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Aims and Scope

St Xaviers University Kolkata Journal of Interdisciplinary Research is an annual peer-reviewed journal. It aims to provide a space for understanding the interdisciplinarity of domains, in order to gain a better understanding of society. Its objective is to encourage and publish research, analysis and issues that pertain to the society and the constant process of its evolution.

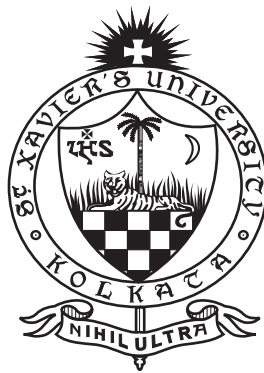
This issue of the journal spans various disciplines and has attempted to stay true to its interdisciplinary nature.

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FROM THE DESK OF THE VICE-CHANCELLOR



Dear Readers,

It has been a difficult few years for us all. The Covid-19 pandemic affected all of us; a crisis not only medical but existential. From our healthcare system to our industries, to our educational sector, India had to adapt and survive. Our university's classrooms had to shift to the virtual space and back again, and our habits of teaching-learning had to change. Yet the spirit of endeavour and excellence persisted. The maiden issue of our university's own interdisciplinary academic journal embodies that spirit. It manifests what the Jesuit Fathers call *Magis*: a Latin word that means "more" or "greater."

The motto of St. Xavier's University is *Nihil Ultra* (Nothing Beyond), and it is this ethos that defines our journal. It indicates a quest to expand the horizons of learning and excellence till there is nothing beyond, or on the other side of the frontier of knowledge. A few years in the making, the journal has been a work of heart felt labour on the part of the editors — internal and eminent external board members, as well as the contributors. We have had to endure delays and difficulties. Sadly, we have had to witness the loss of one of our external editors, the legendary professor B. Balaswamy. Our sincerest condolences go out to his family.

And yet, at the end of this journey, here are sixteen articles of cutting-edge research from various disciplines and their interstices, to enlighten our readers and brighten the academic world. Drawing on insights in mathematics, literature, social work, commerce, management, law, and a host of other fields, these are articles with a social focus and commitment to holistic change. Our journal fosters the commitment of our university to form men and women for others. With invited articles from a host of eminent experts and faculty members from our university, combined with submissions through the open system that went through a rigorous peer-review process, these are research works of the highest quality, with a hope to transform the world. I hope our dear readers benefit from these insights, and that this journal continues to grow from this promising start.

A handwritten signature in dark ink, appearing to read 'John Felix Raj' with a stylized flourish at the end.

Revd. Dr. Fr. John Felix Raj, S.J.
Vice-Chancellor
St. Xavier's University, Kolkata

EDITORIAL

The Editorial Board of St Xaviers University Kolkata Journal of Interdisciplinary Research (SXUKJIR) is proud to present to the reader the first issue of our peer-reviewed interdisciplinary journal. Rather than being held together by any overarching theme or topic, the articles contained in this issue are unified by shared values and a common cause. In line with Xaverian values, they seek the betterment of society through scholarship that cuts across disciplinary boundaries. Envisioning an academy marked by egalitarian relations rather than stifling hierarchies, our selection includes a mix of articles invited from eminent academicians and faculty members of our university, and contributions from the broader research community, with a preference for relevant, cutting-edge, socially-oriented research.

The lead article by the Hon'ble Vice-Chancellor outlines the role that the Jesuits have played in shaping education in India — an education focusing on the upliftment of the marginalised, and emancipatory values. It suggests that networking is vital to the enterprise of Jesuit education in India. Our journal's cosmopolitanism, and its commitment to interdisciplinarity are particularly visible in the next few articles, by scholars working in the interstices of myriad fields of study. In "Playing the Field," Ananya Saha links sports studies with the study of graphic narratives, reading select Japanese Manga texts representing football, to ask whether Manga and football share a symbiotic relationship. In "The Chronicler of 'Ordinary Grief,'" Anuparna Mukherjee traces the affective contours of nostalgia in the poetry of Mahmoud Darwish, drawing on insights from conflict studies, memory studies, and literary studies. Sharmistha Chatterjee traces the cultural epistemology of Native American tribes in her article on the writings of Native Canadian Peter Blue Cloud. How does the representation of animals in his work prevent the subsuming of native epistemologies within a homogeneous national narrative?

