

Editorial

The Editorial team of SDMIMD Journal of Management takes pleasure in releasing and placing the second issue of the fourteenth volume before you. The issue includes high-quality research articles and a book review from the management perspective.

The first article of this issue systematically reviews various types of humor with the objective to trace the research gaps and furnish directions for future research. This article is authored by Drusya Thannikkottu, Gautam Dua & Prin. The next article is authored by Anthony Sathish & Narendra B. Gaonkar's who evaluate fair price shops' operational efficiency in the State of Goa. Raparla Venkata Krishnaveni, Nisha Pandey & Satish Modh studied the usage of Artificial Intelligence (AI) as a healthcare disruptor, capturing the ever-increasing demands concerning the remote patient monitoring industry, making huge improvements, and redefining the way healthcare can be provided, for timely and cost-effective solutions. The article authored by P. Rasmi & K. Ramya investigates the influence of family involvement on financial access in MSMEs. While K. Latha, E. Sulaiman & Siby Yohannan investigated the impact of digitalization on perceived organisational performance in all areas of Small and Medium Enterprises (SMEs) in India's rubber products manufacturing industry. Anik Ghosh, Niloy Sarkar, Avishek Ganguly & Shibnath Banerjee's research studied the impact of 10-minute online grocery delivery service quality on the satisfaction and loyalty of customers in Kolkata. Akanksha Aggarwal & Chandrasekhar Balasubramanian examined empirically whether spirituality influences consumers' decision to buy green products. The next paper is authored by Priya Makhija, Elizabeth Chacko, Megha Kukreja & Shilpi Agarwal which attempted to understand investors' opinions regarding ESG activities and how they influence their investment decisions. In his article, Bharat Kumar Lakra evaluates the perceptions of the students toward entrepreneurial attitude, subjective norm, and perceived behavioural control on entrepreneurial intentions. Yet another interesting paper on this issue examines how workplace spirituality affects IT workers' job happiness and quitting intentions. This article is authored by Thupili Sreeja, Ujjal Mukherjee, Itam Urmila Jagadeeswari. The last section of this issue covers a review of a well-known book titled "Arthashastra" originally written by Kautilya and translated to English by Rudrapatna Shamasastri. Sanjib Das lucidly reviews the relevance of the economic philosophies of Kautilya in the 21st century.

These articles are selected for publication only after a rigorous review and quality check process. Anonymous reviewers contributed substantially to enhancing the quality of this issue. The SDM Education Trust always encourages all academic/research endeavors of the Institute. My regards to our Institute Director Dr. S N Prasad for the support in bringing this issue. Faculty and staff of SDMIMD contributed in many ways to shaping the present issue. As always, Informatics Publication Limited (IPL) was meticulous in the production and publication of this issue.

Congratulations to the authors and hearty wishes to the readers.

Dr. B. Venkatraja
Editor-in-Chief