
Editorial

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Biographical notes: Rajesh Verma is the Senior Dean and Professor of Strategy at the Mittal School of Business, LPU, Punjab. His research and teaching interests entails areas like business models, market orientation and political marketing. He is a recipient of Junior Research Fellowship from the University Grant Commission of India and other research grants from bodies like UK-India Education and Research Initiative (UKIERI), European Commission, and Department of Science & Technology (DST), Government of India. He is a Wiley certified design thinking practitioner and has conducted several training programs on design thinking, selling skills, changing business models, brand building, customer orientation, etc. for corporates like India Oil, Radington, etc.

Pawan Kumar is a Professor of Marketing at the Mittal School of Business, Lovely Professional University, Punjab, India. He completed his PhD in Business Management from the Punjabi University, Patiala, Punjab and holds MBA hons. with distinction in Marketing specialisation. His areas of research expertise include sustainable marketing, contemporary issues in marketing, e-commerce, social media and technology adoption. He has good number of publications to his credit in various research papers published in B and C indexed and Scopus journals namely *The TQM Journal* from Emerald, *Visions: Journal of Business Perspectives* from Sage, *International Journal of Business and Globalisation* from Inderscience and other national/international journals of repute.

Rahul Sharma is an educator specialising in consultation of Business Management. He has completed his PhD in the area of Marketing. With 13+ years of academic career producing learning opportunities for advanced level postgraduate courses, he is recognised for teaching excellence based on research fundamentals. He is currently working as an Associate Professor at the Mittal School of Business, Lovely Professional University. His area of interest includes sustainable marketing and social media marketing.

We are pleased to share this special issue of the *International Journal of Sustainable Society* with the theme ‘Sustainability and marketing in the emerging markets’. This special issue emerged from the International Conference on Rethinking Business Strategies in the Age of Disruptions (RBDS 2020) hosted by Mittal School of Business, Lovely Professional University, January, 2020. This special issue aims to bring insights

into the key aspects of sustainability and marketing in the age of disruptions. The alignment of sustainability and marketing is being realised and organisations are embedding sustainability into marketing practices through understanding change in consumer mindset and purchase decision making in the emerging markets. Driven by a greater awareness of both global issues and businesses' ability to solve these problems, increasing examples of the business benefits to be achieved by embedding sustainability into marketing practices, and by a change in consumer mindset and purchase decision making. Emerging market firms seek to understand the competitive advantages that can result from effective sustainability strategies. This special issue aimed to look at presenting the emerging issues and highlight the imperatives for sustainability marketing adoption in the emerging markets, identify challenges that are encumbering them from adopting sustainability marketing orientation and proposes a research agenda for a better understanding of the construct in the emerging markets through empirical and original papers from which general conclusions for the application of sustainability and marketing can be drawn. This conference has provided a platform for researchers and practitioners to communicate their findings and engage in meaningful discourse with professionals in different fields.

This RBDS Conference provided a platform to the researchers, executives, and thought leaders to assimilate the knowledge and get the opportunity to discuss, share insights through deep dive research findings. The participants enjoyed expanding academia-industry network, developed new connections that brought afresh energy to agile journey in a VUCA times that aligned with the themes of the sustainability and marketing. The RBDS 2020 Conference was attended by over 190 delegates from around the world. More than 100 presentations across eight different tracks were complemented by a program of keynote speakers, panel discussions, master classes, special technical and session workshops. Five papers are included in this special issue addressing key issues related to sustainability and marketing issues in the emerging markets.

Sharma, Mehra and Ganaie attempts to provide a thoughtful review on how the private education sector has emerged as one of the leading sectors, showing ample opportunities of investment. Investment in education is not only limited to formal sector, but has also spread to non-formal sector. Coaching business is becoming prominent segment of non-formal sector, which has grown from individual private tuition centres to big coaching business enterprises. Not only the metros, but every town in the country has witnessed the mushrooming growth of private coaching institutes. The findings of the paper examined the growth of big coaching houses in India

Kushwaha, Kaur, Singh and Sharma concentrated primarily on green marketing delivering value to existing and future prospects with special focus on impact of delivered product in the environment. Undoubtedly, sustainable marketing is an approach to build relationship with the existing and future customers, and it is one of the important aspects where marketers need to think at strategic level. Since last decade, the businesses have started selling and promoting eco-friendly products to save environment, resources and society. This study examines the role of employees, customers, and technology in sustainable marketing practices. The findings of the study resulted that technology is the most important contribution of sustainable marketing whereas the roles of employees are.

Gupta and Bhalla's contribution to this special issue examines the role of integrated reporting has created attention of policy makers in the past few years, in and around the world. An integrated report is a complete report communicating about how an organisation's strategy, governance, performance and prospects lead to the creation of

value over the short, medium and long-term. India has taken the lead in its development by adopting on voluntary basis. Therefore, the present study has been conducted to examine the effect of on firm value for Indian companies. The sample for the present study consisted of total 369 companies listed on National Stock Exchange for the period 2018–2020 with 1,107 observations. The study applied fixed effect model technique for the purpose of analysis. Further, findings showed that scores of Indian companies have significant impact on firm value along with control variables, i.e., size of the firm, profitability and efficiency.

Chandel and Mishra enquired on the significant role of country-of-origin effect that marketers must keep in mind while introducing a product in a foreign country. The country-of-origin effect, commonly discussed to as the made-in image effect or ethnic group bias, is a psychosomatic outcome explaining how perceptions, attitudes and buying decisions of consumers are affected by country-of-origin of a brand which when are negative, may lead to country-of-origin effect-based brand avoidance. Country-of-origin-based brand avoidance is a phenomenon of consciously rejecting a brand based on the consumers' evaluation of the country-of-origin. The study was conducted to explore the determinants of country-of-origin effect-based brand avoidance and to find out the factors most predictive of the phenomenon. The study concludes with clear academic and managerial implications.

Acknowledging the growing importance of sustainable consumption, Kansra and Kumar's paper was an excellent attempt to examine the awareness and willingness to pay for the nutritional labelling of the food products. Through an empirical study involving young consumers, it was found that willingness to pay for nutritional labelling was associated with gender, income, education, marital status and awareness. Therefore, present study suggested that manufacturers of food products should focus on these factors to target young consumers.

The papers in this special issue cover a broad range of contemporary issues offering unique insights that align with the special issue theme: 'Sustainability and marketing in the emerging markets'. Thank you to the editorial team of the *International Journal of Sustainable Society* for their continued support. This special issue is the first special issue emerging from the RBDS Conference, and we greatly appreciate the support of the journal for providing a platform for disseminating these insights. We are grateful to the RBDS-2020 Conference organisers and participants, the reviewers, and of course, the authors of the contributions to this issue.