



Editorial

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It is my pleasure to bring the first issue of the year 2022. The year 2021, also like 2020, could not give us relief from the fear of pandemic, but we have learnt to fight against it. We are hoping to overcome all these hurdles in near future. In the academic sphere also, we faced challenges and constraints, but still we continued along our path of learning with the new norm of life.

Amidst such mixture of despair and hope, this issue I of Volume 49 carries a set of eight articles across different disciplines which could only be possible because researchers kept the momentum of research ongoing. A brief note on the articles is given below.

The first two articles consider the gender inequality perspective in household decision-making process.

The first article by Rajat Deb on Spousal Roles in Life Insurance Demands discusses the role played by spouses in saving decisions of households using a primary survey of Indian households. This article explores the gender perspective in household decision-making process.

In the second article, Mary Tarkang investigates the impact of couple holiday decision tactics on their emotional well-being and the satisfaction. In her article titled “Growing Together! Unmasking the intelligence behind the Satisfaction of Holiday

Couples”, she brings together the decision-making mechanism by both partners particularly in choosing holiday destination.

The next article by Subrata Mitra titled “Economic Models of Price-Competition between Traditional and Online Retailing under Showrooming” discusses about price-competition between a traditional and an online retailer under customer showrooming behaviour. Their results indicate that showrooming hurts the traditional retailer and benefits the online retailer in terms of sales volumes and profits. In terms of outcome of strategical choice, their analysis shows that online entry by the traditional retailer makes the traditional retailer better off, and the online retailer worse off, in terms of sales volumes and profits. Also, the overall market, including offline and online sales, contracts. When they consider two scenarios of simultaneous and sequential moves made by the retailers to set their prices, they observe that both the retailers benefit under sequential moves than in the simultaneous move; however, the overall market demand is lower in sequential moves than in the simultaneous move.

The fourth article titled as “Comparing Attribute-based and Memory-based Preferential Choice” by Jana B Jareck provides support to the memory-based model of preferences highlighting the central role of memory and experience in preferential choices. This has a crucial relevance in managerial decision making within an organisation.

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The fifth Article by Muhammad Younus deals with the detailed firm-level dataset of private manufacturing Pakistani firms, a survey first time conducted by the World Bank for the Pakistan economy and which examine the impacts of industry-level competition on firm-level innovation and productivity relationship. The authors in this article titled “Role of market structure in firm-level innovation: an extended CDM model for a developing economy” find that product innovation outcome has a stronger influence on firm productivity in the case of a competitive sector. These findings have practical implications for policymakers in the field of market structure and firm-level innovation.

The next article by Varvara Nazarova on “Drivers’ Estimation of The Luxury Companies” investigates the impact of financial indicators and news related to enterprise on luxury companies’ performance. Using a sample of 45 European, Asian and American luxury companies for the period 2010–2019 and using the extracted Twitter data. The results show that Net Margin, Return on Investments, Total Revenue, Earnings per Share, Current Ratio, Asset Turnover, and news background have a significant positive effect on the luxury companies’ market capitalization. The study also finds that participation in M&A and luxury companies’ location have a significant impact on their market capitalization.

The following two articles deal with complexities in supply chain management. The seventh article by Barbara Ocicka and others investigate the critical importance of supply chains in the times of crisis. Based on literature review, semi-structured online interviews, and insights from open webinars, they found that the organizational ambidexterity concept allows companies to survive and evolve through mitigation and overcoming disruption within supply

chain management. This finding suggests first that supply chain managers must develop new competences including exploitation and exploration capabilities for building supply chain resilience (SCRES). Second, the evolution of SCRES strategies based on ambidextrous activities informs managers that crisis may be a chance for proactive change and creation. Organizational ambidexterity has proven to be a key ability parameter in their paper in managing business processes in supply chain management.

The last article By Waqar Ahmed on “Understanding Influence of Supply Chain Relationships in Retail Channels on Risk Management” uses 144 responses, which were collected through the use of survey methods from retail firms. The Purposive sampling was used for selecting the sample and analysis is carried out using structural equation modelling. Their findings indicate that supply chain agility as the significant enabler for Resilience and cooperation plays a vital role in enhancing agility, resilience, and supply chain performance.

Finally, wish you all a new better 2022 from our editorial team. Stay safe and healthy. Also I wish to share a good news with you all regarding our special issue for the month of June 2022. This special issue is tagged with our upcoming conference on the education sector which faced multifaceted hurdles in the last 2 years. The conference topic is “Dealing with Online and Blended Education in Modern Challenging Times”.

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