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PERSPECTIVE

Indian Agriculture: Performance, Problems, Policy, and Farmers' Agitation : Shrawan Kumar Singh

RESEARCH PAPERS

Do Public-Private-Partnership Projects Deliver Better Outcome? A Study of Highway Projects in India : Ram Singh

Does Foreign Portfolio Investment Increase Stock Market Volatility? Recent Evidence from India : Harvinder Kaur

Consumer Purchase Intention for Organic Food: Understanding Consumers' Attitudes and their Environmental Concern : Aishwarya Pratap and H.C. Purohit

Impact of Operational Self-Help Groups of Microfinance on Women's Economic Empowerment: A Study of Rural Haryana : Sumesh Kumari and Surender Mor

Subjective Well-being in Micro, Small and Medium Enterprises: An Analytical Study using PLS-PM Model : Kuljeet Kaur and H.C Purohit

Influence of Consumer Satisfaction on Purchase Intention: A Study of Selected FMCG Products : Manish Uprety and P. C. Kavidayal

Dimensionality of Internal Branding Scale in Higher Education: Non-teaching Employees' Perspective : Hardeep Chahal and Parul Chhibber

BOOK REVIEWS



**HALF-YEARLY JOURNAL OF
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MEERUT (INDIA)**

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CONTENTS

<i>From the Editor's Desk</i>	<i>iii</i>
PERSPECTIVE	
Indian Agriculture: Performance, Problems, Policy, and Farmers' Agitation <i>Shrawan Kumar Singh</i>	1
RESEARCH PAPERS	
Do Public-Private-Partnership Projects Deliver Better Outcome? A Study of Highway Projects in India <i>Ram Singh</i>	15
Does Foreign Portfolio Investment Increase Stock Market Volatility? Recent Evidence from India <i>Harvinder Kaur</i>	37
Consumer Purchase Intention for Organic Food: Understanding Consumers' Attitudes and their Environmental Concern <i>Aishwarya Pratap and H.C. Purohit</i>	59
Impact of Operational Self-Help Groups of Microfinance on Women's Economic Empowerment: A Study of Rural Haryana <i>Sumesh Kumari and Surender Mor</i>	73
Subjective Well-being in Micro, Small and Medium Enterprises: An Analytical Study using PLS-PM Model <i>Kuljeet Kaur and H.C Purohit</i>	89
Influence of Consumer Satisfaction on Purchase Intention: A Study of Selected FMCG Products <i>Manish Uprety and P. C. Kavidayal</i>	103
Dimensionality of Internal Branding Scale in Higher Education : Non-teaching Employees' Perspective <i>Hardeep Chahal and Parul Chhibber</i>	123
BOOK REVIEWS	
<i>Mastering the Circular Economy: A Practical Approach to the Circular Business Model Transformation</i> (By Ed Weenk and Rozanne Henzen) <i>Sudhanshu Joshi and Manu Sharma</i>	
<i>Love'em or Lose'em: Getting Good People to Stay</i> (By Beverly Kaye and Sharon Jordan-Evans <i>V. K. Singh</i>	
<i>Consumer Behavior</i> (By Leon G. Shiffman, Joseph Wisenbelt, and S. Ramesh Kumar) <i>Ajay Kumar</i>	

SHOBHIT DEEMED UNIVERSITY, MEERUT

Shobhit Institute of Engineering and Technology, notified by the Government of India as a Deemed-to-be University, under Section 3 of the University Grants Commission Act, 1956, was envisaged and inspired by Babu Vijendra Kumar *ji*, an eminent agriculturist and social worker from Gangoh (Saharanpur) of U.P. It is a NAAC-accredited University that seeks to attain high-quality teaching, applied research, and human values. The University seeks to go beyond the established standards for nurturing technocrats and prospective managers who have a global vision and insight in their chosen field.

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NICE JOURNAL OF BUSINESS

NICE Journal of Business is a half-yearly journal, earlier published by NICE Management College, Meerut, and now brought out by the School of Business Studies, Shobhit University, Meerut. It provides a platform to research scholars, practising managers, and academicians in business management, commerce, economics, and allied fields, to present their research findings and share their views and experiences.

