
Editorial

Arti Chandani* and Rajiv Divekar

Symbiosis Institute of Management Studies,
Symbiosis International (Deemed University),
Range Hills Road, Khadki, Pune-411020, MH, India
Email: arti.chandani@sims.edu
Email: director@sims.edu
*Corresponding author

Biographical notes: Arti Chandani is a Professor at the Symbiosis Institute of Management Studies, Symbiosis International (Deemed University), Range Hills Road, Khadki, Pune, 411020, Maharashtra, India. She has more than 23 years of experience in Teaching and research. She has published more than 50 papers in journals. She is also the member of editorial board of *International Journal of Digital Accounting Research* (SCOPUS indexed). She has been awarded best teacher by National Foundation for Entrepreneurship Development (NFED), Chennai in September 2003. She was awarded Best Teacher in Financial Management by Dainik Bhaskar NEL October 2013. She has also received many best papers awards. She is also the reviewer of many journals. She is the conference convener of SIMSARC, SIMS Annual International Research Conference.

Rajiv Divekar is a Professor and Director at the Symbiosis Institute of Management Studies, Symbiosis International (Deemed University), Range Hills Road, Khadki, Pune, 411020, Maharashtra, India. He is the Director of Symbiosis Institute of Management Studies for the last 12 years. SIMS is amongst the top ranked B-schools in India which is over 27 years old. A gold medallist in BE (civil), he has done his MBA specializing in Human Resource Management. He has rich experience of strategy, planning, logistics and HRM based on his service with multinational teams as part of United Nations Force in both Somalia and Lebanon. He has a large number of research publications in Scopus listed journals. He is a recipient of many awards in the field of education.

The importance of communication in changing and shaping up future businesses is the key focus of any business. How information flows rapidly across the globe leading to the exchange of big data across businesses, and reducing the gap between internet of things (IoT) and AI is something that is driving businesses in the present times. Ethical concerns about the effect of growing AI on the cohort workforce of 45 years are some of the challenges which are being faced and acted upon by the corporates to use these to the advantage of their firm. Culture is another important aspect of any society, which is the pillar on which the society is built. Culture is something that determines how people react to a particular thing. The focus is on language barriers, in businesses across the globe language and cultural barriers are inevitable. However, in order to mitigate these, one needs to understand and learn new languages in order to adapt to new cultures.

According to some, that day is not far when there will be just two types of communication, one, where humans will instruct machines to do work and, the other,

where machines will direct human for the same. Even if technology takes over most of our work and makes our life more convenient, the emotional connect will never fade away. Maintaining a balance between both and drawing a line so that technological connectivity can never overpower human connections, is very important. Sustainability is another concern and policies should work towards attaining sustainability in the market and try to bridge the gap between skills and jobs available in the country.

Researchers from various institutes and organisations, presented their research work in the aforementioned domains and provided different ideas on these four pillars. From digital transformation, IoT, team dynamics and organisation culture to infrastructural issues, e-commerce, banking and corporate governance, the research works presented covered a plethora of policy issues where each one of them is the need of the hour.

This special issue is Number 2 where 11 research papers are presented and published. These are from different streams of management. We are presenting a short summary, covering the essence, of the articles for the readers. This will help the readers understand the articles and serve as a precursor to this issue which is a special issue.

The first article focuses on new product development and how the effectiveness of new product development can be increased with the help of social media. The authors have performed an empirical study and proposed a model involving all the departments and entities of a firm for the purpose of value creation for the firm as well as for customers. The use of social media acts as a lever to enhance success of product. The major variables of the study were company level drivers, social media, sales department and research and development department. All these factors were found to be important for the new product development process and success. However, the most important factor was social media. This highlights the important role being played by social media in the present time.

Another article is from the area of knowledge management where the authors have studied the enablers and benefits of knowledge management in a closed environment. Each organisation is striving to achieve a process system and a process of knowledge management, however not all organisations are able to do so in an effective way. The authors have used partial least structural equation modelling (PL-SEM) to study the two important components of knowledge management viz., knowledge management process and knowledge management benefits. The organisation under study was the army which is a closed environment. Using PL-SEM, the authors reported that enablers have a positive influence on the knowledge management process and knowledge management benefits in the army setup which is a closed environment.

