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Editorial

It gives us immense pleasure to present to you issue 2 of volume 2 of MDIM Business Review. This issue contains six quality research papers.

The first article discusses about Manufacturing 4.0. Although this concept is spread widely in almost all countries the intensity of the spread is not even. An important study is done in this article with respect to developed as well as developing economies.

The second paper has reviewed the literature on followership and analysed Indian wisdom literature Ramayana & their organizational instruments written by Valmiki, Ramcharitmanas written by Tulsidas and Hanuman Chalisa written by Tulsidas.

The third paper is based on a literature review related to the behavioral biases of investors. This paper concludes that behavioral biases like overconfidence, mental accounting, representativeness, framing, heuristic, disposition effect, personality traits of investors, etc. play a significant role as a behavioral mediator in investors' decision-making process.

The fourth paper explores the second home purchase behavior among Indian customers. The findings of the paper have given strong inclination that second-home buyer look to purchase properties which are more aligned with the neighborhood and social dimensions.

The fifth paper delves into how technology shaped banking industry. The paper concludes that the banking industry can benefit from artificial intelligence in a variety of ways.

The sixth paper is on a qualitative exploration of challenges in leader subordinate communication from the employee perspective. This paper has attempted to identify such challenges especially in the area of leader crisis communication from the employee perspective.

The seventh paper explores, the economic impact of Covid-19. The paper argues that, aggressive measures are necessary to safeguard economy in future.

We hope these research papers will add to the existing body of knowledge.

Best Regards

Dr. Souvik Benarjee

Editor, MDIM Business Review

Contents

Articles

- Manufacturing 4.0: Perspectives from Developed and Developing Economies Page-01 - 15
Yogesh Bhatt , Karminder Ghuman
- Lord Hanuman as Exemplary Follower: A Mythological Perspective on Followership Theory and Its Impact on Organisational Performance Page- 16-32
Daya Nand Katyayan & Sanjay Thakur
- Role of Behavioral Biases in Investment Decisions Page- 33-43
Bushra, Shalini Srivastav
- A Study of Second Home Purchase Behavior among Indian Property Buyers Page- 44-49
Ankit Kumar A, Ravi Shankar Bhakat
- Banking 4.0: Artificial Intelligence and its applications in Indian Commercial Banks Page- 50-58
Suma S.R., Anupama S
- A Qualitative exploration of challenges in leader subordinate communication from the employee perspective Page- 59-69
Prerna Panda, Damini Saini
- The economic impact of COVID-19 Page -70-75
Dayawanti Tarmali, Jogen Sharma