
Editorial

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Shiv Kumar Tripathi is a Professor and currently working as the Dean Training in IIHMR University, Jaipur, India. He worked as the Executive Director of Management in Chandigarh University, Mohali. He also acted as the Dean in CMR University, Bangalore and worked as the Vice Chancellor at Mahatma Gandhi University, Meghalaya. He also worked as a Professor and the Head of Business Studies at Mzumbe University Dar Es Salaam Campus (Tanzania) and

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The special issue on contemporary issues in commerce, technology and sustainable development, includes the selected papers submitted and presented at International Conference on 4 March 2020 at Chandigarh University, Mohali, India.

Digital revolution in today's era has affected every industry and revolutionised the way consumers are served and business operations are handled. It has improved the competitiveness of business and pushed forth the boundaries into the global market. Moreover, the emerging market dynamics and business strategies have changed the organisational scenario and brought new challenges which are to be managed through improved processes and strategies. The purpose of the special issue is to recognise the emerging trends in socio-economic status of economies which has led to large-scale globalisation. In a broader perspective, this issue shall also be relevant in the context of policy, planning and strategy formulation for the purpose of finding national, regional and localised solutions to common challenges in sustainable development.

In an emerging economies like India, commerce and business has seen paradigm shift due to globalisation. Due to this aspect, present business and foreign integration with international business with large-scale business environment has experienced global business crisis. The ever changing and volatile market dynamics and business required sustainable development practices for survival in emerging economy. The conference presented a platform for the researchers to present their ideas on advancements in information technology, responsible business with sustainable business practices, SMEs and entrepreneurship, and contemporary issues in management. A total of 45 research papers were received in this conference and after careful review process, 11 papers were selected for this special issue.

The first set of papers accepted in this special issue were related to the domain of finance. The first paper entitled 'Investigating effect of social media advice and corporate information on retail investors' decisions in stock market' examine various factors influencing retail individual investors' intentions to use social media platforms in search for corporate information disseminated towards investment related decisions in financial markets. The paper investigates an interdisciplinary research between behavioural finance and social media which are likely to gain widespread collaboration in the future and act as guidelines for decision makers in financial markets of developing countries like India. Second paper entitled 'Is ESG disclosure related to corporate performance? Empirical evidence from Indian companies, investigated association between environmental, social and corporate governance (ESG, hereafter) disclosures and business performance by employing three measures, that is, operational performance (ROA), financial performance (ROCE) and market performance (MBV). ESG disclosure index is

constructed to compute the echelon of disclosure level of sample top hundred listed Indian companies. Results based on ordinary least square (OLS) method indicate that business performance has a positive and significant association with the level of environmental, social and corporate governance (ESG) disclosure in Indian context. The third paper entitled 'Examining non-performing assets in financial institutions in India' examined and analysed factors responsible for increased non-performing assets in Indian financial institutions. The results indicated that the level of NPA in public sector banks were much higher than the private banks. The primary reason behind the surging non-performing assets are credit worthiness of the borrowers, kind of loan, collaterals as well as the quality of the assets, absence of effective monitoring. The follow-up and the lack of assessment of credit, no knowledge of entrepreneurship by the borrower have also been linked as the cause behind the same.

The next segment of papers relates to the domain of marketing. The fourth paper entitled 'The effect of perceived philanthropic activities of corporate organisations on consumer's purchase intention' determined CSR initiatives by corporate organisations to play important role in building a positive perception of the brand. The paper explored whether such initiatives taken by the corporate organisations give an edge to the company in terms of competition. The findings show that analysing the impact of CSR initiatives is a complex and dynamic process wherein consumers carry their perspective of welfare activities performed by a company. This paper makes a detailed analysis of such factors and discusses the complex nature of the consumer's evaluation of CSR. Fifth paper entitled 'Measuring the impact of eco-friendly or green marketing on buying behaviour of Indian consumers' focuses at measuring the impact of green marketing mix on green purchase behaviour of Indian consumers. Research analysed that four elements of green marketing mix named as green product, green price, green place and green promotion have an important and crucial impact on the green buying behaviour of Indian consumers. Moreover, the study shows that green products have the highest and green place has the lowest impact on consumers buying behaviour. The study represents the concept of sustainable marketing, so that modern marketers can use this technique as a strategic tool to persuade consumers' green purchasing behaviour. Sixth paper entitled 'Building a sustainable relationship between customers and marketers' identifies the factors that bind customers and marketers into a sustainable relationship in the Indian context. This study constitutes a framework to understand and apply sustainable relationship marketing in the personal care industry. This study touches certain marketing disciplines such as marketing mix policy, transparency in trades, building trust, product delivery, promises delivery, and sustainable relationship.