In his article on holistic research, Debasis Poddar bridges law, literature, and social science research, for the furtherance of democratic governance. Law has been characterised by top-down methods, he suggests, and legal research methodology is therefore in need of a role-reversal, thinking across disciplinary frontiers so that it better represents the voiceless. In an article titled "Fundamental Rights, the Elderly, and the Discourse of Dignity," Abhik Majumdar and Kasturi Bhagat Banerjee point out that prior to some recent Acts legislating the entitlements of senior citizens, it was a sensitive reading of Part III of our Constitution that enabled courts to uphold senior citizens' right to live with dignity. In an article on the problem of plagiarism in legal research, Shouvik Kumar Guha has outlined the different forms that it takes and the problems that it poses. Focusing on the Indian higher educational scenario, he has offered a feasibility analysis of some possible solutions to the problem.

In exploring the frontiers of Economics, International Relations, and Environmental studies, we find Rounak Roy, Jyotismita Nandy, and Devleena Majumdar closely examining European Union countries from 2000 to 2018 to ask whether trade barriers effectively complement environmental rules in lowering emission-based pollution. Showing a similar interest in diplomatic relations and the environment, the next article, by Soumya Bhowmick and

Harish Nalawade examines Sino-Indian partnerships in the creation and delivery of clean energy services, making a case for greater bilateral cooperation on these issues in the near future. Representing the inherently interdisciplinary fields of Mass Communication and Culture Studies, Saswati Gangopadhyay and Anindita Chattopadhyay then offer us a reading of select Indian web series and web movies, discussing how content development for OTT platforms is both influenced by the deep history of Indian culture and constitutes a determining factor shaping youth culture in contemporary India.

In a comprehensive overview of the Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), C.U. Dhavaleshwar and M.M.Mundargi highlight both its positive impact and its failures. They set out to propose how it may be made more democratic, more responsive to local needs, and more responsibly administered. Moving on from employment guarantee acts, to employers and employees in the educational sector, Saugat Ghosh, Shuvendu Chakraborty, and Tanushree Biswas revisit the Job Characteristics model of Hackman and Oldham (1976) and apply it to the case of non-teaching staff in private West Bengal colleges. The paper seeks to establish a methodology to estimate Job Characteristics and Job Satisfaction, and the relationship between them in this case.

Studying the application of IT from the perspective of Business Management, Arijit Mitra and Shubhadeep Mukherjee then investigate the factors that trigger the use of IT and big data in the field of supply chain management. Further, they seek to assimilate the possible usages of the BDA and other IT tools while creating value along the supply chain. Also thinking through the impact of recent technology on society, Moumita Sinha Mahapatra and Ipsita C. Patranabis present us with a survey-based study on the implementation of technology-based learning in schools around Sambalpur, Burdwan, and Kolkata, evaluating how technology is being received by the youth. From the field of Commerce, contributors Sudipta De, Manta De, and Kaushik Pramanik study the impact of the announcement of cross-border acquisition by the Indian corporates on returns and share prices of both the target and acquirer companies. Finally, Ashok Kumar Banerjee has studied consumer satisfaction in mega retail outlets in Kolkata. Using questionnaires and the Fishbein model, he has found that customers like a combination of quality, value-added service, superior design effect, and proper availability of products.

As should be clear from the summaries above, the wide range of topics explored in these far-reaching interdisciplinary studies offer the reader a deep insight into the changing literary, legal, social, cultural, economic, and educational contexts within which contemporary India takes its place in a globalized world. We hope that the start made in this issue can yield many more years of promising, socially-relevant research, to be published in the cherished pages of SXUKJIR.