The Journal aims at disseminating research output and providing information about recent developments in the relevant fields, by way of research articles, book reviews, Ph.D. thesis abstracts, case studies, and bibliographies, on topics related to business and allied areas. It is listed in *Cabell's Management Directory* (USA), and is included in *EBSCO's Database* and in *Ulrich's Directory of Periodicals*.

Original contributions received for publication in the Journal are subjected to a blind review, by experts in the relevant field.

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From the Editor's Desk

From the Editor's Desk

It is with a sense of great delight that I am presenting to you the current issue of *NICE Journal of Business*. It is regretted that due to the havoc of the COVID-19 pandemic, we had to combine the two issues of Vol. 15 (Nos.1 & 2), and the combined issue too has been delayed. The response from the authors and readers has been overwhelming. With each issue of the journal, we bring to you, the latest and authoritative insights into the dynamic and fascinating world of business.

In this issue, we have put together one perspective and seven research papers on topics reflecting diverse interests in the vast field of business. The research papers pertain to the major areas of business: marketing, banking, finance and stock market, human resource management and organisational behaviour, and public governance. They deal with topics, like Indian agriculture: Its performance, problems, policy, and the on-going farmers' agitation, public-private-partnership highway projects, impact of foreign portfolio investment on stock market volatility, consumer purchase-intention for organic food, impact of self-help groups of microfinance on women's economic empowerment, measurement of subjective well-being in micro, small and medium enterprises, influence of consumer satisfaction on their purchase intention, and internal branding in higher education.

The agricultural sector is impacted by, and impacts, the society, economy, and environment. Agriculture has been subjected to a benign neglect. Prof. Shrawan Kumar Singh presents an overview of the Indian agriculture and sets out the possible changes that will make the overall policy-set fit for the purpose. He states that there is no silver bullet to fix India's agrarian problems. He emphasises a policy-set capable of providing the institutions and incentives that this major sector of the Indian economy needs to meet its formidable challenges.

Prof. Ram Singh seeks to evaluate the performance of the public-private partnership (PPP) highway projects, as compared to the traditionally-built highways and to investigate the project delays (time overrun) and cost overrun for the two types of the projects. His study reveals that while the project execution has been faster in the case of the PPP projects, the time overrun for such projects has been significantly shorter than the traditional (government-managed) projects.

The study by Dr. Harvinder Kaur reveals a strong negative relationship between the FPI net flows into equity, debt and hybrid securities and the Nifty-return volatility and, between the FPI monthly open interest in derivatives and the India-VIX during the 21-year period from January 2000 to December 2020. The higher the FPI flows, the lower will be the stock-market volatility and, as popularly perceived, do not have any destabilising effect. The insights provided by the study will encourage the Indian policy-makers to spur the foreign portfolio investment without fear.

Organic agriculture safeguards the condition of soils, eco-tourism, and individuals by undertaking eco-friendly procedures. The study carried out by Aishwarya Pratap and Prof. H. C. Purohit seeks to examine the consumers' organic food purchase intention, with the help of the extended version of the Theory of Planned Behaviour. They have found that in addition to the direct effect on consumer

purchase intention, consumer attitude also mediates the relationship between the environmental concern and the purchase intention towards organic food.

The rural women in Haryana, who are members of active self-help groups (SHG), were found enjoying a high level of economic empowerment on selected indicators, as indicated by the women's economic empowerment index. The study conducted by Sumesh Kumari and Prof. Surendra Mor seeks to measure the impact of the SHG-led microfinance on economic empowerment and the total expenditure of rural women with active SHG membership. They find that the SHG-led microfinance activities have empowered the rural women to increase their total spending after joining the SHGs.

Kuljeet Kaur and Prof. H. C. Purohit measure the subjective well-being (SWB) of employees working in micro, small and medium enterprises (MSMEs) across Uttarakhand. She concludes that Micro, Small, and Medium Enterprises (MSMEs) must identify employee well-being at work, to enhance productivity and, as a result, organisational growth.

