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## Editorial

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**Biographical notes:** Ashok Sharma is a Professor and Director at Jagannath International Management School, Kalkaji, New Delhi. With 23 years of experience in industry, academics, research, training and consulting, he has a right amalgamation of skills to deal with variety of situations. He has several publications in reputed refereed international and national journals and in the proceedings of the refereed international and national conferences are in his credit. He serves on the editorial board of several international Scopus indexed journals as an associate editor, guest editor and editorial review board member. He has authored four books and has also been actively involved in trainings and he has organised and conducted various executive development programs for several companies for middle and senior executives including that of PSUs, corporates, SMEs and other government departments. He is a certified case study teacher for HBSP, Harvard, US.

Vinamra Jain is an Assistant Professor at Amity Business School, Noida. He has more than 18 years of experience in academics, manufacturing, services and retail industries, both in India and abroad with companies like IBM India and T.J. Maxx, USA. He has been instrumental in the design, development and restructuring of many courses and curriculum being run at several Amity campuses in India and Dubai. He is a member of the PROAC committee for MBA in Marketing and Sales and MBA in Retail Management. He has conducted several training sessions for companies like IBM India, STEAG Germany, Amazon.com, Sprint PCS, USA to name a few. He has been the organising secretary of the annually held Global Leadership Research Conference from 2017 till date. He has to his credit three books and more than 20 research papers published in journals of international repute and has presented his work at many national and international conferences. He is a certified case study method teacher by Harvard, USA.

Vandana Ahuja works as a Professor of Marketing at Amity Business School, Amity University Uttar Pradesh and has over 21 years of experience. She is the recipient of the ILDC-AMP Women Excellence Award for Management Teaching. She has published over 70 manuscripts in international and national journals and serves on the editorial board of several international Scopus indexed journals as an associate editor, guest editor and editorial review board

member. She has organised, and chaired several national and international conferences and has guided PhD students in the domain of CRM, branding and online marketing. She has authored several books, the most significant being her textbook on *Digital Marketing*, published by Oxford University Press. She is a member of the program review and advisory committees of MBA program and a member of the accreditation committees for NBA and AACSB.

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Amity Business School, Amity University Uttar Pradesh, organised the Fifth Global Leadership Research Conference 2020, on 25th and 26th February 2020. The conference focused on the key themes of *Digital and Social Transformation* in the new global ecosystems and explored issues pertaining to a paradigm shift in the way businesses function in contemporary times. The conference addressed key digital and social subjects as well as changing consumer behaviour and consumer adoption practices in an evolving economy. The conference also emphasised the growing worldwide spending on technologies, services, new business models and responsible consumption practices that enable transformation at business as well as societal levels. The conference also focused on how functional management domains were evolving to keep pace with the new opportunities and challenges brought up by digital and social transformation. The deliberations during the conference, reiterated the need for companies to focus on disruptive innovation and digital transformation and include the same in their long-term vision, as these were the drivers to business growth in the coming years. This special issue showcases some very interesting, thought provoking and useful research studies that were presented in the conference.

The first paper, 'The antecedents and consequences of brand experience and purchase intention' is authored by Mahima Shukla, Ashok Sharma, Richa Misra and Vinamra Jain. It focuses on the evolution of advertising methods from mass media to personalised advertising. The manuscript traces how the advent of social media has made personalised marketing a very effective tool. The manuscript discusses how the proper utilisation of available information (demography, location, and profile) enables businesses to create relevant and appropriate advertisements for the consumers, resulting in satisfying experiences and loyalty in the long run. The study evaluates how personalised advertising leads to a better customer experience. It proceeds to develop an inclusive model to test the relationship between brand experience formed by the affective and cognitive stimulus as a result of personalised (Behera et al., 2020) advertisements. Further, the influence of brand experience on brand image and perceived value is also being hypothesised. The study is relevant to India since it has the highest population of youth. They spend a significant amount of time on Facebook and it is in the interest of digital marketers (Busca and Bertrandias, 2020) to leverage this information for their benefit. The model proposed in the study will be helpful for designing an appropriate communication strategy particularly for small businesses with pressing budgets and resource constraints.