The Editor
Dr. Prayag Ray

Abstracts Booklet

Contents

Building Harmony through the Jesuit Educational Network Revd. Fr. Dr. J. Felix Raj, S. J.....	2
Playing the Field: Representation of Japanese Football in Manga and Anime Narratives Dr. Ananya Saha	3
The Chronicler of “Ordinary Grief”: Nostalgia, Conflict and Homeland in the Writings of Mahmoud Darwish Dr. Anuparna Mukherjee.....	4
Indigenous Animals in the Poetic Repertoire of the Native Canadian Peter Blue Cloud Sharmistha Chatterjee.....	5
Toward Holistic Research: Passwords for Access to Juridical Studies Debasis Poddar	6
Fundamental Rights, the Elderly, and the Discourse of Dignity Abhik Majumdar and Kasturi Bhagat Banerjee.....	7
Plagiarism, Legal Research, and Higher Education Policies – An Essay Shouvik Kumar Guha.....	8
Trade Barriers and Environmental Protection: A Case Study on EU Countries Rounak Roy, Jyotismita Nandy and Devleena Majumdar.....	9
Facilitating “Affordable and Clean Energy” in India and China: Domestic Policies and Bilateral Cooperation Soumya Bhowmick and Harish S. Nalawade.....	10
Cultural Impacts of Indian Web Series and Web Movies: A Study on the Emerging Trends Saswati Gangopadhyay and Anindita Chattopadhyay.....	11
Rural Development and Mahatma Gandhi National Rural Employment Guarantee Act: An Analysis Dhavaleshwar C U and Mukund Maruti Mundargi.....	12
Revisiting the Formation of Job Characteristics and its Interrelationship with Job Satisfaction: A Study on Non-Teaching Employees of Private Colleges in West Bengal Saugat Ghosh, Shuvendu Chakraborty and Tanushree Biswas.....	13
Creating Value in Supply Chain with IT and Big Data Analytics - The Broader Landscape Arijit Mitra and Shubhadeep Mukherjee.....	14
Influence of Technology-Based Learning among School Children and its Impact on the Educational System Moumita Sinha Mahapatra and Ipsita C. Patranabis.....	15
Acquisition Announcement Impact on Stock Market: A Case Study-Based Approach on a Few Cross-Border Acquisitions by Indian Corporates Sudipta De, Manta Dey and Kaushik Pramanik.....	16
Measurement of Consumer Satisfaction Index for Mega Retail Outlets in Kolkata Megapolis Asok Kumar Banerjee.....	17

Building Harmony through the Jesuit Educational Network

- Revd. Fr. Dr. J. Felix Raj, S. J.¹

Abstract

Education is the stepping stone without which society cannot move forward. The progress of a nation depends on the quality of education it provides to the masses. For more than 400 years members of the Society of Jesus have been making a significant contribution to the development of the Indian education system. Besides focusing on the quality of conventional teaching methods, Jesuit education also emphasises teaching and learning through community service. Indian Jesuit institutes take regular initiatives of making education accessible to the underprivileged or marginalised people of the society. Jesuit education strongly disapproves of any kind of discrimination based on caste, creed, religion, gender, or social class, and aims to promote harmony and love. Fundamentalism is a corrosive force that not only damages the nation but also wounds humanity and human values. Jesuit education plays an active role in inspiring young students to resist fundamentalism. Jesuit education aims to help students live a purposeful life in order to take another step towards being men and women for others, and networking plays a significant role in this. This article gives an idea of what Jesuit education is about and why networking is important for fulfilling those goals.