Manish Uprety and Prof. P. C. Kavidayal assess the impact of satisfaction on the consumer re-buying of the FMCG goods in the Kumaun region of Uttarakhand. They found that the the products, like toothpaste, hair oil, toilet soap, and laundry detergents used by the consumers in their day-to-day livelihood, have a variance of satisfaction through product identity, product quality, and product features.

Hardeep Chahal and Parul Chhibber examine the multi-dimensionality of Internal Branding scale from the perspective of non-teaching staff of top-ranked management institutes. They have established and validated Internal Branding as a five-dimensional scale comprising of brand-centred HRM, internal branding communications, leadership, brand permissibility and workplace spirituality as its significant dimensions. This scale can potentially be used as a reliable instrument for measuring Internal Branding in future studies.

The issue also contains review of three books of current interest written by eminent experts.

I place on record my gratitude to the eminent scholars and authors for their valuable contribution to the quality of our research journal, *NICE Journal of Business*.

Many experts devoted their time and talent in reviewing the papers, by making critical comments and suggestions for improving their quality. I am deeply indebted to all of them.

I owe a word of special thanks to Dr. Shobhit Kumar, Chairman, NICE Society; Kunwar Shekhar Vijendra, Chancellor, and Prof. Amar P. Garg, Vice-Chancellor, of Shobhit Institute of Engineering and Technology (Deemed-to-be University), Meerut, for their support to this academic endeavour, intended to promote, preserve and disseminate business research. In fact, the journal was the brainchild of Kunwar Shekhar *ji*, when it was launched in early 2006. Since its inception, he has taken keen interest in the growth of the journal.

D. P. S. Verma
Editor

INDIAN AGRICULTURE

Performance, Problems, Policy and Farmers' Agitation

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Abstract

Agriculture has been subjected to benign neglect. It is an area in which widely-divergent views have been expressed by different authors and experts. It is a topic that is suffused with controversy. Over the decades, successive governments have grappled with the problems relating to agriculture, but agriculture has thus far been immune to the most well-intentioned policy initiatives. To deepen and widen the agricultural policy discourse, there is no silver bullet to fix India's agrarian problems. With this backdrop, this paper presents an overview of agriculture in India and sets out the possible changes that will make the overall policy set fit for purpose, that is, a policy set capable of providing the institutions and incentives that the sector needs to meet its challenges. The paper has been organized into five sections: performance, problems, policy, farmers' agitation, and conclusion.

Key Words: Indian Agriculture, performance, problems, policies, food security, farmers' agitation

DO PUBLIC-PRIVATE-PARTNERSHIP PROJECTS DELIVER BETTER OUTCOME? A Study of Highway Projects in India

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Abstract

Purpose: *The study seeks to evaluate the performance of the Public-Private Partnership (PPP) projects, as compared to the traditionally-built highways and to ascertain the project delays (time overrun) and cost overruns for the two types of projects. It also examines the fiscal and political considerations behind the rampant use of PPP for highway and infrastructure projects.*

Design/methodology/approach: *The study is based on the dataset of 326 national-highway projects. The project delays for the PPP and the traditional (government) highway projects are compared, using various project features as controls. We control for various factors having a bearing on the project execution time, such as project size, proximity to urban centres, local population density, and the choice of procurement method. Moreover, the findings were compared with the available evidence on the relevant issues.*

Findings: *The study has revealed that the project execution has been faster for the PPP projects; the time overrun for PPP projects has been significantly shorter than the traditional government-managed projects. The available evidence has also suggested that the quality of PPP projects is better than that of the traditional highways. However, the overall quality of road services under the PPP has been deficient on several counts.*

Limitations: *The study is based on the evidence gathered from the selected national highway projects. Its results might not hold for all infrastructure sectors, like the railways, ports, and airports.*

