



Editorial

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It is my pleasure to bring the first issue of the year 2021. The year 2020 will be remembered throughout our life due to the Covid-19 pandemic. We do hope that you and your dear ones came through safely. Yet, when we were about to start our life with the new normal and breathed a sigh of relief, a second wave appeared. The pandemic did have an impact on the operations of our journal decision as various processes got delayed due to associated lockdowns and different measures to address the safety. We are hoping to overcome all these hurdles.

Amidst such worldwide despair, this issue I of Volume 48 carries a set of seven articles across different disciplines. A brief note on the articles is given below.

The first article by Sana Ullah discusses about micro-evidence on financing pattern under credit constraints. Using a panel data of firms in electrical fittings cluster for Pakistan, the study found the significant role of informal financing under credit constraint. This is an important observations given the fact that firms are facing more severe constraint in recent times than before.

The second article by Sheikh Aftaab Maroof “Assessing Financial Impact of a Health Intervention Program and Controlling Spill-over Effects” talks

about the impact of the highly cited government health program Rashtriya Swasthya Bima Yojana. In an experimental set-up by constructing control and treated group in the district of Kangra in Himachal Pradesh, he found that health expenditure of the enrolled households has reduced in comparison with non-enrolled households. Fund mobilization and essential household consumption have also been found smooth in case of enrolled households. This is an important contribution in today’s context because GOI has also introduced universal health insurance scheme such as Ayushman Bharat Yojana.

The next article by Salamun Rashidin uses data on four hundred Pakistani fast-food customers. Using the structural equation modelling (SEM), the authors found that food quality, service quality, restaurant atmosphere, restaurant location, price and a variety of food have strong significant effects on customer satisfaction. Additionally, they also established the role of social trust and observed that customers with high social trust have a positive strong bonding with restaurants than those who held low social trust. This serves as a strong basis for marketing strategies of food industry.

The fourth article “Managing Economic Growth through Tourism: Does Volatility of Tourism Matter” by Muhammad Majeed investigates the impact of tourism and its associated uncertainties in economic growth. The analysis is carried out by using the panel of 155 counties and for the different income groups

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over the period 1971–2017. Using system GMM method, the results confirm that international tourism helps in achieving high economic growth; however, its uncertainty deters the growth effects. Further, the results for different income groups indicate the similar impact of tourism and its volatility on economic growth of low-income countries (LICs) and middle-income countries (MICs). The findings for upper income (UICs) groups are, however, insignificant signalling that growth contribution of tourism and its volatility is not significant in these economies. Based on findings, it is suggested that government should provide tourism facilities, the sector adversely affected due to pandemic, to ensure sustainable tourism for gaining high economic benefits mainly in LICs and MICs.

The fifth article deals with the dilemma we all are facing in modern times, while choosing the smart phone, a compulsory gadget in modern day. The article uses multi-criteria decision-making (MCDM) techniques that enable the mobile users to select the best smartphone model. Among the 10 brands selected for the study using Fuzzy Analytical Hierarchy Process (FAHP) and Preference Ranking Organization

Method for Enrichment of Evaluations (PRO-METHEE), the authors recommend Realme 5i and Samsung j6 Plus as the best and worst model, respectively, among the group. The authors of this article are Shankha Shubhra Goswami and Dhiren Kumar Behera.

The next two articles deal with human resource management issues. While the next article by Abhishek Parikh discusses the role of transparency and website informativeness in Governmental jobs for online application, the last article by Adil Zahoor examines whether job crafting of Indian frontline retail banking employees improves their service recovery performance. Their results suggest that job crafting positively influences service recovery performance and work engagement but negatively influences burnout.

Finally, wish you all a new better 2021 from our editorial team. Stay safe and healthy.

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