
Editorial

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Biographical notes: Vandana Ahuja works as a Professor of Marketing at the 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 also 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 domains 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.

Sanjeev Bansal is the Dean FMS and Director of the Amity Business School, Amity University, Uttar Pradesh. He is an admired academician with a PhD and DLitt degree. In an acclaimed career span of about 31 years in teaching, research and consultancy, he has been invited to be a part of several prestigious academic/professional bodies and in an advisory capacity and has steered them to success. He is an avid researcher and has more than 203+ research papers and 39 books to his credit. He has successfully guided 27 research scholars and has been awarded the Life Time Achievement Award by the GBIT and SIBF. He has also won Dr. Sarvepalli Radhakrishnan Life Time Achievement National Award and Rashtra Ratan National Award by IRDP.

Ashok Sharma is a Professor and Director at the 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 a 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 a number of companies for middle and senior executives including that of PSUs, corporates, SMEs and other government departments. He is a certified Case Study Teacher for the HBSP, Harvard, USA.

Shiv Shankar Kumar Yadav is currently associated with the Amity Business School as an Assistant Professor. He has completed his PhD in Management from the Jaypee University, Noida. In his academic career so far, he has worked with prestigious institutions such as the Indian Institute of Management Lucknow, Indian Institute of Management Jammu, and Jaypee Business School, in various roles. His academic and research inclinations follow an interdisciplinary path and include digital marketing, organisational environment and sustainable consumption, B2B marketing, social marketing and e-services dynamics.

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 event also reiterated the need for companies to include disruptive innovation and digital transformation in their long-term vision, as these were the future drivers to business growth. This special issue showcases some very interesting, thought provoking and useful research studies that were presented in the conference.

The first paper, ‘The B2B digital marketing practice – towards an exploration of the ‘hidden’’ authored by Shiv Shankar Kumar Yadav and Sanjeev Bansal study the extant literature in the domain of B2B marketing and traces the evolution of the same. It details literature where B2B marketing studies have addressed issues pertaining to branding, critical success factors, crowdsourcing, digital content marketing, digital innovation, e-commerce, procurement systems, exchanges and networks, core marketing concepts, portals, promotions, relationships, social and related aspects, online markets, the internet, the marketplace and the mobile. This paper offers a unique perspective and will serve as a significant contribution to literature in the field of B2B digital marketing. This study is an excellent compilation of the work done in the field by numerous researchers and will serve as a repository for the diverse philosophies and perspectives as well as the theoretical and methodological approaches associated with work published in the B2B digital space. This will be a valuable reference resource for future researchers in times to come.

The second paper, ‘FinTech effect: measuring impact of FinTech adoption on banks’ profitability’ authored by Renu Singh, Garima Malik and Vipin Jain, explores how the evolving world of FinTech and its implementation is impacting the profitability of banks in India. Drawing from previous research (Hang and Nguyen, 2019), the study considers return on assets (ROA) and return on equity (ROE) as dependent variables, and includes no. of ATMs to bank branches ratio, capital equity tier 1 ratio, cost to income ratio and FinTech dummy (encompasses blockchain, artificial intelligence, robotic process automation, payment technology and cloud computing) as independent variables. The results display a significant positive impact of FinTech adoption on banks’ profitability. The study will enable banking professionals, academicians and future researchers to understand the economic perspective and the policymakers’ perspective and associated challenges pertaining to adoption and implementation of technology in the banking sector.

The third paper on ‘Accessibility of primary healthcare services at primary health centre level in northern and central zones of Odisha’ by Rachita Ota, Supriti Agarwal and Priti Ranjan Majhi focuses on studying the accessibility of the healthcare services delivered at the primary health centre (PHC) level. It also analyses the disparity in the usage of the primary healthcare services in the identified districts of Odisha, with emphasis on three major services including maternal and child healthcare, laboratory services and labour room availability for healthcare services decision making. The study prepares a basis for highlighting the need for huge reforms in bringing efficiency and removing prevailing disparity in public healthcare services. It emphasises the need for better interpersonal communication of employees working in the PHCs, the need for developing better digital infrastructure so that patients from remote areas can also access the facilities, improvement of antenatal care and family planning services. The manuscript addresses issues pertaining to presence of well-equipped facilities which are not being utilised due to unavailability of skilled health professionals, etc. and will be of great value to researchers and decision makers in the healthcare domain.

The fourth paper on ‘Proposing a model for commercial soft technology assessment in small and medium enterprises’ authored by Alinaghi MoslehShirazi, Ali Mohammadi, Moslem Alimohammadlo and Mohammad Saadatmand, proposes a mechanism for commercial soft technology assessment in small and medium enterprises in three stages by using a sequential mixed instrumental method. The study will be useful to executive managers in determining the requirements of their business units for better execution of commercial soft technologies by determining the complexity and extensiveness of the impacts of such technologies. It will also enable them in predicting the likely resistance of society as well as support of external and internal individuals towards implementation of new commercial soft technologies. The study will aid stakeholders in identifying the specifications and consequences of applying a commercial soft technology before selecting it, so that technologies are most compatible with the environment, and the strengths, and weaknesses of the business units they are used in. The study will also aid decision-making, and long-term planning, particularly in technological innovations, by identifying the strengths and weaknesses of individual enterprises. The results suggest that the proposed model can specify the requirements of and changes in the structure and human forces by identifying the commercial soft technology situations and the associated changes in the internal and external business environments for development of commercial soft technologies.

The fifth paper on ‘Multidimensional scale of perceived social support: validity and reliability in the Indian context’ authored by M.A. Sanjeev, Arumugam Thangaraja and P.K. Santhosh Kumar, focuses on the importance of social support and proceeds to establish the reliability and validity of MSPSS in the Indian context. The study reveals a three factor structure – as proposed earlier (Zimet et al., 1988) and demonstrates how the same can be used in business situations. The paper proposes that researchers further examine the impact of PSS on employee job satisfaction, organisational citizenship, employee attendance and marketing perspectives as the linkage between PSS and mood disorders can help in studying the impact of moods on consumption behaviours. The managerial implications of this study pertain to use of the scale in studying the impact of perceived social support in business situations (and other domains like healthcare and sociology).

The sixth paper on ‘Antecedents of Indian green consumer purchase intentions and behaviour: a review and future research directions’ by Rajat Gera and Priyanka Chadha explores the antecedent factors of green consumer purchase intentions and behaviour in the Indian context, to systematically structure the theoretical and methodological approaches adopted by researchers so as to provide insights for future research directions and guidance for effective planning and implementation of green marketing strategies by practitioners, policymakers and the government. The antecedent factors are categorised according to the consumer decision-making conceptual framework of the values-beliefs-attitudes-behaviour chain. The study concludes that green purchase intentions and behaviour of consumers in India are the functions of various cognitive, emotional, social, attitudinal, and contextual factors that can direct marketing action and government policy for the promotion of pro-environment behaviour. This research study is an excellent contributor to literature in the domain and proposes methods by which the market can be segmented using psychographic and socio-demographic factors.

Each of the research papers published in this special issue approaches a pragmatic organisational or social problem with a unique perspective. The researchers have addressed real life issues and attempted to identify existing challenges and delineate the changes that are being witnessed across corporates as well as society at large, with creativity and innovation. Evolution of new technologies and social structures are bringing about transformation in pre-existing concepts and ideologies and contribute to some very interesting perspectives, relevant to academicians, research scholars as well as academicians.

References

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