Policy Implications: *The PPP contracts can be used to reduce the project delay. One of the significant benefits of faster project delivery is that the economy benefits from the road services sooner than later. The quality of PPP projects is also better. Both these factors are important for improving competitiveness in the economy. However, there is a need for a regulatory framework for improving other aspects of the road services, such as the users' safety.*

Originality/Value: *The study is based on a dataset of national-highway projects. It is one of the very few studies that compare project outcome under the PPP with the traditionally-built highways. The research offers several suggestions for the policymakers in this important field of national infrastructure building.*

Key Words: *Public-private-partnership projects, Highway projects, Performance evaluation, Project delays, Cost overrun*

DOES FOREIGN PORTFOLIO INVESTMENT INCREASE STOCK MARKET VOLATILITY? Recent Evidence from India

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Abstract

Purpose: *The study seeks to examine the foreign portfolio investment in equity, debt, and derivatives, during the 21-year period, from January 2000 to December 2020, in order to ascertain whether an increase in the FPI flows into equity and debt leads to an increase in the stock market (the Nifty) realized volatility, and an increase in the FPI flows into derivatives leads to an increase in the stock market (the India VIX) implied volatility.*

Research Methodology: *The dataset comprised the Nifty and the India VIX daily prices, the monthly net FPI flows into equity, debt, debt VRR, hybrid securities, and derivatives. The FPI net flow-Nifty realised volatility/India VIX relationship was examined through linear regression, first by using their contemporaneous monthly values, and then on the volatility scale by dividing the dataset into volatility percentile buckets.*

Findings: *The study has revealed a strong negative relationship (R^2 of 61.1%) between the FPI net flows into equity, debt and hybrid securities and the Nifty volatility. This suggests that higher FPI flows into equity, debt, debt VRR or hybrids actually lower the Nifty volatility and do not increase it as is popularly perceived. The negative relationship has been stronger in the case of equity (R^2 of 63.3%) as compared to the debt (R^2 of 48.7%). The relationship between the India VIX and the FPI monthly open interest is significant and negative (R^2 of 15%) for all the derivative types, with the exception of stock futures, which has a positive slope (R^2 of 18.5%). The inverse relationship has been the strongest in the case of index options (R^2 of 65.7%), index futures (R^2 of 63.6%) and interest rate futures (R^2 of 61.4%). The stock options too have a negative linear relationship with the India VIX (R^2 of 15.4%).*

Policy Implications: *A strong negative relationship between the FPI net flows into equity, debt and derivatives, and market volatility means that higher foreign capital flows should not be perceived as destabilising. The government can continue to take steps to welcome foreign investors. The foreign portfolio investment is critical to the growth of the Indian capital market and the economy. India is yet to be accorded its rightful place (corresponding to its GDP size) in global investment barometers, like the MSCI Emerging Markets Index. The insights provided by the study will encourage the Indian policy-makers, the Central bank and the market regulator to further spur foreign portfolio investment without fear.*

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CONSUMER PURCHASE INTENTION FOR ORGANIC FOOD

Understanding Consumers, Attitudes and their Environmental Concern

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Abstract

Purpose: *The present study seeks to examine the consumers' organic food purchase intention, with the help of the extended version of the Theory of Planned Behaviour (TPB). Environmental concern was included as an extra construct in the original model of the TPB, to study its role in measuring purchase intention.*

Design/Methodology/Approach: *The data was collected to test the mediating effect of consumer attitude on the relationship of environmental concern and purchase intention towards organic food. The respondents were provided with a structured questionnaire containing statements associated with various factors of organic food consumption and consumer purchase-intention. They were asked to rank each statement on a 5-point Likert Scale, with 1 = 'Strongly disagree', and 5 = 'Strongly agree'.*

Findings: *The study has revealed that in addition to the direct effect on consumer purchase intention, consumer attitude also mediates the relationship between environmental concern and purchase intention towards organic food. The relationship of other constructs with purchase intention was also measured.*

Limitations: *The study suffers from the limitations that are common to the survey or primary data-based studies. The generalisation of the findings may not be possible due to the small sample of the study and variations in the cultural and demographic profile of the respondents across the country.*

