

# RESILIENT BUSINESSES FOR SUSTAINABILITY

# ADVANCED SERIES IN MANAGEMENT

Series Editors: Miguel R. Olivas-Luján and Tanya Bondarouk

## Previous Volumes

*Social Media in Human Resources Management*

Eds. Tanya Bondarouk and Miguel R. Olivas-Luján

*Social Media in Strategic Management*

Eds. Miguel R. Olivas-Luján and Tanya Bondarouk

*(Dis)honesty in Management: Manifestations and Consequences*

Eds. Tiia Vissak and Maaja Vadi

*Commercial Diplomacy and International Business: A Conceptual and Empirical Exploration*

Ed. H. Ruël

*Electronic HRM in Theory and Practice*

Eds. T. Bondarouk, H. Ruël and J.C. Looise

*Relational Practices, Participative Organizing*

Eds. Chris Steyaert and Bart Van Looy

*Autopoiesis in Organization Theory and Practice*

Eds. Rodrigo Magalhaes and Ron Sanchez

*Organizations as Learning Systems 'Living Composition' as an Enabling Infrastructure*

Ed. Marjatta Maula

*Complex Systems and Evolutionary Perspectives on Organizations: The Application of Complexity Theory to Organizations*

Ed. Eve Mitleton-Kelly

*Managing Imaginary Organizations: A New Perspective on Business*

Eds. Bo Hedberg, Philippe Baumard and A. Yakhlef

*Systems Perspectives on Resources, Capabilities and Management Processes*

Eds. John Morecroft, Ron Sanchez and Aimé Heene

*Tracks and Frames: The Economy of Symbolic Forms in Organizations*

Ed. K. Skoldberg

*Human Resource Management, Social Innovation and Technology*

Eds. Tanya Bondarouk and Miguel R. Olivas-Luján

*Dead Firms: Causes and Effects of Cross-Border Corporate Insolvency*

Eds. Miguel M. Torres, Virginia Cathro and Maria Alejandra Gonzalez Perez

*New Ways of Working Practices: Antecedents and Outcomes*

Ed. Jan de Leede

*Age Diversity in the Workplace*

Eds. Silvia Profili, Alessia Sammarra and Laura Innocenti

*International Business Diplomacy: How can Multinational Corporations Deal With Global Challenges?*

Ed. Huub Ruel

*Organisational Roadmap Towards Teal Organisations*

Eds. Tanya Bondarouk, Anna Bos-Nehles, Maarten Renkema, Jeroen Meijerink and Jan de Leede

*Indigenous Management Practices in Africa: A Guide for Educators and Practitioners*

Eds. Uchenna Uzo and Abel Kinoti Meru

*Diversity Within Diversity Management: Country-Based Perspectives*

Eds. Andri Georgiadou, Maria Alejandra Gonzalez-Perez and Miguel R. Olivas-Luján

*Diversity Within Diversity Management: Types of Diversity in Organizations*

Eds. Andri Georgiadou, Maria Alejandra Gonzalez-Perez and Miguel R. Olivas-Luján

*HRM 4.0 for Human-Centered Organizations*

Eds. Rita Bissola and Barbara Imperatori

*Sustainable Hospitality Management: Designing Meaningful Encounters With Talent and Technology*

Eds. Huub Ruël, Angelique Lombarts and Jeoren A. Oskam

*Agri-Food 4.0: Innovations, Challenges and Strategies*

Eds. Rahul S. Mor, Dinesh Kumar and Anupama Singh

*Smart Industry - Better Management*

Eds. Tanya Bondarouk and Miguel R. Olivas-Luján

*Management and Information Technology in the Digital Era: Challenges and Perspectives*

Eds. Chemma Nawal, Mohammed El Amine Abdelli, Anjali Awasthi and Emmanuel Mogaji

*Sustainable Management in COVID-19 Times*

Eds. Aldo Alvarez-Risco, Marc A. Rosen and Shyla Del-Agulia-Arcenales

*Technology, Management and Business: Evolving Perspectives*

Eds. Rajnish Kumar Misra, Archana Shrivastava and Charu Sijoria

*Smart Cities for Sustainability: Approaches and Solutions*

Eds. Mohammed El Amine Abdelli, Asma Sghaier, Atilla Akbaba, Samia Chehbi Gamoura and Hamid Doost Mohammadian

*Development of International Entrepreneurship Based on Corporate Accounting and Reporting According to IFRS: Part A*