Keywords: Jesuit Education, Networking, Society of Jesus in India, Indian education system

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Playing the Field: Representation of Japanese Football in Manga and Anime Narratives

- Dr. Ananya Saha²

Abstract

In the twenty-first century, manga and anime appear almost as envoys of the soft power economic expansion of Japan. Not unlike the narratives common in Anglo-American popular culture, there is a hierarchy in the social chain of the stories of Japanese manga and anime. While the stereotypical manly sportsperson occupies the top position of this hierarchy, footballers were not considered a part of this popular group for quite some time. In a country where football was hardly favoured over other more attractive sports like baseball, manga/anime texts about football have had a fair share of contribution in making the sport more desirable to the younger demographic. Manga/anime builds up communities by gathering like-minded people belonging to various cultures and ethnicities and provides hope and reaffirmations for people, more specifically children and young adults in crisis. In most of the anime or manga texts on football, the sport is presented as a ritualised battle and has somewhat similar effects to patriotic wars in evoking nationalistic emotions. This paper examines three texts— Captain Tsubasa, Whistle, and Hungry Heart: Wild Striker to question whether the texts and the sport share a symbiotic relationship by attracting each other's fandom and whether they lead to transcultural ethnogenesis. The paper also examines if the portrayal of football in these texts may be seen as a performance of a rite of passage.

Keywords: Manga and Anime, Football, Community Building, Transcultural Ethnogenesis, Performative Rites of Passage

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The Chronicler of “Ordinary Grief”: Nostalgia, Conflict and Homeland in the Writings of Mahmoud Darwish

- Dr. Anuparna Mukherjee³

Abstract

This paper looks at the troubled encounter between history and memory, following the disruptive impact of the Nakba (1948) in the writings of Mahmoud Darwish. It particularly engages with the affective contours of nostalgia deployed as a subversive critique of the hegemonic historiography of the Israeli state that delegitimized the existence of the Palestinian people. The article situates itself at the intersection of the literary and the political in Darwish's poetry, which crafts a literature of “restoration” and “resistance” against the enforced forgetfulness from an aesthetics emanating from loss.

Keywords: nostalgia, home, memory, exile, refugee, poetry

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**Indigenous Animals in the Poetic Repertoire of the Native Canadian
Peter Blue Cloud**

- Ms. Sharmistha Chatterjee⁴

Abstract

The Canadian literary imagination is preoccupied with the animal figure, and its representation takes myriad forms in different literary narratives. The animal is also a dominant figure in the poetical works of such indigenous writers such as Peter Blue Cloud. This paper seeks to argue that in Peter Blue Cloud's poetry and short stories, the animal operates within the narratives to not merely voice the nationalistic concern with survival, but also foreground its own mythic status that in turn exposes the cultural mindset of the different Native American tribal clans. Peter Blue Cloud is himself a Native writer belonging to the Mohawk clan, and in his writings, he repeatedly uses the myths associated with animals within his clan. The consequence of such representation is to not only place the totemic animal at the centre, but also through its mythic associations, emblematises the cultural epistemology characteristic of such Native American tribes such as the Mohawks. Representation then would also function as a vital mode of preventing the subsuming of the different tribal epistemologies within a homogeneous national narrative. This paper will take up this issue with particular focus on Peter Blue Cloud's poetry such as "Bear", "Wolf", the Coyote poems, and so on.

Keywords: The Canadian animal, survival, indigenous writers, tribal cultural epistemology.

⁴Ms. Sharmistha Chatterjee is a doctoral scholar (Junior Research Fellow) in the Department of English, Jadavpur University, Kolkata, India, and can be contacted at sharmistha1995@gmail.com.

Toward Holistic Research: Passwords for Access to Juridical Studies

Dr. Debasis Poddar⁵

Abstract

Since time immemorial, the law is more often than not formulated as an institution of social control and, therefore, characterised by top-down methods, relevant to hierarchical governmentality. The trend is reflected in legal research with the result that the mainstream legal methods are set to perpetuate the percolation of legal rules from the ivory tower of the state power to societal grassroots below: for instance, statutes of the legislature, instruments of the executive, orders of the judiciary, and the like: all these instruments get initiated by those at the top of the hierarchy and thereafter trickle down and leave an impact upon those at the bottom. Indeed, commoners have had the right to elect their representatives. The electoral jurisprudence, however, may be contested on myriad counts, more so in the given age of big data analytics. Exceptions apart, the law is thereby ridden with a class character of its own.