The second paper, 'Mobile shopping apps adoption: a systematic literature review' is authored by Rajat Gera, Priyanka Chadha and Vandana Ahuja. This paper focuses on mobile apps as new-age tools and aims to contribute by evaluating and synthesising the findings across various strata of populations in developed and developing countries. This is done by unifying the diverse streams of research into a more coherent and cohesive knowledge entity. The theoretical models and determinants of M-shopping app adoption intentions (Tam et al., 2020) and behaviours are reviewed from literature. The findings are collated to extract further meaning and to identify the gaps, limitations and

contradictions. Recommendations for future research are made with regards to theoretical approaches, research methodology, anchor constructs, consumer profiles, technological and marketing perspectives to be explored. The research findings focus on smartphones, theoretical models, consumer profiles and methodological approaches. Mobile apps are currently being used by retail and healthcare companies; FMCG, hospitality and IT industry; banking, telecom and tourism sector and many other domains. This study will be very useful to innovators and researchers who are looking forward to creating new uses of mobile apps as well as explore their diverse functionalities. Furthermore, the study will be useful to corporates across disparate industry verticals as it helps in better understanding of the consumer psyche and aids in comprehending how varied app functionalities (Collado et al., 2020) can be used to serve the customers efficiently and profitably.

The third paper, 'The effects of cultural dimensions on mobile commerce acceptance of Vietnamese consumers' is authored by Mai Ngoc Tran. The focus of this manuscript is on mobile commerce and its acceptance across several countries based on cultural diversity. This study evaluates if cultural aspects affect the acceptance of m-commerce in context to Vietnam. Hofstede's cultural dimensions (PDI, IDV, MAS, UAI, and LTO) were adopted as factors influencing perceived usefulness, perceived ease of use and social influence which have been known as the constructs of the technology acceptance model (TAM), unified theory of acceptance and use of technology (UTAUT). The proposed research model offers some recommendations for businesses, telecom service providers, and m-commerce (Dastane et al., 2020) providers to attract more users. Success of m-commerce initiatives will depend upon the ability of the businesses in generating trust for all their stakeholders and building satisfaction through enhanced consumer perceived value. The era of the smartphone has transformed the mobile into a ubiquitous, one stop solution for several needs ranging from commercial transactions to information gathering to communication.

The fourth paper, 'Digital innovation for strengthening seed market and augmenting targeted business in agriculture' is authored by Swati Nayak, Ritesh Dwivedi and Anjani Kumar Singh. It addresses the need for accessing seeds of better quality and the right variety as a prerequisite for efficient crop production. In India, there are several private and public seed agencies which deal in varied products. While multi-national corporations focus on high value crops and hybrids, the public agencies, small and medium firms deal with high yielding variety (HYV) seeds and high-volume crops. Public and small firms are not equipped with a robust market demand estimation process and demand driven distribution system. Their retailers and they are dependent on past trends in order to avoid the risk associated with over production or stock maintenance. SeedCast is one such digital (Costopoulou et al., 2016) application which has been developed and piloted in the region with an objective to measure the existing demand-supply gaps accurately. This will help in estimating the demand geographically and product wise. This aims to strengthen the delivery and distribution systems for seed firms and state sponsored programs.

Each of the research papers published in this special issue tackles a pragmatic organisational or social problem with a unique perspective. The researchers have effectively addressed real life issues faced by corporates and societies at large. They have fairly attempted to identify with creativity and innovation the existing challenges and delineate the changes that are being witnessed today. It is evident from these studies, that the evolution of new technologies and social structures are bringing about a major

transformation to the pre-existing concepts and ideologies. Thus, the researchers contribute to some very interesting perspectives, relevant for academicians, research scholars as well as practitioners.

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