVID-19 pandemic period. He continues to serve as one of the members of the institution's COVID Command Centre.

**Kalyani Gohain** is Research Scholar at the esteemed Royal School of Business, affiliated with the Assam Royal Global University in Guwahati. Her area of expertise lies in the field of corporate governance, reflecting her deep understanding and knowledge of the subject matter. She possesses a Master of Business Administration (MBA) degree, specializing in Finance and Human Resources, earned from the Assam Science and Technology University. Furthermore, she holds a Bachelor's degree in Mechanical Engineering from Gauhati University, Assam. Along with her academic achievements, she has accumulated 2 years of teaching experience and 1 year of industry experience, making her a well-rounded professional. Her dedication to research is evident in her publications, with one journal publication and three book publications to her credit.

**Komal Mishra** has a Company Secretaryship from the ICSI and an MBA Finance degree to her name. She has presented several papers in national and international forums. She has worked as Company Secretary in the corporate sphere.

**Krupa George** is Professor of Medicine in the Department of Medicine at the Christian Medical College, Vellore. She has been actively involved in the development and dissemination of training programmes for core care teams in the institution throughout the COVID-19 pandemic period. She continues to serve as one of the members of the COVID Command Centre of the institution.

**Lalitprakash Baraik** possesses a wealth of experience in managing projects, serving customers in the Information Technology services industry, and partnering in their growth and transformation journeys. His notable academic credentials include being a certified Project Management Professional (PMP), as recognized by the Project Management Institute (PMI), and having a Master's degree in business administration with specialization in Marketing. He keeps himself abreast of the latest trends in Branding, marketing, the retail industry, social entrepreneurship, and the

India growth story. His hobbies include travelling, exploring new places, and reading books across genres like fiction, self-help, personal development, business strategy, entrepreneurship, etc.

**Manjula Upadhyay** is currently the Principal of Navyug Kanya Mahavidyalay, Lucknow, Uttar Pradesh, and former Associate Professor with the Department of Economics, AP Sen Memorial Girls College, Lucknow. She completed her PhD in Economics from Dr. Ram Manohar Lohia Avadh University, Faizabad, Uttar Pradesh and has more than 23 years of teaching and administrative experience. Furthermore, Prof. Manjula has been felicitated with countless awards and scholarships due to her prominent contributions during her service. She is a member of the Uttar Pradesh State Higher Education Council, Uttar Pradesh Economic Association, Indian Economic Association, Uttar Pradesh and Uttarakhand Economic Association, Association of Socio-Economic Development Studies, and Centre for Scientific and Innovative Research, and has served these associations with her astounding knowledge, ideas, and thoughts.

**Manish Sharma** is Associate Professor in the Department of Management Studies, Siddharth University (State University) Kapilvastu, Siddharth Nagar, Uttar Pradesh. He earned a Master's in Commerce and a Master of Business Administration in the area of Finance in 2004 and 2011 respectively. He qualified with a UGC-NET in Commerce in December 2010, a UGC-NET Management in June 2011, and a UGC-NET in Commerce in December 2014. He was awarded a Doctorate in Commerce in 2018. He has international exposure as Senior Lecturer and Content Development Expert in Syscoms College, Lulu International Group, UAE. He has published several national and international research papers including in ARC ranked Journals. He has a national award to his credit for development of innovative pedagogy for Higher Education during the COVID pandemic.

**Mert Topcu** is an Associate Professor of Economics at Alanya Alaaddin Keykubat University, Turkey. His main research interests are development economics and panel data econometrics. He has published several articles in a range of high-quality journals in the areas of Renewable and Sustainable Energy Reviews, Finance Research Letters, Defence and Peace Economics, and European Review, among others. He also worked as visiting scholar at Georgia College and State University, and Valdosta State University in the US. As of April 2023, his h index, based on Web of Science, is 11, with 915 citations.

**Mithun Kumar Guha** is Assistant Professor in the Department of Business Management at the NSHM Business School, Durgapur. He has taken teaching assignments in Presidency University, Bengaluru and Lovely Professional University, Punjab in India. He has 15 years of experience in guiding and teaching MBA Students. He has an MBA in Marketing from the National

---

Institute of Technology, Durgapur and is currently pursuing a PhD from the Maulana Abul Kalam Azad University of Technology. His areas of interest are sports management and service quality in the financial sector.

**Mohua Das Mazumdar**, BCom, MCom. MPhil, PhD, has been serving Rampurhat College under the University of Burdwan since 2010. She has teaching experience of more than 17 years and currently holds the position of Assistant Professor and HOD in the Department of Commerce, Rampurhat College. She served in different teaching posts, particularly teaching BBA and MBA students, and also served the Department of Business Administration under the University of Burdwan as a guest faculty member. Her areas of teaching and research interests include corporate finance, banking and sustainability.

**Mrinal Kanti Das** is Assistant Professor and Head of Commerce at Kanchrapara College, Kanchrapara, West Bengal. Before that, he was at the Centre for Management Studies, JISCE, Kalyani, West Bengal as a faculty member in Marketing Management. He has over 17 years of experience in academics. He earned his PhD from the University of Kalyani. One scholar has already been awarded a PhD in Marketing Management under his supervision. He has authored four books and has contributed research articles to various journals, indexed in ABDC, Scopus, and UGC listed, and also has edited volumes to his credit. He is associated with different management institutions and universities in the capacity of visiting faculty, paper setter, examiner, and moderator.

**Prabakaran Ravindran** is a mechanical engineer who worked in the Department of Hospital Management Studies and Staff Training and Development, CMC Vellore and is currently working in the Command Centre, CMC Vellore. He was involved in operations and manpower management of the COVID UDHAVI helpline initiative along with Mr. Azariah Pravinkumar during his time in the department.

**Pratim Chatterjee** is currently working as an Assistant Professor at Amity University, Kolkata and is a research scholar at the University of Engineering and Management, Kolkata. He is a graduate in hospitality management, has a postgraduate in business management and has a UGC-NET in management. His areas of research include hospitality innovation and hospitality and tourism marketing policy. He has published scholarly articles in internationally reputed journals (Scopus and ESCI Indexed) and nationally reputed journals (UGC Care). He has presented papers at national and international conferences. Altogether he has 14 years of working experience along with a great desire for research and contribution to society.

**Pritha Ghosh** has a BTech (Dr DY Patil, Pune, 2010), an MTech (Vellore Institute of Technology, Vellore, 2012), and an MBA (Alliance Business

Academy, Bengaluru, 2014). She is currently pursuing a PhD at the Institute of Engineering and Management (IEM), Kolkata, in Management. Her research interests lie in behavioural decision-making and brand management (mainly apparel). She has published in the ESCI-indexed Journal of Marketing Analytics. She has attended conferences in reputed colleges in Kolkata. She was the paper awardee at the IRPSS-2022 at IEM, Kolkata. She has an industrial experience of eight years. She is currently a senior manager in a private firm.

**R. Raghunathan** is Professor in the field of Strategy and Entrepreneurship. He has served for over 24 years as a faculty member at BITS Pilani. His research interests include Scholarship of Teaching and Learning (SoTL), business negotiations, managerial skills and competencies, strategy, entrepreneurship, international business, and channels of distribution. He is passionate about teaching and thus deliberately chose to teach several management courses. He has been identified as one of "The Top 50 Flipped Learning Leaders in Higher Education Worldwide" by Flipped Learning Global Initiative (FLGI), and has featured in their Annual List 2018 "100+ Global Flipped Leaders To Learn From".

**Rabin Mazumder** is Professor of Economics and Head of the Department of Management at the Institute of Engineering and Management, Kolkata, India. He has a PhD in business management from the University of Calcutta. He has around 17 years of academic experience. His research papers have appeared in reputed journals such as the Journal of Retailing and Consumer Services, International Journal of Organizational Analysis, International Journal of Online Marketing, Indian Journal of Marketing, and Indian Journal of Finance. His book chapters have been published in Springer Nature and Emerald publications. He also authored two books on economics at the secondary and undergraduate levels. His areas of interest are development economics, consumer behaviour and brand management.

**Rakhi Chowdhury** is Assistant Professor of Political Science at TDB College, Raniganj. She has served as an eminent Professor at the TDB College for the last 13 years. She is teaching political sociology, gender studies and human rights etc. Her current field of interest lies in the area of gender studies and human rights.

**Rooprekha Baksi** graduated from Gokhale Memorial Girls' College, University of Calcutta, with a degree in Psychology, and obtained a post-graduate degree in Applied Psychology from the University of Calcutta. She completed her PhD in HR at the University of Engineering and Management, Kolkata. She is currently working as an Assistant Professor at Amity University Kolkata in the Psychology and Allied Sciences department. Her teaching experience is more than ten years. She has published

around 25 research papers; some are Scopus indexed, with one book chapter.

**Samuel N.J. David** is Professor of Hospital Management/Administration with commensurate academic qualifications in the areas of economics, human resources and industrial relations. He is presently the Head of the Department of Hospital Management Studies and Staff Training and Development, Christian Medical College, Vellore and also holds the post of Associate General Superintendent (Food and Beverages) in the organization. He has been instrumental in the coordination and delivery of training programmes for the entire organization toward COVID management, in both support and clinical verticals through various experts and staff. He has also been involved in the COVID Pulse lectures and COVID UDHAVI initiative.

**Shalini Singh** is Assistant Professor in the School of Commerce, Finance and Accountancy at Christ (Deemed to be University), Delhi NCR. She has a Doctorate in Finance from the Institute of Management Studies of Banaras Hindu University; she did her Master's in Commerce, and her PGDBM in Finance. She has contributed to educational management as an editor and as a member of IIC committee. She has contributed to more than 20 research papers, most of which have been published in peer-reviewed journals, UGC Care journals, and Scopus Indexed Journals, and some are also yet to be accepted for publication. Dr. Shalini Singh has written eight book chapters, which include work on the work-life balance of academics during the pandemic, financial planning as a road to life management, etc.

**Saikat Chakrabarti** is Associate Professor in the Institute of Engineering and Management, Salt Lake, Kolkata, West Bengal. He holds a PhD in Management. He has published articles in international and national level journals, held conferences/seminars on psychological contract, human resource planning, cross-cultural training and outbound training. He has also published chapters in the international case study book "ET-Cases" and in several books published by Emerald Publishing, Springer Publishing Company, Elsevier Publishing, etc. He is the editor of two books, and has more than 17 years of experience (both in industry and in educational institutions).

**Sajal Mondal**, BCom, MCom, MPhil, PhD, has been a State Aided College Teacher (SACT) in Commerce at the Dr. Gourmohan Roy College, Monteswar, under the affiliation of the University of Burdwan, since 2 November 1995. He has teaching experience of more than 27 years. He has been awarded the degrees of MPhil and PhD in Commerce from the University of Burdwan. He participates in various national and international conferences.

**Shreya Bhattacharjee** pursued her undergraduate degree at Amity University, Kolkata, in Applied Psychology, and her postgraduate at St. Xavier's University, Kolkata. Currently, she is a working professional in the government sector.

**Smita Datta** submitted her PhD thesis under the supervision of Dr. Anindita Chakraborty in February 2019. Prior to joining FMS, BHU, she gained an MBA from the Indian Institute of Social Welfare and Business Management, Kolkata. She qualified with a UGC-NET JRF in December 2013. Her areas of interest are capital markets and behavioural finance. She has published five research papers in national journals and one manuscript has been accepted for publication in an ABDC-B category journal. She has presented papers at various national and international conferences. She is a member of the Indian Finance Association.

**Smita Mehendale** is an Assistant Professor with the Symbiosis Institute of Management Studies, Symbiosis International (Deemed University), Pune. She has 18+ years of experience in diverse functions like finance, marketing and HR and across industries and educational institutions. She has worked in manufacturing, the service sector, and consultancy before stepping into academics. She has a PhD from SPPU, Pune, in online retailing. Her research interest is in retailing, consumer studies, social media, higher education, and sustainability. She has presented numerous papers at international conferences, won best paper awards, and published her research in high-ranking international journals.

**Somroop Siddhanta** has a PhD in Management from the National Institute of Technology and an MBA from the Indian Institute of Technology (ISM). At present, he is Professor and Head of the Faculty of Management Studies, Dr B C Roy Engineering College, Durgapur, with more than 17 years of academic experience. His research areas include marketing communications, marketing of services, consumer behaviour and mathematical modelling in sports. He has nine international journal publications to his credit including ABDC (A and C categories) and Scopus-listed journals.

**Sonia Valas** is an Assistant Manager and Deputy General Superintendent in the Office of the General Superintendent, Christian Medical College, Vellore. As a management professional who previously served in the Department of Hospital Management Studies and Staff Training and Development, Christian Medical College, Vellore, she is an expert in organizing and coordinating various training programmes and has served in the same capacity in the delivery of COVID related training programmes throughout the institution along with Dr. Samuel N.J. David. She continues to provide input toward the development and dissemination of training programmes, even in her current capacity.

**Soumya Mukherjee** is Associate Professor in Business Administration at Techno India (Hooghly Campus), Chinsurah, West Bengal, India. He is an accomplished educator with demonstrated ability and experience in teaching, motivating, and directing students while maintaining high interest and achievement. He has more than 15 years of experience in academics. He has authored two books and has several research articles in journals and conference proceedings to his name.

**Suchitra Kumari**, M.Com, NET, is Assistant Professor of Commerce at St. Xavier's College (Autonomous), Kolkata. Her current research is focused on the application of optimization techniques in the field of finance. She has published several research papers in various national and international peer-reviewed refereed journals of repute.

**Subhajt Bhattacharya** is Associate Professor, Marketing Area at XIM University Bhubaneswar (previously known as Xavier University Bhubaneswar). He has a PhD in Business Administration from the University of Burdwan. He has more than 14 years of experience in academics. Dr. Subhajt has published articles in several international journals mostly indexed in ABDC, Web of Science, and Scopus. He is a reviewer with several leading international journals. Currently, he is researching the areas of brand chemistry, online consumer brand engagement, political marketing, value-based distribution equity, csr-led branding, consumer insight, and pedagogical issues in marketing education.

**Subrata Chattopadhyay** has an MSc, an MBA, and a PhD from IIT-ISM Dhanbad, and is currently Professor at the University Of Engineering and Management, Kolkata. He has contributed to more than 40 international journals and delivered more than 23 papers in conferences. Besides this, he has authored three books on computations in estate management, transport management and values and ethics for engineers and managers and was editor of the book published at the Sustainable Development Conference, MDI Murshidabad, 2018. He was conferred the prestigious MTC Global Top Thinkers award in 2015. In 2019 he was awarded Mentor of the Year by HRD India.

**Sugato Banerjee** is currently working as Associate Professor at NIPER Kolkata. He completed his PhD in Pharmacology and Experimental Neuroscience at the University of Nebraska Medical Centre, USA, and worked as a postdoctoral fellow at the University of California San Diego, USA. His current research interests include understanding the molecular pathways associated with metabolic disorder-associated CNS complications including depression and memory impairment. He has a vast experience in teaching and research. He has guided 3 PhD students and 30 Master's students. Besides this, he has more than 40 international publications and a number of book chapters. He has also successfully completed extramural projects.

**Subhamay Panda** is currently working as a faculty member at Banwarilal Bhalotia College, Asansol. Dr. Panda has an MSc in Zoology from the University of Burdwan and a PhD in Zoology from the University of Burdwan. Dr. Panda received a Post Graduate Diploma degree in Bioinformatics from the Electronics Corporation of India (an enterprise under the Department of Atomic Energy, Govt. of India). He has 18 years of experience in teaching and research. Dr. Panda has more than 25 international publications and 5 book chapters. He is the recipient of several state and national-level awards in biological science research.

**Subrato Adhikari** is Deputy General Manager at HCL Technology with over 22 years of experience in delivery, presales and consulting, supporting all aspects of technical sales activities, technical delivery, managed service solutions, project management and consulting for the company, and is also a research scholar at Brainware University in the department of management. He possesses strong multi-tasking skills, with the ability to simultaneously manage several projects and schedules. He is an excellent public-facing point person for customers, vendors, and service providers. He has earned an MBA from IISWBM Kolkata, and a Master of Science degree in Information Technology from Sikkim Manipal University. He published research papers in national and international reputed journals.

**Sujit Dutta** is Professor and Head of the Dept. of Management, Institute of Engineering and Management, Kolkata. He has more than 12 years of professional experience serving in various public and private companies. His research areas include green environment, low carbon growth, green literacy, low carbon business opportunities, etc. He keenly advocates for green mindsets, which he considers to be a transforming factor in the present context of global climate change. He has a postgraduate degree in Commerce from the University of Calcutta and is a fellow of Institute of Cost Accountants of India (FCMA).

