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## Preface

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**Biographical notes:** Sanjay Dhir is an Assistant Professor of Strategic Management in the Department of Management Studies, Indian Institute of Technology Delhi, New Delhi, India. He earned his Fellowship (equivalent to a PhD) from the Indian Institute of Management Lucknow (India). He worked in the Research and Development Department of Mahindra and Mahindra (Automotive) Limited Corporation of India for three and a half years before joining academia. He has published several research papers in leading international journals such as *International Business Review*, *Journal of Business Research* and *Thunderbird International Business Review*. His case studies have been published by Richard Ivey School of Business, University of Western Ontario (Canada) in collaboration with Harvard Business School. He has also presented and published his scholarship in globally renowned conference proceedings of several prestigious academic conferences, such as Academy of Management (AoM), Academy of International Business (AIB), Strategic Management Society (SMS), Southern Management Association (SMA), British Academy of Management (BAM) and Academy for Global Business Advancement (AGBA).

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The frontiers of business research in India are setting a standard on the global stage, driven by the increasing importance of its economy and international relations. India's growth is increasingly impacting the world business, especially for its enriched business practices, marketing mantras, e-governance focus, technological advancements, higher education and boom in entrepreneurial activities. This special issue and its six papers cover the above-mentioned domains to define the frontiers of business research across India and its future.

The first paper, 'Factors affecting higher education demand in India: an interpretive review', by Alam, contributes to the field of education management by conducting a study of higher education at the Indian policy level. The study enriches the literature by answering what, how, and why questions regarding the influence of identified elements, such as access, quality, price, and regulation, on higher education demand in India. It is a cross-disciplinary study at the intersection of education economics and interactive management. The study has implications for further research in various sub-dimensions of higher education management generalisable to the emerging market in the higher education domain.

In the second paper, 'An investigative study of influencer marketing: nuances, challenges and impact', Ahuja and Loura establish that influencer marketing has undoubtedly been embraced by the Indian industry in the last few years. Despite several

interpretations of influencer marketing, the central idea is emphasised that the influencer is 'the one who creates influence'. However, the span of influence, facets of influence, and the impact of influencers are defined vividly in consonance with the type of industry. This study presents insights into the strategy of influencer marketing in the context of Indian business. The study also seeks to decipher the ambiguity associated with influencer marketing, with the help of in-depth interviews from industry experts, academicians, bloggers, and other influencers comprising celebrities in India. The work has takeaways especially for Indian corporate professionals and SMEs who have been deliberating on using influencer marketing as a part of their communication strategy.

The third paper, 'Mapping responsive retailing to identify future research trajectories', by Sharma et al., identifies the theories, characteristics, context, and methodologies used in the domain of responsiveness since its inception. A comprehensive manual database with 633 articles from 1969 to 2020 has been created and analysed for the study. This study examines and demonstrates the growth of the subject domain from 1969 to 2019 through the application of a systematic assessment technique. Significant theories, characteristics, industries, countries, and methodologies used in the previous studies in the subject area have been identified, which will provide a solid platform for future researchers in the area.

The fourth paper, 'Drivers of strategic collaboration for e-governance in India: a qualitative study', by Pandey and Suri, recognises the dominating aspects that drive e-governance collaboration in India and proposes a conceptual research framework for its future testing and validation. The logic captured and synthesised in the interpretive matrix of the study for explaining the relationships amongst the variables is a valuable knowledge base and can be used by the practitioners for better understanding of the domain. This study is also expected to provide vital inputs to planners and implementers of e-governance projects in India. Researchers will also find it useful to adopt the TISM technique, especially in the e-governance setup.

The fifth paper, 'Internet of things and agriculture relationship: a bibliometric analysis', by Singh et al., through the analysis of 489 articles published from 2012 to 2019 found that the literature in IoT and agriculture is growing tremendously. The literature is analysed from the perspective of total citation and publication trends, highest cited articles, most influential authors, most productive institutions, most productive journals, articles citing IoT and agriculture literature, co-citation analysis, and keyword co-occurrences. The study finds that top articles in the domain are published in the context of smart farming, food supply chain, precision agriculture, drone surveillance systems, data analytics, floriculture, mobile phone computing, disaster management, deep learning, and security. Empirical studies can also be conducted on key themes in future to understand their impact on IoT and agriculture.

The final paper, 'TISM modelling of social enterprise ecosystem: a study in Indian context', by Jain et al., emphasises the need for creativity and innovation in Indian firms as the Indian economy gets assimilated in the global economy and India moves away from the traditional economy to the digital economy. The study aims to incentivise the eco-system creation for the Indian social enterprises and identifies the factors, their linkages and hierarchy. Social entrepreneurs play an important role in the economy of any country and they not only contribute to the economic growth but also create innovative solutions to some important societal problems. With this focus, the study indicates that the social and economic condition of nations is the most important factor for promotion of the social enterprise eco-system in the country.

These six papers will be valuable for the scholars conducting future studies and research on higher education, influencer marketing, responsiveness, e-governance, IoT and social entrepreneurship. The studies have proposed frameworks to provide the scope for future research directions in their respective domains. Based on the frameworks, future researchers can extend the theories in order to incentivise the subject domain. Therefore, the six papers in this special issue pave the way to shape the content and boundaries of various frontiers of business research in the Indian context.