



Editorial

Manisha Chakrabarty

Published online: 5 June 2020
© Indian Institute of Management Calcutta 2020

We all are going through the pandemic of coronavirus and so facing the twin threats to lives and livelihoods. As an editor I am feeling happy to release these articles for this June issue because it has become a challenging task to move onto the next normal. This is possible only because of strong support from our editorial committee and reviewer's timely help. At the same time, researchers are trying to fight this global pandemic with continuous relentless scientific contribution. At the time of writing this editorial, I am also saddened to see that the official counts of cases and deaths from COVID-19 have passed five million and 34,500 respectively.

Amidst the world wide despair, this issue II of Volume 47 brings together a variety of topics under different structures—a review article, both quantitative and qualitative research articles and also a case study. The areas covered in this issue are in the field of Strategy, organisational structure, international economies and marketing. An interesting case study on the mobile brand Xiaomi by Ahmed S. R. Tabassum is also presented in this issue. This study serves as a benchmark for the adoption of innovative strategies by competitors.

The measurement of prices is an important area of research in economics since prices play a central role

in welfare analysis and macroeconomic comparisons across time and space. This first review paper by A. Majumder and Ranjan Ray on “National and sub-national purchasing power parity”: presents a review of the literature on various aspects of price comparisons through purchasing power parity. This review article summarizes the current state of the topic of purchasing power parity across nations along with some new analysis at sub-national level. This survey article serves a good encyclopaedia for those researchers involved in welfare analysis.

The following five articles are research articles covering the under researched area of role of financial practitioners' perspective on reporting and orientation towards intangible assets, the work-life conflict among academic professionals and the risks associated with e-shopping risk, which is quite evident these days. Also an empirical analysis of performances due to cross-border acquisitions are well presented in one of the research articles titled “Does economic freedom distance affect long-run post-acquisition performance and ownership level in cross-border acquisitions?”

The qualitative interview-based article from Pakistan titled “Why do people participate in ROSCA saving” schemes? Findings from a qualitative empirical study” establishes an insightful observations of the purpose of taking informal credit across low and middle income class of people. This could throw light on the formalisation of such informal credit.

M. Chakrabarty (✉)
IIM Calcutta, Kolkata, India
e-mail: mchakrabarty@iimcal.ac.in

I am more grateful than any other time to my colleagues, my panel of referees and also to the

authors who could meet the deadlines. Hope to see better world in coming issues.

Decision (0304-0941) is a copyright of Springer, 2020. All Rights Reserved.