Practical Implications: *The findings of the study would help in understanding the organic consumption behaviour of consumers. It would also reveal the factors affecting the consumer behaviour in the context of organic food, thus helping the marketers and researchers in framing appropriate policies.*

Originality/ Value: *The study would be a value addition to the literature of organic food purchase intention. It provides insights into consumers' purchase intention towards organic food from the state of Uttarakhand, where very few studies have been conducted on this subject matter.*

Keywords– Consumer purchase intention, Organic food, Consumers' attitudes, Theory of Planned Behaviour, Environmental concern

IMPACT OF OPERATIONAL SELF-HELP GROUPS OF MICROFINANCES ON WOMEN'S ECONOMIC EMPOWERMENT

A Study of Rural Haryana

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Abstract

Purpose: *The study seeks to measure the impact of SHG-led microfinance on economic empowerment and the total expenditure of rural women with active SHG membership in Haryana. These SHG-led microfinance activities in the rural area, especially among women members, are of paramount importance for their economic empowerment and overall development of the state.*

Design/methodology: *The study used paired t-test on the mean total expenditure incurred by the respondent before and after joining the SHG, besides constructing a Women Economic Empowerment Index (WEEI) based on a 'Five-point Summative Scale' for 895 rural women from 80 operational SHGs in all the districts of Haryana.*

Findings: *The study has revealed that women SHG members have increased their total expenses compared to pre-SHG levels in rural Haryana. The members enjoy a high level of economic empowerment on the selected indicators with a minor variation in economic empowerment division-wise and indicator-wise.*

Limitations: *The study suffers from the limitations of the primary sample survey. It measured women's economic empowerment relying on personal/ subjective information, gathered on a summative scale and on selected indicators.*

Policy Implications: *This research has important implications for increased proliferation of microfinance activities and the formation of SHGs in Haryana's rural hinterland, besides having huge social impact of having more economically empowered women contributing to the growth and development of society.*

Originality/Value: *The study provides a case for illiterate/low education rural women for bringing them in the ambit of SHG led microfinance activities so that they can realize the dream of empowerment, especially the women in scheduled castes, scheduled tribes and backward categories.*

Key words: *Women's Economic Empowerment Index, Self-help groups, Household expenditure, Rural Haryana, Microfinance*

NICE JOURNAL OF BUSINESS

Guidelines for Writing a Book Review

We invite academicians and others to write reviews of books on business and allied subjects.

The book-reviewers are requested to follow the guidelines given below:

1. The reviewer should begin with a listing of the bibliographical details of the book, comprising the name(s) of the author(s), full title and sub-title of the book (as they appear on the cover), details of the place and name of the publisher, year of publication, number of pages in the book, whether hardbound or paperback, and the price, if mentioned.
2. The review may range from 1000 to 3000 words, depending on the topic and the importance of the book.
3. The review should engage with the theme of the book and the issues and problems raised, and should make a rigorous attempt to identify and assess the main arguments put forth by the author.
4. The review should be written in the manner and style that would qualify it as a short article in its own right.
5. The reviewer should provide a confirmation that the review has not been released for publication elsewhere, and that the author shall cede the copyright, if it is accepted for publication in *NICE Journal of Business*.
6. The book under review should have been published recently, preferably in the current or the previous year, and be preferably the new release.
7. The reviewer should also comment on the stylistic aspect and literary presentation of the book.
8. Bibliographical references may be avoided. If the references are considered essential, the citation style adopted by *NICE Journal of Business* should be used.

Thus, the review should be an objective assessment of the book, indicating its specific strengths and weaknesses and an overall assessment.

