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Editorial

It gives me immense pleasure to present to you the second issue of MDIM Business Review. This issue features eight research papers and one case study. I hope these articles will be thought provoking in nature and lead to newer avenues of research.

The first research paper uses text analytics to find gap in the existing literature with respect to use of big data in the operations domain.

The second research paper explores the performance of Indian banking sector in the pre and post demonetization periods. This study taken into account ten banks, five each from the public and private sectors. This study spans fourteen quarters in total.

The third research paper delves into innovation in the knowledge based service firms. This paper explores whether, there is any variation on the basis of firm size in this respect.

The fourth research paper explores the impact of Covid-19 pandemic on customer's online buying behaviour. This paper should be useful scholars as well as practising managers in the domain of online marketing.

The fifth research paper proposes a new enterprise architecture framework for the education sector. There are three views that govern this architecture, namely, modular view, communication view and sparse view.

The sixth research paper deals with financial well-being of working women. This paper concludes that financial literacy positively impacts financial wellbeing.

The seventh research paper explores the functioning of primary agriculture credit societies. This study concludes that these societies function more efficiently in the state of West Bengal.

The eighth research paper proposes a model for enterprise development with new architecture for the fourth industrial revolution.

The case study is on Page Industries Limited, on how the company repositioned innerwear in the context of Indian market.

I hope these intellectual contributions will lead to newer research in the days to come.

Dr. Souvik Banerjee
Editor

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