**Swati Mishra** is a Young Professional in the Ministry of New and Renewable Energy, New Delhi, India. She completed her BTech with honours in Electrical and Electronics Engineering and an MTech as a gold medalist in Energy Engineering. She is currently involved in the development of various solar PV schemes, namely, the Production Linked Incentive Scheme for High Efficiency Solar PV Modules, the Government Producer Scheme, and the Approved List of Models and Manufacturers, etc. She has more than five years of diverse experience in the field of renewable energy. Her past experiences have involved Energy Management Systems, Heating, Ventilation and Air Conditioning, Electric Vehicles, alternative energy resources (offshore energy and green hydrogen) and waste water treatment plants.

---

## Series Editors' Preface

---

In this era of conscious consumerism, management innovation has often fetched the interest of practising managers due to its strategic contribution to competitive edging. The introduction of innovative techniques and/or the application of innovative practices have always helped to add value through problem solving or effective decision making. Sustainability is the buzzword of today's business world. It touches upon every industry in practice. It has both strategic and semiotic value. The ubiquitous value of the concept has macro-applicability with respect to the eco-friendly or commercial stability of an organization. Socio-economic, environmental factors have been observed to have a profound influence on the existence, stability, and growth of commercial organizations. This focus has gained more value due to its emerging customized value. The concept of sustainability has several dimensions and wide applicability. The theme of sustainable management practices is both people- and process-centric. Currently, it has flourished in the domains of social science, health management, and general management outside commerce. In the face of continuous flux, sustainable management techniques are a strategic escape route. Economic recessions and natural calamities have caused several financial or functional crises in commercial organizations, and the importance of sustainable techniques has gained new momentum in all such scenarios. The concept of sustainable practices has been felt even more in the crisis hour of the COVID-19 pandemic. In short, sustainable management practices are a necessity for survival. This book is a ray of hope for small, medium, and large business corporations.

Dipak Saha  
Rabin Mazumder

---

# Acknowledgements

---

First and foremost, we are thankful to the entire team at Taylor & Francis Routledge Publications, not only for their dedicated efforts, but also for their immense enthusiasm in shaping this creative and unique book. The hard work and constant partnering done by the editorial board are especially noteworthy.

Constructive criticism is always good, and is particularly very helpful when it is unbiased. We are thankful to all our reviewers, whose valuable inputs and comments have helped us to bring this book closer to perfection. Their belief and trust in the quality of our work gave us a much-needed impetus to introduce this unique book to the market. We have implemented as many suggestions as possible in this edition of the book.

We express our sincere gratitude to Prof. Satyajit Chakrabarti, President, IEM & UEM Group, Kolkata, and Mrs. Banani Chakrabarti, Registrar, IEM & UEM Group, Kolkata, for their constant motivation and support during the project.

This book has been planned with the support of many people to whom we are indebted. We gratefully acknowledge the contribution of the internal editorial team members who, through their learnt criticism, contributed substantially to improving the content, quality, and structure of the book.

We also extend our thanks to our well-wishers and friends for their constant support and encouragement to bring this book to life.

A unique feature of the book is the qualitative and quantitative research-based papers that are included in it. This book was the need of the hour, as we do not have any book to refer to as a handbook of marketing research practice.

We would also like to thank our families deeply and sincerely, who have been extremely supportive of this seemingly never-ending project.

This gesture of thanks would be incomplete without mentioning the contributions of our departmental colleagues, who played an important role in maintaining their trust and confidence in us.

Soumik Gangopadhyay

---

# Introduction

---

Change is a function of compulsion. Sustainability has been engaged as an agent of change. Social, business, and environmental prosperity depends on both value creation and value addition. Sustainability is a theme of both social and economic debate in our market-driven economy, which justifies the exploration of its value with regard to both of these dimensions. In the business ecosystem, sustainable business models have been developed and applied to aid corporate stability and growth. Sustainable strategies were complemented as reactive instruments of need. For a business organization, sustainability is an exercise in building value. In the VUCA (volatile, uncertain, complex, ambiguous\_) environment, sustainability is a means of survival. It flourishes through strategic planning. Scarcity of input, stagnation in operations/sales, inadequate growth, and unexpected competition are the driving forces of the adoption of sustainable growth. Corporations have considered sustainability to be a tool of business strategy in an economically fragile context, or as business software. Sustainability has been implemented as a supplementary reactive approach by businesses. But it is beyond strategic hangover. Without a constructive business philosophy, sustainability has only short-term strategic validity. Moreover, corporate crises are intricately interlinked with the environmental crisis. The success of a sustainable strategy depends on the choices and actions of the people who develop and use it. Sustainable strategies offer endless possibilities.

The battle between mankind and its environment has given rise to an existential crisis on the part of the human being. In this era of conscious consumerism, management innovation has often piqued the interest of practicing managers due to its strategic contributions to competitive edging. The introduction of innovative techniques and/or the application of innovative practices have always helped to add value through problem solving or effective decision making. The interventions of socio-economic and environmental factors have been observed to have a profound influence on the existence, stability, and growth of commercial organizations. This focus has gained momentum due to its increasing customized value. The concept

of sustainability has several dimensions and wide applicability. Sustainable management practice are both people and process-centric. In developing value-added ecological bases, organizational leaders need to establish a level of environmental commitment that is suitable and feasible given the conditions that the organization faces. The adoption of an ecological approach has proven beneficial to those companies that have adopted some kind of environmental accountability. But the relation of causality between an orientation toward the environment and a commitment to related practices is yet unclear.

Social sustainability is a progressive step that includes not only the management of inequality but also covers risk and productivity management. All stakeholders have the critical influence necessary to create and stabilize a social value chain. Social sustainability encompasses issues that affect stakeholders, such as morale management, the design of welfare programmes, the empowerment of women, disability management, etc. Traditionally, policy makers have debated the effectiveness and efficiency of compensatory or transformative sustainable measures. All these areas proportionately relate corporate stability and growth. While it is the primary duty of governments to protect, respect, fulfil, and realize human rights, businesses cannot ignore or avoid their part in this task. At a minimum, corporations also have to perform due diligence to avoid harming, and to address any adverse impacts on human rights that have profound connection to their every-day activities. Problems inherent to corporations are also a matter of concern for corporate sustainability. Employee stress, labour problems, and capital-intensive operational hazards are a few examples of such problems. People-centred approaches can thus only provide oxygen to the social ecosystem. Existing academic texts have focused on each of these issues individually. On the contrary, this book considers all the aforementioned areas as sub-topics, each in a different chapter, to justify the broader dimensions of social sustainability.

Alternatively, social scientists have vouched for “going green”, for the sake of civic society. The recent environmental crises also need to draw the attention of a larger audience. For extensive application of environmental protection methods by every stakeholders, a societal awareness is essential. Only an international interdisciplinary approach can make this viable. This is a mammoth task. Unfortunately, it has a low guarantee of success and is thus not immune to failure. Due to their increased conceptual value in such periods, sustainable business models are developed only during crises, and are only nurtured for a short time. Most of these models have been developed locally and on a case-to-case basis as an alternative method of support or as a means of escaping a crisis. Often such models have short gestation periods due to their time specificity, financial liability, and poor understandings of them. Thus, isolated case studies have a high reference value. It seems that, the strategic values of the sustainability models were none other than contextual obligatory behaviour. Therefore, the term “sustainability” shouldn’t be

confined to its current trend of being discussed in the narrow sense of being either a corporate or a social concept. Historically, academics have indulged this debatable term from either a conceptual or a geopolitical perspective. Therefore, an academic discussion that will cover the geopolitical, conceptual, and contextual dimensions of sustainability is essential.

The perceived value of sustainable practices increased as they were used to help navigate the financial crisis. Economists, as national policy makers, have often prescribed sustainability as a measure to improve inclusive growth. Several revenue-led reform initiatives also have sustainability as a fundamental theme. This was policy-centric rather than outcome-centric. Many national administrations have adopted the concept as a way to help them escape from a financial burden. Few conceptual models were derived and practiced as an exception. Further, sustainable practices have faced criticism due to poor understandings of their operational hazards. Due to such shortcomings, the transformations in business growth that were expected were unachievable in many cases.

As we continue to combat sporadic attacks from a few more strains of COVID-19, sustainability is becoming increasingly practical for both society and for corporations. The COVID-19 pandemic has brought new meanings to business sustainability, with respect to both health and safety and economic constraints. Moreover, in the era of the COVID-19 pandemic, the prime objective of human beings has become survival, rather than growth. During the COVID-19 pandemic, a surge in consumption fueled the inorganic growth of select products and services, which is an outcome of measures to avoid catching COVID-19. Therefore, new purchase behaviours are emerging. Online education is one such example. Consistency in such purchases will be a function of value differences. Moreover, similar crises may arrive in future that need to be prepared for proactively. The strategic value to commercial organizations of “going green” also addresses environmental stability. This academic content covers diverse sectors such as commerce and e-commerce, healthcare, fintech, and infrastructure. The content of this book focuses on specific emerging economies across India and the US.

This book, *Perspectives in Sustainable Management Practices*, provides an insight into the creation, communication, comprehension, confrontation, and collaboration aspects of sustainable approaches. Recent trends, issues and challenges in business practices have been explored by focusing on Corporate Governance, Corporate Social Responsibility, Information Technology, Psychological Stability, Green Marketing, Sustainability Pre- and Post-Pandemic, Organizational Performance. These explorations are intended to help readers understand the sustainable management practices of businesses. Unlike existing academic texts, this book takes a *gestalt* approach which is oriented toward the future. Its diagnostic and therapeutic content ranges over social, natural, and business dimensions. Sustainable issues in the context of both subjective and objective dimensions have been analyzed

by the authors of the chapters. The fundamental theme of this book is invent-innovate-ideate.

This book has incorporated all the aforementioned dimensions associated with sustainability. It covers social, environmental and business-oriented issues directly or indirectly concerned with this discipline. Some chapters in the book explore creative applications of sustainable issues and trends in different fields of management. The thoughtfully-designed, game-changing sustainable business strategies narrated in this book will be an eye-opener for budding management practitioners and researchers. The 22 chapters in this book are focused on 3 specific sub-domains of sustainability: Social Sustainability, Economic Sustainability, and Future Sustainability. Each of the book's three parts are focused on one specific sub-domain of sustainability. In the first part, Social Sustainability, Chapter 1 explores the significance of the social dimension, alongside the growth fundamentals of reducing carbon emissions and contributing to environmental quality. This study uses a recently developed quality growth index to revisit the EKC hypothesis. To this end, it focuses on the USA from 1991–2018. Regression results have indicated the validity of the EKC hypothesis, regardless of whether growth is represented by economic growth *per se* or by the quality growth index. Finally, it concluded that environmental degradation reacts to quality growth index. Chapter 2 analyzes empathy as the key factor in strengthening the new sustainable business concept of People-Planet-Profit, with the help of a case study that also highlights empathy as a foundation for innovative design which can comparatively enhance the value of a business. The Greenway case exemplifies how people, the planet, and profit can be successfully amalgamated, how social problems that are taken for granted can be easily solved through low-cost innovative solutions, and how technology can play a crucial role in solving social issues. Chapter 3 concentrates on the fear-mongering state of current employees in the information technology sector who lost their jobs due to the COVID-19 pandemic and its reinforcing effect on their behaviour. Chapter 4 critically argues for the significance of the transition of corporate social responsibility from silent social responsibility to mandatory social responsibility with respect to Indian business enterprises operating on small, medium and large scales. It analyzes the complex connections between the silent social responsibility performed by SMEs and their sustainable growth. Chapter 5 substantiates the need to reinforce confidence in the green bond market, to help us gain a better understanding of this asset. A continuous effort is required to standardize its issuance through the development of a common green bond framework which will attract a larger number of issuers and investors to scale up the green bond market. In the context of social sustainability, Chapter 6 tries to highlight the empowerment of rural women through the MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act) scheme. It has revisited the impact of the government of India's MGNREGA scheme for the empowerment of women in a selective

geography. It has been observed that in the three dimensions of the empowerment of women – economic, financial, and social – the beneficiaries of the scheme produce higher mean scores than those of the non-beneficiaries in most of the blocks of the district of Purba Burdwan. Chapter 7 explores reverse migration during the COVID-19 pandemic lockdown in the state of West Bengal, India, based on alternative estimations. It explores the impact of government-initiated reactive direct support for the migrants. Chapter 8 delves deep into the impact of socio-economic injustice among students affected by COVID-19 in the context of a huge digital divide between the different states of India. The difficulty of the transition from physical to digital learning has been documented, with the future in mind. Chapter 9 notes three critical dimensions – “E-Comfort”, “E-stress”, and “E-malpractice” – that have influenced online learning during the COVID-19 pandemic. The result of a binary logistic regression shows that most respondents did not favour blended learning. “E-stress” and “E-malpractice” have negatively influenced outlooks on sustainable blended learning. Chapter 10 attempts to justify the imposition of a Pigouvian production tax to help deal with negative externalities and improve social welfare. The imposition of Pigouvian taxes is often linked to political difficulties. Attempts by the government to impose such taxes are often met with opposition from lobbyists who support parties that might be impacted by the taxes (e.g., tobacco producers). As a result, certain taxes are not always the best option from a political standpoint. Part 2, Economic Sustainability, begins with Chapter 11, a multidimensional assessment of the impact of the COVID-19 pandemic on several sectors. A critical analysis of the problems discussed will reveal more productive combat strategies for the future. Chapter 12 is a conceptualized model-based discussion around a value chain analysis of Indian handicraft items. This model will be beneficial for stakeholders in developing and underdeveloped countries involved in the handicraft sector, and particularly for the sustainable improvement of the socio-economic status of all the artisans involved. The model will also ensure the preservation of the originating country’s culture and heritage, which is integrally linked with handicrafts. The foundation of Chapter 13 is an established association between financial literacy and the subjective economic progress of a selective geography. The study concludes that acquiring financial knowledge from a young age will help individuals to be more financially active as adults, as young adults form an important part of the development of the overall economy of a nation. The chapter suggests that financial literacy levels should be raised among students, as it would help them to make sound financial decisions in the future and improve their economic well-being. Moreover, factors like financial knowledge, financial security, and financial risk-bearing capability are the factors that influence students’ perceptions of financial literacy. The emergence of the COVID-19 pandemic has impacted the share price of life insurance companies in India, which is illustrated in Chapter 14. With the entry of COVID-19, which was a disaster, swiping

away all the businesses and earnings in the country, leaving the nation helpless to cope with the losses arising in different sectors, assets under management declined, which led to an increased redemption of claims by investors to fulfil their urgent needs, and also due to a rise in deaths. Chapter 15 explores the provision of sustainable agriculture, balancing the environment, society, and the economy. It also explains an effective, sustainable, long-term agroecosystem model, with the support of knowledge, technical competence, and skilled labour.

In India a large informal sector, coupled with a large population base, limits the public health financing system from realizing the dream of universal health coverage. Chapter 16 reveals the continuation of the momentum of private health insurance, which is working to make health access more equitable and realize the dream of universal health coverage.

Discrete innovations have poor acceptance rates. Even product adoption and diffusion needs a solid base, a reasonable approach built on customer expectation. Thus, product adoption and diffusion analysis have immense value. Product diffusion is based on ideas, beliefs, attitudes, and values, whereas product adoption is subjective. The theme of Part 3 of the book is Innovative Strategies for Sustainability. Chapter 17 is a critical analysis of the impact of globalization, the fourth industrial revolution, and COVID-19 on the valuation of Reliance Industries Limited and their stocks, which would assist mergers with and the acquisition of various corporations, in order to gain synergy. Chapter 18 examines the long-term sustainability of the English Premier League with regard to Competitive Balance, which measures the uncertainty in the outcome of the results of any sporting league. Apart from financial constraints, the difference in the use of technology-based analytical tools in preparation for an encounter (including the lack of use of analysts), the quality of training infrastructure, and lean fan followings can be considered as reasons that need to be objectively looked at before narrowing down actionable means of improving the competitive balance. Chapter 19 is a systematic literature survey of innovative practices within the hospitality industry with respect to products, processes, marketing, and organizational innovation. During the COVID-19 pandemic, commercial value stabilization gained in importance. With partial preparedness, radical changes were adopted by the Indian healthcare giant CMC, Vellore. These strategic modifications have been summarized in Chapter 20. Chapter 21 is a research-based analysis, shedding light on the efforts of FMCG marketers to frame marketing strategies diligently, so as to stand out in the competitive market of the days of the COVID-19 pandemic. This study significantly demonstrates that all the factors play a decisive role in increasing purchase intention among prospects for FMCG products. To be more precise, this research emphasizes the fact that Advertisement and Celebrity Endorsement, as well as Retail and Shop Displays, majorly contribute to swaying potential customers toward FMCG products. This study also reveals that Pack

Size and Availability do not have such a strong effect on brand loyalty. The degree of impact is, thus, truly reflected by IMPA. Marketers have to diligently give emphasis to Advertisement and Celebrity Endorsement and Retail and Shop Displays and frame their strategies accordingly, so as to excel in the competitive market. Chapter 22 is entitled “Customers’ Attitudes to the Use of Artificial Intelligence–Enabled Applications for Internet-Based Home Services in their Daily Lives”. Its qualitative research analysis demonstrates the perceived value of customized technology, which can be applied as a competitive strategy to sustain businesses in the future.

