



Editorial

With its broad scope bridging (yet not limited to) Social Media Influence, Potentials of Technology Start Ups, Yoga Marketing, Potential Technology Start Ups and a case study on CSR, this latest issue of *Ushus-Journal of Business Management* is dedicated to a challenge rather than to a topic or an intersection of topics. In all these articles, technology and its impact are in the core.

In the first paper, Studying Technology Adoption Inhibition in the Context of Food Ordering Apps, authors Easwar Krishna Iyer, Anchit Gujral, Anuja Raundal and Hardik Saxena have provided an analysis of how the Food Ordering Apps are dramatically changing the dining experience. They studied how technology and technology adoption inhibitors affect the migration towards online food orderings services. Their study however, as the authors argue, goes beyond the predictors of “adoption, acceptance, and readiness” and focuses on consumer inhibition motivations and structures.

In the second paper, the author Roopa Revathy attempts to identify the problems faced by start-ups in Engineering Colleges and the opportunities for technology start-ups. She suggests that innovations using technologies will help in accelerating India’s economic growth. Talents of engineering students in technologies need to be nurtured, mentored, and they need support from Government, investors, industries. Roopa further argues for every innovation to be made to improve the standard of living of people and to provide solutions for their problems.

The third paper on Yoga Marketing aims to shed light on the theoretical understanding of relationship marketing concept and its main components that have a direct or indirect impact on any relational approach. The author Neha Kanwari identifies that spiritual organisations are launching and selling their own products for the customers to capture the market. It is also observed by the author that people generally rely on a spiritual guru for performing yoga and pranayam. This research results suggest that people prefer from Yoga to bring in flexibility in life and removing stress.

The fourth paper of Pooja. S. Kushwaha and Nidhi Jhawa is in the wake of ASSOCHAM report news article which states that “B and C category B-schools are producing un-employable pass-outs” in the last five years the number of B-school seats is growing triple folded. Excluding few top B-Schools like IIMs, most of the B-Schools in the country are churning “unemployable” graduates. The paper therefore used convenience sampling to collecting data from students and faculty member of different B-Schools in order to find out their usage related to digital technologies like WhatsApp for teaching and learning through value driven activities like discussion forums, quizzes etc. It explains the use of digital technology like WhatsApp by some of the B-Schools in curriculum designing which helps them place their students in good profile and better packages as they are able to share more practical real time insights with them.

The final one is a case study by Kavitha S wherein Axis bank Foundation is used as a sample to know how CSR activities are undertaken in the corporate, the accountability and reporting of CSR, and the utilisation of fund for the progress of society. Analysis of 3 years’ CSR reports from 2014-15 to 2016-2017 shows that Axis bank is doing a great job when it comes to allocating the fund, identifying the CSR activities and reporting the same through CSR audited report which is handled by CSR committee. She identifies that CSR not only helps in bringing up economic viability of society, it also helps for an organisation in many ways to earn goodwill in terms of Brand visibility, Social capital, Partnerships, Business opportunities, Relationships and Nation building

Despite impressive successes and growing interest in each of these topics, wide gaps continue to separate different researches to suggest solutions, identifying research gaps and offer prospects of extending research in the context of the research questions raised by the contributors of these articles. This addition therefore provides solutions to the key questions raised by the researchers in which both mature and cutting-edge research is intertwined which has provided a strong emphasis on concrete empirical or theoretical studies. The salient findings of these researches, the language, tone and content of the articles have also been kept novel and constructive to the extent possible.

I thank each article contributor, the editorial team and the University who gave me this opportunity to make this issue happen.

Rishikesh K B

Issue Editor