Preface

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Biographical notes: Shivendra Kumar Pandey (PhD, Kanpur University, India) is an Associate Professor of Marketing and the Dean of Academics at the Indian Institute of Management Rohtak (IIM-Rohtak). During his career, he has served as the Faculty-in-charge of Placements, Faculty-in-charge of Executive Programs and an Area Chair of Marketing Department at IIM-Rohtak. His research interests lie primarily in the behavioural marketing in theories such as sunk cost, payment depreciation, and technology adoption and so on. His research has been published in the *Journal of Retailing and Consumer Services*, *Marketing Intelligence and Planning*, *Australasian Marketing Journal*, *International Journal of Retail and Distribution Management*, and *Journal of Food Products Marketing* among others.

The six studies that constitute this special issue focus on 'Redefining the frontiers of business research across globalised India'. The authors examine the theme through their varied lenses.

The first paper, entitled 'Reviewing knowledge-based dynamic capabilities: perspectives through meta-analysis', by Bindra et al., examines the concept of knowledge-based dynamic capabilities (KBDCs). Their meta-analysis provides various factors contributing to the KBDCs. The authors propose a framework of KBDCs with six contributing factors including intellectual capital, R&D intensity, operational efficiency, absorptive capacity, agility and competency.

The second paper, entitled 'Unboxing Hulu: a tale of strategic alliance to survive in the sharing world', by Lamba et al., explores the complex business models of the video on demand industry. The authors analyse the case study of Hulu and try to bring out the strategic interactions between the alliance stakeholders. Their research captures the historical evolution of the video on demand services. Their case study indicates how different stakeholders at different times have entered strategic alliances and partnerships with Hulu with their short- and long-term objectives.

The third paper, entitled 'Insight of entrepreneurship in Indian context', by Shantanu et al., focuses on the approaches taken by Indian start-ups. They demonstrate how these Indian start-ups and their owners managed to establish their business and convert their ideas into reality, and were able to carve a niche in the market by their technical and analytical skills.

The fourth paper, entitled 'Retailer responsiveness: a total interpretive structural modelling approach', by Sharma et al., examines the retailer responses. They use the total interpretative structural modelling approach with an aim to evaluate the relationships and

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influences that make a retailer responsive. They identify three factors affecting responsiveness including information system and technology, collaboration and customer orientation. These three factors also foster innovation which again affects responsiveness.

The fifth paper, entitled 'Evolution of entrepreneurship education literature: a future direction for research', by Kumar et al., examines the literature on entrepreneurship education. They do this with the focus of providing future research directions. They provide a ready reckoner of the most cited articles, the journals publishing maximum articles and the authors who have worked extensively in the field of entrepreneurship education. They further provide a framework of entrepreneurship education research.

The sixth and final paper, entitled 'A framework for successful IoT adoption in agriculture sector: a total interpretive structural modelling approach', by Singh et al., identifies a framework of internet of technology (IoT) adoption in agriculture. They use techniques such as Total Interpretive Structural Modelling (TISM) for developing and analysing the relationship between elements that impact the adoption of the IoT in the agricultural sector. They identify eight factors that influence the adoption of IoT in agriculture. Government initiatives, crop management, irrigation management, and soil quality management are categorised as independent factors. Technology is categorised as a linkage factor. The interoperability and reliability, control and automation, privacy and security, and IoT adoption are categorised as dependent factors.

The six papers of this special issue extend research in varied fields such as start-ups, agriculture, retailing and so on. The frameworks developed in these papers can be tested using empirical data. The future directions of the meta-analysis and systematic literature reviews provide impetus to research in these areas. The next steps may be to test the theories and models proposed using larger samples or causal designs and experiments. The causal research, both lab and field, would help managers and policy makers to develop policies and practices to improve strategies and performance across India.