AI has helped industries find innovative and smart ways to do business which can help them attain and leverage enormous amounts of information, to help them anticipate the user’s next move. Owing to the fact that customers can access internet-based home services at any time and from anywhere, including on holidays, is very useful. Chatbots within the applications assist customers with customization and efficiency. To enrich the experience, customers are given benefits like online or offline transactions for bill payments to ensure privacy and security. The survey suggests that the customers believe that these internet-based home services make life easy, by offering solutions to the day-to-day problems of the maintenance of their homes, offices, and vehicles. Many participants expressed that they preferred AI-enabled personal assistants over humans and were ready to pay more for AI-enabled services. Through their experience, participants pointed out that AI has advantages such as high efficiency and low cost compared to traditional human services, but also, on the flip side, some expressed concern about inflexibility, rigidity, a lack of care or emotion, and the privacy of their data. Participants also believe that the government must encourage the AI industry to improvise its applications in the health and education sectors, among others, and overall people are ready to accept AI technology, with huge growth potential.

Thus, this book is a guide to policy makers, producers, service providers, regulators, and the designers of welfare.



**Taylor & Francis**

Taylor & Francis Group

<http://taylorandfrancis.com>

# Rethinking the Environmental Kuznets Curve

- Ajmi, A. N. , Hammoudeh, S. , Nguyen, D. K. , & Sato, J. R. (2015). On the relationships between CO<sub>2</sub> emissions, energy consumption and income: The importance of time variation. *Energy Economics*, 49, 629–638. <https://doi.org/10.1016/j.eneco.2015.02.007>
- Apergis, N. , & Payne, J. E. (2017). Per capita carbon dioxide emissions across US states by sector and fossil fuel source: Evidence from club convergence tests. *Energy Economics*, 63, 365–372. <https://doi.org/10.1016/j.eneco.2016.11.027>
- Apergis, N. , Payne, J. E. , & Topcu, M. (2017). Some empirics on the convergence of carbon dioxide emissions intensity across US states. *Energy Sources, Part B: Economics, Planning, and Policy*, 12(9), 831–837. <https://doi.org/10.1080/15567249.2017.1310956>
- Aslan, A. , Destek, M. A. , & Okumus, I. (2018). Bootstrap rolling window estimation approach to analysis of the environment Kuznets curve hypothesis: Evidence from the USA. *Environmental Science and Pollution Research*, 25(3), 2402–2408.
- Atasoy, B. S. (2017). Testing the environmental Kuznets curve hypothesis across the US: Evidence from panel mean group estimators. *Renewable and Sustainable Energy Reviews*, 77, 731–747. <https://doi.org/10.1016/j.rser.2017.04.050>
- Baek, J. (2016). Do nuclear and renewable energy improve the environment? Empirical evidence from the United States. *Ecological Indicators*, 66, 352–356. <https://doi.org/10.1016/j.ecolind.2016.01.059>
- British Petroleum . (2020). Statistical review of World Energy Report. <https://www.bp.com/en/global/corporate/energy-economics/statistical-review-of-world-energy/downloads.html>
- Congregado, E. , Feria-Gallardo, J. , Golpe, A. A. , & Iglesias, J. (2016). The environmental Kuznets curve and CO<sub>2</sub> emissions in the USA. *Environmental Science and Pollution Research*, 23(18), 18407–18420.
- Daly, H. E. (2014). *From uneconomic growth to a steady-state economy*. Edward Elgar Publishing.
- Elliott, G. , Rothenberg, T. J. , & Stock, J. H. (1996). Efficient tests for an autoregressive unit root. *Econometrica*, 64(4), 813–836. <https://doi.org/10.3386/t0130>
- Emirmahmutoglu, F. , Denaux, Z. , & Topcu, M. (2021). Time-varying causality between renewable and non-renewable energy consumption and real output: Sectoral evidence from the United States. *Renewable and Sustainable Energy Reviews*, 149, 111326. <https://doi.org/10.1016/j.rser.2021.111326>
- Grossman, G. M. , & Krueger, A. B. (1991). Environmental impacts of a North American Free Trade Agreement. National Bureau of Economic Research, w3914. <https://doi.org/10.3386/w3914>
- Gyamfi, B. A. , Adebayo, T. S. , Bekun, F. V. , Agyekum, E. B. , Kumar, N. M. , Alhelou, H. H. , & Al-Hinai, A. (2021). Beyond environmental Kuznets curve and policy implications to promote sustainable development in Mediterranean. *Energy Reports*, 7, 6119–6129. <https://doi.org/10.1016/j.egy.2021.09.056>
- Long, X. , & Ji, X. (2019). Economic growth quality, environmental sustainability, and social welfare in China-provincial assessment based on genuine progress indicator (GPI). *Ecological Economics*, 159, 157–176. <https://doi.org/10.1016/j.ecolecon.2019.01.002>
- Mlachila, M. M. , & Martinez, M. M. (2013). The quality of the recent high-growth episode in Sub-Saharan Africa (No. 2013/053). *International Monetary Fund*.
- Mlachila, M. , Tapsoba, R. , & Tapsoba, S. J. (2017). A quality of growth index for developing countries: A proposal. *Social Indicators Research*, 134(2), 675–710.
- Ongan, S. , Isik, C. , & Ozdemir, D. (2021). Economic growth and environmental degradation: Evidence from the US case environmental Kuznets curve hypothesis with application of decomposition. *Journal of Environmental Economics and Policy*, 10(1), 14–21. <https://doi.org/10.1080/21606544.2020.1756419>
- Perron, P. , & Qu, Z. (2007). A simple modification to improve the finite sample properties of Ng and Perron's unit root tests. *Economics Letters*, 94(1), 12–19. <https://doi.org/10.1016/j.econlet.2006.06.009>
- Raheem, I. D. , Isah, K. O. , & Adedeji, A. A. (2018). Inclusive growth, human capital development and natural resource rent in SSA. *Economic Change and Restructuring*, 51(1), 29–48.

Rupasingha, A. , Goetz, S. J. , Debertin, D. L. , & Pagoulatos, A. (2004). The environmental Kuznets curve for US counties: A spatial econometric analysis with extensions. *Papers in Regional Science*, 83(2), 407–424. <https://doi.org/10.1111/j.1435-5597.2004.tb01915.x>

Scott, S. , Wares, A. , & Orzell, S. (2014). Social progress index 2014. In P. O'Sullivan (Ed.), *The social progress imperative*.

Sharafutdinov, R. I. , Akhmetshin, E. M. , Polyakova, A. G. , Gerasimov, V. O. , Shpakova, R. N. , & Mikhailova, M. V. (2019). Inclusive growth: A dataset on key and institutional foundations for inclusive development of Russian regions. *Data in Brief*, 23, 103864. <https://doi.org/10.1016/j.dib.2019.103864>

Soytas, U. , Sari, R. , & Ewing, B. T. (2007). Energy consumption, income, and carbon emissions in the United States. *Ecological Economics*, 62(3–4), 482–489. <https://doi.org/10.1016/j.ecolecon.2006.07.009>

Stern, D. I. (2018). The environmental Kuznets curve. In N. Castree , M. Hulme , & J. D. Proctor (Eds.), *In Companion to environmental studies* (pp. 49–54). Routledge.

Tevie, J. , Grimsrud, K. M. , & Berrens, R. P. (2011). Testing the environmental Kuznets curve hypothesis for biodiversity risk in the US: A spatial econometric approach. *Sustainability*, 3(11), 2182–2199. <https://doi.org/10.3390/su3112182>

United Nations Human Development Indices . (2020). Human Development Index. <http://hdr.undp.org/en/content/human-development-index-hdi>

World Bank . (2020). World Development Indicators [Dataset]. <https://databank.worldbank.org/source/world-development-indicators>

## **Model framework characterizing long term sustainable and successful social enterprises**

Chowdhury, F. N. , Mustafa, J. , Islam, K. M. A. , Hasan, K. B. M. R. , Zayed, N. M. , & Raisa, T. S. (2021). Social business in an emerging economy: An empirical study in Bangladesh. *The Journal of Asian Finance, Economics and Business*, 8(3), 931–941. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0931>

Clean Cooking Alliance . (2020, May 6). Scaling to new markets: An interview with the leadership team of greenway appliances. Clean Cooking Alliance. <https://cleancookingalliance.org/news/05-06-2020-scaling-to-new-markets-an-interview-with-the-leadership-team-of-greenway-appliances/>

Frost, E. (2017, August 29). An interview with Ankit Mathur, Co-founder of 2014 winner greenway appliance. Ashden. <https://ashden.org/news/an-interview-with-ankit-mathur-co-founder-of-2014-winner-greenway-appliances-1/>

Pandit, V. (2018, January 24). Start-up sets up India's largest biomass cook-stove factory in Gujarat. *The Hindu Business Line*. <https://www.thehindubusinessline.com/news/national/startup-sets-upindias-largest-biomass-cookstove-factory-ingujarat/article6936959.ece>

Pankaj, L. , & Seetharaman, P. (2021). The balancing act of social enterprise: An IT emergence perspective. *International Journal of Information Management*, 57, 102302, ISSN 0268-4012. <https://doi.org/10.1016/j.ijinfomgt.2020.102302>

Satar, M. S. , & John, S. (2016). A conceptual model of critical success factors for Indian social enterprises. *World Journal of Entrepreneurship, Management and Sustainable Development*, 12(2). <https://doi.org/10.1108/WJEMSD-09-2015-0042>

Sengupta, T. , Narayanamurthy, G. , Hota, P. , Sarker, T. , & Dey, S. (2021). Conditional acceptance of digitized business model innovation at the BoP: A stakeholder analysis of eKutir in India. *Technological Forecasting and Social Change*, 170, 120857, ISSN 0040-1625. <https://doi.org/10.1016/j.techfore.2021.120857>

## Employment versus Unemployment

- Ahad, M. , Parry, Y. K. , & Willis, E. (2020). Spillover trends of child labor during the coronavirus crisis-An unnoticed wake-up call. *Frontiers in Public Health*, 8, 488.
- Arora, S. , & Vyas, S. (2020). Job satisfaction at the time of COVID-19: An investigation of information technology sector in India. *Mukt Shabd Journal*, 9(9), 251–263.
- Gautam, K. , Adhikari, R. P. , Gupta, A. S. , Shrestha, R. K. , Koirala, P. , & Koirala, S. (2020). Self-reported psychological distress during the COVID-19 outbreak in Nepal: Findings from an online survey. *BMC Psychology*, 8(1), 1–10.
- Griffiths, D. , Sheehan, L. , van Vreden, C. , Petrie, D. , Grant, G. , Whiteford, P. , & Collie, A. (2021). The impact of work loss on mental and physical health during the COVID-19 pandemic: Baseline findings from a prospective cohort study. *Journal of Occupational Rehabilitation*, 31, 455–462.
- Hannan, D. F. , Riain, S. Ó. , & Whelan, C. T. (1997). Youth unemployment and psychological distress in the Republic of Ireland. *Journal of Adolescence*, 20(3), 307–320.
- Joshi, S. (2020). Assessing the impact of COVID-19 lockdown on physical activity and psychological status in individuals of various age groups using Google forms. *International Journal of Health Sciences and Research*, 10(10), 130–136.
- Kokko, K. , & Pulkkinen, L. (1998). Unemployment and psychological distress: Mediator effects. *Journal of Adult Development*, 5(4), 205–217.
- Saito, S. , Tran, H. T. T. , Qi, R. , Suzuki, K. , Takiguchi, T. , Ishigami, K. , & Takahashi, O. (2021). Psychological impact of the state of emergency over COVID-19 for non-permanent workers: A Nationwide follow-up study in Japan. *BMC Public Health*, 21(1), 1–12.
- Serraglio, A. , Carson, N. , & Ansari, Z. (2003). Comparison of health estimates between Victorian Population Health surveys and National Health surveys. *Australian and New Zealand Journal of Public Health*, 27(6), 645–648.
- Sinha, N. (2018). Understanding the effects of unemployment in Indian graduates: Psychological, financial and social perspectives. *Psychological Studies*, 63(3), 315–324.

## Corporate Social Responsibility Practices in Small and Medium Indian Enterprises

- Besser, T. (2001). Is the good corporation dead? The community social responsibility of small. *The Journal of Socio-Economics*, 30, 221–241.
- Dr. Anupama Bains, A. T. (2013, October). A study of Indian CSR Practices in Small and Medium enterprises. *Indian Journal of Advanced Research in Management and Social Sciences*, 2, 92–103.
- Fernandez, J. D. (2007). The collaborative creation of a strategic stakeholder. *Corporate Governance*, 7, 524–533.
- Jenkins, H. (2006). Small business champions for corporate social responsibility. *Journal of Business Ethics*, 241–256.
- Massoud, J. (2010). Exploring small and medium enterprise social responsibility in Argentina. New Mexico State University.
- Parameshwara, & Raghurama, D. A. (2013, July). CSR and SME's in India. *Indian Journal of Research*, 2, 22–25.
- Report, U S . (2008). UNIDO. Retrieved from UNIDO: [http://www.unido.org/fileadmin/user\\_media/Services/PSD](http://www.unido.org/fileadmin/user_media/Services/PSD)
- Spence et al. (2000). Communication about ethics with small firms: Experience from the U.K. *Business Ethics Quarterly*, 27, 945–965.
- Vadera, S. K. (2013). Role of SMEs sector in the emerging Indian. *International Journal of Advanced Research in Management and Social Sciences*, 92–102.

## Green Finance – Integral Adaptation to Climate Change

- Chen, S. , Huang, Z. , Drakeford, B. M. , & Failler, P. (2019). Lending interest rate, loaning scale, and government subsidy scale in green innovation. *Energies*, 12(23), 4431.  
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85076112301&doi=10.3390%2fen12234431&partnerID=40&md5=22d0e368b008d47164941e060e2ed4b5>
- Chaturvedi, A. (2017). GIZ\_Green\_Municipal\_Bond\_eReport.  
[https://www.niua.org/csc/assets/pdf/RepositoryData/UP\\_Green\\_Cover/GIZ\\_Green\\_Municipal\\_Bonds\\_eReport.pdf](https://www.niua.org/csc/assets/pdf/RepositoryData/UP_Green_Cover/GIZ_Green_Municipal_Bonds_eReport.pdf)
- Deepa, L. R. , & Parvin, N. (2011). Impact of Climate change and adaptation to green technology in India. *IEEE Xplore*.
- Dikau , & Volz. (2021). Central bank mandates, sustainability objectives and the promotion of green finance
- Durrani, A. , Rosmin, M. , & Volz, U. (2020). The role of central banks in scaling up sustainable finance—what do monetary authorities in the Asia-Pacific region think? *Journal of Sustainable Finance and Investment*, 10(2), 92–112.
- Dutta, S. (2016). Green Growth Initiatives: A pathway to Corporate Social Responsibility. *ICTAT Journal of Management Studies*, 2(3), 342–348.
- Dutta, S. (2017). A pathway to green growth and green business – Some evidences of Indian companies. *Siddhant- A Journal of Decision Making*, 17(4), 263–270.
- Frimpong,I. , Adeabab, D. , Ofosuc, D. , & Tenakwaha, T. (2020). A review of studies on green finance of banks, research gaps and future directions. *Journal of Sustainable Finance and Investment*. <https://doi.org/10.1080/20430795.2020.1870202>
- Liu, R. , Wang, D. , Zhang, L. , & Zhang, L. (2019). Can green financial development promote regional ecological efficiency? A case study of China. *Natural Hazards*, 95(1–2), 325–341.
- Municipal bonds: Definition, How they Work & taxability. (2021, August 02).  
<https://cleartax.in/s/municipal-bonds-all-you-need-to-know>  
<https://www.nrdc.org/sites/default/files/india-financial-market-green-bonds-report.pdf>
- OECD . (2009). Integrating climate change adaptation into development cooperation: Policy guidance. OECD.
- Press Information Bureau (2020, December 02).  
<https://pib.gov.in/PressReleseDetail.aspx?PRID=1677604>
- Sharif, M. , & Vijay, K. (2018). Green finance: A step towards sustainable development.  
<https://www.spglobal.com/ratings/en/products-benefits/products/sustainable-financing-opinions>.
- The Economic Times E-Paper (2021, April 8). Ghaziabad Municipal Corp. Lists First Green Bonds. <https://m.economictimes.com/markets/stocks/news/ghaziabad-municipal-corp-lists-first-green-bonds/articleshow/81974055.cms>
- UN, Sustainable Development Goals .  
<https://sustainabledevelopment.un.org/partnership/?p=34566>
- Urban, M. A. , & Wójcik, D. (2019). Dirty banking: Probing the gap in sustainable finance. *Sustainability*, 11(6), 1745. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85063488316&doi=10.3390%2fsu11061745&partnerID=40&md5=8b1fad1175a8609ebf922291a107529c>
- Yuan, F. , & Gallagher, K. P. (2018). Greening development lending in the Americas: Trends and determinants. *Ecological Economics*, 154, 189–200.  
<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85051392760&doi=10.1016%2fj.ecolecon.2018.07.009&partnerID=40&md5=2a857d76168179e4237e7ad539fa9292>
- Zhang, D. , Zhang, Z. , & Managi, S. (2019). A bibliometric analysis on green finance: Current status, development, and future directions. *Finance Research Letters*, 29, 425–430.