Last segment of special issues covered topics related to marketing and human resource management. In this regard, seventh paper entitled 'Moderating role of the 'type of hotel' on the relationship between human resource practices and job satisfaction in the hotel sector in India: a PLS-based SEM approach' explored the relationship between human resource practices (HRP) and job satisfaction (JS) with the moderating role of 'type of hotel' in Indian context. The results indicate that HR practices are positively relationship with job satisfaction in a chain hotels. Eighth paper entitled 'Group cohesiveness and conformity as determinants of choice of promotions – an empirical study' examined the effects of group cohesiveness and group conformity on the choice of hedonic and utilitarian promotions of an individual by conducting a survey on 415 working professionals in large organisations of service sector in Punjab. The findings suggest that marketing managers can focus on the peer groups of their prospective

customers by having deep knowledge of the social influences revolving around working professionals. Ninth paper entitled 'Impact of product types and shopping incidence on perceptions of customer's e-tailing quality' attempted to evaluate the perception of customers involved in online purchase of products towards quality of the purchase. In order to know the relationship between rate of purchase, type of product purchased and quality perceived by the customer pertaining to the retailer selling the product online. Researchers found that customers who were more frequent in online shopping process remained more inclined towards reliability and product satisfaction as compared to less frequent customers. Tenth paper entitled 'Value co-creation through customer engagement in virtual communities for product innovation' attempts to understand the dimensions of customer engagement and its impact in the process of co-creation with respect to new product development in the context of a reputed automobile company. The study demonstrates that customer engagement has a significant impact on value co-creation in new product development. The study highlights the role of collaborative framework which is a pragmatic approach that can enable organisations to innovate based on customer insights and deliver value to both the customers. Last paper entitled 'Investigating the best attributes in selection of e-tailer for purchasing footwear: a conjoint approach' investigate the relationship between various attributes of e-tailing websites/applications and selection of the best choice among them by the customers while purchasing footwear online. Researchers have examined the different attributes of e-tailing websites/applications affecting the decisions of online shoppers. The paper delivers inclusive empirical evidence concerning the use of any specific e-tailer for purchasing footwear by the online customers and fills therefore a gap in the available literature of marketing which could be brought into use by e-tailers and those involved in the footwear business in Indian context.

The special issue on International Contemporary Issues in Commerce, Technology and Sustainable Development (ICTSD) include 11 selected papers addressing the domain of finance, marketing, human resource management, information technology for sustainable business operations in Indian context. A brief outline of these 11 papers are as follows:

- 1 Investigating effect of social media advice and corporate information on retail investors' decisions in stock market.
- 2 Is ESG disclosure related to corporate performance? Empirical evidence from Indian companies.
- 3 Examining non-performing assets in financial institutions in India.
- 4 The effect of perceived philanthropic activities of corporate organisations on consumer's purchase intention.
- 5 Measuring the impact of eco-friendly (green) marketing on buying behaviour of Indian consumers.
- 6 Building a sustainable relationship between customers and marketers.
- 7 Moderating role of the 'type of hotel' on the relationship between human resource practices and job satisfaction in the hotel sector in India: a PLS-based SEM approach.

- 8 Group cohesiveness and conformity as determinants of choice of promotions – an empirical study.
- 9 Impact of product types and shopping incidence on perceptions of customer's e-tailing quality.
- 10 Value co-creation through customer engagement in virtual communities for product innovation.
- 11 Investigating the best attributes in selection of e-tailer for purchasing footwear: a conjoint approach.

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