SUBJECTIVE WELL-BEING IN MICRO, SMALL AND MEDIUM ENTERPRISES An Analytical Study using PLS-PM Model

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Abstract

Purpose: *The study seeks to measure the subjective well-being (SWB) of employees working in micro, small and medium enterprises (MSMEs) across Uttarakhand.*

Methodology: *Partial Least Squares Path Modelling (PLS-PM) techniques were used to test the SWB (Satisfaction with Life, Positive affect, and Negative Affect) model. The participants included 415 junior, middle, and senior-level employees. The data was gathered through a close-ended questionnaire using two instruments: The Satisfaction with Life Scale [SWLS], a self-report questionnaire was used to assess one's level of satisfaction with life. Another scale, Watson's PANAS, was used to assess the two items: Positive Affect [PA] and Negative Affect [NA].*

Findings: *The data analysis was divided into two parts: the outer model and the inner model and the model reveals that SWL is positively correlated with PA but not with NA; the correlation between PA and NA was discovered to be weak. In both the models, NA underperformed throughout the data analysis, and the three NA items, namely, "Jittery," "Irritable," and "Upset" were eliminated from the model for further analysis. Finally, NA was completely excluded from the model and new results were revealed, discovering a better model and improved goodness-of-fit.*

Limitations: *One should be cautious in generalising the findings to PA and NA in general. It is not clear whether the dispositional components of PA and NA as measured by other affect scales, are uncorrelated, as demonstrated by the PANAS. Also, the statistical significance varies for a smaller population and cultural trait variables and, hence, will be more valuable for large corporates only.*

Contribution: *This study contributes significantly to the literature on the assessment of subjective well-being in the field of human behaviour. It can help business/organisations identify employee well-being at work, which can boost productivity and organisational growth. It can also assist other researchers in conducting more in-depth research on the subject.*

Originality/Value: *The study is significant since there have been few studies in India that indicate the use of Partial Least Squares Path Modelling methods for assessing the subjective well-being, making the study unique and ground-breaking.*

Key words: *Subjective well-being, Satisfaction with life, Positive affect, Negative affect, Micro, small and medium enterprises*

INFLUENCE OF CONSUMER SATISFACTION ON THEIR REPURCHASE INTENTION A Study of Selected FMCG Products

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Abstract

Purpose: *The study seeks to assess the influence of satisfaction on the consumer repurchase intention of selected FMCG products in the Kumaun region of Uttarakhand, consisting of six districts, to provide manufacturers industries an assessment to develop/modify their products to the ultimate satisfaction with an instinct to capture a bigger market share.*

Design/ Methodology/ Approach: *The study was carried out with a sample of 823 consumers, selected through convenience sampling method, from Nainital, Pithoragarh, Udham Singh Nagar, and Almora districts of Uttarakhand.*

Findings: *The study was carried out for assessing the influence on demand for FMCG products, namely, toothpaste, hair oil, toilet soap, and laundry detergents as are usually used by the consumers in their day-to-day life. It indicates the variability of satisfaction through product identity, quality, and features.*

Practical Implications: *The study takes stock of the usefulness and insights for the manufacturers of FMCG goods to include other features suggested, so as to enhance the demand of these products.*

Limitations: *The findings are based on the study conducted in a small area. These cannot be generalised and may perhaps not represent the perception of the consumers' behaviour as may not be similar in the rest of the country because of their different lifestyle & behaviour*

Originality/Value: *The study has been carried out to have current dimensions to which the buyer contributes significantly, based on various factors of consumability and dynamism in their adaptability to buy a product of their liking.*

Key Words- *Consumer satisfaction, Repurchase intention, FMCG products*

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DIMENSIONALITY OF INTERNAL BRANDING SCALE IN HIGHER EDUCATION Non-teaching Employees' Perspective

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ABSTRACT

Purpose: *This paper aims to examine the dimensionality of the Internal Branding (IB) concept, its development and measurement as a multidimensional scale in the Indian higher education sector from a non-teaching employees' perspective.*

Methodology: *The data was collected from 190 non-teaching employees from selected management institutions operating in the National Capital Region (NCR) of Delhi. The scale development was performed, using exploratory factor analysis, item analysis, and the PLS-SEM 3.3.*