## **Impact of the MGNREGA on Women's Empowerment in the Light of Social Sustainability – A Study on Selective Areas of West Bengal in India**

- Ajmal, M. M. , Khan, M. , Hussain, M. , & Helo, P. (2018). Conceptualizing and incorporating social sustainability in the business world. *International Journal of Sustainable Development and World Ecology*, 25(4), 327–339. <https://doi.org/10.1080/13504509.2017.1408714>
- Boström, M. (2012). A missing pillar? Challenges in theorizing and practicing social sustainability: Introduction to the special issue. *Sustainability: Science, Practice, and Policy*, 8(1), 3–14. <https://doi.org/10.1080/15487733.2012.11908080>
- Chaturvedi, S. , Singh, D. , Choudhary, H. S. , Singh, V. B. , & Kumari, S. (2019). MNREGA: Constraints of women empowerment in Pura Bazar block of Faizabad district, Uttar Pradesh. *Journal of Pharmacognosy and Phytochemistry*, 8(2), 400–402.
- Cornwall, A. (2016). Women's empowerment: What works? *Journal of International Development*, 28(3), 342–359.
- Hirway, I. , & Mahadevia, D. (1996). Critique of gender development index-towards an alternative. *Economic and Political Weekly*, WS87–WS96.
- Kumar, J. , & Kumar, U. (2021). Impact study of MNREGA among the beneficiaries and working system of MNREGA. *Medical Care*, 89(11), 11–00.
- Laha, A. , & Kuri, P. K. (2014). Measuring the impact of microfinance on women empowerment: A cross country analysis with special reference to India. *International Journal of Public Administration*, 37(7), 397–408.
- Lavanya, V. L. , & Mahima, S. (2013). Empowerment of rural women through MGNREGA with special references to Palakkad. *ZENITH International Journal of Multidisciplinary Research*, 3(7), 271–276.
- Mehta, A. K. (1996). Recasting indices for developing countries—A gender empowerment measure. *Economic and Political Weekly*, 31(43), WS80–WS86.
- Perry, W. (2020). Social sustainability and the argan boom as green development in Morocco. *World Development Perspectives*, 20, 100238.
- Rajalakshmi, V. , & Selvam, V. (2017). Impact of MGNREGA on women empowerment and their issues and challenges: A review of literature from 2005 to 2015. *Journal of Internet Banking and Commerce*, 22(Suppl.7), 1.
- Ravindar, M. (2016). Empowerment of women through Mgnregs: A study in Warangal District of Telangana State. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*, 11(1). ISSN [Online]. 2454–6119. [www.rdmodernresearch.org](http://www.rdmodernresearch.org)
- Rocheleau, D. , Thomas-Slayter, B. , & Wangari, E. (2013). *Feminist political ecology: Global issues and local experience*. Routledge.
- Taylor, G. , & Pereznieto, P. (2014). Review of evaluation approaches and methods used by interventions on women and girl's economic empowerment. Overseas Development Institute. <https://goo.gl/YS8E5t>
- Xavier, G. , & Mari, G. (2014). Impact of MGNREGA on women empowerment with special reference to Kalakkanmoi Panchayat in Sivganga District, Tamil Nadu. *International Journal of Economics and Management Studies*, 1(1), 1–5.

## **Impact of the COVID-19 Pandemic on the Migratory Behaviour of the Workers of Rural India**

- Adhikari, S. , Mandal, A. , & Guha, S. (2021). Place attachment and decisions to move: A study of Indian migrants during Covid-19 pandemic and directions to future research. *Journal of Medicinal and Chemical Sciences*, 4(5), 444–451. <https://doi.org/10.26655/JMCHMSCI.2021.5.5>

- Ahmed, I. , Das, N., Debnath, J. et al. (2018). Erosion induced channel migration and its impact on dwellers in the lower Gumti River, Tripura, India. *Spat. Inf. Res.* 26, 537–549. <https://doi.org/10.1007/s41324-018-0196-9>
- Barhate, B. , Hirudayaraj, M. , Gunasekara, N. , Ibrahim, G. , Alizadeh, A. , & Abadi, M. (2021). Crisis within a crisis: Migrant workers' predicament during COVID-19 lockdown and the role of non-profit organizations in India. *Indian Journal of Human Development*, 15(1), 151–164. <https://doi.org/10.1177/0973703021997624>
- Blau, F. D. , & Kahn, L. M. (2000). Gender differences in pay. *Journal of Economic Perspectives*, 14(4), 75–99. <https://doi.org/10.1257/jep.14.4.75>
- Census Report , 2011, Ministry of Home Affairs, Government of India
- Deshingkar, P. , & Akter, S. (2009). Migration and Human Development in India. Published in: Human Development Research Paper (HDRP) Series, 13, <https://mpr.ub.uni-muenchen.de/id/eprint/19193>
- Dhar, B. , & Bhagat, R. B. (2021). Return migration in India: Internal and international dimensions. *Migration and Development*, 10(1), 107–121. <https://doi.org/10.1080/21632324.2020.1809263>
- Gmelch, G. (1980). Return migration. *Annual Review of Anthropology*, 9(1), 135–159.
- Goldin, C. (2014). A grand gender convergence: Its last chapter. *American Economic Review*, 104(4), 1091–1119. <https://doi.org/10.1257/aer.104.4.1091>
- Guha, P. , Islam, B. , & Hussain, M. A. (2021). COVID19 lockdown and penalty of joblessness on income and remittances: A study of interstate migrant labourers from Assam, India. *Journal of Public Affairs*, 21(4), e2470. <https://doi.org/10.1002/pa.2470>  
[https://censusindia.gov.in/2011-common/census\\_data\\_2001.html](https://censusindia.gov.in/2011-common/census_data_2001.html)  
<https://censusindia.gov.in/2011-common/censusdata2011.html>
- Khanna, A. (2020). Impact of migration of labour force due to global COVID-19 pandemic with reference to India. *Journal of Health Management*, 22(2), 181–191. <https://doi.org/10.1177/0972063420935542>
- Kumar, S. , & Anand, S. (2020). Perspectives on return migration and rural society during COVID-19 in Bhojpur District in Bihar. *Journal of Migration Affairs*, 3(1), 79–89. <https://doi.org/10.36931/jma.2020.3.1>
- Lakshmanasamy, T. , & Maya, K. (2020). The effect of income inequality on happiness inequality in India: A recentered influence function regression estimation and life satisfaction inequality decomposition. *Indian Journal of Human Development*, 14(2), 161–181. <https://doi.org/10.1177/0973703020948468>
- Panwar, N. S. , & Mishra, A. K. (2020). Covid19 crisis and urbanization, migration and inclusive city policies in India: A new theoretical framework. *Journal of Public Affairs*, 20(4), e2249. <https://doi.org/10.1002/pa.2249>
- Ravenstein, E. G. (1885). The laws of migration. *Journal of the Statistical Society of London*, 48(2), 167–235. <https://doi.org/10.2307/2979181>
- Sengupta, S. , & Jha, M. K. (2020). Social policy, COVID-19 and impoverished migrants: Challenges and prospects in locked down India. *The International Journal of Community and Social Development*, 2(2), 152–172. <https://doi.org/10.1177/2516602620933715>
- Stranded Workers Action Network (SWAN) 3 Reports . (2020, June 8). To leave or not to leave: Lockdown, migrant workers and their journey home. <https://watson.brown.edu/southasia/news/2020/leave-or-not-leave-third-report-swan-migrant-worker-crisis-and-their-journey-home>.
- Sumalatha, B. S. , Bhat, L. D. , & Chitra, K. P. (2021). Impact of Covid-19 on informal sector: A study of women domestic workers in India. *The Indian Economic Journal*, 00194662211023845. <https://doi.org/10.1177/00194662211023845>
- Thankur, A. (2020). Economic implications of reverse migration in India. *Journal of Migration Affairs*, 11(1), 16–31. <https://doi.org/10.36931/jma.2020.2.2.16-31>

## Forms of Online Lectures

- Agung, A. S. N. , Surtikanti, M. W. , & Quinones, C. A. (2020). Students' perception of online learning during COVID19 pandemic: A case study on the English students of STKIP Pamane Talino. *SOSHUM: JurnalSosial Dan Humaniora*, 10(2), 225–235. 10.31940/soshum.,10i2.1316
- Basuony, M. A. K. , EmadEldeen, R. , Farghaly, M. , ElBassiouny, N. , & Mohamed, E. K. A. (2020). The factors affecting student satisfaction with online education during the COVID19 pandemic: An empirical study of an emerging Muslim country. *Journal of Islamic Marketing*. 10.1108/JIMA-09-2020-0301
- Bączek, M. , Zagańczyk Bączek, M. , Szpringer, M. , Jaroszyński, A. , & WożakowskaKapłon, B. (2021). Students' perception of online learning during the COVID19 pandemic: A survey study of Polish medical students. *Medicine*, 100(7), e24821. 10.1097/MD.0000000000024821
- Beller, J. (2006). *The Cinematic Mode of Production: Attention Economy and the Society of the Spectacle*. 32(2), Hanover, NH: Dartmouth College Press.  
<https://doi.org/10.1177/0196859907312288>
- Carey, K. (2020). Everybody ready for the big migration to online college. *Actually*. *The New York Times*, 13, 1–4.
- Molnar, A. , Miron, G. , Elgeberi, N. , Barbour, M. K. , Huerta, L. , Shafer, S. R. , & Rice, J. K. (2019). Virtual schools in the US 2019. National Education Policy Center. 125,<http://nepc.colorado.edu>
- Muilenburg, L. Y. , & Berge, Z. L. (2005). Student barriers to online learning: A factor analytic study. *Distance Education*, 26(1), 29–48. 10.1080/01587910500081269
- Niemi, H. M. , & Kousa, P. (2020). A case study of students' and teachers' perceptions in a finnish high school during the COVID pandemic. *International Journal of Technology in Education and Science*, 4(4), 352–369. 10.46328/ijtes.v4i4.167
- Song, L. , Singleton, E. S. , Hill, J. R. , & Koh, M. H. (2004). Improving online learning: Student perceptions of useful and challenging characteristics. *The Internet and Higher Education*, 7(1), 59–70. 10.1016/j.iheduc.2003.11.003
- Sun, P. C. , Tsai, R. J. , Finger, G. , Chen, Y. Y. , & Yeh, D. (2008). What drives a successful E-Learning? An empirical investigation of the critical factors influencing learner satisfaction. *Computers & Education*, 50(4), 1183–1202. DOI:10.1016/j.compedu.2006.11.007
- Yates, A. , Starkey, L. , Egerton, B. , & Flueggen, F. (2020). High school students' experience of online learning during Covid19: The influence of technology and pedagogy. *Technology, Pedagogy and Education*, 9, 1–15. 10.1080/1475939X.2020.1854337

## Influencers of Online Education and Social Sustainability of Blended Learning

- Baragash, R. S. , & Al-Samarraie, H. (2018). An empirical study of the impact of multiple modes of delivery on student learning in a blended course. *Reference Librarian*, 59(3), 149–162. <https://doi.org/10.1080/02763877.2018.1467295>
- Bashir, I. , & Madhavaiah, C. (2015). Consumer attitude and behavioural intention towards Internet banking adoption in India. *Journal of Indian Business Research*, 7(1), 67–102. <https://doi.org/10.1108/JIBR-02-2014-0013>
- Demirer, V. , & Sahin, I. (2013). Effect of blended learning environment on the transfer of learning: An experimental study. *Journal of Computer Assisted Learning*, 29(6), 518–529. <https://doi.org/10.1111/jcal.12009>
- Dziuban, C. D. , Moskal, P. , & Hartman, J. (2005). Higher education, blended learning, and the generations: Knowledge is power-No more. In C.J. Bonk & C.R. Graham (Eds.), *Handbook of Blended Learning Environments: Global perspectives, local designs*. San Francisco, CA: Pfeiffer Publishing.
- Dziuban, C. , Graham, C. R. , Moskal, P. D. , Norberg, A. , & Sicilia, N. (2018). Blended learning: The new normal and emerging technologies. *International Journal of Educational Technology in Higher Education*, 15(1), 3. <https://doi.org/10.1186/s41239-017-0087-5>
- Filippidi, A. , Tselios, N. , & Komis, V. (2010). Impact of Moodle usage practices on students' performance in the context of a blended learning environment. In *Proceedings of the social*

- applications for lifelong learning (pp. 2–7).
- Garrison, D. R. , & Kanuka, H. (2004). Blended learning: Uncovering its transformative potential in higher education. *Internet and Higher Education*, 7(2), 95–105. <https://doi.org/10.1016/j.iheduc.2004.02.001>
- Gliem, J. A. , & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach&apos;s alpha reliability coefficient for Likert-type scales. Midwest research-to-practice conference in adult, continuing, and community education. Ohio State University: Columbus, OH, USA.
- Grabinski, K. , Kedzior, M. , & Krasodomska, J. (2015). Blended learning in tertiary accounting education in the CEE region-A Polish perspective. *Accounting and Management Information Systems*, 14(2), 378.
- Jou, M. , Lin, Y. T. , & Wu, D. W. (2016). Effect of a blended learning environment on student critical thinking and knowledge transformation. *Interactive Learning Environments*, 24(6), 1131–1147. <https://doi.org/10.1080/10494820.2014.961485>
- Kwak, D. W. , Menezes, F. M. , & Sherwood, C. (2015). Assessing the impact of blended learning on student performance. *Economic Record*, 91(292), 91–106. <https://doi.org/10.1111/1475-4932.12155>
- Lim, D. H. , & Morris, M. L. (2009). Learner and instructional factors influencing learning outcomes within a blended learning environment. *Journal of Educational Technology and Society*, 12(4), 282–293.
- Lopez-Pérez, M. V. , Pérez-Lopez, M. C. , Rodríguez-Ariza, L. , & Argente-Linares, E. (2013). The influence of the use of technology on student outcomes in a blended learning context. *Educational Technology Research and Development*, 61(4), 625–638. <https://doi.org/10.1007/s11423-013-9303-8>
- Manwaring, K. C. , Larsen, R. , Graham, C. R. , Henrie, C. R. , & Halverson, L. R. (2017). Investigating student engagement in blended learning settings using experience sampling and structural equation modeling. *Internet and Higher Education*, 35, 21–33. <https://doi.org/10.1016/j.iheduc.2017.06.002>
- Martínez-Caro, E. , & Campuzano-Bolarín, F. (2011). Factors affecting students&apos; satisfaction in engineering disciplines: Traditional vs blended approaches. *European Journal of Engineering Education*, 36(5), 473–483. <https://doi.org/10.1080/03043797.2011.619647>
- Means, B. , Toyama, Y. , Murphy, R. , Bakia, M. , & Jones, K. (2009). Evaluation of evidence-based practices in online learning: A meta-analysis and review of online learning studies. United States Department of Education.
- Moskal, P. , Dziuban, C. , & Hartman, J. (2013). Blended learning: A dangerous idea? *Internet and Higher Education*, 18, 15–23. <https://doi.org/10.1016/j.iheduc.2012.12.001>
- Nguyen, V. A. (2017). The impact of online learning activities on student learning outcome in blended learning course. *Journal of Information and Knowledge Management*, 16(4). <https://doi.org/10.1142/S021964921750040X>, PubMed: 1750040
- Okaz, A. A. (2015). Integrating blended learning in higher education. *Procedia - Social and Behavioral Sciences*, 186(13), 600–603. <https://doi.org/10.1016/j.sbspro.2015.04.086>
- Rooney, J. E. (2003). Knowledge infusion. *Association Management*, 55(5), 26–26.
- Singh, H. (2003). Building effective blended learning programs. *Educational Technology-Saddle Brook Then Englewood Cliffs NJ*, 43(6), 51–54.

