

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-Lujan

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-Arcentales

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

Resilient Businesses for Sustainability: Artificial Intelligence, Technology, Supply Chain Management and Society, Part A

Eds. Rajnish Kumar Misra, Shriram A. Purankar, Divya Goel, Shivani Kapoor and Ridhima B. Sharma

This page intentionally left blank

ADVANCED SERIES IN MANAGEMENT VOLUME 34B

**RESILIENT BUSINESSES FOR
SUSTAINABILITY: ADVANCES
IN HUMAN RESOURCE
MANAGEMENT AND
MARKETING, PART B**

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

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: 978-1-83608-129-6 (Print)

ISBN: 978-1-83608-128-9 (Online)

ISBN: 978-1-83608-130-2 (Epub)

ISSN: 1877-6361 (Series)



INVESTOR IN PEOPLE

CONTENTS

Resilient Businesses for Sustainability: Advances in Human Resource Management and Marketing: An Overview	1
<i>Rajnish Kumar Misra, Shriram A. Purankar, Divya Goel, Shivani Kapoor and Ridhima B. Sharma</i>	

SECTION 1: ROLE OF HUMAN RESOURCE FOR SUSTAINABILITY

Industrial Relations: Towards Resilient Business in the Print Industry – A Study With Respect to Kerala Trade Unions From A Leader’s Perspective	9
<i>K. S. Chandrasekar</i>	

Humanizing Practices for People Management: A Case Study From COVID-19	21
<i>Asiya Nasreen and Sarika Tomar</i>	

Happiness Dynamics of Employees at the Workplace: A Bibliometric Review	37
<i>Kajal Sitlani, Abhineet Saxena, Deepti Sharma and Garima Pancholi</i>	

Learning Organization and Organizational Resilience: A Literature Review	51
<i>Sreeja K. and Hemalatha K. G.</i>	

Role of Female Labour Force Participation in Building Resilient Businesses	61
<i>Bhavna Jaidwal and Kshama Sharma</i>	

Impact of Employee Perception of CSR on Employee Engagement Practices: A Study of Selected Manufacturing Organizations of Delhi/ NCR	73
<i>Mitushi Singh, Shivani Kapoor, Divya Goel and Charu Sijoria</i>	

SECTION 2: MARKETING FOR BUILDING RESILIENT BUSINESSES

- An Empirical Investigation on Impact of Social Media Marketing of HEI on Student Psychology** 85
Shubhika Gaur, Shriram A. Purankar and Namita Srivastava
- Impact of Consumers' Sustainability Consciousness on Consumers' Evangelism** 97
Pooja Tripathi and Sujata Kapoor
- Digital Innovations and Their Effect on User Interaction in Fitness Apps: A Comprehensive Review and Future Research Directions** 113
Adarsh Chandra Nigam and Ruby Soni Chanda
- Influence of Digital Marketing Adoption to Leverage Digital Footfall and Enhanced Sales** 137
Sadashiva Tandur, Adarsh Garg and Mujibur Rahman
- A Study on the Impact of COVID-19 Towards E-commerce in India** 153
Dave K. A.
- A Bibliometric Analysis on Luxury Marketing in India: 2010–2021** 169
Charul Agrawal and Taranjeet Duggal