*In democratic governance, however, legal research methodology is in need of a role reversal, such that it features bottom-up methods, upholds so-called *volksgeist*, and thereby voices the interests of the voiceless, since democracy belongs to them — “of the people, by the people, for the people,” to quote Abraham Lincoln. Thus, enroute to socio-legal research methodology, empirical legal studies appear set to radicalise legal research methodology. Accordingly, with the use of sociological tools and techniques, researchers engage in the quest for otherwise dormant public reasoning *vis-à-vis de legelata* (what the law is) and *de lege ferenda* (what the law ought to be) to justify the law as an institution in its given time and space.*

*This paper hereby explores the institutional character of the law beyond text in the given context of contemporary crossroads of law and society, thereby bringing in alternative and, at times, avant-garde means and methods for socio-legal researchers without black-letter-law background to their credit. The paper attempts to democratise the often-unreachable knowledge domain, bringing it within the reach of social science researchers for the furtherance of democratic governance. In the final count, juridical studies correspond to a teleological end of the law; to quote from the ancient text, “*Satyameva jayate*”(Singh, 1981), something acknowledged by the Supreme Court of India with its motto from the epic narrative, “*Yato Dharmahstato Jayah*”(Jha, 2014). Taken together, they reflect official wisdom for use of the law as means and not an end in itself.*

Keywords: realism, empiricism, methods, inclusivity, defragmentation, truth, etc.

⁵ Dr. Debasis Poddar is a Professor of Law at National Law University and Judicial Academy Assam, and can be contacted at dpoddar@nluassam.ac.in.

Fundamental Rights, the Elderly, and the Discourse of Dignity

- Dr. Abhik Majumdar ⁶

&

- Dr. Kasturi Bhagat Banerjee⁷

Abstract

Entitlements and requirements of senior citizens, and specifically how the law must intercede to this end, have received some attention in recent times, as indicated by the Maintenance And Welfare Of Parents And Senior Citizens Act 2007, and the National Policy for Senior Citizens 2011. Certainly, they are laudable and much-needed in their own standing. Yet, in addition to being sketchily implemented, they are only recent developments. This highlights that for decades prior to their advent, senior citizens' interests were left largely neglected by lawmakers. Special statutes such as certain personal laws do offer some relief, but only in limited circumstances.

Courts have sought to fill this gap by reading the interests of the elderly within Part III of the Constitution. Interestingly, they have done so specifically by referencing the normative construct of dignity, specifically by reading into the right to life under Article 21 the right to live with dignity or the right to a dignified existence. This represents an appropriate approach addressing the interests of the aged: it secures these interests by recognising them as unfairly deprived, and not merely needy. In doing so, it shows much sensitivity to the elderly and their feelings. Such sensitivity is rare in the legal realm, which makes the lack of scholarly attention in this regard all the more surprising. In this paper, we attempt an overview of this discourse of dignity, and how courts have harnessed it in order to secure the interests of the elderly in a sensitive manner.

Keywords: Senior citizens, elderly, fundamental rights, dignity

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Plagiarism, Legal Research, and Higher Education Policies – An Essay

- Dr. Shouvik Kumar Guha⁸

Abstract

Plagiarism is one of the major concerns to have plagued the field of higher education and research since time immemorial. When it comes to the discipline of legal academia, the problem perhaps grows even more alarming. In the course of this paper, the author has sought to provide a glimpse of the different forms that plagiarism can assume and the difficulties of trying to confine this phenomenon within any particular definition. The ways in which plagiarised work can pose a problem, be it legal, moral or otherwise, to institutions imparting higher education have also been explored, along with the different causes to which such actions are usually attributed and the ethical and moral conundrums involved in the same. The Indian educational scenario has also been looked into vis-à-vis this concern, along with a feasibility analysis of a set of possible solutions to improve upon the current matrix of educational vigilance.

Keywords: Plagiarism, Academic Misconduct, Research Integrity, Moral and Ethical Norms, University Grants Commission

⁸ Dr. Shouvik Kumar Guha is currently serving as an Assistant Professor (Senior Scale) of Law at The West Bengal National University of Juridical Sciences, Kolkata, and can be reached at shouvikkumarguha@nujs.edu.