## Two-Part Public Policy to Balance Technological External Diseconomies

- Baumol, W. J. (1965). *Welfare economics and the theory of the state*. Harvard University Press.
- Brasington, D. M. , & Hite, D. (2005). Demand for environmental quality: A Spatial Hedonic analysis. *Regional Science and Urban Economics*, 35(1), 57–82.
- Coase, R. H. (1960). The problem of social cost. *Journal of Law and Economics*, 3, 1–44. <https://doi.org/10.1086/466560>
- Due, J. F. , & Friedlander, A. F. (2002). *Government finance, economics of public sector*. AITBS Publishers.
- Kaplow, L. (2012). Optimal control of externalities in the presence of income taxation. *International Economic Review*, 53(2), 487–492.

Nemoto, J. , & Goto, M. (2004). Technological externalities and economies of vertical integration in the electric utility industry. *International Journal of Industrial Organization*, 22(1), 67–81.

Pigou, A. C. (1920). The economics of welfare. *The Economic Journal*, 31(122), 206–214.

## **Socio-economic Repercussions of COVID-19 and Economic Sustainability in the Aftermath**

Adnan, M. , Anwar, K. , & Cheng, T. (2020). How students' perspectives about online learning amid the COVID-19 pandemic? *Studies in Learning and Teaching*, 1(3), 133–139. <https://doi.org/10.46627/silet.v1i3.46>

Agrawal, S. , Jamwal,A. , & Gupta, S. (2020). Effect of COVID-19 on the Indian economy and supply chain. Preprints, 2020050148. <https://doi.org/10.20944/preprints202005.0148.v1>.

Armocida, B. , Formenti, B. , Ussai, S. , Palestra, F. , & Missoni, E. (2020). The Italian health system and the COVID-19 challenge. *The Lancet Public Health*, 5(5), e253. [https://doi.org/10.1016/S2468-2667\(20\)30074-8](https://doi.org/10.1016/S2468-2667(20)30074-8)

Arora, N. , & Gupta,V. (2020). Study on impact of COVID-19 on Indian economy. *International Journal of Science and Research*, 9(7, July), 20201516–20201519. <https://doi.org/10.21275/SR20724142409>

Aucejo, E. M. , French, J. , Ugalde Araya, M. P. , & Zafar, B. (2020). The impact of COVID-19 on student experiences and expectations: Evidence from a survey. *Journal of Public Economics*, 191(11), 104271. <https://doi.org/10.1016/J.JPUBECO.2020.104271>

Bahat heg, R. O. (2021). Young children's nutrition during the COVID-19 pandemic lockdown: A comparative study. *Early Childhood Education Journal*, 49(5), 915–923. <https://doi.org/10.1007/S10643-021-01192-3>

Cao, W. , Fang, Z. , Hou, G. , Han, M. , Xu, X. , Dong, J. , & Zheng, J. (2020). The psychological impact of the COVID-19 epidemic on college students in China. *Psychiatry Research*, 287, 112934. <https://doi.org/10.1016/J.PSYCHRES.2020.112934>

Changoiwala, P. (2021). India at breaking point. *New Scientist*, 250(3332). [https://doi.org/10.1016/s0262-4079\(21\)00715-6](https://doi.org/10.1016/s0262-4079(21)00715-6)

Chaturvedi, K. , Vishwakarma, D. K. , & Singh, N. (2021). COVID-19 and its impact on education, social life and mental health of students: A survey. *Children and Youth Services Review*, 121, 105866. <https://doi.org/10.1016/J.CHILDYOUTH.2020.105866>

Deb, S. M. , & Sengupta,R. (2020, April). "Covid-19: Impact on the Indian Economy" WP-2020-013. *Indira Gandhi Institute of Development Research*. <http://www.igidr.ac.in/pdf/publication/WP-2020-013.pdf>

Di Gennaro, F. , Marotta, C. , Locantore, P. , Pizzol, D. , & Putoto, G. (2020). Malaria and Covid-19: Common and different findings. *Tropical Medicine and Infectious Disease*, 5(3), 141. <https://doi.org/10.3390/tropicalmed5030141>

Ghosh, A. , Nundy, S. , & Mallick, T. K. (2020, July). How India is dealing with COVID-19 pandemic. *Sensors International*. <https://doi.org/10.1016/j.sintl.2020.100021>

Hunter, D. J. (2020). Covid-19 and the stiff upper lip — The pandemic response in the United Kingdom. *New England Journal of Medicine*, 382(16), e31. <https://doi.org/10.1056/nejmp2005755>

International Monetary Fund . (2020, June). A crisis like no other, an uncertain recovery. <https://www.imf.org/en/Publications/WEO/Issues/2020/06/24/WEOUpdateJune2020>

Jena, P. K. (2020). Impact of pandemic COVID-19 on education in India. *International Journal of Current Research*, 12(7), 12582–12586. <https://papers.ssrn.com/abstract=3691506>

Kapasia, N. , Paul, P. , Roy, A. , Saha, J. , Zaveri, A. , Mallick, R. , Barman, B. , Das, P. , & Chouhan, P. (2020). Impact of lockdown on learning status of undergraduate and postgraduate students during COVID-19 pandemic in West Bengal, India. *Children and Youth Services Review*, 116, 105194. <https://doi.org/10.1016/J.CHILDYOUTH.2020.105194>

Kasi, S. G. , Dhir, S. K. , Shivananda, S. , Marathe, S. , Chatterjee, K. , Agarwalla, S. , Verma, S. , Shah, A. K. , Srirampur, S. , Kalyani, S. , Pemde, H. K. , Balasubramanian, S. , Basavaraja, G. V. , Parekh, B. J. , Kumar, R. , & Gupta, P. (2021). Breastfeeding and coronavirus disease 2019 (COVID-19) vaccination: Position statement of Indian Academy of Pediatrics advisory

committee on vaccination and immunization practices. *Indian Pediatrics*, 58(7), 647–649. <https://doi.org/10.1007/s13312-021-2261-z>

Kumar, P. S. , & Nagrani, K. (2020). A study on Covid effect on Indian service sector. Seshadripuram Research Foundation, 14–23. Vol. Oct, 2020. [https://www.researchgate.net/publication/344873679\\_A\\_STUDY\\_ON\\_COVID\\_EFFECT\\_ON\\_INDIAN\\_SERVICE\\_SECTOR](https://www.researchgate.net/publication/344873679_A_STUDY_ON_COVID_EFFECT_ON_INDIAN_SERVICE_SECTOR)

Kumar, S. , Thombare, P. B. , & Kale, P. A. (2020, April) Impact of coronavirus (COVID-19) on Indian economy. *AGRICULTURE & FOOD: e-Newsletter*, 2(4). <https://kvvkolhapur2.icar.gov.in/PDF/Impact%20of%20coronavirus%20COVID19%20on%20Indian%20economy.pdf>

Kumar, V. M. , Pandi-Perumal, S. R. , Trakht, I. , & Thyagarajan, S. P. (2021). Strategy for COVID-19 vaccination in India: The country with the second highest population and number of cases. *NPJ Vaccine*, 6(60). <https://doi.org/10.1038/s41541-021-00327-2>

Manjushree, P. , Sudha, M. , & Lalitha, N. (2020). Economic impact of COVID-19 on Indian economy - Government measures to contain the pandemic. *Journal of Critical Reviews*, 7(19), 5903–5913. <https://doi.org/10.31838/jcr.07.19.683>

Moatti, J. P. (2020). The French response to COVID-19: Intrinsic difficulties at the interface of science, public health, and policy. In *The Lancet Public Health*, 5(5), E255. [https://doi.org/10.1016/S2468-2667\(20\)30087-6](https://doi.org/10.1016/S2468-2667(20)30087-6)

Muthukrishnan, J. , Vardhan, V. , Mangalesh, S. , Koley, M. , Shankar, S. , Yadav, A. K. , & Khera, A. (2021). Vaccination status and COVID-19 related mortality: A hospital based cross sectional study. *Medical Journal Armed Forces India*, 77 (Suppl. 2), S278–S282. <https://doi.org/10.1016/j.mjafi.2021.06.034>

Nayak, J. , Mishra, M. , Naik, B. , Swapnarekha, H. , Cengiz, K. , & Shanmuganathan, V. (2021). An impact study of COVID19 on six different industries: Automobile, energy and power, agriculture, education, travel and tourism and consumer electronics. *Expert Systems*, 1–32. <https://doi.org/10.1111/EXSY.12677>

Odone, A. , Delmonte, D. , Scognamiglio, T. , & Signorelli, C. (2020). COVID-19 deaths in Lombardy, Italy: Data in context. In *The Lancet Public Health*, 5(6), E310. [https://doi.org/10.1016/S2468-2667\(20\)30099-2](https://doi.org/10.1016/S2468-2667(20)30099-2)

Padhan, R. , & Prabheesh, K. P. (2021, February). The economics of COVID-19 pandemic: A survey. *Economic Analysis and Policy*. <https://doi.org/10.1016/j.eap.2021.02.012> pp.-230–237

Park, M. , Cook, A. R. , Lim, J. T. , Sun, Y. , & Dickens, B. L. (2020). A systematic review of COVID-19 epidemiology based on current evidence. *Journal of Clinical Medicine*, 9(4). <https://doi.org/10.3390/jcm9040967>

Phua, J. , Faruq, M. O. , Kulkarni, A. P. , Redjeki, I. S. , Detleuxay, K. , Mendsaikhan, N. , Sann, K. K. , Shrestha, B. R. , Hashmi, M. , Palo, J. E. M. , Haniffa, R. , Wang, C. , Hashemian, S. M. R. , Konkayev, A. , Mat Nor, M. B. , Patjanasontorn, B. , Nafees, K. M. K. , Ling, L. , Nishimura, M. , ... Fang, W. F. (2020). Critical care bed capacity in Asian countries and regions. *Critical Care Medicine*, 48(5), 654–662. <https://doi.org/10.1097/CCM.0000000000004222>

Rajgopal, T. , & Joseph, B. (2021). Vaccination as a strategy to prevent or mitigate a potential COVID-19 third wave in India. *Indian Journal of Occupational and Environmental Medicine*, 25(2), 55–59. [https://doi.org/10.4103/ijoem.ijoem\\_193\\_21](https://doi.org/10.4103/ijoem.ijoem_193_21)

Ranney, M. L. , Griffeth, V. , & Jha, A. K. (2020). Critical supply shortages — The need for ventilators and personal protective equipment during the Covid-19 pandemic. *New England Journal of Medicine*, 382(18), e41. <https://doi.org/10.1056/nejmp2006141>

Reserve Bank of India (2021). *Handbook of statistics on Indian economy*” September, 2021. <https://www.rbi.org.in/scripts/annualPublications.aspx%3Fhead%3DHandbook%20of%20Statistics%20on%20Indian%20Economy>

Roberton, T. , Carter, E. D. , Chou, V. B. , Stegmuller, A. R. , Jackson, B. D. , Tam, Y. , Sawadogo-Lewis, T. , & Walker, N. (2020). Early estimates of the indirect effects of the COVID-19 pandemic on maternal and child mortality in low-income and middle-income countries: A modelling study. *The Lancet Global Health*, 8(7), E901–E908. [https://doi.org/10.1016/S2214-109X\(20\)30229-1](https://doi.org/10.1016/S2214-109X(20)30229-1)

Roy, B. , & Roy, A. (2021). Conducting examinations in India: Emergency, contention and challenges of students amidst Covid-19 pandemic. *Children and Youth Services Review*, 120, 105768. <https://doi.org/10.1016/J.CHILDYOUTH.2020.105768>

Saha, J. , Barman, B. , & Chouhan, P. (2020). Lockdown for COVID-19 and its impact on community mobility in India: An analysis of the COVID-19 Community Mobility Reports, 2020.

Children and Youth Services Review, 116, 105160.  
<https://doi.org/10.1016/J.CHILDYOUTH.2020.105160>

Sahoo, P. J. , Samal, K. , & Chandra . (2020, July). Impact of COVID-19 on Indian agriculture. *Agriculture Letters*, 01(03), 45–47. <https://doi.org/10.13140/RG.2.2.19521.68969>

Sharma, J. , Sharma, D. , Tiwari, D. , & Vishwakarma, V. (2021). The challenges and successes of dealing with the COVID-19 pandemic in India. *Research and Reports in Tropical Medicine*, 12, 205–218. <https://doi.org/10.2147/rrtm.s274673>

Sindhu, S. (2014). Fundamental right to education in India: An overview. *Global Journal of Interdisciplinary Social Science*, 3(5), 92–95.

TirupakuzhiVijayaraghavan, B. K. , NainanMyatra, S. M. , Lodh, N. , VasishthaDivatia, J. , Hammond, N. , Jha, V. , & Venkatesh, B. (2020). Challenges in the delivery of critical care in India during the COVID-19 pandemic. *Journal of the Intensive Care Society*, 2020, 1–7. <https://doi.org/10.1177/1751143720952590>

United Nations Industrial Development Organisation (2020, April). India's manufacturing reels from the impact of COVID-19. <https://www.unido.org/stories/indias-manufacturing-reels-impact-covid-19>

Upadhyay, M. K. , Patra, S. , & Khan, A. M. (2020). Ensuring availability of food for child nutrition amidst the COVID-19 pandemic: Challenges and Way forward. *Indian Journal of Community Health*, 32(2 Suppl.), 251–254. <https://doi.org/10.47203/IJCH.2020.V32I02SUPP.015>

## **Toward Sustainable Livelihood Promotion for Artisans – A Holistic Marketing Framework for Improving the Indian Handicraft Sector**

Agrawal, A. (2014). Managing raw material in supply chains. *European Journal of Operational Research*, 239(3), 685–698.

Banik, S. (2017). A study on financial analysis of rural artisans in India: Issues and challenges. *International Journal of Creative Research Thoughts (IJCRT)*, 5(4), 1–6.

Campbell, C. (2005). The craft consumer: Culture, craft and consumption in a postmodern society. *Journal of Consumer Culture*, 5(1), 23–42.

Dasgupta, A. , & Chandra, B. (2016). Evolving motives for fair trade consumption: A qualitative study on handicraft consumers of India. *Anthropologist*, 23(3), 414–422.

Ernst and Young . (2012). Competitive study on Handicrafts Sector in China. <http://www.epch.in/ChinaStudy/Report.pdf>

Ghouse, S. M. (2017). Export challenges to MSMEs: A case study of Indian handicraft industry. *International Journal of Applied Business and Economic Research*, 15(6), 339–349. [https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp12/wg\\_handi1101.pdf](https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp12/wg_handi1101.pdf)

IMARC Group . (2020). Handicrafts market: Global industry trends, share, size, growth, opportunity and forecast 2019–2024. <https://www.imarcgroup.com/global-handicrafts-market>

Kamble, S. S. , & Raut, R. D. (2019). Evaluating the factors considered for procurement of raw material in food supply chain using Delphi-AHP methodology-a case study of potato chips processing company in India. *International Journal of Productivity and Quality Management*, 26(2), 176–189. <https://doi.org/10.1504/IJPQM.2019.097765>

Kumar, D. , & Rajeev, P. V. (2013). Present scenario of Indian handicraft products. *Asian Journal of Managerial Science*, 2(1), 21–27.

Kumari, G. (2016). Marketing support and services schemes for Indian handicraft. *Journal of Rural and Industrial Development*, 4(2), 27–35.

