

Editorial

Warm greetings to all the readers. We take pleasure in releasing and placing before you the first issue of the fourteenth volume of the Journal. This issue covers ten academically high-quality research papers and a book review, with an orientation to a management perspective. You may find below the salient features of the contents of this issue.

The first article of this issue is authored by Sitaram Das and Shibashish Sahu who tried to investigate the elements that motivate women to join SHGs as a kind of social entrepreneurship in Myurbhanj district of Odisha. The study identified employment generation, gender inequality and social value creation as the factors influencing women to be associated with SHG.

The second article studies the interrelationship between entrepreneurship and the digital economy using bibliometric analysis. It is authored by Aparna Samudra. The findings disclose that the focal point of entrepreneurship research is shifting from innovation and ICT to digital entrepreneurship and new business models of sharing economy and gig economy.

An article written by P. Muthulakshmi and A. Muthumoni analyzes the financial performance of public sector nonlife Indian insurance companies and the determinants of such performance. Results indicate that commission, claims incurred, investment income, the net premium earned, management soundness and operating expenses are considered determinants of the financial performance of non-life insurance companies.

Mahesh Dahal and Joy Das documented the behaviour of stock of the Indian banking sector around the announcements of dividends before and during the global health crisis of 2019. Results exhibit that during the pre-crisis period, the stock of the PSU banks was more sensitive towards the announcements of dividend reduction compared to the announcements of its increase. While during the COVID-19 pandemic, information relating to dividend announcements has positively affected the behaviour of the banking sector stock.

The next paper of this issue is authored by F. Israel Inbaraj and J. Wilfred Angello Gerald who studied the perception of HR professionals on their leader's workstyle with a special reference to IT sector employees in India. It was found that there is a positive affirmation among the leaders by being a role model or charismatic. The study also highlighted the areas that require the attention of leaders to improve their workstyle functioning by considering the non-affirmative variables as essentially the role of a leader is to bring value to their followers.

Ellur Anand and Ganes Pandya estimated IPO subscription status in terms of oversubscription or under subscription. The model and the results of the study can be used by firms and individuals involved in capital markets to predict the subscription status of a public offering.

In their paper, R. C. Banumathi and D. Vennila investigated the role of women in commercial driving space which is considered to be a male-dominated sector. The authors contend that discrimination is mostly caused by unfair practices that women must deal with. These behaviours include disregarding the special physical traits of women and the necessity of work-life balance. Female resilience includes using femininity, accepting masculinity, mentoring, and intrinsic motivators.

Another interesting article on this issue addresses the role of technology in the food supply chain network from the production to the consumption phase alongside identifying the inclination of teenagers towards environmental

sustainability. It provides a roadmap for online food applications in India. This study-based paper is authored by Purvi Mathur and Vidhu K. Mathur.

Prasid Gurung and Soumitra Sarkar studied 17 companies of the BSE Green Index and examined their stock return movements to test whether they follow the Efficient Market Hypothesis. The result indicates that the Efficient Market Hypothesis does not hold good in the BSE Green Index of the Indian Stock Market and this finding would be very imperative to the investors concerned about their investment decisions with regard to sustainability practices.

The last research paper on this issue is authored by Rekha Aranha, Avil Saldanha and Arti Arun Kumar who studied the well-being and subjective happiness of B-school Faculty during Covid-19 based on a self-evaluation scale. The paper revealed that psychological, social, and subjective well-being had an effect on the happiness of B-school faculty, but workplace well-being did not have any effect on subjective happiness as most of them were trying to sustain the pandemic and get adjusted to the rapid changes.

The final section of this journal issue includes a book review. In this section, Ishfaq Ahmad Thaku lucidly reviews the salient features and managerial nuances of a best seller titled “Free Market: The History of an Idea” written by Jacob Soll. The reviewer presents an analogy of how the author traces the history of the idea of free-market from the times of Roman Empire to the present day and raises vital questions about it, such as: is the idea of a free-market economy a sacred creed, as the neo-liberalist claim, that is everlasting and has stood the test of the time? Shall the state guide and architect market structure or it shall leave it free?

The articles are selected for publication after rigorous review and quality check processes. The timely support from the reviewers was incredible. I am grateful to the anonymous reviewers for their valuable contribution. The SDM Education Trust ever encourages and inspires all academic endeavours of the Institute. I am grateful to the Trust Chairman Dr. D.V. Veerendra Heggade and the Trust members for their guidance and support in all our research endeavours. My hearty regards to our Institute Director Dr. N.R. Parasuraman who is always a pillar of support. Faculty and the staff of SDMIMD readily contributed immensely to bring out the present volume. As usual, we enjoy working with our publication partner Informatics Publication Limited (IPL), who has done meticulous work in the production of the current issue.

The editorial board congratulates the authors and extends hearty wishes to the readers.

Dr. B. Venkatraja
Editor-in-Chief