

---

## Editorial

---

### Pawan Kumar\* and Harpreet Singh Bedi

Mittal School of Business,  
Lovely Professional University,  
Phagwara, Punjab,  
144411, India  
Email: pawan.19867@lpu.co.in  
Email: harpreet.15604@lpu.co.in  
\*Corresponding author

### Sukhpreet Kaur

Deceased; formerly of: Lovely Professional University,  
India

**Biographical notes:** Pawan Kumar is a Professor and a research coordinator at the Mittal School of Business, Lovely Professional University, Punjab, India. He completed his PhD in Management from the Punjabi University, Patiala Punjab and holds MBA Hons with distinction in marketing specialisation. His areas of research expertise include sustainable marketing, Entrepreneurship, contemporary issues in marketing, e-commerce, social media, and technology adoption. He has published more than 45 research papers out of which 23 papers are published in ABDC 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. He has been handling edited books from IGI, Emerald.

Harpreet Singh Bedi is a Professor at the Mittal School of Business, Lovely Professional University, Punjab, India with a work experience of over 19 years and has a passionate about research. His research work has been cited over 600 times by research community. He is recipient of best paper award in conferences such as CERE-2017 conducted by IIM, Indore; ICMIS-21 conducted by INFOMS and Chitkara University. He has registered six copyrights and contributed 77 papers (37 papers in journals and 40 in conferences) in the field of research. His 13 publications are in Scopus indexed journals. He has published papers in journal of international repute such as *International Journal of Productivity and Performance Measurement* – Emerald Publication, *International Journal of Business Innovation and Research* – Inderscience Publication, *International Journal of Innovation Management* – Imperial College Press, etc.

Sukhpreet Kaur was an Associate Professor and the Head of Commerce Department at the Mittal School of Business Lovely Professional University with 17+ years of experience in teaching, research as well as administration. In the area of research, she had more than 30 publications in reputed journals and

had attended 30+ international and national conferences. As an academician and being head of department, handling various roles and responsibilities with regard to teaching, research, curriculum development, faculty recruitment, and organised various FDPs and workshops.

---

We are pleased to share this special issue of the *International Journal of Public Sector Performance Management* with the theme *Entrepreneurship, Business and Innovation in the VUCA World*. This special issue emerged from the Management Conclave on Business Agility in the Volatile Times (BAVT-2019) hosted by Mittal School of Business, Lovely Professional University in association with Curtin University, Australia on 7–9 November 2019. This special issue aims to bring insights into the entrepreneurship, business and innovation in the volatile, uncertainty, complex and ambiguity times. The issue invited specially extended versions of selected papers presented in the conclave. The issue comprises papers based on qualitative as well as quantitative or mixed method approach with strong grounded literature.

This conclave provided a platform for researchers and practitioners to communicate their findings and engage in meaningful discourse with professionals in different fields.

This BAVT-2019 conclave 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 with key insights on managing business agility in VUCA times. The management conclave 2019 was attended by over 300 delegates from around the world. More than 100 presentations across eight different tracks were complemented by a programme of keynote speakers, panel discussions, master classes, special technical and session workshops. Ten papers are included in this special issue addressing key issues related to diverse areas of marketing issues in the volatile times. We give you a short summary of these articles which will serve as a precursor to these special issues of the journal.

Article 1 entitled, ‘Factor influencing consumer purchase intention for private label food products: a cross-sectional analysis’ by Pooja Kansra, Pawan Kumar and Babagana Ali attempts to identify the determinants which influence the purchase intention of private label food products. It was exhibited that age, gender, income, quality and price were the significant determinants of willingness to pay. The present study suggests to focus on quality and to build trust among the customers to be viable in the market.

Article 2 entitled, ‘An employee perspective towards talent management challenges in service sector’ by Megha Mehta, Sanjay Modi and Rahul Sharma enquired on the employee perspective towards talent management challenges in service sector. For the purpose of the present study, first-hand data was collected from 457 employees across 20 different companies belonging to four verticals of the service sector, i.e., banking, information technology enabled services (ITES), hospitality and retail. Different challenges as perceived by employees like lack of trust and transparency, inadequate supervisory support, unmet employee expectations have been identified. This study would help practitioners in understanding the employee perspective while framing a talent management strategy.

Article 3 by Kamalpreet Kaur Paposa and Sukhvinder Singh Paposa firstly identifies the factors, which influence the success of women owned microenterprises in emerging economies, and then measures the impact and importance of each of these factors using SEM-PLS (structural equation modelling) technique. The results of the study reveal that in the case of women micro-entrepreneurs' personal factors and social factors such as family support, access to capital, marital status, need for work-life balance, access to mentors and professional support networks have a high impact on the success.

Article 4 by Lokesh Jasrai in his study on 'Predicting opinion leadership based on demographics – a study for mobile telecom services' examined the relative influence of demographics in predicting opinion leadership (OL). A binomial-logistic regression (LR) used to predict OL on basis of gender, age, income and education level and the author proposed that identification of consumers as opinion leaders could be used as target market and innovators in order to formulate word-of-mouth (WOM) communication and diffusion enhancement strategies in the particular telecom market.

Article 5 by Akanksha Gardia and Shikha Goyal highlighted the temperaments which lead to psychological contract fulfilment and it also strives to outline the gaps in the research of various authors regarding this contract fulfilment which is the prime keynote to organisational triumph.

Article 6 by Ramanpreet Kaur and Tushinder Preet Kaur conducted the study on 'Population dynamics, environmental issues and public sector policies in South Asian economies: a panel co-integration analysis' and the study prove that energy usage and urbanisation are responsible for continuous emission of particulate matter (PM<sub>2.5</sub>) in these countries. The results of this study will be useful for the government to make policies related to urbanisation and energy usage to maintain environment sustainability in the economies.

Article 7 by Rupinder Kaur and Pretty Bhalla reviewed some of the major public extension initiatives in India and various factors responsible for distressing the performance of extension officials. While reviewing this, viewpoints from other countries on their extension system had been considered as well. In addition to this, this paper also recommended few areas for future research so that the public extension system can be strengthened and the performance of extension officials can be improved for overall agricultural development in the country.

Article 8 by Summi Arora and Gurpreet Randhawa examined the relationship between quality of work life, job involvement and job satisfaction of public transportation bus drivers in Punjab, India. Results of the study have practical implications for the enhancement of job involvement, job satisfaction of bus drivers through advancement in their quality of work life.

## **Acknowledgements**

Many thanks and deepest gratitude to Late Dr. Sukhpreet Kaur without whom this special issue would never have been possible. I dedicate this special issue in the memory of my co-guest editor Late Dr. Sukhpreet Kaur who sadly is no more with us before publication.

My special thanks to Dr. Rajesh Verma, Professor and Sr. Dean from Mittal School of Business, LPU for his valuable guidance for successfully completing the special issue.

The guest editors would like to express their gratitude to all the authors who have submitted their valuable contributions and to the numerous anonymous reviewers for their valuable comments. Besides, we would like to thank the publication staff members for their continuous support and dedication. We particularly appreciate the relentless support and encouragement granted to us by Professor Leo Paul Dana, the Editor-in-Chief of the *International Journal of Public Sector Performance Management*.

We wish you an excellent reading!