Kumari, G. , & Srivasatava, A. R. (2016). Role of E-tailing in boosting the Indian handicraft. *International Journal of Marketing & Financial Management*, 4(4), 27–36.

Menon, V. (2010). Art of marketing village crafts; challenges in applying quantitative marketing to resist recession. *International Review of Business Research Papers*, 6(5), 196–205.

Migiro, A. , & Ocholla, D. N. (2005). Information and communication technologies in small and medium scale tourism enterprises in Durban, South Africa. *Information Development*, 21(4), 283–294. <https://doi.org/10.1177/0266666905060089>

- Ministry of Textiles, & Government of India . (2012). Working group report on handicrafts for 12th five year plan. Retrieved from [https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp12/wg\\_handi1101.pdf](https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp12/wg_handi1101.pdf)
- Mukhamedjanova, K. A. (2020). Concept of supply chain management. *Journal of Critical Reviews*, 7(2), 759–766.
- Ministry of Textiles, Government of India . (2020). Compendium of Handicrafts Schemes for 12th five year plan. <http://handicrafts.nic.in/pdf/Scheme.pdf#page=139>
- Oza, M. S. (2019). Study of handicraft industry strategies and its implications in marketing. *International Journal of Research and Analytical Reviews*, 6(2), 874–877.
- Pathak, R. , Sharma, M. , & Sujatha, R. (2017). RC<sup>2</sup>@ Craftsvilla. Com Craftsvilla is revolutionizing through co-creation: Creating value for stakeholders. *Journal of Business and Retail Management Research*, 12(1), 49–61.
- Srivastav, G. , & Rawat, P. S. (2016). Indian handicraft and globalization: The export context. In S. Joshi & R. Joshi (Eds.), *Designing and implementing global supply chain management* (pp. 175–184). IGI Global. <https://doi.org/10.4018/978-1-4666-9720-1.ch009>
- Statista . (2019, October 23). India&apos;s handicrafts exports from FY 2011 to FY 2019. <https://www.statista.com/statistics/624202/export-value-of-handicrafts-india/>
- Tiwari, A. , & Dutta, B. (2013). Indian handicrafts industry: Evaluating inclusivity of current business models. [https://tejas.iimb.ac.in/articles/Tejas\\_September%20Edition\\_Article%202.pdf](https://tejas.iimb.ac.in/articles/Tejas_September%20Edition_Article%202.pdf)
- USAID (2006). Global market assessment for handicrafts. [https://www.marketlinks.org/sites/marketlinks.org/files/resource/files/ML4636\\_global\\_market\\_assessment\\_for\\_handicrafts.pdf](https://www.marketlinks.org/sites/marketlinks.org/files/resource/files/ML4636_global_market_assessment_for_handicrafts.pdf)
- Vats, N. (2014). Indian handicrafts and globalization: A review. *Journal of Humanities and Social Science*, 19(1), 40–43.
- Venkataramanaiah, S. , & Kumar, N. G. (2011). Building competitiveness: A case of handicrafts manufacturing cluster units. *Indore Management Journal*, 3(2), 27–37.
- Yadav, R. , & Mahara, T. (2018). An exploratory study to investigate value chain of Saharanpur wooden carving handicraft cluster. *International Journal of System Assurance Engineering and Management*, 9(1), 147–154.
- Yihao, Z. , & Yuning, Z. (2010, November 17–19). The strategic research of traditional handicraft products' modern development bases on consumer psychology [Paper presentation]. 2010 IEEE 11th International Conference on Computer-Aided Industrial Design & Conceptual Design 1. Yiwu, China. <https://doi.org/10.1109/CAIDCD.2010.5681353>

## Perceptions of Financial Literacy among Students in Higher Education

- Altaf, N. (2014). Measuring the level of financial literacy among management graduates. *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 3(6), 29–36.
- Ambarkhane, D. , & Venkataramani, B. (2015, April). Financial literacy index for college students. *Annual Research Journal of SCMS*, 3, 1–25.
- Bonett, D. G. , & Wright, T. A. (2014). Cronbach&apos;s alpha reliability: Interval estimation, hypothesis testing, and sample size planning. *Journal of Organisational Behaviour*, 36(1), 3–15.
- Dhawan, K. (2017). A study on financial literacy among college students in Delhi / NCR Ms . Mani Goswami Karan Dhawan. XVIII [Annual International Conference Proceedings], 97, 455–460.
- Kiliyanni, A. L. , & Sivaraman, S. (2018). A predictive model for financial literacy among the educated youth in Kerala, India. *Journal of Social Service Research*, 44(4), 537–547.
- Mahapatra, M. S. , Alok, S. , & Raveendran, J. (2017). Financial literacy of Indian youth: A study on the twin cities of Hyderabad–Secunderabad. *IIM Kozhikode Society and Management Review*, 6(2), 132–147.
- Oseifuah, E. , Gyekye, A. , & Formadi, P. (2018). Financial literacy among undergraduate students: Empirical evidence from Ghana. *Academy of Accounting and Financial Studies Journal*, 22(6), 1–17.

Ramasawmy, D. , Thapermall, S. , Dowlut, S. A. , & Ramen, M. (2013, February). A study of the level of awareness of financial literacy among management undergraduates proceedings of 3rd asia-pacific business research conference.

Rizwan, M. , Sadhik, M. , & Kumar, K. K. (2015). A study on financial literacy among college students with special reference to Jnana Jyothi Financial Literacy Trust. In 2nd International Conference on Science, Technology and Management. University of Delhi.

## **Impact of COVID-19 on the Share Prices of Life Insurance Companies**

(2021). 4 ways the Pandemic Changed the Life Insurance Sector in India. (n.d.).

[www.edelweisstokio.in/](http://www.edelweisstokio.in/). Retrieved August 18, 2021, from

<https://www.edelweisstokio.in/blogs/lifeinsurancesimplified/4-ways-the-covid-pandemic-impact-the-life-insurance-sector-in-india>

(n.d.). <https://sustainability.umw.edu/areas-of-sustainability/economic-sustainability/#:~:text=Economic%20sustainability%20refers%20to%20practices,cultural%20aspects%20of%20the%20community.>

Anshul . (2021). COVID-19 second wave: Impact on insurance sector and policyholders. [www.cnbctv18.com](http://www.cnbctv18.com). Retrieved June 2, 2021, from <https://www.cnbctv18.com/finance/covid-19-second-wave-impact-on-insurance-sector-and-policyholders-9467141.htm>

Babuna, P. , Yang, X. , Gyllbag, A. , Awudi, D. A. , Ngmenbelle, D. , & Bian, D. (2020). The impact of Covid-19 on the insurance industry. *International Journal of Environmental Research and Public Health*, 17(16), 5766. <https://doi.org/10.3390/ijerph17165766>

Dhanuka, R. (2021). Insurance Market in India is Expected Reach \$250 bn by 2025. Retrieved July 6, 2021, from <https://www.investindia.gov.in/sector/bfsi-insurance>

(2020). How the Corona Pandemic has Impacted the Indian Insurance Sector.

[www.indiaonline.com](http://www.indiaonline.com). Retrieved July 9, 2021, from

[https://www.indiaonline.com/article/general-blog/how-the-corona-pandemic-has-impacted-the-indian-insurance-sector-120110900096\\_1.html](https://www.indiaonline.com/article/general-blog/how-the-corona-pandemic-has-impacted-the-indian-insurance-sector-120110900096_1.html)

Chakrabarti, G. , & Sen, C. (2013). Momentum trading on the Indian stock market.

<https://doi.org/10.1007/978-81-322-1127-3>

Ghosh, A. (2013). Does life insurance activity promote economic development in India: An empirical analysis. *Journal of Asia Business Studies*.

<https://doi.org/10.1108/15587891311301007>

Harris, T. F. , Yelowitz, A. , & Courtemanche, C. (2020). Did COVID19 change life insurance offerings? *Journal of Risk and Insurance*.<https://doi.org/10.1111/jori.12344>

Jiang, J. , Park, E. , & Park, S. (2021). The impact of COVID-19 on economic sustainability—A case study of fluctuation in stock prices for China and South Korea. *Sustainability*, 13(12), 6642.

<https://doi.org/10.3390/su13126642>

Kumar, N. (2021). Latest life insurance claim settlement ratio of companies in 2021.

[www.economicstimes.indiatimes.com](http://www.economicstimes.indiatimes.com). Retrieved July 30, 2021, from

[https://economicstimes.indiatimes.com/wealth/insure/life-insurance/latest-life-insurance-claim-settlement-ratio-of-companies-in-2021/articleshow/80835626.cms?utm\\_source=contentofinterest&utm\\_medium=text&utm\\_campaign=cppt](https://economicstimes.indiatimes.com/wealth/insure/life-insurance/latest-life-insurance-claim-settlement-ratio-of-companies-in-2021/articleshow/80835626.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppt)

Maitra, B. C. , Gupta, A. , Singh, M. , & Nyati, Y. (2021). A bright future for life insurance in India in a post-pandemic world. Retrieved July 8, 2021, from

<https://www.adlittle.com/en/insights/report/bright-future-life-insurance-india-post-pandemic-world>

Panda, S. (2021). Life insurers shell out Rs 2,000 crore as Covid-19 death claims, shows data. Retrieved July 6, 2021, from [https://www.business-standard.com/article/economy-policy/life-insurers-shell-out-rs-2-000-crore-as-covid-19-death-claims-shows-data-121032800858\\_1.html](https://www.business-standard.com/article/economy-policy/life-insurers-shell-out-rs-2-000-crore-as-covid-19-death-claims-shows-data-121032800858_1.html)

Preda, A. , Popescu, M. , & Drigă, I. (2021). The impact of Covid-19 on global insurance market. In *MATEC Web of Conferences* (Vol. 342). EDP Sciences.

<https://doi.org/10.1051/mateconf/202134208012>

Ramasamy, D. (2020). Impact Analysis in Banking, Insurance and Financial services industry due to COVID-19 Pandemic. *Pramana Research Journal*, 10(8).

[https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3668165](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3668165)

Sadhak, H. (2009). Life insurance in India: Opportunities, challenges and strategic perspective. SAGE Publications.

Sanghvi, D. (2020). Covid-19-how it has impacted Indias insurance industry. [www.livemint.com](http://www.livemint.com). Retrieved June 25, 2021, from <https://www.livemint.com/money/personal-finance/covid-19-how-it-has-impacted-india-s-insurance-industry-11592387890202.html>

Sharma, B. , Budhiraja, A. , Singh, S. , & Bala, R. (2022). Responding to the pandemic-A case of Indian hotel industry. Cases on Emerging Market Responses to the COVID-19 Pandemic. IGI Global. <https://doi.org/10.4018/978-1-6684-3504-5>

Sharma, S. (2021). Indians more inclined towards life insurance during Covid's second wave. [www.indiatoday.in](http://www.indiatoday.in). Retrieved July 21, 2021, from <https://www.indiatoday.in/diu/story/indians-more-inclined-towards-life-insurance-during-covids-second-wave-1816701-2021-06-19>

Thomas , C. , & Sethuraman, N. R. (2021). Shocked by covid deaths indians rush for life insurance. [www.livemint.com](http://www.livemint.com). Retrieved July 19, 2021, from <https://www.livemint.com/insurance/shocked-by-covid-deaths-indians-rush-for-life-insurance-11623832428821.html>

Tripathy, S. (2021). Pandemic gives insurance a boost. [www.thehindubusinessline.com](http://www.thehindubusinessline.com). Retrieved July 26, 2021, from <https://www.thehindubusinessline.com/opinion/pandemic-gives-insurance-a-boost/article34628591.ece>

Vidya, C. T. , & Prabheesh K. P. (2020). Implications of COVID-19 Pandemic on the Global Trade Networks, Emerging Markets Finance and Trade, 56(10), 2408–2421. DOI: 10.1080/1540496X.2020.1785426

Wang, Y. , Zhang, D. , Wang, X. , & Fu, Q. (2020). How does COVID-19 affect China's insurance market? Emerging Markets Finance and Trade, 56(10), 2350–2362. <https://doi.org/10.1080/1540496X.2020.1791074>

Worku, A. , & Mersha, D. (2020). The effect of COVID-19 on insurance industry in Ethiopia. Horn of African Journal of Business and Economics (HAJBE), Special Issue, 39–44.

## Sustainable Agronomic Practices

Badenes-Perez, F. R. , Shelton, A. M. , & Nault, B. A. (2005). Using yellow rocket as a trap crop for diamondback moth (Lepidoptera: Plutellidae). *Journal of Economic Entomology*, 98(3), 884–890. <https://doi.org/10.1603/0022-0493-98.3.884>

Bassil, K. L. , Vakil, C. , Sanborn, M. , Cole, D. C. , Kaur, J. S. , & Kerr, K. J. (2007). Cancer health effects of pesticides. *Canadian Family Physician*, 53(10), 1704–1711.

Chel, A. , & Kaushik, G. (2011). Renewable energy for sustainable agriculture. *Agronomy for Sustainable Development*, 31(1), 91–118. <https://doi.org/10.1051/agro/2010029>

Cover crop | agriculture . (n.d.) *Encyclopedia Britannica*. Retrieved August 23, 2020 <https://www.britannica.com/topic/cover-crop>

Diversify crop rotations | NRCS Pennsylvania. (n.d.). Retrieved August 23, 2020, from <https://d.docs.live.net/72d21293ac4bcafd/Documents/SustainableAgronomic%20Practices-edited.docx>

Getting Back to Nature. (2019). *Environment*. Retrieved August 18, 2020, from <https://www.nationalgeographic.com/environment/2019/03/partner-content-getting-back-to-nature/>

Home: Bio-Energy Board-UP. (n.d.). Retrieved September 24, 2020, from <http://bio-energy.up.nic.in/>

Home, Department of Agriculture Cooperation & Farmers Welfare, Mo, A., F. W., & Gol. (n.d.). Retrieved September 24, 2020, from <http://agricoop.nic.in/>

Impulse, S. (n.d.). Sustainable agriculture: Solutions for the future of farming. Retrieved 19 August 2020, from <https://solarimpulse.com/sustainable-agriculture-solutions>

India at a glance | FAO in India | Food and Agriculture Organization of the United Nations. (n.d.). Retrieved August 16, 2020, from <http://www.fao.org/india/fao-in-india/india-at-a-glance/en/>

Indian Council of Agricultural Research. (n.d.). CCARI. Retrieved August 20, 2020, from <http://agrigoexpert.res.in/icar/OrganicFarming.html>

Integrated farming system and agriculture sustainability-Indian Journals. (n.d.). Retrieved August 29, 2020, from <http://www.indianjournals.com/ijor.aspx?target=ijor:ija&volume=54&issue=2&article=004>

Morris, C. , & Winter, M. (1999). Integrated farming systems: The third way for European agriculture? *Land Use Policy*, 16(4), 193–205. [https://doi.org/10.1016/S0264-8377\(99\)00020-4](https://doi.org/10.1016/S0264-8377(99)00020-4)

Organic Agriculture | National Institute of Food and Agriculture. (n.d.). Retrieved August 20, 2020, from <https://nifa.usda.gov/topic/organic-agriculture>

Organic Agriculture: What is organic agriculture? (n.d.). Retrieved August 20, 2020, from <http://www.fao.org/organicag/oa-faq/oa-faq1/en/>

Organic insect deterrent for agriculture: Biodegradable crop protection products without risks or side effects. *ScienceDaily*. Available at: <https://www.sciencedaily.com/releases/2018/06/180606132729.htm> (Accessed: 19 August 2020).

