

Editorial

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I have the pleasure of introducing the first issue of *Decision* in 2018. The issue 1 of Volume 45 brings together a wide range of research articles, book reviews and a case study.

The Research articles section covers a broad spectrum of research issues usual of *Decision*. In a well-researched paper “Analysing the critical success factors for implementation of sustainable supply chain management: an Indian case study” Prasad et al., identifies and consolidates various relevant factors to develop sustainable supply chain management (SSCM) constructs conducive to supply chains in the Indian steel sector. Data from Tata Steel, SAIL, Essar and Jindal have been used for the study. The study, by using factor analysis, identifies four constructs, namely favorable organizational environment, sustainable procurement initiatives, compliances to sustainability standards and external environmental pressures, on which the organizations need to focus.

The paper by Jha et al., titled “A visual approach to enhance coordination among diagnostic units using self-organizing map” presents a modified visual clustering method for patients visiting diagnostic units (DUs) using self-organizing map approach. The clustering of patients in homogenous groups helps healthcare managers in efficient scheduling of patients

in each homogenous group such that their waiting time can be minimized. Two distinct cases for patients visiting diagnostic units of clustering problems were solved in this paper. In the first case, patients are allowed to visit DU’s in any order of sequence. In the second case, patients are allowed to visit DUs based on a predefined sequence.

The paper “Investment and financial constraints in Indian firms: Does working capital smoothen fixed investment?” by Altaf and Shah has the twofold objectives of examining the investment-cash flow sensitivity in fixed and working capital investment and to determine the role played by working capital in smoothing fixed investment. The study uses financial data of 254 Indian manufacturing firms pertaining to a period of 10 years. The study confirms that both fixed and working capital investment in constrained firms is more sensitive to cash flow shocks when compared to the unconstrained firm. The paper by Thakur et al., titled “Determinants of corporate credit spread: evidence from India” examines the determinants of corporate credit spread in Indian bond market by adopting a panel data approach. The study found that the interest rate, stock market and inflation are the key variables in explaining the level of corporate credit spread in Indian bond market.

The Case Study “Patanjali ayurved invades India” by Ahmed et al., studies Patanjali Ayurved Ltd., the biggest disruptive force in FMCG space of India. The organization has achieved an astounding growth of

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100% during FY2016-17 with gross revenue of Rs 100 billion, whereas its competitors have struggled to maintain a double-digit growth. The study analyses the Indian FMCG together with the business model, marketing mix, competitiveness, and strategies of Patanjali in order to identify its strengths, weaknesses, opportunities, and challenges.

I am glad to inform that the 2018 June Special Issue shall be on ‘Managing the Indian Economy’ which

brings together articles that critically looks at host of government policies that shape the environment in which the market performs.

I would also like to acknowledge and thank all the anonymous reviewers who helped the Editorial Board putting together the four issues of 2017. In our endeavor to strengthen the journal, we welcome your support and feedback.