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## **Factors Influencing the Consumer Intention towards Solar Rooftop System at Household Level**

*– Md Irshad Ali and Manmohan Yadav*

### **ABSTRACT**

Solar energy has appeared as a viable and sustainable source of energy and thus attracting the attention of the countries around the world to both meet the day-to-day energy requirement and combat climate change. However, the adoption of solar energy at the household level has been slow in the Indian context in spite of numerous promotional measures and incentive schemes. This study examines the factors in predicting consumer purchase intention of solar rooftop using constructs from, the theory of planned behavior (TPB) and technology adoption model (TAM). Personal interviews of 229 households in the three largest urban cities of Madhya Pradesh was conducted using a structured questionnaire. The Partial, Least Square test, was used for evaluating the impact of constructs identified for the study: Consumer intention, perceived usefulness, perceived ease of use, subjective norms (SN), perceived behavioral control (PBC), awareness level and cost. This study results confirm the significant and positive impact of PBC, SN, and awareness, and the negative impact of cost on consumer intention to use solar rooftop system.

**Keywords:** Consumer intention; theory of planned behaviour; technology acceptance model; awareness level; cost of the solar system; solar rooftop system.

**JEL Classification:** M310; Q42

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## **Empirical Investigation of the Moderating effect of Workforce Diversity on the Relationship between Leader Cultural Intelligence and Team Performance**

*– Aditi Sharma Dogra and Varsha Dixit*

### **ABSTRACT**

Currently, the world is undergoing a dramatic transition due to the presence of numerous volatile forces in the business environment. The challenge is to map these changes and integrate the same with the performance. Leader cultural intelligence (CQ) enables an organization to increase its cultural competence and harness diversity at the workplace, which is considered to be a key driver for innovation. Data gathered from 358 samples consisting of top-, middle- and executive-level employees working in Information Technology (IT) & Information Technology enabled services (ITES) companies located in Delhi-National Capital Region (India) indicate that there is a statistically significant relationship between leader CQ and Team Performance (Innovation).

**Keywords:** Leader Cultural Intelligence, Diversity, Innovation, Conflict, Team Performance

**JEL Classification:** M14

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## **Environmental Discourses in Ancient India: Lessons from the Vedas**

– *Viswajit Giri*

### **ABSTRACT**

Environmental concerns that began to evolve in the past include three core assumptions: anthropogenic acts as the core factors of environmental degradation; man has a civic duty and moral responsibility to maintain the environment, and technocentrism as a means of tackling environmental problems. Albeit technocentrism remains to be an extensively used scientific tool for addressing environmental issues, nevertheless, it is criticized on the grounds of its potential failure to produce enduring & steady results, limited & confined applicability, temporal dimensions, and volatile effects. Keeping this hypothesis in view, this study seeks to examine if the ancient Indian environmental ethics, particularly the environmental teachings of the Vedas, can be applied to address the current environmental crisis of the world, to what extent and in what ways. This study finds that ecocentrism, deep ecology & non-interference are the three fundamental environmental gospels that the Vedas have prescribed. Considering these three principles as the foundational values of environment protection, this study intends to propose a theoretical model of legal standing for nature and natural objects in the Indian environmental defense paradigm. This study argues that incorporating the model would help at least in three important ways: first, it would provide Ante-Mortem legal protection to the environment, second, it would mitigate the environmentdevelopment conflict significantly, and third, it would promote sustainable development.

**Keywords:** The Vedas, Environmental Discourses, Environmental Jurisprudence, India

**JEL Classification:** Q56, Q58

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## Energy inclusion through renewable energy adoption and livelihood improvement in India

– *Bibhuti Ranjan Pradhan and Sanjay Kumar Kar*

### ABSTRACT

The stupendous growth of renewable energy in the last decade, which is most of grid-tied, will not be able to alleviate 'energy poverty' of the poor in pockets of developing economies. Since the grid is either non-existent or even if it is present, it is not available when required, or the quality of electricity received is inferior, for good living. Therefore, we argue that, first, in a resource-crunch world, the objective of increasing grid capacity is not likely to achieve energy inclusion shortly. Second, the off-grid renewable energy solutions, especially solar, whose costs have nosedived in the recent past, may be the way forward. Third, a variety of off-grid solar solutions (for lighting solutions) have been piloted across developing economies, but successes concerning scaling up and sustainability have been very few. This is primarily due to lack of efforts towards dovetailing energy inclusion strategies with improving livelihood options (enabling higher income). We further argue that more money, especially in the hands of rural women, rather than men, will ensure faster adoption of renewable energy options towards energy inclusion in the long term.

**Keywords:** Energy inclusion, Energy poverty, Renewable energy, Sustainability, Livelihood

**JEL Classification:** P28, Q4

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## **Status of Deceptive Advertising Practices in India: 2015-2017**

– *Sachin Kumar*

### **ABSTRACT**

In India, the deception in advertisements is increasing day by day. One of the significant causes of ad deception is enhanced competition among firms. The qualitative research explores the errors in positioning strategies of the advertisements in the Indian context. The study attempts to analyze which categories/sector is more deceptive in terms of advertising practices adopted. The study also reveals a trend of deception in advertising for over three years of 2015-2017. The study uses content analysis to divide the sectors among which advertising standard council of India found complaints about misleading advertisements. Through content analysis, the sectors framed are health care, education, information technology (IT) and communication, food and beverages, ecommerce, personal care product and others. The present research takes month-wise data of 36 months from January 2015 to December 2017 for the deceptive advertisements in India from the website of the Advertising Standards Council of India. The findings provide new insights about the number, frequency and trend of deceptive advertising practices adopted by the above-defined sectors in India.

**Keywords:** Advertising, Advertising standards council of India, Deceptive ads, Health care, Education, IT, ecommerce, Personal care product

**JEL Classification:** C41, D18, I21, M37

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## **Setting Standards for a Competitive Economy: In the Era of 5G, Internet of Things and the Blockchain Technology**

*– Kalpana Tyagi*

### **ABSTRACT**

Transition from 2G to 3G to 4G and now the promised 5G is discontinuous. Amongst all, the transition to 5G is expected to be the 'most discontinuous'. With connected devices talking to each other in connected smart cities and factories and the blockchain technology maintaining a 'ledger of all the transactions', following three key challenges emerge – first, interoperability amongst devices for smooth functioning of the 5G ecosystem; second, preserving the integrity of the infrastructure to prevent any potential manipulation of the networks and third, setting standards for the competitive advantage of an economy. The Make in India and Digital India can be a reality only if the three identified challenges are addressed through systematic policy efforts and public-private partnerships. Using an interdisciplinary methodology using insights from business strategy and comparative approach by assessing the policies of different countries such as the US, the EU and China, this article - part of series of articles dealing with standard setting in the era of 5G - first, elaborates on the relevance of standard setting in the era of 5G, followed by a discussion on India's preparedness for the same.

**Keywords:** Standard Setting, 5G, World Trade Organization, International Telecommunications Union, Sustainable Development, Make in India, Digital India

**JEL Classification:** 3-D, 2G, 3G, 4G, 5G

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