Population by country (2020) – Worldometer. (n.d.). Retrieved August 16, 2020, from <https://www.worldometers.info/world-population/population-by-country/>

Savci, S. (2012). Investigation of effect of chemical fertilizers on environment. *APCBEE Procedia*, 1, 287–292. <https://doi.org/10.1016/j.apcb.2012.03.047>

Special Report on Climate Change and Land — IPCC site. (n.d.). Retrieved August 16, 2020, from <https://www.ipcc.ch/srcc/>

Srinivasan, K. , & Moorthy, P. N. K. (1991). Indian mustard as a trap crop for management of major lepidopterous pests on cabbage. *Tropical Pest Management*, 37(1), 26–32. <https://doi.org/10.1080/09670879109371532>

Sustainable agriculture. *Learn. Science at Scitable*. Retrieved August 18, 2020, from <https://www.nature.com/scitable/knowledge/library/sustainable-agriculture-23562787/>

Sustainable farming in India. (n.d.). Retrieved August 18, 2020, from <https://www.nationalgeographic.com/environment/2019/03/partner-content-getting-back-to-nature/>

Trap crops: A tool for managing insect pests damage | agropedia. (n.d.). Retrieved August 19, 2020, from <http://agropedia.iitk.ac.in/node/8450>

Unsustainable Agriculture . (n.d.). *Citizens of Earth*. Retrieved August 15, 2020, from <https://www.thecitizensofearth.org/unearting-our-roots>

Waghmare, A. (2019, October 15). India is 102 in Hunger Index of 117 nations, undoing decade of improvement. *Business Standard India*. Retrieved August 16, 2020, from [https://www.business-standard.com/article/current-affairs/india-takes-the-low-rung-ranked-102-in-hunger-index-of-117-countries-119101501494\\_1.html](https://www.business-standard.com/article/current-affairs/india-takes-the-low-rung-ranked-102-in-hunger-index-of-117-countries-119101501494_1.html)

Yadav, R. L. (1998). Factor productivity trends in a rice–wheat cropping system under long-term use of chemical fertilizers. *Experimental Agriculture*, 34(1), 1–18. <https://doi.org/10.1017/S0014479798001070>

## **Is Health Insurance a Sustainable Strategy for achieving Universal Health Coverage in India?**

Ahuja, R. , & Jütting, J. (2004). Are the poor too poor to demand health insurance? (No 118) Working paper. <http://icrier.org/pdf/wp118.pdf>

Arivalagan, K. , & Perumal, R. (2015). Health insurance in India. *International Journal of Advanced Research in Management and Social Sciences*, 4(10), 84–104.

Bhat, R. , & Saha, S. (2004). Health insurance: Not a panacea. *Economic and Political Weekly*, 39(33), 3667–3670.

Denison, E. F. (1962). Education, economic growth, and gaps in information. *Journal of Political Economy*, 70(5, Part 2), 124–128.

Forgia, G. , & Nagpal, S. (2012). Government-sponsored health insurance in India: Are you covered? <https://openknowledge.worldbank.org/handle/10986/11957>

Hooda, S. K. (2015). Government spending on health in India: Some hopes and fears of policy changes. *Journal of Health Management*, 17(4), 458–486.

Insurance Regulatory And Development Authority . (2012). (Health Insurance) regulations, Irda exposure draft, Chapter 1. [www.irda.gov.in](http://www.irda.gov.in)

Kumar, S. S. , & Ramamoorthy, R. (2014). Health insurance market in India—the way forward. *Health and Medical Care Services: Claims on National Resources*, pp.178.

Mavalankar, D. , & Bhat, R. (2000). Health insurance in India: Opportunities, challenges and concerns. In D. C. Srivastava & S. Srivastava (Eds.), *Indian insurance industry transition and prospects*. Delhi: New Century Publications.

Meier, G. M. (1990). Leading issues in economic development. *Studies in international poverty* (2nd ed.). Oxford University Press.

Ministry of Health and Family Welfare . (2014–15). National health accounts - Estimates for India 2014–15. <https://mohfw.gov.in/newshighlights/national-health-accounts-estimates-india-2014-15>

Rao, S. (2004). Health insurance: Concepts, issues and challenges. *Economic and Political Weekly*, 39, 3835–3844.

Schultz, T. W. (1961). Investment in human capital. *The American Economic Review*, 51(1), 1–17.

World Health Organization . (2010). The world health report: Health systems financing: The path to universal coverage: Executive summary. [http://www.who.int/health\\_financing/universal\\_coverage\\_definition/en/](http://www.who.int/health_financing/universal_coverage_definition/en/)

World Bank Database . <https://data.worldbank.org/indicator>

## **Inorganic Modes – An Inevitable Choice for the Sustainable Growth of RIL During the COVID-19 Pandemic**

Ansari, Md. A. , & Mustafa, M. (2018). On An analytical study of impact of merger & acquisition on financial performance of corporate sector in India.

Bell, E. (2013). How to evaluate a merger using financial statements. Demand Media.

Chandra, P. T. *Financial management: Theory and practice*. McGraw Hill Publication.

Durity, H. , & Goldman, M. (2013). A vision for M&A: Best practices for creating a winning acquisition strategy. *The M&A Advisor and Merrill Datasite*.

Fairburn, J. A. , & Kay, J. A. (1989). *Mergers and merger policy* (1st ed.). Oxford University Press.

Fama, E. F. , Fisher, L. , Jensen, M. C. , & Roll, R. (1969). The adjustments of stock prices to new information. *International Economic Review*, 10(1), 1–21.

Gray, A. (2003). Why do firms carry out mergers and acquisitions, and how can the difficulties involved be overcome? [www.andrewgray.com](http://www.andrewgray.com).

Harris, R. , & Ravenscraft, D. (1991). The role of acquisitions in foreign direct investment: Evidence from the US stock market. *Journal of Finance*, 46(3), 825–844.

Mantravadi, P. , & Reddy, A. V. (2008). On post-merger performance of acquiring firms from different industries in India.

Martynova, M. , & Renneboog, L. (2005) On a century of corporate takeovers: What Have we learned and where do we stand?

Miller, M. H. ,& Modiglian, F. (1961). Dividend policy, growth and the valuation of shares. *Journal of Business*, 34, 411–433.

Rami, S. S. (1998). *Corporate growth through mergers & acquisitions* (1st ed.). SAGE Publications, Pvt. Ltd.

Ravenscraft, D. J. , & Scherer, F. M. (1987). *Mergers, sell-offs and economic efficiency*. The Brookings Institution.

Sharma, R. K. , & Gupta, S. K. (1997). *Financial management theory and practice*. Kalyani Publisher.

Sirower, M. L. (1997). *The Synergy trap: How the company loose the acquisition game*. The Free Press.

## Is the Premier League Really Balanced? Evidence From Multiple Measures

- Berri, D. J. (2012). Did the players give up money to make the NBA better? Exploring the 2011 collective bargaining agreement in the national basketball association. *International Journal of Sport Finance*, 7(2), 158–175.
- Daly, G. , & Moore, W. (1981). Externalities, property rights, and the allocation of resources in Major League Baseball. *Economic Inquiry*, 29(1), 77–95.
- Forbes (2019). The business of soccer – The list. <https://www.forbes.com/soccer-valuations/list/#tab:overall>
- Forrest, D. , & Simmons, R. (2002). Outcome uncertainty and attendance demand in sport: The case of English soccer. *Journal of the Royal Statistical Society, Series D (The Statistician)*, 51(2), 229–241.
- Fort, R. , & Quirk, J. (1995). Cross-subsidization, incentives, and outcomes in professional team sports leagues. *Journal of Economic Literature*, 33, 1265–1299.
- Goossens, K. (2006). Competitive balance in European football: Comparison by adapting measures: National measures of seasonal imbalance and Top 3. *Rivista di Dirittoedeconomiadello Sport*, 2(2), 77–122.
- Harris, J. , & Berri, J. D. (2015). Predicting the WNBA draft: What matters most from college performance? *International Journal of Sport Finance*, 10(4), 299–309.
- Matchett, K. (2017). Ranking the most entertaining leagues in world football. Retrieved September 25, 2020 from Bleacher Report. <https://bleacherreport.com/articles/2691880-ranking-the-most-entertaining-leagues-in-world-football>
- Maxcy, J. , & Mondello, M. (2006). The impact of free agency on Competitive Balance in North American Professional Team Sports Leagues. *Journal of Sport Management*, 20(3), 345–365.
- Noll, R. G. (1988). Professional basketball. *Stanford University Studies in Industrial Economics*, Paper no. 144.
- Owen, P. D. , & King, N. (2013). Competitive balance measures in sports leagues: The effects of variation in season length. Federal Reserve Bank of St Louis.
- Ramchandani, G. , Plumley, D. , & Wilson, R. (2018). Mind the gap: An analysis of Competitive Balance in the English Football League System. *International Journal of Sport Management and Marketing*, 18(5), 357–375.
- Rottenberg, S. (1956). The baseball players' labor market. *The Journal of Political Economy*, 64(3), 242–258.
- Scarfe, R. , Singelton, C. , & Telemo, P. (2020). Do High Wage Footballers play for high wage teams? The case of major league Soccer. *International Journal of Sport Finance*, 15(4), 177–190.
- Scully, G. W. (1989). *The business of Major League Baseball*. University of Chicago Press.
- Sloane, P. J. (1971). The economics of professional football: The football club as a utility maximiser. *Scottish Journal of Political Economy*, 17, 121–146.
- Szymanski, S. (2003). The economic design of sporting contests. *Journal of Economic Literature*, 41(4), 1137–1187.
- Tansey, J. (2014). Statistically ranking the World's Top 10 Football Leagues. Retrieved September 25, 2020 from Bleacher Report. <https://bleacherreport.com/articles/1922780-statistically-ranking-the-worlds-top-10-football-leagues>

## Innovative Strategies in the Hospitality Industry

- Aladag, O. , Köseoglu, M. , King, B. , & Mehraliyev, F. (2020). Strategy implementation research in hospitality and tourism: Current status and future potential. *International Journal of Hospitality Management*, 88, 102556. <https://doi.org/10.1016/j.ijhm.2020.102556>

- Backman, M. , Klaesson, J. , & O'Ner, O. . (2017). Innovation in the hospitality industry: Firm or location? *Tourism Economics*, 23(8), 1591–1614.  
<https://doi.org/10.1177%2F1354816617715159>
- Becerra, M. , Santaló, J. , & Silva, R. (2013). Being better vs. being different: Differentiation, competition, and pricing strategies in the Spanish hotel industry. *Tourism Management*, 34, 71–79. <http://doi.org/10.1016/j.tourman.2012.03.014>
- Bharwani, S. , & Mathew, D. (2016). Customer service innovations in the Indian hospitality industry. *Worldwide Hospitality and Tourism Themes*, 8(4), 4. <http://doi.org/10.1108/Whatt-04-2016-0020>
- Chen, J. (2011). Innovation in hotel services: Culture and personality. *International Journal of Hospitality Management*, 30(1), 64–72. <https://doi.org/10.1016/j.ijhm.2010.07.006>
- Chen, J. , & Tsou, H. (2009). Service delivery innovation antecedents and impact on firm performance. *Journal of Service Research*, 12(1), 36–55.  
<https://doi.org/10.1177%2F1094670509338619>
- Gan, L. L. , & Frederick, J. R. (2011). Medical tourism facilitators: Pattern of service differentiation. *Journal of Vacation Marketing*, 17(3), 165–183.<https://doi.org/10.1177%2F1356766711409181>
- GHN . (2011). Global Healthcare Network. Retrieved November 8, 2011, from <http://www.globalhealthcarenetwork.com/>. Global Healthcare Network
- Gomezel, D. (2016). A systematic review of research on innovation in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, 28(3), 516–558.<https://doi.org/10.1108/IJCHM-10-2014-0510>
- Grissemann, U. , Plank, A. , & Brunner-Sperdin, A. (2013). Enhancing business performance of hotels: The role of innovation and customer orientation. *International Journal of Hospitality Management*, 33, 347–356.<http://doi.org/10.1016/j.ijhm.2012.10.005>
- Guisado-González, M. , Guisado-Tato, M. , & Sandoval-Pérez, A. (2013). Determinants of innovation performance in Spanish hospitality companies: Analysis of the coexistence of innovation strategies. *The Service Industries Journal*, 33(6), 580–593.  
<https://doi.org/10.1080/02642069.2011.614343>
- Han, H. (2013). The healthcare hotel: Distinctive attributes for international medical travelers. *Tourism Management*, 36, 257–268.<http://doi.org/10.1016/j.tourman.2012.11.016>
- Han, H. , & Hwang, J. (2013). Multi-dimensions of the perceived benefits in a medical hotel and their roles in international travelers' decision-making process. *International Journal of Hospitality Management*, 35, 100–108. <https://doi.org/10.1016/j.ijhm.2013.05.011>
- Han, H. , & Hyun, S. S. (2014). Medical hotel in the growth of global medical tourism. *Journal of Travel and Tourism Marketing*, 31(3), 366–380. <https://doi.org/10.1080/10548408.2013.876955>
- Han, H. , Kim, Y. , Kim, C. , & Ham, S. (2015). Medical hotels in the growing healthcare business industry: Impact of international traveler's perceived outcome. *Journal of Business Research*, 68(9), 1869–1877. <https://doi.org/10.1016/j.jbusres.2015.01.015>
- Hankinson, G. (2004). Relational network brands: Towards a conceptual model of place brands. *Journal of Vacation Marketing*, 10(2), 109–121.  
<https://doi.org/10.1177%2F135676670401000202>
- Hassanien, A. , & Eid, R. (2007). Developing new products in the hospitality industry: A case of Egypt. *Journal of Hospitality and Leisure Marketing*, 15(2), 33–53.  
[https://doi.org/10.1300/J150v15n02\\_03](https://doi.org/10.1300/J150v15n02_03)
- Heung, V. C. S. , Kucukusta, D. , & Song, H. (2010). A conceptual model of medical tourism: Implication for future research. *Journal of Travel and Tourism Marketing*, 27(3), 236–251.<https://doi.org/10.1080/10548401003744677>
- Hilman, H. , & Kaliappen, N. (2015). Innovation strategies and performance: Are they truly linked? *World Journal of Entrepreneurship, Management and Sustainable Development*, 11(1), 48–63.<https://doi.org/10.1108/WJEMSD-04-2014-0010>
- Hjalager, A. M. (2010). A review of innovation research in tourism. *Tourism Management*, 31(1), 1–12. <https://doi.org/10.1016/j.tourman.2009.08.012>
- Ivankovič, J. , Jankovič, S. , & Peršič, S. (2010). Framework for performance measurement in hospitality industry – Case study Slovenia. *Economic Research-Ekonomska istraživanja*, 23(3), 12–23.<https://doi.org/10.1080/1331677X.2010.11517420>
- Jacob, M. , & Tintore, J. , Aguiló, E. , et al (2003). Innovation in the tourism sector: Results from a pilot study in the Balearic Islands. *Tourism Economics*, 9, 279–295.

<https://doi.org/10.1177%2F135481660300900303>

Kazehma, A. , & Dehkordi, K. (2017). The principles of designing hospital hotelwith the approach of health tourism in kish island. *Journal of History Culture and Art Research*, 6(1), 515–531.<https://doi.org/10.7596/taksad.v6i1.758>

Langvinienø, N. , & Daunoravipinjto, I. (2015). Factors influencing the success of business model in the hospitality service industry. *Procedia - Social and Behavioral Sciences*, 213, 902–910.<https://doi.org/10.1016/j.sbspro.2015.11.503>

Laugen, B. T. , Acur, N. , Boer, H. , & Frick, J. (2005). Best manufacturing practices: What do the best-performing companies do? *International Journal of Operations and Production, Management*, 25(2), 131–150. <https://doi.org/10.1108/01443570510577001>

Lewis, R. , & Chambers, R. E. (2000). *Marketing leadership in hospitality* (3rd edn.). Van-Nostrand Reinhold.

Line, N. D. , & Runyan, R. (2011). Hospitality marketing research: Recent trends and future directions. *International Journal of Hospitality Management*, 31(2), 477–488. <https://doi.org/10.1016/j.ijhm.2011.07.006>

Line, N. D. , & Runyan, R. C. (2012). Hospitality marketing research: Recent trends and future directions. *International Journal of Hospitality Management*, 31(2), 477–488. <https://doi.org/10.1016/j.ijhm.2011.07.006>

López-Fernández, M. , Serrano-Bedia, A. , & Gómez-López, R. (2011). Factors encouraging innovation in Spanish hospitality firms. *Cornell Hospitality Quarterly*, 52(2), 144–152. <https://doi.org/10.1177%2F1938965510393723>

Martínez-Ros, E. , & Orfila-Sintes, F. (2009). Innovation activity in the hotel industry. *Technovation*, 29(9), 632–641.<https://doi.org/10.1016/j.technovation.2009.02.004>

Martin-Rios, C. , & Ciobanu, T. (2019). Hospitality innovation strategies: An analysis of success factors andchallenges. *Tourism Management*, 70, 218–229. <https://doi.org/10.1016/j.tourman.2018.08.018>

Mortensen, P. S. , & Bloch, C. W. (2005). Oslo manual-guidelines for collecting and interpreting innovation data: Proposed guidelines for collecting and interpreting innovation data. Organization for Economic Corporation and Development.