Eds. Mansur P. Eshov, Gulnora K. Abdurakhmanova, Aktam U. Burkhanov, Nodira B. Abdusalomova and Shakhlo T. Ergasheva

*Development of International Entrepreneurship Based on Corporate Accounting and Reporting According to IFRS: Part B*

Eds. Mansur P. Eshov, Gulnora K. Abdurakhmanova, Aktam U. Burkhanov, Nodira B. Abdusalomova and Shakhlo T. Ergasheva

This page intentionally left blank

ADVANCED SERIES IN MANAGEMENT VOLUME 34A

**RESILIENT BUSINESSES FOR  
SUSTAINABILITY: ARTIFICIAL  
INTELLIGENCE,  
TECHNOLOGY, SUPPLY CHAIN  
MANAGEMENT AND SOCIETY,  
PART A**

EDITED BY

**RAJNISH KUMAR MISRA**

*Jaypee Institute of Information Technology, India*

**SHRIRAM A. PURANKAR**

*Jaypee Institute of Information Technology, India*

**DIVYA GOEL**

*Jaypee Institute of Information Technology, India*

**SHIVANI KAPOOR**

*Jaypee Institute of Information Technology, India*

AND

**RIDHIMA B. SHARMA**

*Jaypee Institute of Information Technology, India*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL

First edition 2024

Editorial matter and selection © 2024 Rajnish Kumar Misra, Shriram A. Purankar, Divya Goel, Shivani Kapoor and Ridhima B. Sharma.

Individual chapters © 2024 The authors.

Published under exclusive licence by Emerald Publishing Limited.

**Reprints and permissions service**

Contact: [www.copyright.com](http://www.copyright.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83797-804-5 (Print)

ISBN: 978-1-83797-803-8 (Online)

ISBN: 978-1-83797-805-2 (Epub)

ISSN: 1877-6361 (Series)



INVESTOR IN PEOPLE

# CONTENTS

<b>Resilient Businesses for Sustainability: Artificial Intelligence, Technology, Supply Chain Management and Society – An Overview</b>	1
<i>Rajnish Kumar Misra, Shriram A. Purankar, Divya Goel, Shivani Kapoor and Ridhima B. Sharma</i>	

## SECTION 1: RESILIENCE AND SUSTAINABILITY

<b>Framework for Financial Inclusion Barriers in the Agriculture Sector in India</b>	9
<i>Nivedita Mehta, Sapna Arora and Disha Gulia</i>	
<b>Tour Package and Selection of Backwater Destinations in Kerala – Survival and Sustenance Post-COVID-19 and the Role of Promotions</b>	25
<i>K.S. Chandrasekar</i>	
<b>Planning Sustainability: The Future of Green Public Procurement in India</b>	31
<i>Saroj Koul, Pranav Kashyap, Ashutosh Singh and Atul V.</i>	
<b>Current Topics in Sustainable Supply Chain Management: A Review</b>	47
<i>Samiksha Budakoti and Vishal Gupta</i>	
<b>A Sentimental Analysis of Responsive Measures of Government and Corporates Against the Outbreak of COVID-19</b>	57
<i>Navneet Gera and Anjali Garg</i>	
<b>Analysis of Factors of Spot Freight Rate for Sustainable Supply Chain Management in India</b>	79
<i>Tanu Manocha and Vinita Sharma</i>	

## SECTION 2: ARTIFICIAL INTELLIGENCE AND TECHNOLOGY

<b>An Insight Into the Solicitude and Current Scenario of Artificial Intelligence and Robotics in Human Resource: A Narrative Literature Review</b>	93
<i>Ajay Solkhe and Waheedullah Safi</i>	

<b>An Analysis of Perception and Awareness of Undergraduate Youth Towards Cybercrime</b>	<b>101</b>
<i>Kiran Joshi and Priyanka Kaushik</i>	
<b>A Bibliometric Analysis of the Role of Artificial Intelligence and Machine Learning in Human Resource Management</b>	<b>119</b>
<i>Aanyaa Chaudhary and Sonal Khandelwal</i>	
<b>Reshaping Talent Management Strategies Using Technology in Workplace to Provide Better Employee Experience</b>	<b>139</b>
<i>G. V. Shruti Lakshmi, Mili Dutta and Pranab Kumar</i>	
<b>Internet of Things, Artificial Intelligence, Big Data and Cloud Application Technology for Acceleration on Business Resilience</b>	<b>153</b>
<i>AV. Karthick and K. Alamelu</i>	