

Orissa Journal of Commerce

A Quarterly Peer-Reviewed & Refereed Journal
(UGC-CARE Listed)

Volume 44

Issue 4

October-December 2023

Contents

<i>Editorial</i>	<i>iii</i>
1. Foreign Inflows and Economic Growth of BIMSTEC: A GMM Approach <i>Poonam, Ravinder and Vijender Pal Saini</i>	1-14
2. The Triple Helix: Education, Self-Efficacy and Intention in Entrepreneurship <i>A Chiranjibi Rambabu Achary, Subhasish Das, Jeeban Jyoti Mobanty and Debasis Mobanty</i>	15-31
3. Testing the Market Efficiency of S&P BSE Energy Stocks in India <i>Mallesha L. and Archana H. N.</i>	32-43
4. Evaluation of Customer Expectation and Satisfaction towards After-Sales Services using Kano Model <i>Bhushan Kumar Chawla and Parmod Kumar Aggarwal</i>	44-56
5. Digitized Education Co-creates Sustainable Smart Ecosystem: A Study on Institutions in Odisha <i>Rajesh Kumar Panda and Biswajit Das</i>	57-66
6. Does Consumer Cosmopolitanism Influence the Purchase Intention toward Foreign Products? The Mediation of Materialism <i>Aashish Garg, Nidhi Sharma and Pooja Goel</i>	67-78
7. 3D Technology in E-tail: A Synthesis through Literature Review <i>Vijay Rathee and Sarita Kumari</i>	79-90
8. Loyalty of Individual Investors towards Marketable Financial Products: A Structural Logic of Customer-engagement, Mental Accounting, & Attitude <i>Laxmikant Pattnaik, Saroj Kumar Sahoo and Sandhyarani Sahoo</i>	91-105

9. Assessing the Sustainability of Self-Help Groups in India: An Interstate Analysis 106-116
Kirti Mehta and Vandana Bhavsar
10. A Critical Review of Herd Behaviour in Capital Markets: A Bibliometric Analysis 117-128
Charu Sharma and Shilpa Lodha
11. Impact of Macro-Economic Factors on Indian Commodity Futures 129-143
Susmita Patra and Gouri Prava Samal
12. Does Satisfaction Control Switching Intention? A Post-Adoption Study on Consumer Behaviour of Mobile Banking Services in India 144-155
Peddinti Vinay Kumar and Raghavendra

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 twelve research papers and articles from diverse fields of commerce, economics, management, and public policy.

The *first paper* is an attempt to test the influence of foreign capital inflows on BIMSTEC nations' economic growth of BIMSTEC nations during the time 2010-2021 by employing the one-step system GMM method. The *second paper* aims to analyze the role of entrepreneurial education at the university level in enhancing entrepreneurial self-efficacy and fostering entrepreneurial intention among management graduates. The *third paper* investigated the random walk behaviour of energy stocks using ten daily stock prices from January 2015 to December 2022. For this purpose, robustified statistical tests and models were employed, including run test for randomness, automatic portmanteau and automatic variance ratio tests for autocorrelation, and GARCH (1,1) model for volatility clustering.

The *fourth paper* attempted to know the customer's expectation towards after-sales services and its impact on customer satisfaction in automobile industry. The *fifth paper* studied the impact of digitized education on sustainable smart ecosystems, with a focus on institutions in Odisha, India. The *sixth paper* aims to examine how materialism mediates the connection between consumer cosmopolitanism and their intention to make a purchase.

The *seventh article* is a review on different studies done earlier and explored the changes came in online retail because of 3D technology. Theories related with technology describe the different factors which are responsible for the adoption of new technology in online retail environment. The *eighth article* examines the structural relationship between Customer-Engagement, mental accounting, investor attitude, and loyalty for marketable financial products. The *ninth paper* demonstrated that the number of SHGs has risen due to the increased credit disbursement along with the accessibility to various financial services.

The *tenth paper* scanned the global literatures between 1983 and 2022, using fifteen terms related to herd behaviour in finance as keywords to reach the related publications. The *eleventh article* looks at the price trend of spot and futures of a few chosen commodities as well as the macroeconomic variables' effect on the Indian commodity futures market. The *twelfth paper* analyses how different factors influence mobile banking customer satisfaction and switching intention.

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.

Dr. Malay Kumar Mohanty
(Managing Editor)