

Editorial

Dear Readers,

Greetings!!

It gives me immense pleasure to bring XVIII Special issue of SAMVAD - A double blind peer reviewed bi-annual International Journal of Management with e-ISSN 2348-5329, published by SIBM Pune.

Like every issue of SAMVAD, this issue also comprises of articles on the important contemporary topics of business management.

Risk and returns are inevitable in any business. Most organisations strive for improvement and want to challenge the status quo and introduce change-large or small. Risk perception plays an important role in investment decisions of individuals as well. This is an emerging field in behavioural finance. Various factors influence investor's perception on risk and return. Study on the factors influencing investor's perception gives different insight into this aspect.

Stock markets perform a vital role in any modern economy. The study of stock performance thus assumes great importance in order to channelize investor funds into productive avenues of equity returns. Study on equity market performance and its relationship with macroeconomics very well describes this fact. Readers interested in stocks can also read the article on stock prices where authors have examined the effects of share buyback on the share price. Readers can also get benefitted by reading detailed case study on Cointegration analysis.

We understand that corporate governance and financial performance are directly correlated. However, an article based on detailed literature review on this, strongly emphasises that corporate governance codes need to be designed with the national cultural fabric in mind otherwise it leads to less correlation between business growth and the governance code themselves.

Extra role behaviour is considered instrumental in shaping the organizational efficiency and effectiveness. Encourage such behaviour is desirable for overall productivity, performance, and sustainability of the organization. How in educational organisations, teacher's extra role behaviour can do wonders! Teaching is a humanistic profession and requires more spontaneity than any other profession. One way to achieve the goal is through effective communication. Communication has assumed a greater status even in the corporate circle these days. Most of the changes associated with transformation revolve around the processing and communication of information. Though, motivation is life-blood of any organisation. To be effective, people need to understand what motivates others within the context of the roles they perform.

In the era of inclusiveness and diversity, employers no more perceive manpower investment for Divyangjan (persons with disabilities or different abilities) as an obligation, cost or burden. Contrarily, it is a source of benefit that can be availed by engaging loyal and effective employees who are having a different ability and skill that are somewhat unique and can be further nurtured for the win-win situation. An article on this very aspect of life, studies the process that cuts across socio-economic and psychological dimension of persons with disabilities. The paper attempts to bridge the gap prevailing between the neglected and mainstream of the society.

Article on Perceptual Dilemmas of Young Leaders with respect to Ageism examines the role of older workers in organization. These workers cannot be relegated to the background. The key is collaboration and plugging the gaps occurring due to age and lack of experience, if any. This very aspect also becomes important for talent

acquisition as a function of HR. How are recruitment strategies evolving with the changing scenario? Recruitment through referrals is becoming popular which help in getting authentic quality talent on board and also the scope of data analytics in hiring and assessment of existing workforce.

Emotional attachment gives competitive advantage to the brand as it is considered to be superior when compared with other brands. Social media plays very important role in making or breaking a brand. Even educational institutions cannot do away from marketing their brand. Curriculum redesign is a marketing cue these days and to see its effect on sustainability of the Higher Education Institutes will be an interesting thing. Can there be any other process improvements in teaching-learning which can make institutes more sustainable? Will marketing help e-commerce companies to become successful? Or there is something more to make them successful? What strategies should they adopt? To get the answers to all these, read interesting papers in this issue.

The economy for startups is at a boom in the country like India. The aggregation model is coming up to organise various unorganized sector services. Can joint ventures be an answer to current slowdown in automobile industry? With the increasing pollution in the cities, Government of India has given a push for having Electric Vehicles only by 2030. However, good infrastructure is needed for the transition from fossil fueled vehicles to EVs.

Another initiative of government is to have Digital India. Digital technology can be used for providing services all over. It is also possible to have mobile technology in emergency health care services. However, there is an increasing need for cost-effective, time-effective and preventive systems in healthcare and only then full advantages of capabilities of mobile technology can be achieved. Please read article on this issue here.

India has evolved from a protest voice on the world stage to an active shaper of the international order. India's evolving strategic outlook has made it possible. Three emerging shifts in the international order have played a key role in catalyzing India's rising stature in the international order: terrorism, climate change, and the rise of China. As the international order undergoes significant changes, India's policy continues to evolve further. Continuing this evolution, India can take a flexible stand for BRI (China's Belt and Road Initiative) which has gained international acceptance and could be a growth trigger for many economies across Asia. Though India has its own valid reasons for non-participation in the BRI, there could also be significant economic gains for it from participation in the BRI. Papers on India's Foreign Policy and on BRI are worth reading.

I am sure, readers will enjoy reading every contribution made by the authors for this issue of Samvad. I take this opportunity to thank all the authors, reviewers, and editorial team members for their kind support and contribution. I am sure the issue will add value to the readers!

I look forward to march ahead with you all in this never ending journey of research.

Editor,
Dr. Poornima Tapas
Professor, SIBM Pune