Trade Barriers and Environmental Protection: A Case Study on EU Countries

-Mr. Rounak Roy⁹

-Ms. Jyotismita Nandy¹⁰

&

-Dr. Devleena Majumdar¹¹

Abstract

Accepting the very fact that international trade is damaging to environmental protection, it becomes vital to visualise whether or not trade barriers will effectively complement or substitute environmental rules in curbing emission-based pollution. Our paper focuses on the set of European Union countries from 2000 to 2018 in order to investigate if applied tariff rates can lower carbon emissions. We find that, upon using a robust fixed effect panel regression model, the impact of the tariff is not very significant although trade openness is found to positively affect carbon levels. Population density is found to negatively influence environmental degradation. The above results found justify that restrictive trade practices are not quite necessary for the given countries which can be attributed to the fact of already present stringent regulatory laws on environmental protection and a general consciousness among the people living there.

Keywords: Tariff, emission, trade openness

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¹¹Dr. Devleena Majumdar is an assistant professor in the Department of Economics, St. Xavier's University, Kolkata and can be contacted at devleena.majumdar@sxuk.edu.in.

Facilitating “Affordable and Clean Energy” in India and China: Domestic Policies and Bilateral Cooperation

- Soumya Bhowmick¹²

&

- Harish S. Nalawade¹³

Abstract

This article examines Sino-Indian partnerships in the creation and delivery of clean energy services embodied under the United Nations’ Sustainable Development Goal 7 (SDG 7): Affordable and Clean Energy. It argues that if the two countries reduce competition and promote cooperation on the SDG 7 objectives, they could influence global energy governance trends in the future. This study traces the ways in which the two countries have developed their institutions and adopted collaborative measures ranging from overseas joint investments to collective bargaining at international forums to enable access to efficient energy methods. The paper outlines how the enhancement of bilateral cooperation over the years could create an atmosphere of amity that would eventually help in identifying the economic complementarities in the domain of energy, creating a win-win situation for both the nations. Finally, the study also underpins the importance of strategic partnerships at international levels to enhance energy cooperation.

Keywords: SDG 7, clean energy, sustainable development goals

¹² Soumya Bhowmick is an Associate Fellow at the Centre for New Economic Diplomacy, Observer Research Foundation, and can be contacted at soumya.bhowmick@orfonline.org. Some sections of this essay have appeared before in articles by the author. These have been cited and are included in the References.

¹³ Harish S. Nalawade is a Policy Research Associate, Office of Minister for Health & Family Welfare and Medical Education, Government of Karnataka, and can be contacted at harishsn@nls.ac.in.

Cultural Impacts of Indian Web Series and Web Movies: A Study on the Emerging Trends

- Dr. Saswati Gangopadhyay¹⁴

&

- Ms. Anindita Chattopadhyay¹⁵

Abstract

Culture is an important part of society and social structure; it is closely intertwined with the daily life of common people. Since its inception, media content has always been influenced by the culture of the society where the media content is produced and distributed, keeping close proximity with the cognition level of the audience. With the rise in popularity and demand of over the top (OTT) platforms, they have now turned into one of the most influential forms of mass media in the field of entertainment and in the case of content development and narrative pattern, culture also plays a vital role. It is often said that OTT platforms are giving birth to new cultures and countercultures. At a time of digital disruptions and a rapid rate of consumption, new media is increasingly influencing the behaviour of consumers. It is crucial in ascertaining value as well as entity to consumer behaviour, and helps to create and preserve patterns of behaviour in the modern world. With the sudden rise of OTT platforms in India, it has become crucial to study factors such as who the audience is, what shows they are watching, and what their geographical and cultural location is. Crucially, we must also ask what their motivations for watching are, and what its cultural effects can be. The main objective of this research paper is to understand how culture affects the content development in OTT platforms in India, what the impact of culture on the visual narrative pattern of Indian web series and web movies can be, and how OTT platforms are giving rise to new cultures and countercultures among its audience.

