



Editorial

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I am happy to bring first issue of our journal *Decision* for the new decade 2020. The issue I of Volume 47 brings together different spectrum of research articles in accordance with our journal objective. The research fields touched upon in this first issue of 2020 cater to the different dimensions of Managerial decision making processes of firms, Banks, Government. The topics covered in this first issue of the year 2020 are in the areas of Strategy, organisational structure, Banking sector performance, Agricultural economics, synergy between international economies and macroeconomic issues in emerging economy.

The article “Integrated framework of strategic orientation, value offerings and new venture performance” By Sushil Kumar and Satyasiba Das talks about new venture performance. The relationship between new venture performance, strategic orientation, value offerings and moderating role of competition is analyzed through structural equation modeling (SEM). Using a sample of 300 founders of new ventures provides, the study found entrepreneurial orientation is more likely associated with the choice of new value offerings and has a higher impact on new venture performance in the presence of competition. The result are useful for policy making

at multiple levels of individual, regional and national start-ups policies.

In the second paper on “Economics of cropping system intensification for small-holder farmers in coastal salt-affected areas in West Bengal: options, challenges and determinants”, authors attempt to explore the causes of low productivity and possible solutions for such constraints in the coastal region of West Bengal. Their experiment during 2016–2019 at farmers’ field (90 farmers) in this coastal saline zone observes several new cropping systems that can increase the cropping intensity to 200–300% while providing better income (2–5 times as compared to baseline). Besides, it is also observed that for better utilisation of scarce freshwater resource the vegetable cropping system can run through solar powered drip irrigation system. The paper also highlights various determinants that may influence the adoption of these new cropping systems by the farmers and the possible strategic options therein.

The third article by Jayaraman and Pradip Bhyuan titled “Impact of NPA and loan write-offs on the profit efficiency of Indian banks” focuses on very relevant issues facing today’s Banking sector. In this paper, authors have examined impact of these two undesirable outputs on the profit efficiency of the banks using Nerlovian approach in Indian context. It is found that inclusion of these two undesirable outputs has a significant impact on the profit efficiency of the Indian banks vis-à-vis their non-inclusion, and it is more

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evident from sharp decline in the profit efficiency of these banks. Also, it is observed that the allocative inefficiency of the banks was the main cause for their profit inefficiency. Further, loan write-offs should not be merely viewed as cleaning of the balance sheet of the banks as it has a noticeable impact on their profit efficiency. This is indeed a noticeable contribution for the regulatory authority.

The article by Choudhury and Gulati analyzes the customer satisfaction for mobile brands in their article titled “Product attributes based on customer’s perception and their effect on customer satisfaction: the Kano analysis of mobile brands”. Their research work is carried out in Delhi to find out which attributes and what combination of different features of iPhone are best preferred by the customers. The Kano model and the conjoint analysis are used to come out with the strongest drivers of purchasing mobiles. It is necessary for mobile manufacturers to carefully analyse the customer’s need in this direction. It has been found from the study that the iPhone combination with iOS 11, 5.5 inch plus touch screen, 32 GB storage, 2900 mAh battery, 7 MP front camera, 8 MP rear camera and price less than 26,000 is the best preferred combination. This observation provides an insightful direction for devising marketing strategies for different mobile brands in such competitive age.

The fifth article on “Awareness of strategy execution barriers in decision making process – moderated mediation analysis” by Joanna Radomska deals with the interactions between the factors that hinder strategy execution. The purpose of this article is to explore the interrelations between the strategy execution barriers by considering six factors and understanding the influence of these factors on a company’s performance. Using data of 150 companies of different sizes and from different industries, registered on the Warsaw Stock Exchange and using structural equation modelling (SEM), their research reveals that there is no moderation in the case of company size, but a moderation can be identified in the case of the industrial sector where the company operates. Their main finding is that the strategy execution process should be perceived as a set of integrated factors,

which should be analysed from an aggregated perspective in decision making process. The main findings of their study provides a very useful guideline for execution of strategy which is that the awareness of strategy execution barriers directly impacts the achievement of strategic goals and thereby indirectly impacts the revenue dynamics.

The next one in the pipeline is an article titled “An empirical study of trade openness and inflation in India” by Qamar Alam. The author attempts to look into the nexus between inflation and trade openness which has been one of the major concerns among the researchers and policy-makers in both developed as well as developing economies. Their work has made an attempt to examine the factors influencing the price level especially the factor trade openness in India during 1974–75 to 2015–16. For empirical investigation, the study has employed Pesaran’s Autoregressive distributed Lag (ARDL) Model Bounds Testing Approach to Co-integration. The results indicate presence of positive relationship between inflation and trade openness in India, which negates the Romer’s Hypothesis.

Last but not the least, the final article on “Workplace Incivility a Cynicism booster leading to Turn-over Intentions” by Tareq Manzoor touches a very relevant issues facing today’s complex organisations. The purpose of this study is to explore workplace incivility which is less reported but widely experienced at workplace. This study investigates the relationship between workplace incivility and organizational cynicism that is linked with turnover intentions. Hierarchical regression analysis is applied to prove the workplace incivility and turnover intentions. Conclusions of the study reveals that there is a positive relationship between turnover intentions and workplace incivility while organizational cynicism plays a mediational role in this relationship.

I would also like to acknowledge and thank all the anonymous reviewers who helped the Editorial Board to bring this first issue of 2020 with seven interesting articles related to different spheres of modern economy.

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