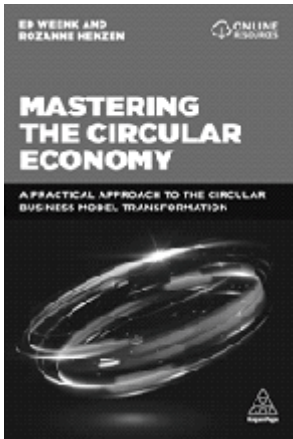
Findings: *Internal branding scale is established as a multidimensional scale composite of fifteen sub-dimensions spread across five internal branding dimensions. The internal branding dimensions include brand-centred HRM, internal branding communications, leadership, brand permissibility, and workplace spirituality.*

Research limitations: *The study is limited to validate the IB scale from non-teaching employees' perspective only. Future studies can validate the same scale in context to different institutions and from teaching employees' and other stakeholders' perspectives.*

Originality/value: *The study is first to establish the internal branding scale in context to the higher education sector in the Indian settings. The scale developed can be used in future for measuring internal branding perception among non-teaching staff in both public and private higher education institutes.*

Key Words: *Internal branding, Higher education, Service sector, Scale development, Non-teaching employees.*

BOOK REVIEWS



Ed Weenk and
Rozanne Henzen
*Mastering the
Circular Economy:
A Practical
Approach to the
Circular Business Model
Transformation*
2021
Kogan Page
ISBN 978-1-39860-274-8
(Paperback)
Pages: 376,
Price: RRP £34.99

The transition from the linear economy to a circular economy is an essential requirement for society, industries, and nations. Majority of firms are prepared to implement the circular economy practices but still lack the necessary strategies, action plans, skills, and managerial tools and techniques required for a successful transition.

Mastering the Circular Economy is among a very few reference books that aim on transforming business to become more responsive for industry and society. The book is a must-read to have guidance which is well-timed and vital for readers interested in developing a deeper knowledge in the area of strategic management. The importance of circularity, particularly for developing countries, is becoming important due to its economic and ecological significance. Developing understanding about the circularity among the new generation of students and researchers is the primary issue particularly for those in the areas of economics, commerce and management in developing countries— and issue of particular resonance across developing countries.

With the understanding of this development, the authors - Ed Weenk, Senior Lecturer of Global Supply Chain Management at Maastricht School of Management and Senior Associate Professor at EADA Business School Barcelona. Rozanne Henzen, is a researcher and circular economy expert within the Sustainable Transformation Lab (STL) of Antwerp Management School, Antwerp,

Belgium. They collectively appreciate the need for understanding transition from, linear economy to the circular economy but also to increase the understanding among stakeholders towards understanding the processes and vision for the transformation among teams, firms, industries, and economies. The book is an attempt towards that.

The chapters weave together important concepts and best-practice examples, while offering helpful tools to turn ideas into reality. This book gives vital clues to how we can and must avoid overshoot and collapse in nature, society and the economy.

The organisation of the book is exemplary. It is divided into fifteen chapters. The first section explores circularity. The first chapter introduces the readers to the concept of circularity. The second chapter illustrates a systematic understanding about circularity from the viewpoint of leadership. Chapter 3 presents a detailed leadership importance in transition from linear economy to circular economy. Chapter 4 explores the inter-industrial perspective of circular economy. Chapter 5 depicts circular economy imperative. These are applied to various cases and illustrated and demonstrated by a variety of industries in developing and developed countries.

Section II has five chapters focusing on the practical implementation of circularity concept. Chapter 6 emphasised on developing the knowledge about strategic do's and don'ts of circular economy tools. Whereas Chapters 7, 8, and 9 are focused on developing an integrated approach towards circularity and mastering the art of developing strategies, at individual and unit levels and in the intra-firm perspective. Chapter 10 is an effort to understand the corporate circular imperative, using the case studies approach. Section III is aiming to discuss the process of transformation from linear to circular economy. Chapter 11 discusses the requirements for the transformation activities. In Chapters 12, 13, and 14, the authors discuss the vision and strategic roadmap required for the transition from Linear, from the viewpoint of a company, leadership and industrial environment. Broadly, Section Three investigates and explains the existing practices, and

PLAGIARISTS BEAWARE!

