

Editorial

Orissa Commerce Association is working consistently with a pious mission to serve the research community of India by publishing '*Orissa Journal of Commerce*', a quarterly peer-reviewed research journal for over four decades. The current Issue of the Journal contains thirteen research papers and articles from diverse fields of commerce, management and public policy.

The growing popularity of virtual reality among youth has attracted the top notch organizations to enter into the world of metaverse. The *first article* showcases the potential of the metaverse to enhance the operations of the firms in retail, hospitality & tourism, and entertainment industries. The study also posits that adoption of metaverse in these industries will alter the consumer decision-making journey, and their subsequent behavior. The *second paper* discovers relationship of investors' sentiment and market return. Using 30 market and macroeconomic variables as proxy to the investors' sentiment, an investors' sentiment index has been created by applying the principal component analysis. Results show that there is a significant positive relationship between investors' sentiment and market return.

The *third paper* studies the total factor productivity (TFP) of industrial sector in India at an aggregate level and finds the impact of technical inefficiency and other input variables on TFP. It is seen that material, labor and R&D are the prime drivers of TFP for industrial sector. The purpose of the *next paper* is to identify the dynamic relationship between the spot and futures of Nickel traded at MCX, India. The study confirms the existence of a long-run relationship between the markets. The *fifth paper* employs a quantitative analytic technique, using data obtained from 336 consumers of car automobile companies by non-probabilistic snowball sampling. The research indicates that five supporting after-sales services have been identified that support customers at the service-centre while availing after-sales services of their vehicles.

The *sixth paper* investigates the issues and challenges of homestays in the Sikkim and Darjeeling hills and their contribution to sustainable tourism development. According to the findings of the study, homestays face issues and challenges on TBL (triple bottom line) dimensions of sustainability. The *next paper* reviews the literature on behavioural supply chain management and firm performance. This research provides a detailed analysis of previous BSCM studies and provides mechanisms that promote the desired growth.

The *eighth paper* has been undertaken to ascertain the role of MSMEs in the start-up ecosystem for tribal youth of Rajasthan, India. It is found that MSMEs has a significant role in the start-up ecosystem development for tribal youth of Rajasthan. The *next paper* identifies the antecedents of the behavioural intention in using app-based services used for ride-sharing in an Indian context. The study concludes

that societal influence and ecological concern for the environment are the prime factors for people in making positive attitudes toward using ride-sharing apps.

A well-maintained work-life balance will lower stress and burnout levels and creates a greater sense of well-being among employees. The *tenth paper* provides information and a rich view of demographics based perceptions about work-life balance of employees working in Kolkata. The findings show that new generation workforce is not happy with the different aspects of WLB. The purpose of *eleventh paper* is to find out any notable variations in competence across the major demographic variables of the employees of private sector banks. The study revealed that demographic variables have a strong influence on the different variables of competencies.

The *twelfth paper* attempts to examine the corporate reporting reforms in 21st century, such as sustainability reporting, ESG reporting and integrated reporting which are followed by the companies recently for long-run value creation. The findings show that the clarity is missing on the information provided on the strategy formulation and governance. The *last paper* examines the link between the CSR attributes and ESG reporting quality. Using agency and stakeholders' theory and applying regression analysis on the sample of 225 Indian firms listed on stock exchanges in 2021, the results showed that the CSR committees' attributes such as independence, frequency of meetings, and size have positive and significant influence on the ESG reporting quality by companies.

The readers will find this Issue with superior quality and high intellectual diversity. Hope the readers will enjoy reading this Issue and encourage us to stride forward.

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(Managing Editor)