Keywords: culture, OTT platforms, audience, web series, web movies, counter culture

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Rural Development and Mahatma Gandhi National Rural Employment Guarantee Act: An Analysis

-Dr. Dhavaleshwar C U¹⁶

&

- Dr. Mukund Maruti Mundargi¹⁷

Abstract

Rural development comprehends the holistic development of rural areas with the aim of improving the quality of life of rural people. The development of rural India constitutes the most significant part of the national development programme. A number of development plans and programmes have been formulated and executed in rural areas. Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) is one of those strategies employed for rural development. The impact of MGNREGA has been positive in creating employment opportunities for rural men and women through legal entitlement and the schemes under the Act have created useful assets which are found to be beneficial by the rural people. MGNREGA has provided improved health, and security of income, and has narrowed the gender gap. It has increased real wages, decreased gender inequality in wages, and has increased agricultural productivity. However, some studies have pointed out the poor implementation of the programme relating to delay in wage payment, payment of wages below the minimum wages, and non-payment of unemployment allowances. Other failures of the scheme relate to a shortage of staff and an irregular flow of funds. There is a need for schemes of works to be planned properly at village councils. They must be made to become democratic and stringent actions should be taken against executives who are responsible for irregularities. Government should release funds only after ensuring the conduct of Social Audit periodically.

Keywords: Rural development, Employment, Government schemes, Opportunities, Challenges.

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Revisiting the Formation of Job Characteristics and its Interrelationship with Job Satisfaction: A Study on Non-Teaching Employees of Private Colleges in West Bengal

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&
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Abstract

A motivated workforce is the primary desire of every organisation and the motivation of the employees is dependent upon several factors. Besides financial rewards and promotional schemes, several researchers and HR practitioners have identified that Job Characteristics and Job Satisfaction have a great impact on employee motivation. But to create positive Job Characteristics, it is necessary to understand its composition. Although the Job Characteristics Model of Hackman and Oldham (1976) identified the factors influencing Job Characteristics, studies related to its applicability to different jobs are not tested. Besides that, no significant mechanism is developed to identify the components of job characteristics associated with a particular job. Theoretical studies in this field also speak about the interrelationship between Job Characteristics and Job Satisfaction. But research to validate this claim empirically is scarcely available. The present study is aimed to solve these research problems. The study is conducted on the non-teaching staff of private colleges of West Bengal, as the functioning of the educational sector is largely dependent upon the non-teaching staff and their job involves several knowledge and skill domains. The study primarily identifies the components which create Job Characteristics of non-teaching staff and also provides a methodology to estimate both Job Characteristics and Job Satisfaction. Besides that, the study successfully establishes and measures the interrelationship between Job Characteristics and Job Satisfaction. The methodology presented in this study is easy to administer and thus it could be used to measure the Job Characteristics components and Job Satisfaction, and their interrelationship for jobs of other industries.

Key Words: Job Characteristics, Job Satisfaction, Job Characteristics Factors, JC and JS Interrelationship.

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Creating Value in Supply Chain with IT and Big Data Analytics - The Broader Landscape

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&

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Abstract

The development of Information Technology (IT) is one of the significant factors that drives the evolution of the concept of supply chain and its integration. When IT becomes a capability rather than a service, several aspects of value creation become possible considering different interactions among supply chain partners. When organisations use IT as a capability and proceed for its implementation along the supply chain, they generally start with Electronic Data Interchange (EDI) and may go up to building an Internet/Intranet supported supply chain. Some of the earlier examples along this continuum are Material Resource Planning (MRP-I), Manufacturing Resource Planning (MRP-II), and Enterprise Resource Planning (ERP). The recent focus on “Big Data Analytics (BDA)” augments the use of IT while creating value in the supply chain. Until today, only limited studies emphasise assimilating the plausible usages of IT and BDA, while managing the different sub-functions of the supply chain in a structured manner. Building on this research gap, the present study attempts to find out the factors that trigger the use of IT and big data in the field of supply chain management, and further endeavours to assimilate the possible usages of the BDA and other IT tools while creating value along the supply chain. The study reveals the typology of the use of IT and big data while managing various sub-functions of a value chain. The broader landscape in terms of how these usages assist the value creation along the supply chain, i.e., the alignment of the changing business requirement of a firm and IT and big data-driven practices, is also uncovered to a great extent.