Nagy, A. (2014). The orientation towards innovation of spa hotel management: The case of Romanian spa industry. *Procedia - Social and Behavioral Sciences*, 124, 425–431. <https://doi.org/10.1016/j.sbspro.2014.02.504>

Orfila-Sintes, F. , & Mattsson, J. (2009). Innovation behavior in the hotel industry. *Omega*, 37(2), 380–394. <https://doi.org/10.1016/j.omega.2007.04.002>

Ottenbacher, M. , & Gnoth, J. (2005). How to develop successful hospitality innovation. *Cornell Hotel and Restaurant Administration Quarterly*, 46(2), 205–222.<https://doi.org/10.1177%2F0010880404271097>

Ottenbacher, M. , & Harrington, R. (2010). Strategies for achieving success for innovative versus incremental new services. *Journal of Services Marketing*, 24(1), 3–15.<https://doi.org/10.1108/08876041011017853>

Pappas, N. (2015). Marketing hospitality industry in an era of crisis. *Tourism Planning and Development*, 12(3), 333–349. <https://doi.org/10.1080/21568316.2014.979226>

Pavia, N. , & Floričić, T. (2017). Innovative accommodative facilities in tourism and hospitality industry-integrated hotels. *Tourism in Southern and Eastern Europe, conference*, 437–450.

Pena, M. , Núñez-Serrano, J. , Turrion, J. , & Velazquez, F. (2016). Are innovations relevant for consumers in the hospitality industry? A hedonic approach for Cubanhotels. *Tourism Management*, 55, 184–196. <https://doi.org/10.1016/j.tourman.2016.02.009>

Pikkemaat, B. (2008). Innovation in small and medium-sized tourism enterprises in Tyrol, Austria. *The International Journal of Entrepreneurship and Innovation*, 9(3), 187–197.<https://doi.org/10.5367%2F000000008785096601>

Rodgers, S. (2007). Innovation in food service technology and its strategic role. *International Journal of Hospitality Management*, 26(4), 899–912.<https://doi.org/10.1016/j.ijhm.2006.10.001>

Salman, D. , Tawfik, Y. , Samy, M. , & Artal-Tur, A. (2017). A new marketing mix model to rescue the hospitality industry: Evidence from Egypt after the Arab Spring. *Future Business Journal*, 3(1), 47–69. <https://doi.org/10.1016/j.fbj.2017.01.004>

Sandvik, I. , Duhan, D. , & Sandvik, K. (2014). Innovativeness and profitability: An empirical investigation in the Norwegian hotel industry. *Cornell Hospitality Quarterly*, 55(2), 165–185. <https://doi.org/10.1177%2F1938965514520963>

- Scaglione, M. , Schegg, R. , & Murphy, J. (2009). Website adoption and sales performance in Valais&apos; hospitality industry. *Technovation*, 29(9), 625–631. <https://doi.org/10.1016/j.technovation.2009.05.011>
- Tajeddini, K. , & Trueman, M. (2012). Managing Swiss Hospitality: How cultural antecedents of innovation and customer-oriented value systems can influence performance in the hotel industry. *International Journal of Hospitality Management*, 31(4), 1119–1129. <https://doi.org/10.1016/j.ijhm.2012.01.009>
- Toivonen, M. , & Tuominen, T. (2009). Emergence of innovations in services. *The Service Industries Journal*, 29(7), 887–902. <http://doi.org/10.1080/02642060902749492>
- Victorino, L. , Verma, R. , Plaschka, G. , & Dev, C. (2005). Service innovation and customer choices in the hospitality industry. *Managing Service Quality*, 15(6), 555–576. <https://doi.org/10.1108/09604520510634023>
- Vila, M. , Enz, C. , & Costa, G. (2012). Innovative practices in the Spanish hotel industry. *Cornell Hospitality Quarterly*, 53(1), 75–85. <https://doi.org/10.1177%2F1938965511426562>
- Zhou, K. Z. , Gerald, Y. G. , Zhilin, Y. , & Nan, Z. (2005). Developing strategic orientation in China: Antecedents and consequences of market and innovation orientations. *Journal of Business Research*, 58(8), 1049–1058. <https://doi.org/10.1016/j.jbusres.2004.02.003>

## **Strategic Handling of the COVID-19 Crisis in the Christian Medical College, Vellore – A Case Study**

- Ginter, P. M. , Duncan, W. J. , & Swayne, L. E. (1997). *The strategic management of health care organizations*. Blackwell Publishing. ISBN-13p. 978-1557869685.
- Mahoney, R. J. , & McCue, J. A. (1999). *Insights from business strategy and management- big ideas of the past three decades: Are they fads or enablers?* Center for the Study of American Business, Washington University.
- Mammen, J. (2021). COVID-19 management- the CMC model. *Christian Manager*, 20(4), 10–13.

## **Determinants of Brand Loyalty and Purchase Intention for FMCG Products in the Days of COVID-19**

- Aaker, D. A. , & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27–41.
- Anderson, E. W. , & Sullivan, M. W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125–143.
- Bolton, R. N. (1998). A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. *Marketing Science*, 17(1), 45–65.
- Cassel, C. , Hackl, P. , & Westlund, A. H. (1999). Robustness of partial least-squares method for estimating latent variable quality structures. *Journal of Applied Statistics*, 26(4), 435–446.
- Cohen, J. (1988). *Statistical power analysis for The behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates.
- Cronin, J. J. Jr. , & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55–68.
- Diamantopoulos, A. (2008). Formative indicators: Introduction to the special issue. *Journal of Business Research*, 61(12), 1201–1202.
- Faul, F. , Erdfelder, E. , Buchner, A. , & Lang, A. G. (2009). Statistical Power Analyses Using G\*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149–1160.
- Faul, F. , Erdfelder, E. , Lang, A. G. , & Buchner, A. (2007). G\*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191.

- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21.
- Fornell, C. G. , Johnson, M. D. , Anderson, E. W. , Cha, J. , & Bryant, B. E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18.
- Fornell, C. G. , & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Geisser, S. (1974). A predictive approach to the random effect model. *Biometrika*, 61(1), 101–107.
- Gold, A. H. , Malhotra, A. , & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of Management Information Systems*, 18(1), 185–214.
- Govender, J. P. (2015). Point-of-purchase displays in the FMCG sector: A retailer perspective. *Journal of Governance and Regulation*, 4(4), 51–459.
- Hair, J. F. , Howard, M. , & Christian, N. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110.
- Hair, J. F. , Hult, G. T. M. , Ringle, C. , & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.). SAGE Publications.
- Hair, J. F. , Sarstedt, M. , & Ringle, C. M. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*, 53(4), 566–584.
- Hellier, P. K. , Geursen, G. M. , Carr, R. , & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11), 1762–1800.
- Henseler, J. , Hubona, G. S. , & Ray, P. A. (2016). Using PLS path modeling in new technology research: Updated guidelines. *Industrial Management and Data Systems*, 116(1), 1–19.
- Henseler, J. , Ringle, C. M. , & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hu, L. T. , & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, 6(1), 1–55.
- Khraim, H. S. (2011). The influence of brand loyalty on cosmetics buying behavior of UAE female Consumers. *International Journal of Marketing Studies*, 3(2), 123–133.
- Kohli, C. , & Thakor, M. (1997). Branding consumer goods: Insights from theory and practice. *Journal of Consumer Marketing*, 14(3), 206–219.
- Misra, S. K. , Mehra, P. , & Kaur, B. (2019). Factors influencing consumer choice of celebrity endorsements and their consequent effect on purchase decision. *International Journal on Emerging Technologies*, 10(2), 392–397.
- Mukherjee, S. , & Das, M. K. (2018). Exploring driving forces for the prospects of FMCG brands. *International Journal of Advance and Innovative Research*, 5(4-XVIII), 81–87.
- Nitzl, C. , Roldan, J. L. , & Cepeda, G. (2016). Mediation analysis in partial least squares path modeling: Helping researchers discuss more sophisticated models. *Industrial Management and Data Systems*, 116(9), 1849–1864.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469.
- Patterson, P. G. , & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in A business-to-business, services context: An empirical examination. *International Journal of Service Industry Management*, 8(5), 414–434.
- Raithel, S. , Sarstedt, M. , Scharf, S. , & Schwaiger, M. (2012). On the value relevance of customer satisfaction. Multiple drivers and multiple markets. *Journal of the Academy of Marketing Science*, 40(4), 1–17.
- Richter, N. F. , CepedaCarrión, G. , Roldán, J. L. & Ringle, C. M. (2016). European management research using partial least squares structural equation modeling (PLS-SEM) [Editorial]. *European Management Journal*, 34(6), 589–597.
- Rigdon, E. E. (2016). Choosing PLS path modeling as analytical method in European management research: A realist perspective. *European Management Journal*, 34, 598–605.
- Ringle, C. M. , & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results: The importance-performance map analysis. *Industrial Management and Data Systems*, 116(9), 1865–1886.

- Ringle, C. M. , Sarstedt, M. , & Schlittgen, R. (2014). Genetic algorithm segmentation in partial least squares structural equation modeling. *OR Spectrum*, 36(1), 251–276.
- Rust, R. T. , & Zahorik, A. J. (1993). Customer satisfaction, customer retention and market share. *Journal of Retailing*, 69(2), 193–215.
- Schuberth, F. , Henseler, J. , & Dijkstra, T. K. (2018). Confirmatory composite analysis. *Frontiers in Psychology*, 9, 1–14.
- Selnes, F. (1998). Antecedents and consequences of trust and satisfaction in buyer-seller relationships. *European Journal of Marketing*, 32(3/4), 305–322.
- Sharma, A. , Bhola, S. , Malyan, S. , & Patni, N. (2013). Consumer brand loyalty: A study on FMCGs-personal care products in rural and urban areas of India. *Global Journal of Management and Business Studies*, 3(7), 817–824.
- Stone, M. (1974). Cross-validated choice and assessment of statistical predictions. *Journal of the Royal Statistical Society*, 36(2), 111–147.
- Swan, J. E. , & Trawick, I. F. (1981). Disconfirmation of expectations and satisfaction with a retail service. *Journal of Retailing*, 57(3), 49–67.
- Taylor, S. A. , & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2), 163–178.
- Woodside, A. G. , Frey, L. L. , & Daly, R. T. (1989). Linking service quality, customer satisfaction, and behavioral intention. *Journal of Health Care Marketing*, 9(4), 5–17.
- Yildirim, C. , & Correia, A. P. (2015). Exploring the dimensions of nomophobia: Development and validation of a self-reported questionnaire. *Computers in Human Behavior*, 49, 130–137.
- Yoon, S. J. , & Kim, J. H. (2000). An empirical validation of a loyalty model based on expectation and disconfirmation. *Journal of Consumer Marketing*, 17(2), 120–136.

## **Customers’ Attitudes to Using Artificial Intelligence–Enabled Applications for Internet-Based Home Services in their Daily Lives**

- Altman, D. G. (1999). *Practical statistics for medical research*. CRC Press.
- Bitsch, V. (2005). Qualitative research: A grounded theory example and evaluation criteria. *Journal of Agrobusiness*, 23(1), 75–91. <https://doi.org/10.22004/ag.econ.59612>
- Cebeci, U. , Ince, O. , & Turkcan, H. (2019). Understanding the intention to use Netflix: An extended technology acceptance model approach. *International Review of Management and Marketing*, 9(6), 152–157. <https://doi.org/10.32479/irmm.8771>
- Chakraborty, M. (2021, January 6). Artificial intelligence: Growth and development in India. *Artificial Intelligent Latest News*. <https://www.analyticsinsight.net>
- Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. SAGE Publications.
- Cohen, J. (1960). A coefficient of agreement for nominal scales. *Education and Psychological Measurement*, 20(1), 37–46. <https://doi.org/10.1177/001316446002000104>
- Corbin, J. M. , & Strauss, A. (1990). A grounded theory research: Procedures, cannons and evaluation criteria. *Qualitative Sociology*, 13(1), 3–21. <https://doi.org/10.1007/BF00988593>
- Davenport, T. , Guha, A. , Grewal, D. , & Timna, B. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24–42. <https://doi.org/10.1007/s11747-019-00696-0>
- Foley, G. , & Timonen, V. (2015). Using grounded theory method to capture and analyse health care experiences. *Health Services Research*, 50(4), 1195–1210. <https://doi.org/10.1111/1475-6773.12275>
- Glaser, B. G. (1978). *Theoretical sensitivity: Advances in the methodology of grounded theory*. Sociology Press.
- Glaser, B. G. (1999). The future of grounded theory. *Qualitative Health Research*, 9(6), 836–845. <https://doi.org/10.1177/104973299129122199>
- Haenlein, M. , & Kaplan, A. (2019). A brief history of artificial intelligence: On the past, present, and future of artificial intelligence. *California Management Review*, 61(4), 5–14. <https://doi.org/10.1177/0008125619864925>

- Haenlein, M. , Kaplan, A. , Tan, C.-W. , & Zhang, P. (2019). Artificial intelligence & management analytics. *Journal of Management Analytics*, 6(4), 341–343. <https://doi.org/10.1080/23270012.2019.1699876>Zhang
- Jarek, K. , & Mazurek, G. (2019). Marketing and artificial intelligence. *Central European Business Review*, 8(2), 46–55. <https://doi.org/10.18267/j.cebr.213>
- Jun, K. , Yoon, B. , Lee, S. , & Lee, D.-S. (2022). Factors influencing customer decisions to use online food delivery service during the COVID-19 pandemic. *Foods*, 11(64), 1–15. <https://doi.org/10.3390/foods11010064>
- Landis, J. R. , & Koch, G. G. (1977). The measurement of observer agreement for categorical data. *Biometrics*, 1(33), 159–174. <https://doi.org/10.2307/2529310>
- Makridakis, P. S. (2017). The forthcoming artificial intelligence (AI) revolution: its impact on society and firms. *Futures*, 90, 46–60. <https://doi.org/10.1016/j.futures.2017.03.006>
- Oliver, C. (2012). Critical realist grounded theory: A new approach for social work research. *The British Journal of Social Work*, 42(2), 371–387. <https://doi.org/10.1093/bjsw/bcr064>
- Pillai, R. , & Sivathanu, B. (2020). Adoption of artificial intelligence for talent acquisition in IT/ITeS organizations. *Benchmarking: An International Journal*. <https://doi.org/10.1108/BIJ-04-2020-0186>
- Schepman, A. , & Rodway, P. (2020). Initial validation of the general attitudes towards artificial intelligence scale. *Computers in Human Behavior Reports*, 1, 1–13. <https://doi.org/10.1016/j.chbr.2020.100014>
- Suddaby, R. (2006). From the editors: What grounded theory is not. *The Academy of Management Journal*, 49(4), 633–642. <https://doi.org/10.5465/AMJ.2006.22083020>
- Suresh, A. , & Rani, J. (2020). Consumer perception towards artificial intelligence in e-commerce with reference to Chennai city, India. *Journal of IT and Economic Development*, 11(1), 1–14.
- Tang, W. , Hu, J. , Zhang, H. , Wu, P. , & He, H. (2015). Kappa coefficient: A popular measure of rater agreement. *Shanghai Archives of Psychiatry*, 27(1), 62–67. <https://doi.org/10.11919/j.issn.1002-0829.215010>
- Van den Hoonard, W. C. (2008). Re-imagining the "subject": Conceptual and ethical considerations on the participant in qualitative research. *CienciaandSaudecoletiva*, 13(2), 371–379. <https://doi.org/10.1590/S1413-81232008000200012>
- Vasiljeva, T. , Kreituss, I. , & Lulle, I. (2021). Artificial intelligence: The attitudes of the public and representatives of various industries. *Journal of Risk and Financial Management*, 14(33), 1–17. <https://doi.org/10.3390/jrfm14080339>
- Verma, S. , Sharma, R. , Deb, S. , & Maitra, D. (2021). Artificial intelligence in marketing: Systematic review and future research direction. *International Journal of Information Management Data Insights*, 1(1), 1–8. <https://doi.org/10.1016/j.ijime.2020.100002>
- Wankhede, A. , Rajvaidya, R. , & Bagi, S. (2021). Applications of artificial intelligence and the millennial expectations and outlook towards artificial intelligence. *Academy of Marketing Studies Journal*, 25(4).
- Wimpenny, P. , & Gass, J. (2000). Interviewing in phenomenology and grounded theory: Is there a difference? *Journal of Advanced Nursing*, 31(6), 1485–1492. <https://doi.org/10.1046/j.1365-2648.2000.01431.x>