Plagiarism has become a major problem in the way of research and publications, and is widespread and going unabated. We often receive articles for publication which are either partly or fully copied from others' works, despite the fact the author has given a declaration that the article is original and is an exclusive contribution to our journal, and has also submitted a certificate of cessation of copyright in our favour. The dare-devilry is shocking! This is outright deceit and cheating. Amusingly, the practice is not confined to Indian authors; foreign authors are no exception.

This time again, we came across a concept of two such cases, of plagiarism from Indian and foreign authors. The articles could have gone into print, but for the alacrity and the incisive eye of our referees and editorial team.

We have been facing another problem of somewhat similar nature, involving professional ethics. We spend a lot of efforts, time, and money in reviewing, short listing, and editing of each article which passes the preliminary scrutiny. When asked to make further revision or supply the missing information, some of the authors stop responding to us and submit the paper, which has been improved through our efforts, to some other journal. They do so despite their having given a declaration that the paper is an exclusive contribution to our journal, and shall not be withdrawn at a subsequent stage unless rejected/permitted by the Editor, and having ceded the copyright in our favour.

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It is worthwhile to caution such unscrupulous people. Many people have already faced disciplinary action, eventually leading to their dismissal from service. These include university teachers at all levels—lecturers, associate professors, professors (including one in a top Central university, one in a top IIM, and one in a State university), and one Vice-Chancellor of a State university. In a recent case, the Vice-Chancellor of a reputed Central University had to face imprisonment.

Writing research article is a demanding as well as a rewarding task. A person looking for an unearned reward is surely inviting trouble for himself and a bad name for the entire academic community.

- Editor

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Indian Army 10 Best Priceless Quotes:

" I will come back hoisting the tricolor or wrapped in the tricolour,
but I will definitely come back."

- Captain Vikram Batra,
The ultimate heroic chakra

" What is an extraordinary adventure of a lifetime for you, is our daily life. "

- Signboard on Leh-Ladakh Highway
(Indian Army)

" If my death comes before proving my bravery, then I swear that I will kill death. "

- Captain Manoj Kumar Pandey,
Param Veer Chakra, 1/11 Gorkha Rifles

" Our flag does not fly because the wind is blowing,
it flies with the last breath of every soldier who sacrificed his life in its protection. "

- Indian Army

" You must be nice to get us, you must be sharp to catch us,
but you must be a child to win us. "

- Indian Army

" God have mercy on our enemies, because we will not. "

- Indian Army

" Our living is our coincidence, our love is our choice, our killing is our business."

- Officers Training Academy, Chennai

" If a person says that he is not afraid of death, he must be either
lying or he belongs to the Indian Army."

- Field Marshall Sam Manekshaw

" It is God's job to forgive terrorists, but it is our job to make them meet God."

- Indian Army

" We regret that we only have one life to give to our country."

- Indian Army

From **PHILIP KOTLER**



"No company in its right mind tries to sell to everyone."



"Marketing is the creative use of truth."



"Markets always change faster than marketing."



"Marketing is a race without a finishing line."



"The three F's of service marketing – be fast, flexible & friendly."



"It is more important to do what is strategically right
than what is immediately profitable."



"There is no such thing as a commodity. It is simply a
product waiting to be differentiated."



"If every department only does its own job
well, the company will fail."



"Companies need fewer bosses & more self-managers."



"I think it is harder to be a market leader than a market challenger."



"Calling a market "mature" is evidence of incompetence."



"I don't care what happened to your profits. Have you improved
your share of the customer's mind & heart this year?."



"Companies pay too much attention to the cost of something.
They should be more worried about the cost of doing nothing."



"Marketing's purpose always is to enhance people's lives
and contribute to the Common Good."



"It took 70 years for marketing to evolve from its product
orientation to the concept of human centrality."



"The good news is that you can learn Marketing in an
hour. The bad news, it takes a lifetime to perfect it."

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