Keywords: Big Data Analytics (BDA), Information Technology (IT), Supply Chain, Typology

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Influence of Technology-Based Learning among School Children and its Impact on the Educational System

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&

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Abstract

The word education in India has wide term significance. It is a pathway to collect information and develop individual thought. It can be also framed as learning of skills, knowledge, and abilities throughout life, and hence education is steadily changing the way students understand and how instructors teach. The students belonging to Gen Z are more inclined towards technology and technological gadgets and this can hamper their future, but the crucial step is to channelise the learning blended with technology which will keep up the interest of the students. Many schoolsrun entirely on online systems while several others are brick-and-mortar schools. Thetraditional schools rely on the chalk and talk method. The technology-enabled schoolsinclude the use of smart boards and other interactive tools. This modern method provesto be a pathway for enabling learners to explore and experience a lively outcome. This study attempts to examine the effect of technology-enabled learning among school children belonging to the age group of 14 to 18 years. The survey questions revolve around the perspective of the students, that is, how they perceive technology and whether they want the technology-enabled education system or not, and also whether the schools are prepared enough in providing them with the improvised method of teaching-learning environment. The study is mainly focused on the areas of Sambalpur, Burdwan, and Kolkata to understand whether technology has been able to show its eminence in the regional areas. This can be a pertinent change and can act as a stronginfluence on the future development of our children

Key Words: technology-based learning, e-learning, education system, school learning

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Acquisition Announcement Impact on Stock Market: A Case Study- Based Approach on a Few Cross-Border Acquisitions by Indian Corporates

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Abstract

In the past few years, Indian companies have deemed the merger and acquisition (M&A) as a growth avenue. It is a strategic financial decision whose main objective (in maximum cases) is to expand business globally through inorganic growth in the form of brownfield investment. In many cases, it has been observed that at the time of declining performance of the foreign target companies, Indian companies acquired the well-reputed foreign companies. The acquirer companies take benefit of the low share price of the target companies on the basis of inferior operating performance, global and national financial turmoil, recession, and the like. The official announcements of a cross-border M&A decision determine the return and share prices of both the target and acquirer companies. With respect to a few Indian cases, the impact of abnormal returns and the volatility in returns due to volatile share prices during -15 to +15 days (from the date of the official announcement of cross-border acquisition by the Indian corporates) are researched here. The statistical evaluation is done through the R programming language and its impact of acquisition was nurtured from the perspective of both Indian acquirer and cross-border acquiree.

Keywords: merger and acquisition (M&A), acquisition, risk and return, cross-border, R programming, volatility, variance

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Measurement of Consumer Satisfaction Index for Mega Retail Outlets in Kolkata Megapolis

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Abstract

In today's business scenario, branding occupies a major place. It is now considered a marketer's promise to its customers. Building strong brands is now a big task for the industries. Brand equity has come into being to measure the strength of a particular brand. A powerful brand is known to have high brand equity. A brand having strong brand equity can be a valuable asset. It may even be bought or sold for a price. Brand equity has a direct connection with brand awareness among customers. It also depends on brand recognition and recall. It is the attitude of the customers that defines which brand they recognize or recall or do not. To measure the attitude of the customers, we have selected some mega retail outlets in Kolkata Megapolis and measured the customer satisfaction index by using a structured questionnaire given to the customers followed by applying a popular model of attitude measurement called the Fishbein model. The result shows that customers like a combination of quality, value-added service, superior designing effect and proper availability of products. We have finally proposed a unique model that is expected to show the pathway of retail business strategies in a highly competitive Indian retail market scenario.

Keywords: brand awareness, brand equity, retail, distribution, brand recognition, brand recall

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