There is another important study from the perspective of HRM which makes an attempt to investigate the formal levels of HRM in organisations. These organisations were small manufacturing firms and ITES firm. The authors used the data of 124 small manufacturing and ITES firms using a structured questionnaire. The authors reported that HR practices are being implemented in all firms irrespective of size, however in manufacturing firm the owners might take up few roles of HR. In ITES, there is a need to have a standalone HR department where professionals are hired to manage the HR practices and this is due to the nature and demand of the business and growth of the industry.

How technological development is helping businesses to achieve efficiency and greater performance is researched and presented in another article which focuses on how IoT can enable digital customer order management. The various components such as smart warehouse, real time order transmission, demand forecasting and real-time

communication are studied for their impact on the efficiency of order management, while efficient order management will lead to customer satisfaction and increased market share for the firm. The study used exploratory and confirmatory factor analysis and reported that smart warehouse, real time order transmission, demand forecasting and real-time communication lead to order management efficiency for the firm.

Continuing on the technological front, another interesting article is from the perspective of brand resonance among the telecom subscribers. The authors identified 34 measures of brand resonance, duly supported by literature. These factors were tested using exploratory factor analysis and were finally reduced to five factors namely satisfaction, popularity, trust, devotion and connect towards brands. The study is very important from the practical view point where the telecom companies can understand their present relationship with customers and use this to enhance and attract potential customers.

SMEs are the backbone of any economy as they not only help in the economic development but also generate employment at the local level. In this regard, another study was done where SMEs selling coir mats were studied from the perspective of online trade of coir mats. India is one of the largest coir producing country in the world, however the coir mats which are majorly produced in the state of Kerala, are still sold in the traditional way. The authors made an attempt to study the willingness of the traders to sell coir mats online and it was reported that the traders were willing to switch to the online mode from the traditional selling mode. This will not only help in increasing the sale but also ensure that people from far off places can buy those coir mats, which will give a boost to the SMEs of coir mats.

Online purchase has become a norm in the present times as more and more companies are offering their products to be sold online. There is another study which studies the online retail websites and website-specific factors which will impact the purchase decision of the consumers. The authors found that goodwill of the website, website design, customer support, privacy and security of website and delivery and logistics parameters affect consumer purchase decisions. The study is important from the perspective of online websites as they should keep these factors in mind while designing any website for selling products online. Once these factors are considered and incorporated, it is assumed that the customer will have trust and will purchase from these websites.

Another important study is from the online shopping perspective where the authors have identified the determinants that can improve the online shopping experience for the consumers and users. The authors used a survey method to solicit responses from the shoppers who were using e-commerce websites. The authors proposed a conceptual model which can be used by the developers of these e-commerce websites, so as to improve the shopping experience of the consumers. Product, payment, website, customer service and logistics were the five factors which affect the experience of consumers on online shopping websites.

Yet, another interesting study is related to how electronic word-of-mouth is useful in the tourism industry. Literature supports that word-of-mouth helps in the consumer decision making and with the advent of technology the word-of-mouth has become electronic word-of-mouth where the travellers across the world put their experience, comments and reviews on various online platforms. The authors have researched to identify the factors which influence electronic word-of-mouth. Using an experience

survey, the authors used data of 142 travellers. The study is relevant to the hotel and tourism industry. The authors reported that there was an association between the sense of belonging to the website where posts were being made and the electronic word-of-mouth intention of the travellers.

Continuing with the consumer adoption, there is this particular issue which deals with mobile banking services. The authors have used diffusion of innovation theory with a special emphasis to the mobile banking technology. The authors have used a survey to collect responses from the user and used exploratory and confirmatory factor analysis. The authors used various demographic factors such as age, gender and marital status. This particular study emphasises that it is imperative that banks should invest heavily in promotions so as to effectively communicate and educate the consumers for m-banking adoption. This should be done to ensure that consumers feel comfortable and secure while carrying out transactions on m-banking platforms.

The last article in this issue is related to social media, one of the most important aspects in today's life. We spend a considerable time on various social media platforms each day. This article covers how companies implement social advertisements and social media engagement. These social advertisements can be in different forms such as memes, images, videos and posts. The study is focused on identifying the consumer's social media engagement attitude. This attitude is being studied only from the context of social advertisement campaigns awareness. In the present time, social media and consumer engagement is very important and this cannot be ignored therefore there is a greater need to make the advertisements effective.

This particular issue has articles covering different aspects of technological development and its impact on business and society. The studies are very relevant and practical and have implications for the corporates. We hope that the readers will find this issue a great collection of contemporary research.