

Editorial

This Issue of the Journal covers a wide range of topics. The first paper evaluates the variance of network relationships in terms of firm size and involved cross sectional survey of knowledge intensive business services (KIBS) firms in India. The study finds there is a significant difference in network relationships with customers and investors for firms with above 10000 employees as compared to firms with up to 100 employees. At the same time no difference across firms of different sizes is found in terms of network relationships with suppliers and competitors. The study gives insights into network relationships for firms of different sizes as such relationships foster innovation and introduction of new services particularly when we are considering KIBS. Also instead of a one size fits all strategy, KIBS firms of different sizes need to develop and evolve a networking strategy most suitable to the size of the firm.

The COVID-19 pandemic exposed the fragility of the existing health system of India. It exposes the extent of vulnerabilities to manage the emergency in health sector. In the second paper, the authors have made an attempt to examine the pattern of public health expenditure in Odisha from 2000-01 to 2017-18, its impact on health outcome, further its relationship with income of the state. The study reveals that total health expenditure as percentage of GSDP is hovering around one per cent. Expenditure on urban health service has been increasing; on the contrary, expenditure on rural health service has declined. The implications of the study clearly favours for the growth of public expenditure on health that too in rural and inaccessible area, where the need of the people is immense. Public health care expenditure should precede all other socio-economic-demographic variables to obtain the desired result.

The next paper, attempts an in-depth efficiency analysis of public factoring companies in India. The efficiency ratios are employed to ascertain the company's efficiency and utilize its assets. The secondary data has been collected from the annual reports of the concerned companies.

The key focus of the fourth paper is to develop and validate the scale for measuring financial inclusion. The psychometric scale development for financial inclusion is developed through three distinguished ways viz: inductive, deductive, and combination of both. The validated scale determines financial inclusion and its initiation taken by banks towards rural inhabitants in the state of Tamil Nadu. The Exploratory Factor Analysis result reveals that the study has developed scales that are loaded in four distinguished dimensions namely usage of financial service, financial access, service quality, and financial welfare.

There has been a tremendous growth in the production of patented Ayurvedic drugs for the past ten years in Kerala. The next paper tries to identify the factors influencing the consumers, who use Ayurveda patent drugs in the Kerala by studying 450 consumers. Empirical result also reveals that cost, convenience, communication from others and consumer's needs and wants are the major factors that influenced the consumers to use patent drugs. This study suggests that the consumers of patent medicine are not completely satisfied with reasonableness of price of the patent medicines.

In the sixth paper, the authors attempt to explore and validate the intrapreneurship dimensions that comply with the Indian auto clusters which are presently juggling with resource allocations amidst a robust networking, competitive industry, and changing government policy. The study contributes in threefold ways, one by lending a conceptual clarity since it is fragmented and employs several perspectives. Second, it closes a major research lacuna by exploring the Intrapreneurship dimensions in the Indian auto clusters which is one of the dominant auto sectors contributing to the economic development of the nation. Finally, the study suggests that the auto cluster firms need to work upon the Intrapreneurship dimensions of Risk-taking, Innovativeness and Proactiveness.

The seventh paper tried to know the perception of citizens towards employing internally migrated labourers from rural areas of the state to Guwahati and the issues involved in their employment in the construction sector. The study found that employing migrated labourers brings several positive benefits like easy availability, accessing services at cheap rates, effectiveness at work, performance of more labourious tasks and ease in management. However they adversely affect the urban landscape, pose a threat to indigenous labourers and causes minor socio economic problems.

In the next paper, the authors examine the factors leading to sustainability of digital payments in India over the period of 2011-2020 by using autoregressive distributed lag model. The results show that per capita net national income and economic shocks (demonetisation and pandemic) positively leads to sustainability of digital payment transactions both in real and nominal terms, whereas, financial inclusion plays no role in sustainability of digital payments. Insights from the findings indicate developmental implications towards increasing need for financial inclusion through financial literacy and increasing economic growth through positive shocks to promote digital payments in India.

Recent outbreak of the global pandemic due to COVID-19 has led to a public health emergency, threatened human life and, created a worldwide economic challenge. Doctors, nurses and, health care workers from public and private sectors responded quickly to tackle the health crisis with stretched resources, shortage of personal protective equipment (PPE), and limited infrastructures. Physical exhaustion due to heavy workload, fear of getting infected, feeling powerless to handle a dying patient's condition and, lack of protective gears and infrastructures have created a situation of tremendous mental stress and high burnout among them. The ninth paper investigated the sources of supports - the workplace and family and their impacts on the work-life balance of the healthcare professionals in Bangalore. The study further indicates that factors related work place settings at hospitals and family support have a significant impact on the Work-life balance of Health care professionals. Ratings on all the above factors are significantly higher among healthcare professionals with good work-life balance than those with poor work-life balance.

The last paper of the issue focuses on ecotourism in Goa. For the growth of a specific tourist destination through strategic planning, it is necessary to understand the nature of tourist contentment and discontent. Gap analysis is used to examine the gap between tourists' expectations before visiting and satisfaction level after the visit at various ecotourism sites with reference to the various ecotourism services available. There is a need for destination planners to undertake measures for improving and maintaining appropriate ecotourism services in Goa and promote as a world class tourism destination.

Hope the readers will enjoy reading this issue and encourage us to stride forward.

Dr. Malay Kumar Mohanty
(Managing Editor)